

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

JUNE 27, NO. 43

NEW YORK, N. Y., THURSDAY, JUNE 1, 1944

TEN CENTS

Avert Technician Strike

Barger-Magnuson Tiff Lea Com. Hearing

Washington Bureau, *RADIO DAILY*
Washington—Lea committee Attorney Harry S. Barger came close to clashing yesterday because Representative Warren G. Magnuson, D., proposed that in seeking the reason of government agencies to the service they receive from the FBI, Foreign Broadcast Intelligence Service he seeks direct expression from those agencies. Barger was cross examining Ellis Porter, FBIS wire (Continued on Page 4)

House-Senate Committee Approves FBIS-RID Cuts

Washington Bureau, *RADIO DAILY*
Washington—The House-Senate Conference Committee on the Independent Offices Appropriations Bill made final the dropping of major portions of FBIS and RID by the FCC, failed to raise the 1945 budget commission war activities. The figure for these special duties, \$100 less than that voted by the committee, was accepted. A compromise was reached on the (Continued on Page 7)

"Father's Day" Gets Hypo; Prizes For Best Radio Gags

Radio writers are advised that the National Father's Day Committee is offering U. S. War Bonds as prizes to radio script writers for the best Father's Day program or gag, or poem submission, for 1944 Father's Day celebration, for this year falls on Sunday, June 19. There will be two prizes—each worth a \$50,000 bond. Father's Day (Continued on Page 2)

Joe E. Brown Honored

Joe E. Brown has been selected as the National Father's Day committee as "1944's Father to All the Sons Overseas." Alvin Austin, president of the committee announced. Joe was the first entertainer to go to the Aleutians, to China and to India. He has two sons in the service and another son was killed in an airplane crash in 1942.

Dewey's Baritone

The past of New York Governor Thomas E. Dewey was recalled when he and 37 other chief state executives accompanied Mutual tenor Frank Forest in the singing of the "Star Spangled Banner" at the annual Memorial Day ceremonies in Gettysburg. Forest noted the outstanding vocal quality of Dewey, who, in his youth, sang baritone in church choirs and aspired to be a professional singer.

Blue Announces Plan For 'Creative Music'

Adopting a plan to offer inspiration to American composers, the Blue Network has established a "Creative Music Fund" designed to foster creative writing of streamlined compositions in vest pocket, "Symphonette" form.

In announcing the fund, Mark Woods, president of the Blue, said it was a result of an intensive study (Continued on Page 6)

"Music For America" Sold To Texas Co.; Begins July 2

"Music For America," starring James Melton which was heard last summer and fall for 23 weeks, under Texas company sponsorship, has been purchased from Henry Souvaine, Inc., by the same sponsor and will be heard on Sunday nights at 9:30 p.m., over CBS beginning July 2nd. The deal (Continued on Page 6)

Kesten Talks On CBS Video At Tele Newsmen Luncheon

Nebr. Supreme Court Reaffirms Decision

Omaha—Nebraska's supreme court Friday reaffirmed its decision that WOW must be transferred back to the Woodmen of the World Life Insurance Society by the new corporation headed by John J. Gillin, which leased the station January 15, 1943.

A majority of the court justices (Continued on Page 4)

WLB Orders Status Quo And Freezing Of Pancake Turners In Dispute Between AFM and NABET

AFM Representatives Bolt WLB Hearing

Chicago—"Let the record show that we walked out," said David Katz, counsel for the Chicago Federation of Musicians (Local 10 of the AFM), thus abruptly ending a War Labor Board hearing on the WJJD strike situation Monday at the Morrison Hotel. The hearing was a continuance of the case wherein the Chicago local had demanded a new contract from station WJJD which would re- (Continued on Page 7)

Jack Mullen Leaving OWI; New Appointments Planned

Resignation of Jack Mullen, chief of the editorial and production division of OWI domestic radio effective June 23rd, was announced yesterday by George P. Ludlam, chief of OWI's (Continued on Page 2)

Twenty-Two Stations Get Honorable Awards

Identity of 22 stations who received honorable mention in the Keystone Broadcasting System-General Foods radio merchandising campaign were (Continued on Page 2)

Threatened strike by the National Association of Broadcast Engineers and Technicians at NBC and Blue network owned stations and WOR in New York, was averted late yesterday afternoon when the War Labor Board rendered a decision freezing jurisdiction over the handling of musical recordings until NLRB hearings have been held to determine jurisdiction and (Continued on Page 5)

FCC Asked To Okay KECA Sale To Blue

West Coast Bureau, *RADIO DAILY*
Hollywood—Papers covering sale of KECA, Los Angeles to the Blue Network for \$800,000 were forwarded to the FCC, May 31. The deal crowns 17 years of effort on the part of Don E. Gilman, first for Blue-NBC and now for the Blue Network, itself, to acquire a Los Angeles outlet.

Major Wayne King Stars In GI Show Over Blue Net

Chicago—"Twenty-One Stars," a new Army radio program featuring headliners of the show world now in GI attire, will have its first broadcast (Continued on Page 6)

Sweet Sinatra

Fred Allen, shopping for perfume for Portland Hoffa on his CBS show, was told by the airwave salesgirl that the flacon he selected was called "Breath of Sinatra." In case you've decided that this sort of gag needs a breather, this is what the rapier-edged wit parried: "I've heard that boy sing—and I wondered what he had done with his breath!"

(Continued on Page 7)



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : Business Manager

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"Father's Day" Gets Hypo; Prizes For Best Radio Gags

(Continued from Page 1)

material included in any program from June 4th to June 18th, is to be judged. Writers are advised to feature Father's Day ideas in their programs any time preceding Father's Day, and not only on the day itself. Copy of material, as entries in the contests, is to be sent to: Fathers Day Com- mittee, 9 East 41st Street, New York 17, N. Y. after it has appeared on the program.

20 YEARS AGO TODAY

(June 1, 1924)

According to trade news, a pro- gram manager no longer waits for radio performers to come to the studio in search of work. If he knows of a desirable feature for his audi- ence which cannot be brought to the studio in the normal course of events, he goes after it. It is re- ported that 50 per cent of the pro- grams on WJZ and WJY are out-of- the-studio features.

WEVD 5000 WATTS 1330 KC.

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National Advertisers consider WEVD a "must" to cover the great Metro- politan New York Market.

Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

Coming and Going

MILLER McCLINTOCK, president of Mutual, and FULTON LEWIS, JR., commentator on the network, are in Buffalo to participate in the ceremonies attendant upon the affiliation of WEBR with MBS.

KINGSLEY HORTON, assistant manager—di- rector of programs and sales for WEEI, CBS- owned station in Boston, is visiting briefly in New York.

JACK M. DRAUGHON, president and station manager of WSIX, is here from Nashville, Tenn., for conferences at the headquarters of the Blue Network. He plans to remain in the city through Saturday.

MRS. HELEN MOBBERLEY has arrived from WWDC, Washington, D. C., for a short stay in New York.

LOUIS J. APPELL, president of the Susque- hanna Broadcasting Company of York, Pa., is back at the home offices following an exten- sive tour of the East, where he made a study of post-war possibilities for television and FM.

BETTY ROSE THOMAS, traffic manager of WPTF, Raleigh, N. C., is spending two weeks at Virginia Beach with her two children, ROBIN and DONNIE.

Martin Codel Sells Interest In Broadcasting Magazine

Washington Bureau, RADIO DAILY

Washington—Martin Codel, founder and publisher of Broadcasting Maga- zine, who returned recently from ser- vice with the American Red Cross in the Mediterranean war theater, has sold his interest in that radio trade journal to Sol Taishoff, editor. Codel has resigned from the Red Cross but has not yet disclosed his future plans.

Jack Mullen Leaving OWI; New Appointments Planned

(Continued from Page 1)

Domestic Radio bureau. Mullen, former- ly vice-president of Benton & Bowles, came with OWI originally as copy chief a year ago. Recently he served as Deputy Chief in charge of Domestic Radio's New York office, in addition to other duties. Ludlam said that new appointments to the jobs of copy chief and New York deputy would shortly be announced.

FINANCIAL

(Wednesday, May 31)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	161 1/8	160 3/4	161 1/8	+ 1/2
CBS A	32 1/4	32	32	+ 1/4
CBS B	31 1/2	31 1/2	31 1/2	— 3/4
Crosley Corp.	19 1/4	19 1/4	19 1/4	+ 1/4
Farnsworth T. & R.	12 1/2	12	12 1/2	+ 1/8
Gen. Electric	36 3/8	35 7/8	36 1/2	+ 1/4
Philco	30 3/8	30	30 1/4	+ 1/4
RCA Common	9 1/2	9 1/4	9 3/8	—
RCA First Pfd.	74	74	74	—
Stewart-Warner	14 1/4	13 3/4	14 1/4	+ 1/2
Westinghouse	100 3/4	100	100 3/4	+ 3/4
Zenith Radio	38 1/2	37 7/8	37 7/8	+ 3/8

NEW YORK CURB EXCHANGE

	Nat. Union Radio	4	4
OVER THE COUNTER			
WCAO (Baltimore)		22	22
WJR (Detroit)		34	34

ALFRED H. MORTON, president of National Concert and Artists Corp., is back from an ex- tended business trip which kept him on the West Coast for several months. He stopped in Chicago for three days on his way East.

JONAS WEILAND, station and commercial manager of WFTC, Blue Network outlet in Kinston, N. C., is spending a few days in New York on station and network business.

EDWARD W. WOOD, JR., sales manager of the Mutual network, has returned from a busi- ness trip to Hollywood.

KEN CHURCH, general manager of WKRC, Cincinnati, a caller yesterday at the local of- fices of the station's national representatives.

WILLIAM O'NEILL, president of WJW, Cleve- land, to New York for a couple of weeks on business.

HARRY R. LUBCKE, director of television for the Don Lee Broadcasting Systems, will return this week to Hollywood after having been in Gotham for the meetings of the Radio Technical Planning Board.

BEATRICE KAY opens an engagement to- morrow at the Riverside Theater in Milwaukee.

Twenty-Two Stations Get Honorable Awards

(Continued from Page 1)

made public yesterday. The stations, each of whom received a \$25 War Bond, were: WMSL, Decatur, Ala.; WLAY, Muscle Shoals, Ala.; WJRD, Tuscaloosa, Ala.; KBTM, Jonesboro, Ark.; WGGG, Cedar town, Ga.; WLAG, La Grange, Ga.; WAYX, Waycross, Ga.; KPLC, Lake Charles, La.; WJPR, Greenville, Miss.; WSKB, McComb, Miss.; WGNC, Gastonia, N. C.; WMFR, High Point, N. C.; WFTC, Kinston, N. C.; WRRF, Washington, N. C.; KASA, Elk City, Okla.; KHBG, Okmulgee, Okla.; KAND, Corsicana, Tex.; KGBS, Harlingen, Tex.; KRBA, Lufkin, Tex.; KRLH, Midland, Tex.; KVWC, Vernon, Tex.; WCHV, Char- lottesville, Va.

As previously reported the winners of the three grand prizes were KFRO, Longview, Texas, a \$500 War Bond; WCBI, Columbus, Miss., second prize, a \$100 War Bond and KOTN, Pine Bluff, Ark., third prize, a \$50 Bond.

The contest was inaugurated to stimulate activities on the local pro- motion of General Foods products through dealer contacts, newspaper publicity, window displays and audi- ence reaction. Representatives of Keystone network, Young and Rubi- cam and General Foods were the judges.

Molly Berg To Guest
Molly Berg, of the "Goldbergs" will match wits with Peter Donald when she guests on the Saturday, June 3rd "Guess Who?" on WOR.

Secretary Wanted - \$35 Salary

Assistant to president of established New York transcription program firm. Knowl- edge of radio stations essential. Write—

Box, 839, RADIO DAILY
1501 BROADWAY, NEW YORK 18, N. Y.

Efficient Time Buying In Baltimore

Remember when it was easy to pick a station out of a book and say with com- plete 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 ad- vertisers insist on know- ing today.

If you have a job to do in the important city of Bal- timore . . . 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



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REE

Buffalo's Pioneer Station

WGR

550 K.C.

**JOINS
THE
BLUE
NETWORK
JUNE 1, 1944**

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO, NEW YORK

National Representatives: FREE & PETERS, INC.

Nebr. Supreme Court Reaffirms Decision

(Continued from Page 1)

overruled a rehearing motion for the case. Attorneys for the society, its directors and the new corporation immediately indicated they will seek to appeal the case to the United States Supreme Court. They filed a motion to stay the mandate until they try to enter the case in high court.

In March, the Nebraska court reversed a district court decision here and ruled the lease must be cancelled because terms were unfavorable to the society. Dr. E. Bradshaw, former president and now board chairman of the society, favored the new corporation, Radio Station WOW, Inc., because of his "zeal to secure the welfare of his close, personal friend," Gillin, the court declared.

Friday's opinion charged that "constructive fraud" had been proven in the case, and that attorneys for the defendants had changed their position on the question of whether the state courts had jurisdiction of the matter. Rehearing was asked by society directors on the grounds that the supreme court had no authority to order the transfer of the stations license, which had been granted by the FCC.

"It is true," the opinion stated, "that the FCC may refuse to approve the reissuance of the license to the Woodmen of the World Life Insurance Society. That is a hazard that every radio station operator must take. It is a matter that does not concern this court, and it is not involved in the case now before us."

Dr. Homer H. Johnson, Lincoln, Neb., member of the society, brought the suit in question, charging members of the society would lose heavily because the society would not receive adequate compensation under terms of the lease.

MAIN STREET

WITH *Ol' Scoops Daily*

West Coast Beamings!

● ● ● For the first time in six years, Cecil Underwood, vice-president of Needham, Louis and Brorby and director of the Fibber McGee and Molly show, will be able to take a vacation. For the past six

Los Angeles

Summers, he has also been handling the Fibber McGee and Molly replacement shows, but this year's opus will be "Words At War," which will emanate from the East. Speaking of vacations, Harry Maizlish, who has not had one for several years, took a few days off from his duties at KFWB and spent them at Palm Springs. . .

● Joe Alvin will be away from his NBC desk, starting today, and will be domiciled at the Los Angeles office of the Treasury department, to aid in co-ordination in the Fifth War Loan Bond Drive. Joe is assistant publicity director of NBC-Western division.

★ ★ ★

● ● ● Jack Williams, program director, KOY, Phoenix, has been conferring with Fox Case, Columbia Pacific director of public relations, news and special events, regarding handling radio news on the D-Day invasion. . . ● Perry Charles, Tom Fizdale's Coast Boswell, does things on a grand scale. He has been bothered with molar trouble, and t'other day dropped in on his dentist and ordered him to extract 10 of his teeth. . . ● Martha Percilla, new M-G-M studio director, who was formerly with the radio division of Associated Press in New York, is writing "Hollywood This Week," a 15-minute news program, which is distributed to 300 stations. She is originally from Georgia and has also been with CBS and Colliers. . . ● Matt Weinstock, "Los Angeles Daily News" columnist, believes that if enough fans write the Hollywood Bowl Association officials, that dates could be arranged for two name bands. He points out Frank Sinatra's success at the Bowl last Summer.

★ ★ ★

● ● ● There is no lack of voices in the Andy Devine show, "Melody Roundup," which is sponsored by the Goodyear Tire and Rubber Company, "The Sons Of The Pioneers," which has five members, "The Rangers," a quartette, and the "Song Spinners." . . ● Speaking of voices, Ann Hogan is the new singer on Ed "Archie" Gardner's "Duffy's Tavern" show. "Finnegan" is also "Uncle Buckley," by which we mean Charles Cantor, who plays the dim-wit on the "Tavern" program, is also enacting the new character on "Life With Riley," starring William Bendix. "Uncle Baxter" lost his "life" with "Life," when Hans Conreid was ordered to take his physical for the armed services. . . ● It was a happy family reunion for the Tracy Moores when their sons, Tracy, Jr., and Jerry, both lieutenants in the infantry, and who have married since donning uniforms, brought their wives to Hollywood for the gathering of the Moore clan. Tracy is sales manager of the Pacific Blue.

★ ★ ★

● ● ● The first day that Bob Garred, the former announcer, who is now a Lieutenant (j.g.) in the Navy, landed on the British Solomon Islands he was pressed into service on the officers' baseball team as an infielder. He got five hits, one over the center-fielder's head with the bases densely populated. "From then on, the island has been all mine," he writes "I'm hitting cleanup, and as long as I can keep the batting average up, I'll be OK. Believe me, this is the hottest league I've ever played in. The field is smooth, dazzling white coral. It's close enough to the equator, you can practically spit on it—and when there's no breeze blowing—Damn—it's powerful warm. We took a thermometer out by the pitcher's box yesterday and it turned up a neat 137 degrees." . . ● Al Pearce's "Fun Valley" is to continue through the Summer, and indications are that "Life With Riley" will also remain on the air during the warm months. John Boylan is writing and producing "The Amazing Jennifer Logan," heard Mondays through Fridays over the Don Lee web.

Remember Pearl Harbor

Barger-Magnuson At Lea Com. Hearing

(Continued from Page 1)

chief, on the value of the FBIS weekly reviews.

These reviews had been the subject of testimony Tuesday by Errol Harold N. Graves, former FBIS assistant director. Graves was not questioned on their value, but Porter was although he does not work directly with them. (Barger frequently attempts to question concerning work with which they are not concerned rather than seeking expression of those directly concerned with work).

Magnuson was the only committee member sitting yesterday when Barger went off on this tack. He interrupted Barger to point out that an FBIS officer Porter would naturally believe that the reports put out by FBIS are of value and to suggest that if Barger wanted valuable testimony he should seek it from agencies which receive the FBIS reports.

(Here FCC general Counsel Charles R. Denny reminded Barger that he had submitted for the record a number of letters commending its service from other agencies). Barger backed up at this point. Insisting that he allowed to continue in his own work, Magnuson did not scare, reminding Barger that he is working for the committee and advising him not to engage in argument at this time. Barger replied that if he is not permitted to make suggestions he is not working for the committee very long.

Chief Committee Counsel Joseph Sirica, who has not yet taken an active part in the proceedings, said at this point that he will write the recipient government agencies for comment on the FBIS service.

Blue To Sponsor Five 'Evangelical' Programs

National Association of Evangelicals will be sponsored by the Blue Network in a special series of five successive Friday programs which will originate over WJZ starting June 2, 12:00 a.m., EWT. Dr. William Wainwright Ayer, pastor of Calvary Baptist Church, New York, for the first program and the subsequent programs will be aired June 9th and 30th. Other participating speakers will be announced later. In addition to the speakers, the series will feature music under the direction of J. Thurston Noe, organist and chorus-master of Calvary.

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For VOICE APPEAL



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→ WBYN Exclusive—spotted every few minutes—between music, news, sports.

1430 on YOUR DIAL

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

Strike By NABET Averted By War Labor Board Edict

(Continued from Page 1)

and official decision is rendered by that body.

is what the NABET sought, a status quo which would prevent it from going on strike, and the American Federation of Musicians would be freed from taking over the partners' jobs. The strike would affect CBS stations since they are within the jurisdiction of the International Brotherhood of Musical Workers who last week voted to turn over jurisdiction of the stations to the AFM. This move would undo the pact set by CBS with the AFM.

The move by the WLB follows hearings held in Washington Tuesday and Wednesday and a closed session by the board resulted in the status quo decision. NABET is a long established organization and is headed by Allan R. Peley, Washington, D. C.

AFM May Move Today
Meanwhile the AFM through the action of its locals were scheduled to take jurisdiction of the stations from the AFM handlers and just what was planned to do today seemingly was much a mystery to them as the AFM in the trade. As far as the CBS-owned outlets are concerned they will probably take over as scheduled unless James C. Petrillo as president of the AFM decides the AFM should have all of the stations. Many IBEW members have been urged by their president that AFM jurisdiction was not going to encroach on the jurisdiction of the organization in certain phases of handling the stations such as maintenance of equipment and personnel concerned with the playing of records.

As far as the International Brotherhood of Electrical Workers is concerned, the IBEW had a little trouble in its ranks among the various locals. This it was stated, was due to an "unfortunate circumstance"

wherein the International President Ed Brown, after he had made an agreement with James C. Petrillo of the AFM to turn over jurisdiction of the platter turners to the AFM, had neglected to quickly notify all of the locals of his move. It is pointed out that the constitution of the IBEW gives the president the right to exchange jurisdictions, etc. with another union.

Many Stick With IBEW

Before being officially notified, many locals stated that they would stick to their written contracts with the stations and not give up the IBEW jurisdiction of the pancake turners to the AFM. This however, has been straightened out to the satisfaction of all IBEW locals concerned. IBEW figures it gathers more strength by having complete backing of the American Federation of Labor and literally in the adage "in union there is strength."

At the Columbia owned outlets in particular where CBS approved the AFM taking over the platter turners, some of the locals held meetings and stated the members would adhere to their contracts, etc. As mentioned above all these cases have been ironed out.

Stand of the IBEW men is that they regard NABET as more or less the "company union" type of organization and believe NABET should come into the IBEW fold, but tact should be used in handling them, although it was said by an IBEW spokesman, "tact in the past did not seem to obtain the required result."

CBS-Owned Stations Tense

CBS owned outlets such as WCCO Minneapolis-St. Paul and WBT, Charlotte, N. C. were particularly concerned regarding the IBEW members since the latter at least all but went out on strike.

IBEW has a reported 400 stations fully organized and in and out of radio, has some 340,000 members in the brotherhood. There are a few CIO stations in the country.

FM Advantages Stressed By Speaker

Indianapolis—Raymond F. Guy, NBC Radio Facilities Engineer, addressed the Institute of Radio Engineers on the general subject of "FM and Television." After relating the history of both services, he showed the superiority of FM over AM on very high frequencies. Using records made in the field, he showed the effects of different frequency signals in FM as compared to standard AM, and pointed out the ability of FM to reject interfering signals on the same frequencies.

Guy pointed out the possibilities of nation-wide networks, in post-war years, and concluded his talk with motion pictures pertaining to various phases of radio.



ATTENTION Lever Brothers

Procter & Gamble

...and all other large users of daytime radio in New York:

THERE ARE APPROXIMATELY 1,000,000 WOMEN WHO PROBABLY NEVER HEAR YOUR SHOWS!

QUITE RECENTLY WOR became more than normally noseey about women who work. Said we to ourselves, said we: What of the girls who punch the Underwoods, and pacify bosses, and weld plane parts, and — well, just plain w-o-r-k in Greater-New York daytime? Do they hear what's on the air from 8:00 am to 5:00 pm? Dear, dear . . .

No sooner was the thought encountered, than a question was posed, worded, placed in the hands of Crossley, Inc.

Up to the doors of 3,792 homes in Greater-New York, Westchester and New Jersey went Crossley's personal interviewers. And always the question asked was this:

"How many women above 18 years of age, now living at home, are regularly employed away from home during the day?"

Eventually WOR was told that . . .

38.5% OF NEW YORK'S HOMES WITH RADIOS HAVE ONE OR MORE WOMEN REGULARLY EMPLOYED AWAY FROM HOME DURING THE DAY.

This, Gentlemen, we think, makes a point. And we will not belabor the obvious by shouting too loudly. But . . .

1,000,000 is rather a lot of women, and they buy cereals and cosmetics and clothes and lots of other things that people live by, for, and with.

WOR would like to discuss this point further with advertisers who are now using New York radio daytime. WOR, in fact, would like to show how easily and economically some of its early morning, evening, and Saturday and Sunday plus-program buys could profitably introduce you to this monied million.

Our address is 1440 Broadway, in New York. We answer promptly when called at PE 6-8600.

... that power-full station **WOR**

WKY HAS EVERYTHING FROM "A" TO "Z"

IS FOR PROGRAMMING

its listeners can be judges of its programming, and listeners, according to their, say WKY has most of the best programs morning, afternoon and night.

WKY

OKLAHOMA CITY

The Katz Agency Representatives

NEW BOOKS

SCRIPT-EASERS. By Marynelle Williams. The Dietz Printing Company; \$5.00.

Marynelle Williams, executive in charge of the script department of WRNL, has written a book called "Script-easers" which should be the answer to many commercial writers' prayers. In Miss Williams' introduction to the book, she explains precisely why the book was written and how long it took her to accomplish this monumental piece... it is that as far as the commercial writers are concerned.

The ideas put forth in this book cover practically every advertisable product from agricultural commodities to items for the little woman. In our own words, practically everything from soup to nuts. No, Miss Williams does not write out the entire commercial for you, but she does, wherever possible, give you a good, sound dramatic clue that will aid you commercial writers with your "lead line" problems. In skipping through the two hundred and twenty-seven pages, (after all, you couldn't expect us to read all the lead lines, of which there must be at least eighteen hundred...) we noticed that Miss Williams managed to avoid cliches. Considering the fact that she had so many items to deal with, it can truly be said that this book is a miracle.

We shall let Miss Williams speak for herself: "In all good faith, we have compiled this book of lead lines, adaptable strictly to the particular and peculiar needs of radio writers. Over a period of five years, we carefully kept note-books of lines which seemed to appeal to the listener and sponsor alike. You will find that none of them is colloquial or otherwise unsuited for any particular time or place. The lines are general enough for any locale, yet specifically designed for definite accounts. Some of them will prove interchangeable for your purposes, as they have for ours. So much the better!"

Enough said?

Lorraine To 'Screen Test'

Kay Lorraine, popular songstress, has been chosen to be the first contestant on the M-G-M "Screen Test" series beginning over WOR-Mutual from 9:15-9:30 p.m., EWT, June 12, on the stage of the Longacre Theater. Subsequent appearances scheduled are: Art Tatum, Tuesday, June 13; Lanny & Ginger, Wednesday, June 14; Eddie Mayehoff, Thursday, June 15; Sunny Skylar, Friday, June 16. Music department of this series is under the supervision of Henry Sylvan. Frank Dunne will be master of ceremonies.

Swallow Resigns

Los Angeles—John W. Swallow, for the past seven years program manager for Western Division of the National Broadcasting Company, has resigned that post effective today, it was announced by Sidney N. Strotz, vice-president of the Western Division.

Blue Web Announces Plan For "Symphonette" Music

(Continued from Page 1)

made of musical patronage with Phillips Carlin, vice-president in charge of programs and Paul Whiteman, director of music for the network.

First of the serious music composers who have accepted commissions are Roy Harris, Igor Stravinsky, Aaron Copland, Leonard Bernstein and Paul Creston. Those noted in the popular group include David Rose, Richard Rodgers, Morton Gould, Peter De Rose, Eric Korngold, Victor Young, Ferde Grofe.

"Ever since music has been written," stated Woods, "composers have been treated as step-children by a world which was willing to dance to their tunes without being willing to pay the piper or the composer. Today I believe it is the duty of industry to take up the cudgels of American art, and it was with this motive in mind that the Blue Network had commissioned the writing of Roy Harris' fifth and sixth symphonies, which were given their premieres over the Blue by the Boston Symphony.

"We also believe that the radio industry is especially indebted to the men who write our music, because their efforts enable us to provide a vast listening audience with programs of great educational value, as well as of infinite entertaining quality."

Elaborating on this viewpoint, Whiteman pointed out that the Blue's project is a natural outcome of a long process of mass musical education. "Sousa contributed greatly to the American people's appreciation of symphonic music by the subtle expedient of including the masterworks in his popular concerts.

"By the same token, John McCor-

mack later added to the public's appreciation of good music by sandwiching Handel, Mozart and Haydn in among such simple tunes as 'When Irish Eyes Are Smiling.' Theater bands, and dance orchestras similar to my own, have also done their share in influencing the public trend toward the classics."

The famous "Dean of Modern American Music" concluded with the statement that the time is ripe for compositions written with an ear for radio, and an eye to its far-reaching educational possibilities.

Fund Is Non-profit

The Creative Music Fund is of a non-profit nature. Advances are given to composers which it commissions, with the network retaining first broadcast rights, and exclusive performance rights, for the period of one year. Accrued royalties will be assigned to the network until the original sum advanced is returned to the fund, so that the project can be carried on indefinitely.

Presentation of these original works will be made over the Blue beginning in July, and will run for 13 consecutive weeks on varying days during each week. They will spark special programs which will be built around them by Blue Network musical directors, under the general supervision of Whiteman, who will personally conduct the opening broadcast of the series.

Conducting from New York will be Whiteman, Josef Stopak, Paul Lavalle and Theodore Weingand. Rex Maupin will conduct the Chicago premiere, and Al Sach the Hollywood premiere. Each orchestra will comprise 30 or more musicians.

NBC And Columbia Univ. Sponsor Radio Courses

Columbia University, in cooperation with the National Broadcasting Company, will schedule 22 courses in radio broadcasting and related fields in the 1944-45 school year and later, it was jointly announced by Niles Trammell, president of NBC, and Dr. Nicholas Murray Butler, president of Columbia.

Studies are to be conducted under the sponsorship of University Extension of Columbia and of the NBC on the university's campus, where the facilities of the small station of the Columbia's University Radio Club will be utilized as a workshop, and also in the network studios of Radio City. NBC personnel will supervise 10 of the 22 courses. Of this series, 13 will deal specifically with sound and television broadcasting. The balance, also concerning radio problems, will be offered for credits in the university's divisions of physics, electrical engineering and sociology. In September, 11 of the 13 courses in radio practice will commence.

Dr. Russell Potter, director of the Institute of Arts and Sciences at Co-

Major Wayne King Stars In GI Show Over Blue Net

(Continued from Page 1)

cast over the entire Blue Network, beginning Saturday, June 17, 3-3:30 p.m., EWT, under the direction of Major Wayne King. Guests scheduled for appearances on the opening program are Pvts. Bob Eberle and Buddy Clark, both noted singers before entering the service.

The format of the program is designed to acquaint the listening audience, consisting mainly of civilians, with individual phases of service command duties throughout the country. The first 10 shows will originate from Army service commands headed by major generals, and the eleventh will originate from an outfit headed by a brigadier general; hence the show title.

Columbia, and Sterling Fisher, assistant public service counselor of the NBC and director of its Inter-American University of the Air, will be in charge of the program. Students who take these courses will receive credit toward the degrees conferred by the university.

AGENCIES

McCANN-ERICKSON, San Francisco office, is once again donor of a gold trophy for a series of wartime ads prepared by California daily papers with circulation under 5,000. The award will be made in conjunction with annual convention of the C Newspaper Advertising Association, which will be held in Los Angeles early in June.

S. A. CHALFIN, formerly general Advertising, has joined staff of Rill Associates.

STEPHEN O. MACHCINS, formerly with Headley Reed joined the New York sales staff of The Katz Agency, Inc.

JOHN H. FORSHEW has joined Young & Rubicam, Inc., as a partner in the research department, a partner in the Forsheiw & research firm.

HENRY B. HELM, formerly with Paul Lefton Company, has joined the creative staff of Fuller & Ross.

SAM KERNER has resigned vice-president of the Lou Irwin by, Los Angeles, and has accepted a new position with Kline-Howard to set up a new station to be known as Kline-Kerner, Inc., to represent radio and programs.

"Music For America" To Texas Co.; Begins

(Continued from Page 1)

was concluded by Buchanan & company.

Engaged to appear with Melton on "Music For America" are Al Melton and his orchestra of 30, Wallington, and a chorus of 10 stars from the field of musical comedy will make guest appearances. Due to the fact that Melton is on the Coast making a picture for Goldwyn-Mayer ("Ziegfeld Follies") and will remain in Hollywood at least during July, early broadcasts emanate from the CBS studios in Hollywood. Because previous commitments make it impossible for Goodman and James Wallington to make the trip to Hollywood, nationally known Hollywood comedians and announcer will be engaged to handle all Hollywood programs.

Mr. Souvaine, under whose production the program will be produced, leaves for the Pacific Coast early in June to get "Music For America" under way, and also to look over several new Hollywood radio programs that have been offered him for production. Mr. Souvaine is seeking a satisfactory lead to place number one part in a new comedy by Vincent McConnell which he offers on Broadway next season. Casting problems can be solved.

Man Talks Net Tele Newsmen Luncheon

Continued from Page 1)
 work will put together a few demonstration purposes only. It is pointed out that the net may not be the best type to demonstrate the high-type of receiver.

Webb's recent sight-and-sound test noted, would have been a misconception if there had been freedom to talk about certain technical information and if several, now public, were known among these data were the work of the Radio Technical Board, calling for a 20-mc. width on a 300-mc. frequency, compared with the CBS position of 1-mc. band above 200 mc.; later of responsible English engineering similar standards, and a Electric booklet asking for television. The web added to the urgency and timing, emphasizing the speaker.

It is tremendously important, as pointed out by Kesten. The standards are not essential to be asserted, adding that color is important in the lower frequency than the high.

Dr. Goldmark Heard
 One of the tele scribes took the video question bee, with Dr. Goldmark, chief television manager of CBS, and Worthington also taking part. Thomas R. Jr., of the radio news department of "The New York Times," chairman.

One-kilowatt transmitter at 100 or 500 mc.," said Dr. Goldmark referring to the experimental transmitter recently ordered by GE, "will give approximately the same signal as 11 times over on the present television frequencies."

Increasing antennae at higher frequencies will turn the tide of ghosts, said the web engineering exec., who pointed out that reflections—or video images—can be more readily controlled at higher frequencies than the lower. At higher frequencies, Kesten added, there is a steadily diminishing need for power.

His definition upward of 500 mc. Goldmark indicated, does improve in the same ratio as the number of lines. For example, his network's espousal of a 735-line picture, the improvement will be a half times rather than twice. Coaxial cable, he replied in answer to a query, may carry 10-mc. as well as radio relay.

High cost of films—production of raw stock—will limit the use of the celluloid medium in look-ahead broadcasting, according to the speaker, Worthington Miner. He will not be the backbone of the programming, he pointed out. Earlier that films will be used until networks are built up, he commented that programs on 16-millimeter stock were feasible for about \$75 the film.

At the higher frequencies there

★ PROMOTION ★

Livestock And KLZ

KLZ's promotional brochure, "Denver Delivers Livestock," has just been given a nationwide mailing to over a 1,000 time-buyers and advertising agencies. Done in two colors, red and black, the folder contains photos of various phases of the livestock raising industry in Colorado and gives interesting data on Denver's dominant position as a livestock shipping center. This is the third in the KLZ "Denver Delivers" series. Despite the fact that this brochure covers a lot of territory, it remains concise.

"Food Fair" Mag.

Spring number of WEEL's "Food Fair" magazine replete with wartime food bulletins, recipes, and tips to the housewives is about the niftiest printed piece designed for women readers any station has yet submitted. Using a strawberry theme and strawberry color the magazine is eye-compelling and very much alive with attractive art on personalities of WEEL, CBS's Boston outlet.

Dan Dunn Transcribed

Kasper-Gordon, Inc., one of the country's largest producers of successful radio programs, has come out with a simple but informative brochure on their new 78 quarter-hour transcribed programs called "Presenting Dan Dunn, Secret Operative No. 48."

The brochure reveals some of the sponsors currently using this series, the prominent persons of the production staff and the tie-ups available for publicizing the transcriptions in

WGAR All-Media Promotion

Coincidental with its scheduled switch from 1,480 to 1,220 kilocycles, WGAR, Cleveland, is employing the most extensive advertising and exploitation campaign local radio has attempted in many years. With the date of change set for June 4, a three-week teaser run broke in all media on May 8 and a smash fact drive is scheduled for the final week. WGAR is using newspapers, billboards, car cards, cab signs, direct mail, window and dealer displays, novelties and an extensive use of its own facilities.

Keynote for the teaser campaign was the catch phrase "What's Happening at 1220?" with the query backed up by comic cartoons in the printed media and mystery dramatized spots on the air. Included in the radio campaign were WGAR spot salutes from many Columbia network stars including Frank Sinatra, Kate Smith, Jean Hersholt, Groucho Marx, Dinah Shore, Lionel Barrymore, Fred Allen and others. WGAR's changeover to 1,220 climaxes a lengthy effort by the station, headed by John F. Patt, vice-president and general manager, to improve its radio coverage of the Cleveland area and throughout Northern Ohio.

newspapers, etc. On the back page are reproductions of pages from RADIO DAILY's "Shows of Tomorrow" publication. Nine of these are programs produced by the Kasper-Gordon, Inc. The brochure is self-explanatory and should do a great deal to interest stations in search of programs of this format.

House-Senate Committee Approves FBIS-RID Cuts

(Continued from Page 1)

budget for the Commission's regular activities. The House had voted \$2,209,000 and the Senate only two million. Agreement was reached on \$2,104,500, splitting the difference.

House members of the conference committee were Reps. Woodrum, Fitzpatrick, Starnes, Hendricks, Wigglesworth, Dirksen and Case, and Senators Russell, Green, Bridges and White representing the Senate.

seems to be reason to expect that reflections can be cured, reiterated Miner. Reflections do exist very seriously now, he explained in justification of the net's better-image stand.

Television will not take the place of sound broadcasting, Kesten came in again in answer to another question. In the long haul, he stated, we feel that the total amount of viewing must be smaller than the total amount of listening. The visual medium will grow, he indicated, but it can never be wholly successful unless it gives the viewer the same choice as radio.

Kesten asserted that the network is working on definite video plans, which may be disclosed in about a month.

Oboler-Robson Series Starts With "Surrender"

First of the transcribed radio programs to be written and produced for the Treasury Department by Arch Oboler and Bill Robson, will be entitled "Surrender," starring Robert Young and with original music by Gordon Jenkins. This will be Oboler's show. The series, being done for the Fifth War Loan Drive is entitled "Four for the Fifth" and as recently stated in these columns, both the above mentioned writers and producers are pooling their talents.

Second program, a documentary script will be called "High Command" by Robson; third is a dramatic show entitled "I Want to Go Back," by Oboler and the fourth is "E-Day," by Robson. Casts for the subsequent programs have not been fully set.

"Surrender," the first program will be a dramatic war show without sound effects of guns, etc. but written around the important subject of how far the Allies should fight toward obtaining unconditional surrender or should they wait and accept conditional surrender by Germany. According to Oboler the show will stress Nazi brutality.

Programs will not be sponsorable; will be used for spot broadcasting.

AFM Representatives Bolt WLB Hearing

(Continued from Page 1)

quire the station to "make work" for double the number of men, 20 in all. The new jobs were to include phonograph record turners who might work but a few hours a week. The Union called a strike when the station refused its demands. The station took the dispute to the War Labor Board in Washington. The WLB ordered the union to instruct its members to return to work. The union complied, pending further negotiation of the dispute before a regional WLB panel in Chicago.

The walkout before the regional panel Monday occurred when William J. Friedman, counsel for the station, objected to the introduction in evidence of previous testimony regarding negotiations for a settlement of the controversy after the previous panel hearing. Friedman contended that the introduction of such testimony would violate fundamental principles and accepted rights and would make it impossible to settle any controversy after jurisdiction had been assumed by the WLB, and would adversely affect the settlement of labor disputes prior to jurisdiction being taken by WLB. Chairman J. K. Kyle and Arthur Lampland sustained the objection, while John Heil, labor member of the panel, vigorously dissented. After the ruling, Katz picked up his books and walked out of the room with Edward Benkert, secretary of Local 10, followed by Heil.

Friedman Expresses Surprise

Friedman, station counsel, said that he was shocked and surprised at the action by Katz and Benkert in flaunting the jurisdiction of the WLB. He said it is a fundamental American principle that the loser must accept the decision of an administrative body, but has the legally recognized right of appeal.

The action of Katz and Benkert is particularly astounding, said Friedman, in view of the fact that Joseph Padway, general counsel for the AFM, had at a previous hearing in Washington promised the War Labor Board that the Chicago local would abide by the decision of the WLB and the regional office of that agency. Friedman said that he regretted that labor leaders should take such an unparalleled attitude, thereby placing labor in an unfavorable light, and particularly that such action should be concurred in by the labor representative on the panel.

'Detective' Shirley Booth

Shirley Booth, radio and stage star, currently appearing in the Broadway production of "Tomorrow the World," will be the guest detective in next Sunday's program of "The Adventures of the Thin Man." Miss Booth is best known in radio for her origination of Miss Duffy in "Duffy's Tavern." Claudia Morgan, on leave for the opening of her new play, "Ten Little Indians," will be back for the June 11th broadcast.

★ ★ ★ COAST - T O - COAST ★ ★

—CONNECTICUT—

NEW HAVEN—As another public service, WELI's manager, Dewey Long, sent a copy of the new invasion map to each principal of the schools in this area, stating that if they were interested in putting a copy in each class room for reference, the station would be glad to furnish them. The demand is now exceeding the supply.

NEW LONDON—Through its remote control facilities, WNLC recently aired the ceremonies of the Inter-American Banquet held at the Coast Guard Academy, honoring the 27 South and Central American businessmen and industrialists visiting Connecticut. **STAMFORD**—Johnny Renny and quartet are sponsored over WSR by Airadio.

—INDIANA—

FORT WAYNE—WGL, which a month ago originated a coast to coast "Here's To Youth" broadcast, is now emanating a weekly NBC program called "Indiana Indigo." The program is aired every Saturday and features popular music by Guy Fitzimmons and his studio orchestra, vocalizing by Gloria Aldrich. As a special service feature to war workers, WOWO is piping two five-minute daily newscasts into the public address systems of the Farnsworth and Magnavox plants. Fred Holt is at the mike. The newscasts have the backing of the Navy Department.

—MASSACHUSETTS—

BOSTON—In celebration of its 101st broadcast, "Youth On Parade" will revive the programs first aired on this series, when it broadcasts over the CBS network. Dick Coughlin, WCOP spieler, dons khaki shortly.

WORCESTER—Herbert L. Krueger, WTAG commercial manager, has been elected first vice-president of the Worcester Advertising Club. "Songs of Jerry Wayne" will entertain WAAB audiences on Tuesdays and Thursdays henceforth under the sponsorship of Gulf Oil Company, makers of Gulf-spray.

—CALIFORNIA—

SAN FRANCISCO—Bob Phillips, formerly of KWKW, Pasadena, and KIRO, Seattle, has joined KGO to take the all-night announcing chore. KGO's mike-man, Herb Haley, has just become father of a boy girl, the family's second.

RIVERSIDE—Good bait for insurance com-

panies is W. L. Gleeson, president of the Broadcasting Corporation of America, whose spare moments are spent painting KPRO's 374-foot tower. "No one else available," says the Texan, "And I'm not 'above' it".

BAKERSFIELD—Leon Payne, KERN's 25-year-old "Blind Troubadour," graduated from the State Institute for Blind in Austin, where he was hailed as one of the school's outstanding athletes. Payne is a daily item on this station.

—NORTH CAROLINA—

CHARLOTTE—WBT producer Vernon Hyles is waiting patiently at his home for the local hospital waiting list to slacken so he can have his badly needed appendectomy.

ASHEVILLE—WVNC chief engineer, Cecil Hoskins, and production manager, Bill Melia, were both stranded after a recent remote from Moore General Hospital, many miles away from the station.

GREENSBORO—Eleanor Henry, first violinist with the WBIG concert ensemble, is now heard twice a week in a program of her own, Eleanor and Her Violin.

RALEIGH—WPTF's "Election Party" broadcast was handled by Carl Goerch, special events announcer; Gary Morrison, sports announcer.

—COLORADO—

DENVER—KOA music director, Milton Shrednik, and the KOA orchestra, a daily NBC network feature, were starred for a day in the "Four Freedoms" show which was presented in Denver recently by the U. S. Treasury Dept. and the "Saturday Evening Post." In connection with the showing of the War Bond spectacle, KOA broadcast ceremonies surrounding a 15-minute WAC induction program during which a large number of women were sworn into that branch. The Mountain States Tel. & Tel. Company recently placed a special sked of daily 50-word spots, seven days a week, on KOA.

—NEW YORK—

BUFFALO—When Jimmy Riddle plays "Bugle Call Rag" for Grand Ol' Opry fans, WBen next Saturday night, he won't be kidding. The Selective Service Riddle is over for Jimmy—he reports in two weeks.

SYRACUSE—Fred Johnstone is back at WSYR after an absence of several months during which time he attended college at Kingston, Canada. He has taken over the emceeing job of the daily WSYR matinee which is as yet unnamed.

PLATTSBURG—Glen Ellis, formerly on the announcer staff of WMPS, Memphis, has transferred to WMFF.

—PENNSYLVANIA—

PHILADELPHIA—James McMillin, formerly with WORC, has become a member of the WIBG announcer staff. Gimbels has joined the list of local department stores turning more and more to radio as an advertising medium.

PITTSBURGH—Sam Sague, the WCAE announcer, and his wife will vacation in New York. "Evensong," Sunday evening quarter-hour musicale on KDKA, goes under the sponsorship of the Pittsburgh Provision & Packing Company shortly with a 26-weeks contract, placed by the Smith Taylor & Jenkins Agency.

—OHIO—

CINCINNATI—Jack Frye, president of Transcontinental & Western Air, recently guested on the WLW-NBC "World Front" program.

DAYTON—WHIO was the first to grab Capt. Don Gentile for an interview when he arrived home at Piqua, Ohio. Les Spencer, assistant manager, and Bill Hamilton, program director, were in the Gentile house with their mikes and equipment. Vacation skeds are already operating at WING with postcards coming from Helen Dils, in New York, and Continuity Editor Ernestine Beebe in New Orleans.

TOLEDO—Local 12, United Automobile Workers, CIO, is now sponsoring a weekly program each Sunday over WTOL.

—NEW YORK—

NEW YORK—On Friday, Ernest Men, noted pianist, returns to Municipal Concert Hall for a recital of outstanding piano class. Bob Hall, rhyming comedian, Rose' Diamond Horseshoe will be in quest of WHN's Adrienne Ames show. To celebrate the fourth anniversary of his "1280 Club" program and to augment the sale of war bonds for the Fifth War Loan Drive, Al Capone will be host at a huge swag party at the Palm Garden, June 11. Paul Robeson, Canada Lee, the Gate Quartet and others will be in a series of three exclusive programs over WNEW to commemorate the anniversary of the founding of the station. June 4 is first program.



OHIO STATE UNIVERSITY

Institute for Education by Radio

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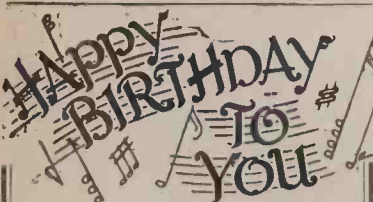
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Significant Sunday show (9:03 to 10:00 p. m.) that arbitrates actual labor disputes... substitutes mediation for violence... averts headstrong action by judicial reasoning.

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JUNE 1

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

V. L. 27, NO. 44

NEW YORK, N. Y., FRIDAY, JUNE 2, 1944

TEN CENTS

New W-W Bill Abandoned

Maj. Armstrong Cited By War Department

Washington Bureau, RADIO DAILY
Washington—Award of the Chief Signal Officer's certificate of appreciation to Maj. Edwin H. Armstrong, pioneer of FM broadcasting, was announced yesterday by the War Department. Major Armstrong, professor of electrical engineering at Columbia University, was honored for outstanding contributions to the Signal Corps, Army Service Forces. This is the first certificate of its

(Continued on Page 6)

Magnetic Wire Recorder To Get Convention Tests

Chicago—What probably will be the most extensive series of tests yet made of the magnetic-wire recorder in the broadcast field will be undertaken exclusively by WGN in cooperation with the electronics department of General Electric during the upcoming political conventions in Chicago. This was announced yesterday by G. W. Land, chief engineer of WGN, who said that the station,

(Continued on Page 4)

Labor For Victory' Program Cancelled For Summer

Washington Bureau, RADIO DAILY
Washington—The summer cancellation of NBC's "Labor for Victory" program, in which the CIO and AFL have participated jointly since April, 1943, means the end of that program, it appeared here yesterday. The June 2 program will be the last of the 13-day series in which the two labor groups have alternated.

NBC notified the union officials that

(Continued on Page 8)

Must Be Exciting

Vancouver, B. C.—Hon. Davis Wilson, High Commissioner to Canada from New Zealand, where Parliamentary proceedings are broadcast to the populace, said in an interview here that there would be "an awful kick" from the people of that area if the Parliamentary debates were eliminated from the broadcasting schedule "even for a few minutes."

"One Nighters"

Captain Glenn Miller and the Army Air Force Training band start a Fifth War Loan tour next week and will broadcast their, "I Sustain With Wings" program on NBC from Chicago on June 10. Band will also visit Indianapolis, Detroit, Pittsburgh and Philadelphia, returning to New York for a Madison Square Garden rally, June 17.

5th War Loan Tour Scheduled By WOR

As part of its extensive campaign to aid the Treasury Department in the sale of Fifth War Loan bonds, WOR will tie up with six neighboring cities in their local community drives. The cities are: Hempstead and Glen Cove, Long Island; Staten Island; Bridgeport, Conn.; Newark and Trenton, New Jersey. This is apart from New York and additional cities and towns will be added, according to A. J. McCosker, president of the station.

Station will receive no credit for

(Continued on Page 7)

FCC Approves Transfer Of Several Stations

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday announced that it has approved the sale of WCOL, Columbus, O., from Kenneth B. Johnston to Lloyd A. and Martha B. Pixley (jointly) and Milton A. and Grace M. Pixley (jointly).

(Continued on Page 3)

Tele Society Annual Citations Awarded To WABD, WRGB

B. & W. Sets Hildegard As Skelton Replacement

Brown & Williamson Tobacco Company, for its Raleigh Cigarettes, will replace its Red Skelton show on NBC with a new program starring Hildegard, chanteuse, and entitled "Raleigh Room." Scheduled to be heard Tuesdays from 10:30-11 p.m., EWT,

(Continued on Page 2)

Wheeler's Decision To Drop 'Headache' Follows NAB Four-Point Objection To Provisions Of The Measure

AFM Still Mulling Platter Turner Issue

American Federation of Musicians failed yesterday to take over the jurisdiction of the platter turners on various network owned stations due to the decision of the War Labor Board that such jobs are frozen and jurisdiction remains status quo until hearings have been held and a final decision made by the NLRB. By agreement with the AFM and IBEW,

(Continued on Page 7)

50 Net-Shows Saluting Centennial Of YMCA

Approximately 50 network programs will pay tribute to the Young Men's Christian Association when it observes its 100th anniversary June 6. Although some programs have already presented special features, the

(Continued on Page 5)

WOV Commentator Scores Beat On Vatican Series

What is hailed to be the first story to come out of the Vatican since 1941, and revealing the life there under German occupation, is being heard

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—There will be no new radio legislation this year, Senate Interstate Commerce Committee Chairman Burton K. Wheeler told RADIO DAILY yesterday. "The industry doesn't know what it wants," Wheeler said, "and I'm not going to try to figure it out in this session." The meeting scheduled for yesterday to begin serious consideration of the revised version of S. 814—The White-Wheeler bill—was postponed indefinitely.

Wheeler declared that the radio

(Continued on Page 5)

Scan Video Images At REC's Seminar

Almost identical appearance of two 7 x 10 in. photos of the same view—one of an enlarged 35 mm. film and another of about 350-line definition taken off a pre-war television receiver—deceived the majority of those noting the difference last night at the third weekly session of the

(Continued on Page 6)

Court Upholds Ascap In Edison Hotel Action

Decision in the New York Supreme Court by Justice Morris Eder, reveals that in the opinion of the court now and on past occasions, the New York

(Continued on Page 2)

Birthday Party

"Consumer Time," public service show, will embark on its 12th year of broadcasting over NBC with a special anniversary program on June 10, 12:15 p.m., EWT. Since its inception, "Consumer Time" has presented top ranking government officials and other experts to explain timely problems to the buying public.

(Continued on Page 3)



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

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FINANCIAL (Thursday, June 1)

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.

NEW YORK CURB EXCHANGE table with columns: Bid, Asked. Rows include WCAO (Baltimore), WJR (Detroit).

20 YEARS AGO TODAY

(June 2, 1924)

WJZ and WEAf, New York, among the stations maintaining program logs, keep four different records. They are the artists' detailed program, studio's detailed program, control room log and apparatus room log. These logs not only serve as quick reference in answering listeners' queries, but a daily comparison serves to improve the technique of operating the radio-telephone station.

ADVERTISING AGENCY RADIO CONNECTION wanted by Stage, Screen, Radio Star. Thoroughly experienced in continuity, commercials, program directing, acting. Guest Star Contacts. Box 840, Radio Daily, 1501 Broadway, New York 18, N. Y.

Coming and Going

B. A. McDONALD, sales manager of Westinghouse Radio Stations, Inc.; GORDON HAWKINS, program supervisor of WRS, and HERBERT MASSE, sales manager of WBZ, Boston, were visitors yesterday at the spot sales department of NBC.

A. W. MARLIN, program director of WHAS, Columbia network outlet in Louisville, Ky., is in Gotham on station and network business.

J. W. WOODRUFF, JR., executive manager of WRBL, CBS affiliate in Columbus, Ga., is visiting briefly in New York.

CHARLES GREEN, of Consolidated Radio Artists, off for a few days in Chicago.

JOHN PARSONS, station manager of WBRK, has arrived from Pittsfield, Mass., for conferences with the national representatives of the station.

JO LYONS, assistant producer for B B D & O, has returned from Schenectady, where she participated in a television show.

RALPH EDWARDS and his "Truth or Consequences" troupe are in Philadelphia, where tomorrow they will broadcast the first in their series of Bond-selling programs.

BERNHARD HERRMANN, symphonic conductor of the CBS network, left yesterday for Hollywood, where he will arrange and conduct the music for the "Columbia Presents Corwin" programs heard each Tuesday over CBS.

FRANKIE MASTERS and the members of his band are in Detroit for the broadcasting of tonight's stanza of the "Spotlight Bands" program over the Blue Network.

FRED DINERT, salesman for WPEN, Philadelphia, was a caller yesterday at the offices of the Atlantic Coast Network, with which the station is affiliated.

E. J. PRYOR is in town for confabs at the local offices of his national representatives. Pryor is commercial manager of WRRN, Warren, Ohio.

R. E. JEFFERS, public relations director of Russel M. Seeds Company, Chicago, is expected back in the Windy City today from the Pacific Coast, where he conferred on the Brown & Williamson "Overseas Plan."

JIMMY HAGEN, commercial manager of WWNC, Asheville, N. C., and CECIL HOSKINS, chief engineer of the station leave tomorrow on a business trip to Atlanta.

WOV Commentator Scores Beat On Vatican Series

(Continued from Page 1)

over WOV in a series of three commentaries by Tom Morgan. First was heard yesterday at 10-10:15 p.m., EWT, the second is scheduled at the same time tonight and the third tomorrow night. Morgan is a regular WOV commentator who has a five times weekly series on the station at 6 p.m.

By special arrangement made by Ralph N. Weil, manager of WOV, the International News Service will carry the series as written by Morgan and over his by-line. Morgan worked in Rome and Paris for nearly 20 years as AP and UP correspondent and through contacts in the Vatican, obtained his information. He is the author of "A Reporter at the Papal Court" and more recently, "The Listening Post."

B. & W. Sets Hildegard As Skelton Replacement

(Continued from Page 1)

over the full network, the debut will be broadcast June 11. Russel M. Seeds agency controls the account.

Hildegard, in her femceeing of the series, will stress informality. She will have three guests each week, one of whom will be a member of the armed services. Bud Collyer will do the announcing.

"Raleigh Room" is owned and will be produced by Anna Sosenko. It will mark her entrance into the field of radio production.

Hollihan Leaves WMCA

Garrett Hollihan, program director of station WMCA, New York has resigned to take up independent program production.

Court Upholds Ascap In Edison Hotel Action

(Continued from Page 1)

State Donnelly Act (anti-monopoly) does not apply to Ascap since that organization does not claim to deal in any commodity, but an intangible thing called copyright.

Suit was brought by the Edison Hotel against Deems Taylor, president of Ascap. Hotel Edison through its owners claimed that "Ascap is engaged in a wrongful and unlawful combination which has created a monopoly in the performance of musical compositions, which has restrained and prevented competition in the use of performing rights' to copyrighted musical compositions of its members." Court cited precedent for the decision which was a dismissal of the complaint. Precedent of course pertained to similar issues in the State of New York, one being the Metropolitan Opera Co. vs. Hammerstein,

CKLW BEST RADIO BUY in the DETROIT AREA 5,000 WATTS DAY and NIGHT 800 Kc. MUTUAL SYSTEM

The Most Important Thing In Buying Baltimore Radio

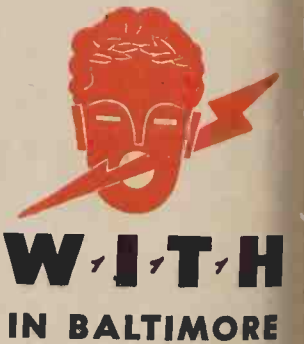
Is it Power?—The total number of people who physically can hear a station . . . if they want to?

Is it Popularity?—The percent 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.



TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

★ AGENCY NEWSCAST ★

LUIS POLLACK has been named director of advertising and promotion for United Artists Corp., it was stated this week by Gradwell L. Bes, vice-president of U.A. Pollack succeeds Paul N. Lazarus, Jr., now in the armed services.

MARIE FRIEBERG, formerly publicity director of the Arma Corporation, has joined David O. Alber Associates as an account executive.

FREDERIC W. ZIV COMPANY, radio productions, have occupied their new quarters at 501 Madison Avenue.

ELIZABETH FORSLING has been appointed "Newsweek" radio editor, it has been announced by Chet Shaw, managing editor. Miss Forsling now heads the department in which she formerly wrote as assistant to Robert Coy, recently assigned to the publication's "Transition" page.

HARCO STEEL CONSTRUCTION CO., makers of radio masts and towers, has named Lewis Advertising Agency to handle its account.

ROBERT F. KAUFMAN has joined the motion picture radio department of Donahue & Coe as a script writer.

JACK WYATT, radio chief of Buchanan & Co., has built a new 15-minute Sunday musical spot for the Formfit Co., beginning July 9 over Mutual. Program will feature Dick Brown, vocalist, and Merle Pitt's orchestra under the direction of Ernie Ricca.

CHARLES MICHELSON, president of transcription firm bearing his name returned to his desk Monday after three months illness. A. Michelson, who acted in his place, now resumes his duties as head of Michelson & Sternberg, Inc., exporting company.

FCC Approves Transfer Of Several Stations

(Continued from Page 1)

transfer of all the station stock for \$50,000. WCOL is a Blue affiliate, operating on the 1,230 band with 250 watts; unlimited.

The Commission approved also the transfer of control of the Indiana Broadcasting Corp., licensee of WIBC, Indianapolis, from H. G. Wall, Margaret B. Wall and Thelma M. Lohnes to the Indianapolis News Publishing Co. for 1,000 shares transferred for \$20,000, plus \$2 per share for each 30 days between the date of agreement (February 16, 1944) and the date of actual transfer. WIBC, an MBS outlet, operates on the 1,070 band, with 5,000 watts days and 1,000 nights. Construction permit for 5,000 watts is held.

Deal involving KLRA and KHGI, Little Rock, Ark., was also approved by the FCC. A. L. Chilton will transfer 400 shares, 64.5 per cent of the issued and outstanding capital stock in KLRA, to the Gazette Publishing Co. for \$275,000. Chilton's former company the Arkansas Broadcasting Co. will be retired with the transfer of the KHGI license to A. L. and Marie H. Chilton, a partnership doing business as KGHI Broadcasting Service. At the same time, Chilton will surrender his remaining 348 shares in the Arkansas Broadcasting Co.

KLRA, a CBS affiliate, operates on the 1,010 band with 10,000 watts day and 1,000 watts night. KHGI a Blue affiliate, operates with 250 watts on the 230 band.

Still another approval was of the transfer of KXOX, Sweetwater, Tex., to Wendell Mayes and J. S. and Mittie Agnes McBeath, for \$27,000—including all stock. Transferees were George and Russell Bennett, James H. Beall, Jr., Joe H. Boothe, R. E. Simmons, H. M. Rogers, C. R. Simmons, Harley Sadler and May-Doscher—the last individually and as executrix for J. H. Doscher;

ATS Annual Awards Go To WABD, WRGB

(Continued from Page 1)

television" and to WRGB for video programming achievement.

Appreciation is expressed in the committee's report of the work of W6XYZ, sight-and-sound station of Television Productions, Inc., Paramount Pictures' subsidiary on the studio lot in Hollywood, "for the advance in techniques, such as improved lighting and shadowing, process screen, and other advances contributed by the motion picture art."

No award has been recommended for the use of television as a public service, the committee states, "because of the comparatively little use that has been made of this medium in the war effort this year, as against its tremendous potentialities." Last year the public-service prize of the Society went to NBC; programming, to GE.

Report of the ATS awards committee was submitted by J. Raymond Hutchinson, chairman of the judging group and a founder of the Society, to Norman D. Waters, whose term as president expired yesterday, when Dan Halpin, of RCA, took over the presidential reins. In addition to Hutchinson, members of the awards committee were Miss Elizabeth Ayres, Miss Evelyn Pierce, John Flory, Ted Huston and Ken Whatmore.

Plaques will probably be given to the prize winners in televised ceremonies over their respective stations, as was the case last year.

McBeath has been serving as president of the station—a non-affiliate with 250 watts on the 1,240 band. One more sale approved was that of KORN, Fremont, Nebr., to Arthur Baldwin through purchase of 139 stock shares from Lloyd C. Thomas, Earl J. Lee, S. S. Sidner, A. C. Sidner and H. A. Gunderson for \$8,754.70. The station has a Nebraska wireless affiliation, and operates on 1,400 kilocycles with 250 watts.



WHAT 1,253,600 HOUSEWIVES CAN DO

...In a Planning Mood

They can plan to buy new electric refrigerators. New vacuum cleaners. New cars. All Surveys indicate this intention. The question is, WHOSE refrigerator, whose cleaner, what make of car? Obviously they'll choose the one they know best. The one of which they have been reminded most frequently and most recently. 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



LOS ANGELES

By RALPH WILK

REPLICAS of "Duffy's Tavern" are popping up all over the various fighting fronts. It started in the South Seas when a broken-down palm-covered hut was photographed by the Associated Press and distributed to its members in the daily papers... Word has been received that now a dozen such institutions exist on as many battle fronts, and Ed "Archie" Gardner is sending autographed pictures to adorn the walls of corrugated iron and discarded ammunition cases.

Robert Murray joins the staff of Hillman-Shane-Breyer, advertising agency, as assistant art director; and Margaret Scanlon, also joins the agency's art department as fashion illustrator.

Marvin Mueller, announcer on NBC's "Star Playhouse," should be back on the job this week. Mueller has been ailing for several weeks with a form of rheumatism that constricted his throat, but is well on the mend now. Terry O'Sullivan has been substituting for him.

Magnetic Wire Recorder To Get Convention Tests

(Continued from Page 1)

acting for itself and in the interests of General Electric and the Mutual Broadcasting System, will utilize three magnetic-wire recorders to make records of every news-worthy broadcast made by WGN and Mutual during the Republican convention, starting on June 26, and, if materials for experiment are available, during the Democratic convention, scheduled to begin on July 19. Arrangements for the tests were made by Land and W. R. David, sales manager of broadcast equipment for General Electric, Schenectady, New York. General Electric manufactures the magnetic-wire recorders under a license granted by the Armour Research Foundation, Chicago. WGN, General Electric and Mutual are interested in testing the new recorder for its serviceability and adaptability for commercial broadcast use, Land said. On the basis of these tests, he explained station engineers hope to determine whether any improvements in design, operation and induction of the recorder can be recommended to the manufacturer. While the major portion of General Electric's output of wire recorders is now intended for use by the armed services, it is expected that the new device will see widespread use of post-war commercial broadcasting. The three recorders which General Electric is lending to WGN are expected to arrive here a week before the opening of Republican convention. Two of them are to be used in the WGN studio recording department, with the third being reserved for probable use at the Chicago Stadium and at the site of any other sources of convention news.

MAIN STREET



Radio Vitamins for Friday !!

● ● ● Looks like "Uncle Don," of WOR has solved the manpower shortage for the Hunt Bros. Circus, even though he is no Mr. Anthony... "Uncle Don" is scheduled for a series of personal appearances with the tent show, during which he'll be seen leading the customary parade seated atop of an elephant; he'll play the portable organ (instead of the old calliope); then he'll put on a tanbark show for the kiddies... and of course he will do radio plugs along the route... outside of that he will spend a quiet Summer, we presume... ● Blue web's plan for "Creative Music" and a fund to carry it out, is Paul Whiteman's "baby," an idea he had been harboring for some time... the vest pocket symphony, an in-between composition from five to seven minutes in length, making them particularly suitable to broadcasting, is something "Pop," always thought lacking in radio programming... the encouragement to composers young and old is still another important angle in the development of American Music... this Sunday Paul takes over completely on the Philco Hour and a great musical treat is in store for all listeners... ● Novel feature on Mutual's "Double or Nothing" show tonight, will be the famed "Stitch 'n' Itch" girls from Todd Shipyards... girls will tell of their work and the dangers involved and will wear their cumbersome, but protective working clothes... in addition to competing in the questions, they'll sing their theme song, "The Todd Itch Blues."



● ● ● "Piano Playhouse," the Marjorie Fisher three-piano miniature musical, with the humid humming bird Judy Talbot, which gives out over the Blue Wednesdays, is definitely hot... some day soon, a live sponsor is going to buy himself a big-league little show which is headed places... ● Lindsay Wellington, North American Director for the BBC for two years, now back in London on important job, takes time out to drop us a line by way of appreciation for contributing a mite toward cementing good relations... Anglo-American friendships, says Wellington, "is a two-way street... people to people... and one of the most important things that radio can do is contribute toward further understanding..." which radio has done and for which he is most appreciative... ● Bob Hawk and Lynn Gardner start on tour for the Treasury Dept. this Sunday... first stop is Cincinnati and they continue to Louisville, Washington, D. C... Greensboro N. C., Winston-Salem and Allentown, Penn... On this trip, Hawk will appear at veteran hospitals, army and navy camps, etc. and return to New York each Satdee night for his regular "Thanks to the Yanks" broadcast on CBS.



● ● ● Nebraska stations were commended for their work during the recent flood, at the annual meeting of the Nebraska Broadcasters Assn. in Hastings the other day... the resolution congratulated the managements of stations WJAG, KOWH, KOIL, WOW and KFAB, "as an outstanding example of the public service radio may render in emergencies... many lives were saved by the prompt and efficient work of these stations, particularly, WJAG, at Norfolk... ● After last Sunday's sign-off of "Basin Street," no less a personage than Andrew Jergens himself stepped on the stage to congratulate Victor Borge... he advised the beaming comic that Jergens might sponsor a show in the future with Borge as head man. ● Lieut. Col. Edwin P. Curtin, V-Mails that he is now stationed in China, doing some very interesting work but can't say just what it is... that Hdqts. of the Z Force entails... the APO is 430, c/o P. M. New York and Col. Ed can use a letter if his friends see fit to write, but can't expect he will be too hot on the answering end... Col. Ed was formerly with NBC press and from there went to the same dept at B B D & O... at any rate, he sends his regards to the "gang"... ● WTOP, Washington, started a "super-service" of reading glass and invasion maps, some weeks ago.



Remember Pearl Harbor

CHICAGO

By BILL IRVIN

SIXTEEN new members will be sent with pins and scrolls when they are inducted into the NBC Chicago, 10 Year Club at the organization's second annual cocktail party at the Tavern Club on June 7. The inductees will bring the total membership to 96, or one-third of 287 employees at the Central Division. Of the new members, three on leave of absence with the armed forces. Other new club members of whom have spent 10 years with NBC, are Louis Roen, announcer; Leonard Anderson, assistant manager; William B. Ray, manager of the news and special events department; William J. Murphy, continuity editor; Jules Herbuer, program manager; Frank Chizz, manager of radio recording division; Alan M. Elrod, building maintenance supervisor; Martha Reinecker, secretary; John Wehrbeim, auditor; Mike Eisenmenger, sound effects department, and George Maher, Wilf Lahman and Frank Schnepfer, all in the engineering department. A record for being with the NBC central division for the longest period is held by Howard C. Luttgens, chief engineer, and Theodore E. Schrey, operations supervisor, both 18-year men. Four employees have been with the central division 16 years, 10 15 years, and 29 for 14 years. A total of 15 club members are on military leave.

Burridge D. Butler, president of WLS and editor and publisher of "Prairie-Farmer," returned to Chicago last week from his home in Phoenix, Arizona, where he spent the winter months.

George Jennings, acting director of the Radio Council of the Chicago Public Schools, leaves for the West Coast today. He will join the staff of KOIN, Portland, for three weeks at the radio institute for Portland teachers. He will stop in Missoula, Spokane and Seattle en route, returning via San Francisco, Denver and Omaha.

WANTED

By 50,000 Watt station two announcers. Write or wire giving full details regarding experience and references as to character and ability. Address Richard H. Mason, WPTF Radio Company, Raleigh, N. C.

Abandonment Of White-Wheeler Bill Follows NAB's Four-Point Protest

50 Net-Shows Saluting Centennial Of YMCA

(Continued from Page 1)

Continued from Page 1)
as been a "headache" to him
and it was recalled that he
explained several times that the
has shifted its ground.
siting him since he brought
revised version of the bill
network representatives
members of the NAB legislative
want, he said, "super-
regulation on programming,
manent licenses." He said 99-
enses have been proposed to
ain the past week.

Legislative Group Disbands
meantime, the NAB legisla-
committee has disbanded after a
here this week, delegating
to its president, J. Harold
and its legislative representa-
Robert J. Bartley. Both Ryan
Bartley will be on Capitol Hill
morning.

Heer did not say definitely what
his mind, but it seems apparent
he will not forget about the bill
in public last week. If he gets
radio legislation again in
session, it is likely that he
will seek to retain some of the main
points of the revised bill.

A decision followed, although it
was a direct result of, the report
of the revised bill circulated among
members of the Interstate Commerce
committee Wednesday by the NAB.
Both Ryan, for the legislative
committee, sent a detailed report on
the bill calling particularly for four

where should be no prohibi-
on sponsorship of news.
Greater restrictions are re-
quired on the FCC's power to
cancel programs and business
licenses.

Political and public discus-
sion in the air should not be re-
stricted by burdensome and im-
practical requirements.
The practical statutory right of
free speech is the best guaranty of fair-
ness in the air.

NA prepared its report to fol-
low the bill, appending its own com-
ments along with the sections in ques-
tion. The committee approved the
report of the new five-man Commission,
and it felt that the bill's provi-
sions may fall short of attaining the
bill's objectives.

NA strongly recommends the
repeal of this section," it said in
conclusion to the proviso that licensees
should encourage full discussion, with
no restrictions based on race or creed,
and licensees should keep religious,
political and discussion programs
separate "so far as is consistent
with the operation of facilities in the
public interest," that broadcasting
should afford access to divergent
views, try to improve program
standards with particular reference
to commercial shows, and should fos-
ter commercial and better pro-
grams and that these policies should

apply to nets as well as to independ-
ent broadcasters.

The danger here, NAB declared, is
that it opens the way to FCC review
of a station's program practices, with
these practices under consideration
when the station license is up for
renewal. The proposals themselves
are fair enough, said NAB, and
"broadcasters concur heartily in the
objectives set forth in these sections."
(NAB adds that they are expressed
or implied in the NAB Code). But
program standards cannot be dealt
with by statutory regulation, NAB
feels.

Opposes Wattage Limit

NAB objects to the bill's infringe-
ment on clear channel rights and the
limit to 50,000 watts, pointing to
"hazards from the standpoint of
future developments, of the protec-
tion from foreign encroachment of
American rights to channels, and of
the avoidance of inconsistencies with
existing treaties and executive agree-
ments." The committee declared also
that the proposed bill would deprive
many rural listeners of program
choice.

NAB recommended a five-year li-
cense term.

The association strongly opposed
the bill's limitation on multiple
ownership, declaring that the pro-
posals in the revised bill are "un-
necessary, unrealistic and undesirable."
It was pointed out that use of the
term "financially interested in" with-
in the bill would ban common own-
ership of single shares of stock in both
CBS and NBC, because both own sta-
tions in New York. Similarly, it
would ban ownership of stock in both
General Electric and Westinghouse,
or CBS and NBC, etc., because to-
gether these organizations would own
more than six radio stations.

Apart from this language defect,
however, NAB declared that "in cer-
tain broadcast services it is desirable
that a single organization own more
than one station in a single city"—
mentioning non-profit, shortwave and
television stations (commercial and
experimental).

Sees Operation Hindered

Monopoly, said NAB, should be
curbed by the anti-trust laws.

Broadcasters agree to the purposes
of the bill's provisions for equal time
in political broadcasts, NAB said, but
"through practical experience have
learned that fairness cannot always
be achieved by a mathematical for-
mula." The proposal would create
"operating problems of such mag-
nitude that many broadcasters will con-
clude that the only safe course to
follow is to refuse all political broad-
casting," NAB said, adding that al-
though a broadcaster might be quite
fair he could easily fail to comply
strictly with all details of the pro-
posed section.

All-out opposition was recorded to
the ban on sponsored news and com-
ment programs—"one of the greatest
public services rendered by radio at

the present time." Quality and
amount of such service would "neces-
sarily deteriorate" if the Wheeler
proposal were adopted, said NAB.
Revenue from these programs is in
many instances the major source of
income for broadcasters.

"High standards, speed and com-
pleteness of the news services fur-
nished by American broadcasters de-
pends in large measure on, the
revenues received from sponsorship,"
NAB said. Loss of such revenue would
force curtailment of radio news or-
ganizations and of other services for
which news sponsorship pays the bill,
it was pointed out. In addition, said
NAB, the loss of radio income would
force the news services either to in-
crease their subscription rates to
newspapers or curtail their press
service.

NAB suggested simplification of the
bill's requirements regarding identi-
fication of source for news and political
broadcasts.

As to the inclusion of the FCC's
network rules in the bill, NAB de-
clared that if such regulations are
to be imposed it is preferable to have
Congress do it, rather than the FCC.
At the same time it would amend
Section Four in the proposed bill,
which reads now "prohibition of op-
tions on unspecified hours, or on spe-
cified hours, totaling more than 50
per cent of the time the station is
licensed to operate, (or on more than
two hours in any consecutive three-
hour period, or options which are
exercisable on less than 56 days
notice)," NAB would strike out that
part in parentheses.

In conclusion, NAB proposed a new
section spelling out broadcast liabil-
ity under the anti-trust laws.

"G. I. Legal Aid"

San Francisco—A new public ser-
vice program, entitled "G. I. Legal
Aid," designed to render legal as-
sistance to servicemen and their
families, is now heard over KQW
every Sunday at 11:15 a.m. Ira Blue,
KQW special features director, acts
as moderator and producer of the
weekly broadcasts.

heaviest representation is expected to
take place during the week of June 4,
to 11, the anniversary period. Bob
Hope has been appointed to sound
the keynote of the centennial year
of the YMCA on his regular Tuesday
night show, June 6, over the NBC
network.

Highlights of the cavalcade of
salutes on other programs will in-
clude: a BBC-CBS broadcast from
St. Paul's Cathedral in London Sun-
day afternoon, June 4, and the world
premiere of Morton Gould's "youth
symphony" which will be broadcast
by the New York Philharmonic from
Carnegie Hall over CBS, the same
afternoon.

Canada Lee Narrator

On June 2, a special dramatization
entitled, "Unofficial Ambassadors"
will be heard over NBC, 11:30-12 p.m.,
EWT, and which will feature Canada
Lee as narrator. The Mutual net-
work will sponsor a special Y.M.C.A.
program on June 8, 11:30-12 p.m.,
EWT, with Victor Jory featured as
narrator.

In the lineup of commercial shows
paying tribute to the "Y" are Fred
Allen, June 4; Phil Spitalny, June 4;
Firestone, June 5; "Top of the Even-
ing," June 5; "Information, Please,"
June 5; "Contented Hour," June 5;
Fred Waring, June 7; "Report to the
Nation," June 7; Joan Davis, June 8,
and Vox Pop, June 19.

Religious tributes will be made by
"Wings Over Jordan," CBS, June 4;
and "Hymns of All Churches," NBC,
June 6.

Kate Smith Scheduled

Kate Smith, Bernardine Flynn,
Alma Kitchell, Bessie Beatty and
Adelaide Hawley are representing
the women's angles of the "Y" on
their programs and the juveniles are
represented by such shows as "Hop
Harrigan," and "Dick Tracy." "Ma
Perkins," "Vic and Sade," and
"Lighted Windows" also have ar-
ranged special tributes during the
centennial period.

Bill Stern, Stan Lomax and sus-
tainers "Cisco Kids," "Jack Bundy's
Carnival," and "Blue Playhouse" will
also participate.

WQAM
THE VOICE OF TROPICAL AMERICA
MIAMI
CBS AFFILIATE

Represented by John Blair & Co.

Maj. Armstrong Cited By War Department

(Continued from Page 1)

type to be awarded. The award will be given as a testimonial to individuals and companies who have performed notable services beyond the normal requirements of duty but who are not under the direct control of the War Department and are therefore not eligible for the Secretary of War's civilian award or the Army-Navy "E."

Award of the certificate to nine other individuals or companies for outstanding services was also announced today. The recipients are the American Telephone and Telegraph Company, New York City; Ohio Independent Telephone Association, Columbus; Research Council, Academy of Motion Picture Arts and Sciences, Hollywood; American Racing Pigeon Union, Washington, D. C.; Peter L. Schauble, vice-president, Bell Telephone Company of Pennsylvania, Philadelphia; Samuel Ruben, New Rochelle, New York; Gail Feil, B. T. Goodrich Company, Akron; Walter R. Laudenslager, Municipal Airport, Springfield, Ohio and Multigraph Sales Agency, Newark, N. J.

Waived Royalties

In 1941, Dr. Armstrong made a notable contribution to the war effort, said the War Department, when he waived all royalties on the use of 17 of his patents covering FM apparatus purchased by the War Department for military purposes. At the same time he offered to license on \$1 a year royalty basis any manufacturers designated by the War Department to produce such apparatus for military purposes for "so long as the present national and international emergency shall exist." Secretary of War Stimson accepted in a letter of appreciation.

Dr. Armstrong made his first contribution to Signal Corps radio communications during the World War when, as a captain serving in the division of research and inspection, Signal Corps, American Expeditionary Force, he perfected the super-heterodyne receiver. He announced his FM discoveries in 1939 and this advance has been reflected in the several types of frequency modulated sets produced by the Signal Corps and now in successful use through out the Army.

Inscribed on the certificate is the following citation: "The Chief Signal Officer, Army of the United States, extends his appreciation to Edwin H. Armstrong for loyal and patriotic services rendered the Signal Corps of the Army of the United States in the accomplishment of its vital mission during a period of national emergency."

"This acknowledgement of your distinguished contribution in furtherance of a future world at peace will be inscribed forever in the annals of the Signal Corps."

WEBR Joins Mutual

WEBR, Buffalo, N. Y., became a full-time affiliate of the Mutual network, yesterday.

★ WORDS AND MUSIC ★

By BEN KAUFMAN

Variations

Sob ballads are making a comeback. . . . Caesar Petrillo, bandleader brother of James C. Petrillo, Musicians' Union chief, has just written a new song, titled "Thankful." It will be given its premiere soon—in time perhaps for the WLB disk decree. . . . Most music men are of the opinion that the recording decision has been made but is being withheld for psychological reasons. Settlement of the pancake turners' jurisdictional tiff may also be holding up the long-awaited platter-case judgment, which is expected to come out with the employers' side on top. . . . Slicing of the cabaret bite, now past the Senate, is due for a House okay to hypo the fast-falling government take. Move will restore remotes from night spots now shuttered by the tax blast.

★ ★ ★

Lack of a good copy seller is the latest groan from Tin Pan Alley. In the Twenties, a year didn't pass without a publisher having at least one or two million-copy tunes. Today the whole music business is lucky to have one. Of course, performing rights more than make up for it, but the loss is still being eyed. Excessive plugging is the major cause, say writers and publishers, with the radio responsible for a good part of it. The record situation, being what it is, also hinders a song campaign from being properly co-ordinated, since the jukes often don't get a waxed tune until it has been performed off the air. Trouble isn't too many songs, either, because there never have been too many good ones published.

★ ★ ★

Cue music is informatively thumbnailed by Julius Mattfeld, CBS music library director, in his introduction to Ralph Sandor's new book, "Incidental Music," which has been published by Alpha Music. . . . Film music, forerunner of the faster airwave scoring, will be explained by disk jockey Art Ford in a series, named "The Sound Track," beginning Tuesday over WNEW, Gotham. Ford is said to have the largest personal collection of sound-track recordings in the world and has been called the American historian of movie melody. . . . An album of arrangements by bandleader Carmen Cavallaro, titled "Film Favorites," is being brought out by Robbins Music, which has specialized in publishing stylized music transcribed from recordings.

★ ★ ★

Song sharks are on the prowl again. These phonies, long the bane of legitimate publishers, are circularizing sucker lists of amateur composers and lyricists with a pitch of touching up and publishing their songs for fees ranging from \$50 to \$100 per 250 professional copies. Estimated that the copies cost seven bucks, with the rest gravy for the music moochers. Promised also that the customers will have their tunes sent to radio stations and will get Song Writers Protective Association contracts. With a million potential songwriters in the country, the public is being fleeced out of millions by these leeches. Postal authorities and DAs are getting after them with the aid of the SPA. It seems the phonies made the mistake of including a few top writers in their mailing lists.

★ ★ ★

Herb Gordon, radio exec. of the William Morris Agency, and Moe Jaffe, Ascap writer, have sold a song, titled "Oui, Ma Cherie," to the Ryt-Voc Publishing Co. . . . Tommy Dorsey is making a 15-city tour under MCA management. . . . With the breakup of Benny Goodman's combination due to a dispute with MCA, four of his sidemen are now the backbone of a mixed six-piece band at Cafe Society Uptown, New York. . . . Horace Heidt, also feuding with that management group is said to be firm about getting a release—or else. . . . Dolly Dawn, thrush formerly with George Hall's orchestra, is being considered for a network commercial. . . . Arrow Music has acquired the publication rights to the George Hamilton-Carl Lamp tune, "You Can Say That Again," which maestro Hamilton has already aired several times from the Waldorf's Starlight Roof in Gotham.

Scan Video Images At REC's Seminar

(Continued from Page 1)

Television Seminar of the Radio Executives Club of New York.

In an open vote, 55 s. picked the 35-mm. enlargement television photo, with only 2 ing the video image correction of the nearly 400 sight- students were either too fr to judge or too timid to vote.

Quality of picture definition tele topic scanned by the ticipal speakers—Allen B. Di head of the laboratories bearing name and president of the T Broadcasters Association, I Ralph Beal, assistant to th president in charge of RCA tories. Murray B. Grabhorn man of the tele committee radio execs., presided. Follow meeting, a half-hour open fo conducted by Richard W. I tele author.

During the course of the vid fab, reproductions were dist of a 13 x 17 in. ad scheduled Du Mont organization, it was for next Monday's editions "New York Herald Tribune," showed three photos of a girl with 130, 202 and 475 lines o the last being a fine-grained paper half-tone and indicated of similar definition to the video image of 525 lines, wh was pointed out, from the standpoint means about 475 Major portion of the text follow

"There have recently been att to explain in published article effect of the number of lines character of a television p There have been several p printed purporting to show sion images with the present nu of lines and a hoped-for future ber of lines. Three have been fusing and inaccurate—partic since all such half-tone picture made up of rows of black dots can never adequately represent continuous shaded lines of a t sion image. . . ."

Copy was apparently intende rebut two poor illustrations of ent-day tele, which recently app in a two-installment piece in Herald Tribune," and possibly further rebuttal of the over- booklet published by CBS in cause of better video images.

Booking Offices Pool Talent In N. Y. And C

Consolidated Radio Artists, I and the Central Booking Office Chicago signed a three-year cont yesterday whereby the two tal agencies will be able to pool th artists, it was jointly announced Robert Bunby, vice-president of CE and Al Borde, president of CBO.

Approximately 40 outstanding a will be accessible to CRA, it w pointed out, naming Harry Saw Willie Shore, Jack Fulton, Joan M rill, Danny O'Neill, Shaw & Lee, Hill and his orchestra.

War Loan Tour Scheduled By WOR

(Continued from Page 1)
 sales, but is extending its and resources to the neighbors to cooperate during the In all instances, WOR is in conjunction with the War Committees, movies and local theaters. The drive itself will be by WOR on June 7, when (Brothers) Emery gets under Hempstead, five days before opens. He will emcee a two half hour show to be pre- lth and from the Arnold department store. Bond ll feature the "Rainbow choir and cast of entertainers.

Newspaper, Theater Tieups
 Glen Cove, the station will the "Pick and Pat" program, ay, June 13, when Jean Mer- no, and Donald Dame, Metro- pera Assn. tenor, also take cal tieups have been ar- Bridgeport, the "Post" and eater will tie up on Thurs- u 15, when Bessie Beatty will her program there and addi- ent is used. June 19, will rk's day, with the Adam's representing several outstand- g programs from its stage. hows will go to Staten Island ay June 27, including "Pick Mary Small, Vincent Lopez all of whom will appear at in Theater.

Wednesday, July 5, in coopera- the War Finance Commit- will tie in with the RKO theater, Trenton and already the show are Stan Lomax, ewscaster, who emcees the Halloran" broadcasts, from nsation housing wounded sol- e "Halloran" band of 31 ur wounded servicemen and C singers will also be on ailers are being featured by ars cooperating in advance of ar shows. Further program de- w be announced later.

ing the plans for the show et Lane, with WOR's War d Committee, whose members in- ve Driscoll, director of the on War Services and News Divi- N Abramson, head of WOR's tament division; "Tiny" Ruff- ditor of daytime programs and es Oppenheim, publicity head.

Vitamin Spot Sked

—McKesson & Robbins Com- sponoring a series of one- participations for their "Bax" in the 8 a.m. edition of the e network news over WNAC Yankee network. J. D. is the agency.

Wave Devine Show

Round-Up," starring Andy and aired Saturdays at 11 ET, over the NBC network, shortwaved to all fighting arting June 3, it was an- ce by the N. W. Ayer & Son

WOMEN IN RADIO

By MILDRED O'NEILL

Tribute To A Lady!

THIS week marked an event long to be remembered by Radio Row when the 10th anniversary broadcast of NBC's Mary Margaret McBride took place in Madison Square Garden, New York City. Many tributes were paid at this recognition of a women's unprecedented success in radio, but the greatest was an involuntary tribute to the personality of this woman whose natural, unaffected warmth and sincerity pervaded to the very rafters of the crowded arena and was the inspiration for the informal charm of a great occasion. Just as Mary Margaret McBride steps daily into the homes of her women listeners as counselor and friend, so she entered the hearts of the thousands of women who came far and wide to see their idol, to make them feel as "at home" as if they were really there.



● ● ● Characteristic of the personality that has remained unchanged despite the adoration of a nation, when Mary Margaret learned of the proposed anniversary celebration, she requested that part of the program be devoted to the recruitment of women's war services and it was on this keynote that the program started. Heading an outstanding array of guests from stage, screen, radio, the literary world and the services, there to acclaim the first lady of radio was America's First Lady, Eleanor Roosevelt, who spoke in connection with recruitment. Mrs. Roosevelt was followed by Margaret Culkin Banning, Cesar Saerchinger, John Roy Carlson, Fannie Hurst, Robert St. John, Madame Mero-Irion, Adela Rogers St. John, Florence Smith, president of the New Jersey Women's Press Association in whose behalf she presented Mary Margaret with a diamond microphone, and others. Estella Karn, Mary Margaret's beloved manager, took a bow and Vincent Connolly, her announcer, was in his usual genial form.



● ● ● Perhaps never before has the Garden held so many thousands of women at one time. Among them the gentlemen seemed few, but they were there, though somewhat submerged by this cavalcade of womanpower. On hand to do honor to the lady of the hour was Niles Trammell, president of the National Broadcasting Company, who obviously enjoyed his turn at the mike next to Mary Margaret and presented her with a shining, silver "lazy susan"; Clarence E. Menser, NBC vice-president; Fred Waring, as the fun-making emcee with his Pennsylvanians; Colonel R. V. C. Bodley; John Golden, producer; Joseph Auslander, poet; Harry Hershfield, humorist; Homer Croy, author, Eddie Dowling, actor, and many others whose names, space will not permit here. All in all it was a gala day, no less colorful than the thousand American Beauty roses banked in front of the speakers' platform.



● ● ● The gals are batting 1,000 in several spots right now. Studio A in NBC's Hollywood Radio City is the scene when "A Date With Judy" goes into rehearsal under the capable direction of Helen Mack, scripted by Aleen Leslie, with sound effects by Clara Groves and starring 16-year old Louise Erickson. Helen Mack, well-known as a stage trouper, is the first woman production director of an NBC-Hollywood program. KYW's (Philadelphia) control room is strictly on the distaff side with the addition of Joyce Avery who is the latest to join the staff of "regulars," making six out of six who started their training on the home plate. They've taken over at WCAE, Pittsburgh, too. Helen Obsharsky broke all precedent and became the station's first girl engineer. Shortly after, Phyllis Connell was engaged as femme engineer number two and now they make a pretty pair seated in the glass-enclosed control room.

AFM Still Mulling Platter Turner Issue

(Continued from Page 1)
 the musician union was to take over yesterday, especially at Columbia owned outlets where the IBEW holds forth.

Although the IBEW and CBS both agreed to the new jurisdiction recently, the fight put up by the National Association of Broadcast Engineers and Technicians, resulted in the dispute being brought before the War Labor Board, who made a move on Wednesday, resulting in the freeze. This prevented both NABET from calling a strike and the AFM from taking over.

Spokesman for Local 802 AFM in New York said that they were not taking over because the stations wanted to abide wholly by the WLB decision and the freeze would be abided by unless James C. Petrillo, president of the AFM, ordered differently. At any rate, Petrillo who is currently in Chicago where he arrived from the Coast yesterday, is scheduled to make the next move, or, also abide by the WLB decision.

Petrillo was not available yesterday for comment.

Bricker, Broughton Sked To Debate Campaign Issue

John W. Bricker, Governor of Ohio and Republican aspirant to the Presidency, and J. Melville Broughton, Democratic Governor of North Carolina, and supporter of President Roosevelt, will hold an informal two-man debate on the issues of the Presidential campaign on a coast-to-coast "People's Platform" broadcast over CBS tomorrow from 6:15-6:45 p.m., EWT. Lyman Bryson, CBS director of education, will preside as chairman and moderator.

The informal debate titled "What Are The Campaign Issues?" will cover domestic and international problems likely to affect the outcome of the election. Among other topics, the speakers will consider centralization of government versus states' rights, America's role in foreign affairs, and the 4th term.

The program was arranged by Leon Levine, CBS' Asst. Director of Education and the producer of the "People's Platform."

New Parent At WBYN

Oscar and Mrs. Kronenberg are the parents of a baby weighing seven pounds three ounces, born May 28, at the Beth El Hospital, New York. Kronenberg is a member of the WBYN staff.

Niesen On RCA Program

Gertrude Niesen, star of Dave Wolper's Broadway hit, "Follow The Girls," will be guest-starred on the RCA program "The Music America Loves Best," with Richard Crooks and Duke Ellington over WJZ-Blue Saturday, June 3, from 7:30 to 8:00 p.m., EWT between her matinee and evening performances at the Century Theater.

★ ★ ★ COAST-TO-COAST ★ ★

— NEW YORK —

NEW YORK—The WQXR "America's Artists" series for the month of June features the outstanding pianist-composer Jeanne Behrend in a group of four Saturday recitals June 3, 10, 17 and 24, from 5:30-6 p.m. . . . Harold L. Ickes, Secretary of the Interior, will be heard on an exclusive WMCA broadcast Monday, June 5, 9:03 to 9:30 p.m., speaking from the Waldorf-Astoria. . . . The story of the men who fashion our film music will be told in an unusual series of programs entitled "The Sound Track" over WNEW beginning Tuesday, June 6. Art Ford will emcee. . . . Philip Wold, merchant seaman, will be honored as WHN's "New Yorker of the Week" tomorrow. This program is written and produced by Cecil W. Secret.

— OHIO —

CLEVELAND—Six weekly programs are being arranged by WJW in cooperation with the Akron industries to be aired each Sunday from the Summit Beach Ballroom at Summit Beach Park, Akron. Todd Branson will emcee the item. Frank Grosjean will script. . . . **DAYTON**—WHIO sent engineers and program director, Bill Hamilton, to Columbus recently for coverage of the finals in the Ohio high school basketball tournament. . . . Ed Hochhauser, WING announcer, is the proud father of a new daughter, Constance Mabelle, born May 17 and weighing five pounds 15 ounces. . . . **COLUMBUS**—Philip Staley has been appointed production manager of WCOL. He was formerly with WALR, WOSU, WTAM and WING.

— PENNSYLVANIA —

PHILADELPHIA—William A. Banks, president of WHAT, has put the station on a 24-hour sked, in anticipation of D Day. . . . Announcer Mark Gregory has resigned from the KYW staff to join WJR in Detroit, where

PICTURE OF THE WEEK



Living proof of the authenticity of the old saying—"Every dog has his day"—was the reception accorded "Barkus," three-year-old white collie pet of Carol Palmer, daughter of Fred Palmer, manager of WCKY, Cincinnati. "Barkus" was feted this week when he returned to Cincinnati from eight months service as a sentry with the Army. He has an honorable discharge as a volunteer WAG—"Dogs for Defense."

HAPPY BIRTHDAY TO YOU

June 2

Betty Adams	Frank Arnold
Lillian Cornell	Tony Gilman
Ben Grauer	Sid Schwartz
Gladys Heen	Walter Tetley

Louis Shooke

June 3

Ruth Carhart	Joe Nash
Bob Hutton	Jan Pearce
Herman Larson	Dave Rose

Warren Sweeney

June 4

Jack Arnold	Jack Hollister
Betty Ito	Marvin Kirsch
Carlton E. Morse	Erno Rapee
Charley Urquhart	Cecil L. Sly
Ed Lindstrom	Sidney Breese

he expects to handle two 15-minute news shows daily. . . . David Toy, former WCAM engineer, has joined the WIBG engineering department. . . . **PITTSBURGH**—Faris Feland, program director of Tap Time, is in 1-A.

— CALIFORNIA —

SAN FRANCISCO—Larry Smith, NBC commentator on the Pacific war, heard on the NBC net from this city Monday through Friday mornings, starts on a bond-stumping tour early this month. . . . **SANTA BARBARA**—Father Hubbard, the famous Alaska glacier priest, was interviewed on KTMS by program director, Frank Weltmer, recently. Father Hubbard visited this city to show his prize collec-

tion of movies filmed in the Alaska War Theater. . . . **FRESNO**—Keith Collins, KMJ's manager, just returned from a conference trip to Sacramento, where Beeline chiefs met, with Paul H. Raymer execs.

— NORTH CAROLINA —

CHARLOTTE—Roy Schulz, CBS radio sales, here for a look at the WBT programs and talent he plugs daily but has never seen. Mrs. Schulz accompanied him on his trip. . . . **RALEIGH**—Ralph Heinzen, former UP director for France, and recently repatriated after long internment at Baden Baden, Germany, spoke over WPTF recently. Interview was conducted by Chiles Coleman, UP bureau

chief for N. C. . . . **GREENSBORO**—Pfc. Larry Dobkin, noted star is being starred in a series "Soldiers" programs which originate for civilians over key CBStation. Dobkin, in his days, was cited for his work with the Yale School and Mark Twain Masquers.

— COLORADO —

DENVER—A series of programs produced by the Rocky Mountain Council under the title "Soldier" is being aired every Saturday. Each program will present a story between a returned serviceman and authority in some vocational field. Robert Hudson of the Radio Council is acting as moderator. . . . Major Albertini, famous for the activities of "Martini, III," combat bomber, and man to receive a direct challenge from the Luftwaffe, recently appeared over KOA.

— MASSACHUSETTS —

BOSTON—Robert Goffin, jazz expert, was recently interviewed by WCOP's George Michael. He discussed the future role in world musical tastes. . . . "Radio Speaks," sponsored by the Radio Manufacturing Company, was renewed this week for a new series to be heard on WNAC every Thursday from 6:55-7 p.m. Agency is H. Garfield, Inc. . . . **WORCESTER**—"Treasury Song for Today," five minute shows the Treasury Department has prepared for the Fifth Ward Drive, has been contracted by sponsors already for 27 broadcast weeks.

— NEW YORK —

SYRACUSE—The Paul Delima Company of this city has taken over sponsorship of a series of debates and commentaries. H. R. Ekins and Vincent, both of the WSYR news staff. . . . **PLATTSBURG**—Herb Harvey has been named the announcer staff of WMFF, formerly of WMRN, Ohio. . . . **KINCINNATI**—Ernest Ward, Cobleskill, N. Y., joined the announcer staff of WUPV where he replaces Bill Brophy who enlisted in the Navy. Ward is a graduate of Syracuse University.

'Labor For Victory' Program Canceled For Summer

(Continued from Page 1)
the press for time as a result of military situation and coming conditions forced suspension, at the time NBC assured that time would be made available in the fall.

The cancellation came as a disappointment to both union groups. AFL has revealed that it hopes to obtain time for various special programs and to go on the air in a regular series after the election. It is hoped that this new series will be carried in turn by all four networks. Philip Pearl, AFL public relations manager.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

27, NO. 45

NEW YORK, N. Y., MONDAY, JUNE 5, 1944

TEN CENTS

NAB-Ascaph Still At Odds

Summer Replacing Affects Fifty Shows

Approximately 50 commercial and programing programs will be involved in summer replacement shuffle on major networks with the major portion of the schedule set, as far as orders by agency to the web is concerned, but a number still remain unexecuted and okayed by the network. Although a number of agencies have signified that their shows will take a hiatus, nothing official replacement has been cleared (Continued on Page 6)

How Scores Again On Bomber Mission

Edward R. Murrow, CBS European correspondent, and London correspondent, made the first broadcast by an American reporter direct from a bomber on a mission over the Continent on Friday morning, from a B-17, was heard on the "News of the World" program network. Plane he rode in was the "Report to the Nation," after the CBS program. Murrow's jaunty brings to four the (Continued on Page 2)

Radio In Sixth Place Among Consumers Buying List

Washington Bureau, RADIO DAILY—Washington—Radios ranked sixth in 11 appliances in greatest demand by consumers in their post-war plans, William Y. Elliott, new director of the Office of Civilian Requirements disclosed following a third national survey of consumer requirements. Washing machines were (Continued on Page 2)

Bond Session

Celebrating Alan Courtney's 10th anniversary at WOV, New York, his platter program will go live at a huge swing session June 10 at Gotham's Palm Garden to sell bonds for the Fifth War Loan Drive. The program, which will be broadcast on the metropolitan outlet, will feature Capt. Glenn Miller's AAF band in combination, Charlie Spivak's orchestra and other top name bands.

The Winnah!

Eddie Cantor will announce the winner of his G. I. Joe contest on his NBC program this Wednesday night. Announcement will climax a three-month search for the typical soldier who will have established for himself a \$5,000 bank account as a personal gift from the comedian. Three judges are Sgt. Alvin York, Warren H. Atherton and Cantor.

UJA Relief Program On Blue, June 8th

Radio Artists Division of the United Jewish Appeal of Greater New York, will have a one-hour Coast-to-Coast show on the Blue Network, originating at WJZ, Thursday, June 8, at 11:30 p.m. to 12:30 a.m. it was announced by Carter Blake, of Columbia Pictures, chairman of the division. Twenty-two star acts have been set, with Eddie Cantor as emcee. Program, entitled, "Stars for Humanitarianism" (Continued on Page 3)

"Who Scooped Who?" Is Theme In St. Louis

Telegraphic accounts of the radio coverage of St. Louis' street car strike last Friday reached a high peak in station rivalry with both KMOX, CBS outlet and KSD, NBC station, taking credit for the radio innovation. First to claim credit for the radio (Continued on Page 7)

Broadcaster Music Committee Reports Differences On Six Important Points With Paine's Plea For Royalties

Lubcke Optimistic About Tele Outlook

Technically, television is okay and can be best brought to the point of ultimate perfection while operating within a standard rather than an open one, in the opinion of Harry R. Lubcke, television director for the Don Lee Network. Lubcke was in town Friday to attend a session of the Radio Technical Planning Board, having just arrived from Washington (Continued on Page 6)

Wartime Adv. Citations Announced By Federation

Annual awards for Advertising Club achievement in advertising, publicizing and promoting the war effort were announced the past weekend by the Advertising Federation (Continued on Page 3)

British Film Industry To Study Television

London (By Cable)—Television will be the first subject to be explored by the British film industry's National Council which became an actuality (Continued on Page 3)

Washington Bureau, RADIO DAILY—Washington—Recent word from general manager John Paine of Ascaph failed to close up the differences between Ascaph and NAB on six important points, the NAB music committee reported last week. Ascaph interpretations on these matters appear to be in direct opposition to those of NAB.

The first point involves alleged Ascaph claims for royalties on spot announcements between or immediately (Continued on Page 5)

Ryan Opposes AFRA In WMAL-Union Row

Washington Bureau, RADIO DAILY—Washington—Although War Labor Board rules permit no direct intervention by NAB in the AFRA-WMAL dispute now before the board, President J. Harold Ryan last week wrote the board his opposition—and that of his board of directors—to the principle of fees being paid assigned (Continued on Page 7)

WLB Decision On AFM-Disc Dispute Due On Tuesday

Washington Bureau, RADIO DAILY—Washington—The War Labor Board's scheduled to reach a final determination on the AFM-recording companies dispute Tuesday, with an (Continued on Page 2)

★ THE WEEK IN RADIO ★

Radio Bill Discarded

By BEN KAUFMAN

ABANDONMENT of the revised White-Wheeler bill to reorganize the FCC became known as the week wore to a close. Indefinite postponement of the scheduled meeting of the Senate Interstate Commerce Committee for serious consideration of the legislation followed, although it was not a direct result of, a detailed NAB report circulated among ICC members.

Committee Chairman Burton K. Wheeler, D., Mont., told RADIO DAILY

there would be no new radio legislation this year. He indicated that the industry didn't know what it wanted, that he didn't intend to figure it out in this session.

The Montanan asserted that the radio matter had been a headache to him all along. It was recalled, too, that he had complained several times that the industry had shifted its ground. Web representatives and members of the NAB legislative com-

(Continued on Page 7)

Service Note

"Write a Servicemen While You Wait" is the message written on a small wooden box which is placed in a conspicuous spot in the reception room of the J. Walter Thompson Agency. In the box are stamped postcards and well sharpened pencils for the persons lacking the civilian tools. Around the room can be seen patient scribblers as they wait for their appointments.



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

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FINANCIAL (June 2)

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 WCAO (Baltimore), WJR (Detroit).

20 YEARS AGO TODAY

(June 5, 1924) President Calvin Coolidge will make his last appearance before the microphone tomorrow night at the annual Congress of the Daughters of the American Revolution...

W M BLUE NETWORK Plattsburg, N. Y. F F CONSISTENTLY SELLING THE NORTH-COUNTRY'S RICHEST MARKET Thomas F. Clark Co., Inc., Rep.

Coming and Going

CHARLES W. GODWIN, assistant director of station relations for the Mutual network, spent the week-end at Owensboro, Ky., where he participated in the ceremonies marking the affiliation of WOMI with MBS.
HORACE FITZPATRICK, commercial manager of WSL, Roanoke, Va., is in New York for conferences at the headquarters of the Blue Network.
ED YOKUM, station manager of KGHL, Billings, has arrived from Montana for a short visit on station business.
PEGGY BYRNE, former RADIO DAILY staffer and now a publicity luminary for WBBM, Chicago, spent last week in Gotham greeting old friends and making new ones.
HELEN RHOADES, secretary to Ollie L. Carpenter, sales manager of WPTF, Raleigh, N. C., vacationed in New York last week on a "busman's holiday" renewing friendships at NBC and the station rep. offices.

NORMAN CORWIN arrived yesterday in Hollywood. He will air a portion of his "Columbia Presents Corwin" series from the CBS studios in the film capital.
ELMER KETTLE, NBC representative in Boston, conferred Friday at the home offices of the network.
PARKS JOHNSON and WARREN HULL are at St. Albans, L. I., for the broadcasting of tonight's "Vox Pop" program over CBS from the new Navy hospital.
DON S. ELIAS, executive director of WWNC, is back at his Asheville offices following a brief trip to Washington, D. C.
DORIS M. SCOTT, traffic supervisor of WBZ, left Boston yesterday for New York. She will spend a week here as guest of a fashion magazine for business girls.
KEN CHURCH, general manager of WKRC, who was in town last week on another of his periodic visits, left Friday for the home offices.
PHIL BAKER was in Chicago yesterday for the broadcasting of his "Take It or Leave It" from that point.

Murrow Scores Again On Bomber Mission

(Continued from Page 1) number of missions in which Murrow has taken part, and the National Headliners Award, is the second award he has received in the past few months. Earlier this year he won the George Foster Peabody Award for "outstanding reporting of the news."

Radios In Sixth Place On Consumers Buying List

(Continued from Page 1) shown to be in greatest demand; electric irons and mechanical refrigerators, third. Others in order were cooking stoves, electric toasters, radios, sewing machines, vacuum cleaners, heating stoves, electric fans and water heaters.

Gets Army Promotion

Fort Benning, Ga.—Capt. Gordon Gray of Winston-Salem, N. C., has been advanced to the post of Assistant Executive Officer of The Infantry School at Fort Benning.

WLB Decision On AFM-Disc Dispute Due On Tuesday

(Continued from Page 1) nouncement either Tuesday night or Wednesday of its decision, action tomorrow is not, however, assured since it is recalled that several earlier dates have been set but postponed for of more pressing demands for immediate action. This week also should see some recommendation from the WLB disputes section for board action on the pancake-turner controversy, although the status quo holds now, the 30-day strike notice of the NABET expires June 9 and the organization can legally call a strike that date if the NBC and Blue contracts with AFM have not been called off. Thus far, no party has asked the board for hearing.

McCarthy Renewed

M. J. Merkin Paint Company, Inc. has renewed Newscaster Charles F. McCarthy on WEAJ Saturdays, 8:30-8:45 a.m., effective June 3. The contract, which runs for 52 weeks, was placed through Humbert and Jones Agency.



Ian Ross MacFarlane

We'd like to have you meet a new kind of news analyst... Ian Ross MacFarlane. He's quite a guy. His analysis of the war news packs a clarion-like authority because he's been in the war up to the hilt. He lived in North Africa with the British 8th Army. He went out on a landing barge when the Commandos raided Dieppe. He broadcast to the U. S. the first thousand English plane raid over Germany. He said Turkey wouldn't join the Allies... three months before Churchill admitted failure in the House of Commons. He had Franco number, too... before England made its decision to favor Spain. During the past 20 years he has lived closer to the countries and the people of Europe, about whom he talks, than probably any other commentator on the air today. Ian Ross MacFarlane broadcasts for W-I-T-H exclusively.



THE VOICE OF TROPICAL AMERICA CBS AFFILIATE MIAMI Represented by John Blair & Co.

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

Advertising Awards Announced By AFA

(Continued from Page 1)

America. First award to clubs in the cities went to the Birmingham Advertising Club, Stanley M. Erdreich, president; Edward H. Hunvald, advertising committee chairman. Second place was won by the Advertising Club of Springfield, Massachusetts, William R. Mason, president; N. Fuller, war advertising committee chairman.

Cities of the larger population place was won by the Milwaukee Advertising Club, Les Hafemeister, president; Einar Gaustad, war advertising committee chairman. Second place went to the Advertising Association of Houston, Thomas E. Hawkins, president; Robert Dundas, war advertising committee chairman.

Philadelphia Club of Advertising Women received honorable mention in competition with clubs in the cities. The president is Lillian the war advertising committee chairman, Viola I. Schlacks.

The awards were based upon reports and exhibits of work done the year by the war advertising committees of the clubs with the cooperation of the Federation's national War Advertising Committee.

Ward D. Egolf, assistant to the president of NAB, is chairman of the Federation's national War Advertising Committee. The following constituted the jury of awards: Edwin S. Friend, vice-president and general manager, The Sun, New York, chairman; Percy Shaver, vice-president, Lord & Taylor, New York; Gardner Cowles, president, Register & Tribune Company, Des Moines; Don U. Bridge, advertising director. The Gannett Company, Rochester, N. Y.; John G. This Week Magazine and chairman of the Sponsorship Committee of the War Advertising Council, New York, and David Frederick, chief office of Program Coordination, Office of War Information, Washington, D. C.

VI Theater Chain Tieup; Will Exchange "Plugs"

A tie-up between the Skouras Theaters and WJZ, New York, has been worked out whereby the station's program will be promoted in the chain's theaters and in return Twentieth Century-Fox films being shown in the theaters will be exploited over WJZ. The deal is on a 52-week basis and becomes effective on June 15.

MacKinnon Returns

Kenneth A. MacKinnon, CBC engineering-in-charge of transmission and development department, has returned to his post in Montreal. He was on loan to the National Research Council in Ottawa since 1940 on radio research work. During the time his CBC position was held by G. Richardson.

British Film Industry To Study Television

(Continued from Page 1)

Friday with the designation of seven members each by the KRS (distributors), CEA (exhibitors) and the British Film Producers Association.

Decision of the new Council to immediately concern itself with television stirred considerable interest in Wardour St. circles. The move was accepted as not only mirroring industry desire to be fully informed as to what might be expected of television here, but on the situation in the U. S. as well.

It was pointed out that theater television was an actuality in England before the war. Presumably, British

Meltzer Opens Own Office Handling Radio Publicity

Allan Meltzer, opens his own public relations office today, having resigned his post with Warner Bros. picture producers. Meltzer was formerly with the CBS press department and did the publicity for the network program, "This Is War," which was broadcast on the four major webs.

His accounts include several network programs, all of them evening shows.

Television interests—Baird and Scophony, notably—have well laid plans to push it early in the post-war period.

UJA Relief Program On Blue, June 8th

(Continued from Page 1)

ity," will be written, produced and directed by Norman Winter.

Among those to be heard are: Milton Berle, Jan Peerce, Jack Pepper, Bidu Sayao, Bruna Castagna, Jackie Gleason, Joan Brooks, John B. Kennedy, Paul Robeson, Bert Gordon and others.

UJA is engaged in a campaign to raise \$32,000,000 for overseas relief and rescue activities designed to assure the survival of the bulk of the remaining Jews of Europe.

GRAND RAPIDS
is Michigan's Largest
Market Outside Detroit

WOOD
has 107% more Grand Rapids
listeners than any other
station anywhere

LOS ANGELES

By RALPH WILK

C. P. MacGregor presented "Lochinvar Planes out of the West," starring Anne Jeffreys, on his "Hollywood Radio Theater" program, Sunday (28), over KFI. Connie Moore has been signed for a forthcoming show.

The Four Williams brothers, who will soon appear on Columbia's "Maxwell House Iced Coffee Program," are within five pounds of each other in weight and within one-half inch in height. They dress alike, smile alike, talk alike and, on first glance, appear to be quadruplets.

Ed Wood, general sales manager of the Mutual Broadcasting System, left for his New York headquarters after a three-day conference with Don Lee officials. While here Wood was the guest of Lewis Allen Weiss, and Sydney Gaynor.

When Cecil B. DeMille appeared on the Amos 'n' Andy show recently he compared notes on secretaries with the famous blackface comedians. It turned out that DeMille had the edge on them—he's had the same secretary for 18 years, while they've had theirs only 12!

Wally Brown, comedy foil on the Dinah Shore Radio Show, has one of the most extensive collections of vaudeville routines in existence. During his years on the stage and in the movies he has assembled hundreds of vaudeville skits and gag lines, most of which he can reproduce at a moment's notice.

Word has been received that Tim Davis, 20-year-old elder brother of Dix, who plays in "One Man's Family" and "Date With Judy".... has been assigned as a Navy radio technician 2/C. A former radio and film actor in his own right, Tim was employed on NBC's page staff before his enlistment for submarine duty with the United States Navy.

Arthur Lake, radio's comic "Dagwood" of the CBS "Blondie" program, becomes the unknown quantity of two film cartoons this week. Lake will record vocal parts of main characters in animated comedy cartoons produced by Leon Schlesinger studios for the U. S. Navy.



"But, Captain, the Green Hornet on WFDF Flint —"

MAIN STREET



Chicago Commentary!

● ● ● That Spotlight Bands broadcast with Tommy Dorsey's orchestra a week ago Saturday night at the Chicago Stadium attracted the biggest flock of human beings that has ever jam-packed the huge west side arena—42,000 in all, 8,000 of whom were wedged into a solid mass of humanity on the dance floor

throughout the evening.... The occasion was a salute to Western Electric on its Diamond Jubilee, and most of those present were Western's war workers, their families and friends.... It was one of the biggest—if not THE biggest—indoor dances ever held.... It was the biggest crowd ever to pack the Stadium, exceeding by 10,000 the previous record set by a circus.... and it was by all odds the biggest Spotlight Bands audience in the program's 528 broadcasts.... Presiding as host (in his sponsorial capacity) to the press and other invited guests at the cocktail party preceding the broadcast and at the buffet supper afterward was John H. Carmichael, president of the Coca Cola Bottling Co. of Chicago, along with Bill Felton, president of the Western Coca Cola Bottling Co.... Al Steele, head of the New York office of D'Arcy Advertising, and Steve Mudge, his assistant, represented the agency end.... Ed Borroff, vice-president of the Blue's Central Division, and Ell Henry, publicity director, were there for the network.... and if T. Dorsey and his 41-piece crew didn't set some kind of dance record by making with the music from 7 in the evening until 2:30 the next morning, with only short intermissions, we'll be surprised.

★ ★ ★

● ● ● Speaking of Dorsey, we hear that Mr. T's ex-drummer, Buddy Rich, who has been discharged from the Marines, may rejoin his former boss when the Dorsey crew moves to the West Coast.... and that Gene Krupa is planning to leave the Sentimental Gentleman to reorganize his own outfit.... Producer Max Gordon is supposed to have offered Harold "The Great Gildersleeve" Peary a starring role in a revival of "The Showoff" in Chicago this Summer, an offer that Gildy turned down.... He will tour Eastern Army camps and Naval bases instead.... Dan Thompson, director of radio for the National Safety Council, in a note about the Council's new series, "It's Murder," which started on the Blue June 1, reminds us that the NSC gets its safety messages across to the people via a safety limerick contest.... with a \$50 War Bond and 10 \$5 cash awards as prizes.

★ ★ ★

● ● ● WGN and Mutual are joining with Metro-Goldwyn-Mayer today in giving a special luncheon party and preview for the press of M.G-M's new radio program, bowing in shortly on Mutual.... W. E. Banford, M.G-M's resident manager, assures us the program will mark a departure in radio entertainment.... You might say Pat Buttram, National Barn Dance comic, is a dollar-a-year man. For the past six months, Pat and announcer Jack Holden have been paying each other 25 cents every time one muffed a line.... so far, Pat is 50 cents ahead.... It's a case of turnabout on the CBS daytimer, "The Romance of Helen Trent".... Virginia Clark, who created the "Helen Trent" role on WBBM more than a decade ago and who retired a year ago to devote herself to her family, is back in the role while Betty Ruth Smith, her successor on the program, keeps a date with the stork.

★ ★ ★

—Remember Pearl Harbor—

PROGRAM REVIEW

"63 CLUB"

Featuring RADIE HARRIS
Crawford Clothes
WMCA, Sun., May 28, 6-630 p.m.
Writer-Producer: Ruby Hunter

After listening this past week for the first time to the "63" show, we can honestly say the only feature on this item is guaranteed to hold our interest all subsequent occasions is the presence of Radie Harris. Perhaps getting a little ahead of ourselves we did like the orchestra and soloist who raised our temper a wee bit by injecting the proper into her selections. But the rest of the show, the too effervescent with the too, too corny contributions to a production appearing the amateur. One gets the impression that the whole idea is supposed to be a take off on the popular "of Fame" series. But it's just the one gets.

The format of this program nothing terribly unusual to offer despite that, it has all the ingredients for making it wonderfully appealing. As the foregoing paragraph indicates it has music. That is to say, it has an orchestra with a most competent conductor, Bill Wirges. The soloist, St. John is a very good choice. Radie Harris who knows what listeners want and is giving them. In brief, Radie is involved in two specific operations here. She does editorial items on goings on in the theatrical-cinematic world. The other—she guest-interviews a celebrity who happens to be prominently featured in her field. This particular program brought the delightful Miss Havoc to the mike. Between Miss Havoc and Miss Havoc, a very enjoyable time was had by the listeners.

Incidentally, the Crawford Clothes commercials were well done. If the aforementioned weaknesses were brightened up with better material the sponsor will be getting more out of his contract's worth.

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-Ascaph Still At Odds

Association's Music Committee Cites Paine Letters

(Continued from Page 1)

ent programs including Ascaph states that Ascaph will demand on all spot announcements following a program containing Ascaph music, with the exception of time signal and other type announcements at station breaks between completed programs, NAB reports.

NAB music committee disagrees with his interpretation, which points to broadcasters that there is nothing in the per-program commercial contract which requires payment of royalties on spot announcements between any programs or immediately adjacent to any programs containing Ascaph music unless the spot announcement itself contains Ascaph music. NAB declares that the local per-program commercial license between broadcasters and Ascaph provides that the station pay a percentage only of its net proceeds from sponsors on local commercial programs which use the compositions licensed by Ascaph.

No Tax on Spot Anns.

The consent decree signed by Ascaph and the government on March 4, 1941, compels the issuance by Ascaph of per-program commercial license solely to programs "in which musical compositions licensed by defendant (Ascaph) for performance shall be performed."

Ascaph is not entitled to tax on any announcement, regardless of the nature of announcement, which contains Ascaph music and which is broadcast between programs using Ascaph music regardless of the length of broadcast of the adjacent programs, and without reference to whether such programs are network, local commercial or sustaining, for

one sponsor, or participating. A broadcaster can decide to start and end a program at any time, which he determines to be in the public interest and is not limited to even half or quarter hours, says NAB and continues:

"An announcement which precedes a program which uses Ascaph music, or which follows a program which uses Ascaph music: Neither is important when the announcement of station call letters is made. Similarly, if a program which contains no Ascaph music is preceded or followed, or both, by announcements which contain Ascaph music, the intervening program is not subject to tax. In the case of a participating program which contains Ascaph music, the tax to which Ascaph is entitled is based on the appropriate percentage of the revenue from commercial announcements which are given wholly within the participating programs.

"Musical Clocks" Discussed

"Claims have also been made with respect to musical clock and similar programs. In this connection the broadcaster is reminded of the statements made by Ascaph field representatives at district meetings of NAB last spring. At that time it was pointed out that if a musical clock or similar program is segregated into a number of separate programs, payment must be paid only with respect to the revenue from that separate segment of the program which uses Ascaph music. It was stated by Ascaph field representatives that even if the newspaper listed the musical clock or timekeeper program under one name on their radio pages, if the program was in effect divided into separate program segments and station call letter announcements made between the segments, that this would be regarded as an adequate division by Ascaph."

The second point of dispute is the Ascaph policy "regarding royalties on commercial revenue in participating programs because a non-sponsored government transcription containing Ascaph music is spotted therein." Paine's reply on this point is as follows:

Text of Reply

"In answer to point 2, which is to have Ascaph clarify its position regarding royalties on commercial revenue in participating programs because a non-sponsored Government transcription containing Ascaph music is spotted therein, I think I can do no better than to repeat here what I said to you on your visit. This question first came to our attention from the Treasury Department which holds a license from the society, and we advised them that if the National Association of Broadcasters would assure us that our agreement to consider such a non-sponsored Government transcription as not a part of the participating program, would not be used as a precedent against us later in our interpretation of what constituted a participating program, we would be quite willing to agree to that arrangement.

Of course, if a broadcaster should insert in a participating program an unreasonable number of such Government transcriptions we would naturally consider such a use as an evasion of the obligation of the agreement, unethical and, we also feel, detrimental to the best interests of broadcasting."

While NAB feels that Paine's answer on this point is a partial concession, it does not go far enough, and that Ascaph music in unsponsored Government announcements, broadcast in the course of participating programs which contain no other Ascaph music should not be construed as making the sponsored announcements in the participating program subject to tax.

Next is point 3, Ascaph position regarding the issuance of regional network licenses for occasional regional networks.

"Not Much to Say"

Paine, in his letter of May 5 stated: "As to point 3, in which you ask Ascaph to clarify its policy regarding the issuance of regional network licenses for occasional regional networks, there is not much that we can say about this because under our consent decree it is mandatory for us to clear at the source all network programs whether they are regional or occasional or national. The decree reads as follows: '(4) defendant, American Society of Composers, Authors and Publishers, shall not license the public performance for profit of any musical composition or compositions except on a basis whereby, insofar as network radio broadcasting is concerned, the issuance of a single license authorizing and fixing a single license fee for such performance by network radio broadcasting, shall permit the simultaneous broadcasting of such performance by all stations on the network which shall broadcast such performance without requiring separate licenses for such several stations for such performance."

Cites Broadcaster Option Power

Without passing upon Paine's interpretation of what constitutes a network, says NAB, the cases in which the committee was interested were not cases in which the broadcaster refused to take out a network license but rather in which he sought such a license. The only network license which Ascaph has so far agreed to issue has been a joint license covering sustaining and commercial programs. It is the contention of the music committee that broadcasters are entitled to commercial network licenses or to sustaining network licenses or to a combination network license covering both sustaining and commercial programs at the option of the broadcaster.

NAB promises cooperation with Ascaph in its logging on transcriptions and record numbers. Paine complained of difficulty in this operation.

"As to point 5," Paine wrote, "asking for a clarification of Ascaph's policy regarding royalties on programs and announcements in behalf of controlling corporations, this policy is one that has long been es-

Six Points-At-Issue Treated In Reply Item By Item

established. Originally we agreed that where a radio station was directly owned by a certain corporate entity, that corporate entity could make announcements over the radio station of its product or service and that such announcements would not be amenable to percentage. This was subsequently modified and broadened to cover a separate entity which wholly owned the corporation operating a radio station and it was no longer necessary that the radio station and the parent company be the identical corporate entity. But the understanding has always been that the exemption from percentage payments applied only to announcements and not programs."

Sees "Step Forward"

NAB comments that this represents a step forward from the contentions made by some Ascaph auditors. In a few cases such auditors have erroneously indicated that the policy in question was limited to a single corporate entity or even to newspapers. The music committee does not, however, admit the limitations which Paine imposes upon his statement. For instance, there would appear to be no sound reason why a two-minute announcement should be exempt, as it admittedly is, whereas a five-minute program would be subject to charge, said NAB.

Paine wrote, finally: "As to the sixth and last point in which you ask Ascaph to clarify its policy where the ownership of a number in dispute is involved, we understand that there has been some objection raised by radio broadcasting stations to Ascaph's

(Continued on Page 6)

WDRC

CONNECTICUT'S PIONEER BROADCASTER

IT ALL ADDS UP TO 3!

Here's a simple—and completely dependable formula for placing spot announcements in Hartford. Get WDRC's winning combination of 1) coverage, 2) programs and 3) rate!

USE WDRC TO CONNECT IN CONNECTICUT

they're OFF

and the turf fans await with excitement the outcome of today's facing.

they're ON

the air with instantaneous results—12 to 6:30 daily exclusively—1430 on the dial.

WBYN

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

Fifty Summer Replacements Listed For Sustaining, Commercial Shows

(Continued from Page 1)

in many instances. In some instances replacement shows have not been approved by the network, and a new program is being sought by the agency and client, or, the wrangle continues.

Complicating some cases is the fact that a show going off shortly for the summer has had a replacement announced in the trade press as given out by the agency, yet to date no official word has been given the network. The web in such a case patiently awaits the cleared order.

Blue Sets Nine

Blue Network has nine new or replacement shows, or a revised setup such as the Philco show. They are: "Kieran's Corner," beginning June 19, sponsored by Sweets Co. of America for Tootsie V-M; features Walter Kieran, commentator, Monday, Wednesday and Friday 2-2:15 p.m., EWT.

"It's Murder," which started yesterday as substitute for "Out of the Shadows," both presented in cooperation with the National Safety Council and is a 15-minute murder mystery, Thursdays 10:15 p.m. and is a sustaining show.

"Philco Hall of Fame" (among those previously announced) will revise the show for the summer beginning June 4, an all musical program headed by Paul Whiteman and orchestra, chorus, Evelyn Knight and Bob Johnston, singers; Hi-Lo-Jack and the Dame. Sundays 6-7 p.m., EWT.

Ransom Sherman starts a comedy series on July 4, Tuesdays 8:30-9 p.m. program entitled "Nit Wit Court," as summer replacement for "Duffy's Tavern," sponsored by Bristol-Myers Co.

"Aunt Jemima Show," starts June 19, for Quaker Oats Co., using a chorus of 11 voices, Monday through Friday, 10:40-10:45 a.m.

Earl Godwin, news commentator, starts July 7 for Hastings Mfg. Co., Fridays, 10-10:15 p.m.

Grove Laboratories starts a new show Sunday, July 2, at 1:55-2 p.m. Format not set.

Welch Grape Juice Co. "Time Views the News," starts June 5, summary of news developments compiled from reports by "Time" correspondents, Mon., Wed. and Fri., 4:30-4:45 p.m. New program will be sustaining on Tues. and Thurs.

Programs generally for the summer months will not include any important sustaining switches.

Many CBS Revisions

Program changes as to summer schedule are many on CBS, some having been previously announced and others with effective date as currently known.

Sundays: 2-2:30 p.m. "Bid for Victory," through June 25. New show for Vicks Chemical starts in this spot July 2, show to be determined. 5:45-6 p.m., "Women from Nowhere," sponsored by Welch Grape Juice, goes off

Sunday; 7-7:30 p.m. Wm. L. Shirer, sponsored by J. B. Williams, moves from 7 p.m. spot, beginning June 4, to the former Welch time; Corliss Archer for Anchor-Hocking Glass Co. will be moved to the 7-7:30 p.m. time effective June 11 and Perry Como will get a new slot when Archer takes up the half hour. Texaco will use a summer musical featuring James Melton when Fred Allen leaves.

Strips Affected

Monday through Friday strips: 9:45-10 a.m. "This Life Is Mine," moved in last Monday and leaves the 3:45 p.m. time; 3:45-4 p.m., "Jubilaires," negro quartet, moves in for month only, beginning July 3, and a new script series comes in after that. Script not decided on as yet: 3:30-3:45 p.m. "Now and Forever," off June 30, and Bob Trout with news comes in July 3, changing his current time 3:15-3:30 p.m. which will be taken by the "Jubilaires" from July 3 to July 17, then Cudahy Packing show comes in, show still to be set; 4:30-5 p.m., Raymond Scott Show, now heard at 4:45 to 5 p.m., will increase to half hour on June 19, first 15 minutes will not be heard over WABC; 5:45-6 p.m., "American Women" (Wrigley) cancels effective June 16; "Wilderness Road," effective June 19, moves in, a revival of historical drama formerly on the web, about the adventures of Daniel Boone.

Monday Programs: 7:15-7:30 p.m., "Ed Sullivan Entertains," sponsored by the Mennen Co., cancels effective June 5, and "Dateline" goes in for Armour & Co Show, moves from Saturday night. 9-10 p.m. Lux Radio Theater, hiatus starts after July 3 broadcast; beginning July 7, "Mayor of the Town," for Lever Bros., moves into the first half; new Lockheed Aircraft show goes in second half, show not yet set. No replacement set for the vacated "Mayor" time 7 p.m. Saturday.

Judy Canova Departing

Tuesday: 8:30-8:55 p.m. "Judy Canova Show" for Colgate, goes off in July (depends on status of Miss Canova's blessed event) and "Romance" will take its place. Currently, "Romance" is heard Tuesday nights 11:30-Midnight and this vacated spot may be filled by either a new Mildred Bailey sustainer with guest instrumentalists, or a remote band sustainer; 9-9:30 p.m. Burns and Allen for Lever Bros. start hiatus after June 13 show and a sustainer will be chosen for the time, possibly a comedy show with Jack Pepper or one being readied, starring Eddie Garr; 9:30-10 p.m. "Cresta Blanca Carnival" for Schenley did its last show last week and a new show for the same sponsor starring Raymond Massey in "The Doctor Fights," takes the time.

Wednesday: 9-9:30 p.m. Frank Sinatra starts his hiatus after the June

14 broadcast. Time may be taken by Ballantine beer and ale or a sustaining comedy program will be put in.

Thursday: 9:30-10 p.m. "Dinah Shore Program," begins hiatus after June 29, and beginning July 6 a new sustaining with Perry Como starts, featuring Burl Ives, Vera Brodsky and Paul Baron.

Friday 8-8:55 p.m. Kate Smith takes hiatus after June 9, and June 16 new Maxwell show takes first half hour with Charles Ruggles, etc., and second half hour goes to new Wrigley programs (now setting up format) effective June 23; second half on June 16 only, will be filled by War Bond show.

Saturdays: 2-2:15 p.m. "Adventures in Science" starts June 10; 2:15-2:30 p.m. Orville Prescott, literary critic, starts same day. "Of Men and Books" goes off. Other changes effective June 3 include, 4-4:25 p.m., "The Colonel" comes on, supplanting London news and races; to 5 p.m. news of various types will be heard; 5-5:30 p.m., beginning June 10, "Casey, Press Photographer," replaces the Corliss Archer time. In the 8-8:30 p.m. time Kenny Baker, band and chorus, replace Groucho Marx, 8 weeks.

NBC Has 22 Changes

On NBC several programs are definitely set for changes or summer replacements. These are (some previously announced): American Tobacco show into the Jack Benny spot Sunday 7-7:30 p.m. effective June 11, when the "All Time Hit Parade" takes over; "Those We Love" moves to the Friday spot vacated by "Parade," Friday night June 6; Maxwell House goes off June 15 and returns August 31; "Aldrich Family" off July 13, returns August 31; Fred Waring off, back June 16, sees the new Chesterfield show with Johnny Mercer; "Fibber McGee and Molly," ends June 27. "Theater of War" starts July 4, in the time, for 13 weeks; "Helpmates," ends its contract June 16, and Edgar Bergen takes a hiatus starting June 4, with Gracie Fields coming in for the summer.

Eddie Cantor takes a powder June 21 and Alan Young show replaces; Bob Hope goes off June 6 and Charlotte Greenwood comes on for a minimum of 13 weeks; "Information Please," off July 3 for eight weeks, with Wilfred Pelletier and Rose Bampton taking over.

"Truth or Consequences" probably goes off July 1, or there may be a cut in stations for several weeks. At any rate the show is scheduled to be on the network as of Sept. 9; Bob Burns goes off June 15 and "Charlie Chan" fills the spot effective June 22; Kay Kyser moves off the network June 28, according to report, and Phil Harris and orchestra in same style program fills in for eight weeks starting July 5. Ronald Colman may take a vacation in July, in which case Dick Haymes may be considered. Not confirmed, however. "Great Gildersleeve"

NAB-Ascap At Odds On Royalties Questions

(Continued from Page 5)

continually writing to them, after month, calling their attention their use of a work claimed and which they have failed to do to us as belonging to Ascap.

"This frankly is an inquiry we cannot quite understand, be that the phraseology of our could be improved. That I don't. But certainly we would be very miss, I should think, if we did the radio stations know that we claiming a number which they as the continued use of that it may be building up for the substantial contingent liability any businessman, it seems to would like to do that only if eyes wide open. Our failure of these things to his attention be the subject of criticism rather our calling them to his attention NAB feels here again that missed the real issue. NAB do feel that Ascap is justified in reiterating the claims without ing any attempt to resolve them incumbent upon Ascap to bring action to determine the owners performing rights where the proprietorship of these rights is in rather than to proceed by continuing harassment of licensees who have means of independently ascertaining where the truth lies between the ties to the controversy, said NAB.

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Lubcke Optimistic About Tele Outlook

(Continued from Page 1)

and now in Chicago as part of swing around the country.

Lubcke, who has been experimenting and operating regular tele schedules since 1931 at what is now K. the Don Lee Hollywood outlet, believes definitely that a move to higher frequencies for television a doubtful one from a practical point of view. In the higher frequencies, the waves tend to bend less and less they move higher in the spectrum and consequently subject to more obstructions as well as tall buildings. His own experimentation with higher frequencies such as picked from the Hollywood Bowl, prove that these waves did best only on point-to-point pickup or broadcast and the waves did not do as well turning corners or leaping obstructions.

Tele pictures at the post-war period will be far better than the home mm. movie projection outfits now use, Lubcke said, and pointed out the pictures now received and considered good by many spectators were actually about 325-line pictures in the room for improvement currently is at 525 lines.

scheduled to go off July 2 and, if will return Sept. 3.

Mutual has but one show taken time out which is Conti program, Thursday nights, and "Double or Nothing" becomes streamlined for to of camps on June 23.

Who Scooped Who? St. Louis Theme

(Continued from Page 1)
of the strike negotiations
D with a wire to RADIO DAILY
read in part as follows:

ramatic broadcast of a City
ference called to try to end
paralyzing St. Louis street
rtation was originated Friday
on KSD, with the mayor and
and company officials in out-
discussion before a KSD mi-
ne.

hour-and-a-half broadcast was
t in this city to give the radio
ne an on-the-spot report of a
bor discussion. When Mayor
Kaufmann announced a spee-
noon meeting with union
KSD arranged for a remote
st, and was the only station
microphone on the conference
hen the discussion began. The
st was exclusive until two
ical stations (KMOX, KXOK)
d pick-up lines from City

KMOX Version

came a message from KMOX
eir version of the radio cov-
of the mayor's meeting. The
account read in part as fol-

is thought to be the first
roadcast of its kind anywhere
d in St. Louis here, June 1,
KMOX carried from Mayor
Kaufmann's offices the actual
ings of the conference be-
union officials, employers, city
and War Labor Board mem-
settle the unauthorized street
bus strike which has par-
the city's transportation sys-
nce 4 a.m., June 1. For more
hour, hundreds of thousands
St. Louisians had their ears pinned
diods intently listening to the
ations of the disputants and
ors. The first meeting between
aded in a deadlock, with the
ssuing a statement that every-
ossible would be done to re-
public transportation quickly.
ounds of persons jammed the
front of the exclusive down-
MOX news window located
ous-Barr department store to
to the proceedings carried on
loudspeakers."

CBS Officials On Tour: To Hold FM Clinics

William Lodge, CBS acting direc-
of engineering, and Howard Lane,
of the network's station rela-
department, left New York yes-
for a tour of Columbia affilia-
tions and to attend district
s. Lodge will conduct clinics
the meetings to bring affiliates
ate on Frequency Modulation,
inerary, still to be completed,

Atlanta, Ga., a joint session
theastern and south-central
representatives, called by
Rivers of WCSC, Charleston,
and W. H. Summerville of WWL,

THE WEEK IN RADIO

Radio Bill Discarded

(Continued from Page 1)

mittee, who had visited him since he
brought forth his revised version of
the bill, he observed, wanted super-
power, no regulation on programming
and permanent licenses.

Four changes were urged particu-
larly in the NAB report, which was
released for the association's legisla-
tive committee by President J. Harold
Ryan. Substantially, they were: no
prohibition of sponsored news, great-
er restrictions on the FCC's power to
control programs and business poli-
cies, freedom from burdensome and
impractical requirements on political
and public radio discussion, and a
practical statutory right of reply to
guarantee fairness on the air.

A labor headache was eased when
the threatened strike of the National
Association of Broadcast Engineers
and Technicians at NBC- and Blue-
owned outlets and WOR in New
York was averted by a War Labor
Board decision. The WLB ordered
maintenance of the status quo and
freezing of pancake turners in a ju-
risdictional tiff between the NABET
and the Musicians' Union until NLRB
hearings were held to settle the dis-
pute.

Tele Views: Discussion of video
definition bade fair to lend new life
to the image controversy as the Du
Mont organization scheduled a large
ad for today's "New York Herald
Tribune," which illustrated the pres-
ent 525-line tele picture to advantage,
as compared with a smaller number
of lines in two other examples. Re-
productions of the ad were distributed
at the third weekly session of the
radio execs' sight-and-sound seminar
in Gotham, where a voting audience
failed by a margin of about two to
one to distinguish between a photo
taken off a tele set and an enlarged
35-mm. view of the same subject.

Second annual awards of the Ameri-
can Television Society were an-
nounced as going to WABD, Du Mont
outlet in New York, and WRGB, Gen-
eral Electric station in Schenectady.
Plaques were slated to be awarded to
the former for commercial video
achievement and to the latter for
programming, marking up the second
such trophy for GE. Honorable men-
tion was made of the work of
W6XYZ, sight-and-sound station of
Television Productions, Inc., Para-
mount Pictures' subsidiary on the
studio lot in Hollywood, for advances
in tele techniques contributed by the
motion picture art.

More than one manufacturer will
build high-fidelity tele sets to demon-
strate the CBS position on high-fre-
quency video standards, it was indi-
cated by Paul W. Kesten, the web's
exec. vice-president, at a luncheon
confab of the Television Press Club

New Orleans directors respectively
for the two districts.

June 8, Dallas, Tex., southwest dis-
trict meeting called by W. Rembert
of KRLD, Dallas.

June 12, Fresno, Cal., Pacific coast
district meeting called by Clyde
Combs of KARM, Fresno, where

of New York, which was also ad-
dressed by Dr. Peter Goldmark, the
network's chief eye-and-ear engineer,
and Worthington Miner, manager of
the net's tele department. Kesten de-
clared that the chain was working on
definite tele plans, which might be
disclosed in about a month.

A sight-and-sound station in every
major U. S. city was forecast by
James H. Carmine, Philco vice-presi-
dent in charge of merchandising, once
standards were set by the FCC and
transmitter deliveries were possible.
Carmine's prediction was made in an
address at the Poor Richard Club,
Philadelphia, celebrating the open-
ing of a relay link to New York,
which carried the censored Eddie
Cantor look-and-listen program from
NBC. Clarence L. Menser, that net-
work's vice-president in charge of
programs, later explained the dele-
tions in a Cantor song as in line with
the web's policy against objection-
able material.

WGN and WBKB, both Chicago,
and GE's electronics department were
admitted to membership in the Tele-
vision Broadcasters Association, Inc.
From the northern part of this con-
tinent came word that the Canadian
Broadcasting Corp. believed it wise
for the Dominion to await a crystalli-
zation of tele conditions in the United
States before committing itself to a
definite video policy.

News Shorts: Invasion jitters were
experienced by sponsors, with
comedy broadcasters mainly con-
cerned as agencies studied program
substitutions for the inevitable ar-
rival of D-Day. . . . Major webs and
independent outlets were set for an
all-out campaign on the opening of
the Fifth War Loan Drive June 13.
Warning was given by the FCC
that it had not yet relaxed its rules
to conform to the proposed cut in an-
nouncements that certain programs
were transcribed.

Award of the Chief Signal Officer's
certificate of appreciation to Maj.
Edwin H. Armstrong, father of FM
broadcasting, was announced by the
War Department. . . . Walkout of
Musicians' Union representatives in
Chicago abruptly ended a WLB hear-
ing on the WJJD strike situation,
which was recently suspended pend-
ing negotiations of the Windy City
local union for a contract requiring
the station to double the number of
men to 20. Increase included phono-
graph record turners, who might
work but a few hours a week.

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

Lodge will also address the annual
meeting of the Pacific Advertising
Assn. on technical aspects of FM.

Additional FM clinics will be con-
ducted as Lodge and Lane head back
to New York, dates and places to be
announced. They are expected at net-
work headquarters the end of June.

Ryan Opposes AFRA In WMAL-Union Row

(Continued from Page 1)

commercial announcers. AFRA is de-
manding such fees, with WMAL,
Washington Blue outlet, contesting
the claim. The case is now before
WLB.

NAB said Ryan, "feels that despite
any efforts made by the board to
localize the effect of any decision it
may make in the case, it would have
industry-wide implications."

Staff announcers are, of course, es-
sential to broadcast operation, Ryan
pointed out, and are hired on the basis
of their availability for commercial
as well as sustaining shows. "Their
ability to perform these services effi-
ciently," he said, "is reflected in the
base wage paid. In the conduct of
the business of radio broadcasting
many sponsors are not concerned with
the particular announcers who are as-
signed to read their commercials;
leaving to station management the
choice of the announcer."

Draws Differentiation

Ryan made a distinction between
announcers assigned by the station
management and those chosen or se-
lected by the sponsor. In the latter
case the sponsor is usually willing to
pay an added fee or bonus for the
privilege of selecting his announcer.
In the former case, that of assigned
commercial announcers, the announ-
cer is merely assigned to read the
commercial as part of his regular
duties as a member of the announcing
staff. He added.

"If the War Labor Board should
sustain the principle of requiring a
station to pay a special fee to an an-
nouncer who is regularly employed
upon the announcing staff and as-
signed as a part of his contractual
duty to read a commercial it is ob-
vious that it will have far-reaching
effects upon the employer-employee
relationship. In many operations it
will ultimately have the effect of de-
stroying the control of station man-
agers over staff announcers.

"The endorsement by the War Labor
Board of the principle of fees for
assigned commercial announcers as
distinguished from selected commer-
cial announcers would have the in-
evitable effect of removing control
over announcers from the hands of
station management to that of spon-
sor. We want to make it clear, that
there is no effort to resist the pay-
ment of fair wages to announcers
based upon ability. The point here
involved is the question of method of
payment."

Foster Gets Sponsor

Effective June 26, Grove Labora-
tories through Russel M. Seeds, Chi-
cago, sponsors news commentator
Cedric Foster over the Mutual net-
work Monday through Friday, 2 to
2:15 p.m., EWT, succeeding Ray Dady.
Dady, currently sponsored by Grove,
Monday through Friday, 1 to 1:15
p.m., EWT, will continue in that time
slot and will continue to be spon-
sored in some localities by Grove.

★ ★ ★ COAST-TO-COAST ★ ★ ★

— CALIFORNIA —

LOS ANGELES — Ona Munson, hostess of the CBS "Open House" program, is using her spare time admirably these days. She's working on the Rehabilitation Program at Fort MacArthur and Birmingham Hospitals, teaching therapy to our injured soldiers who are recuperating there. Frances Scully salutes Uncle Sam's Women's Land Army during her KECA program this week. **BAKERSFIELD**—Dean Banta, station manager of KERN, attended the McClatchy station managers' meeting in Sacramento over the week-end.

— NORTH CAROLINA —

CHARLOTTE—Tucker Wayne, president of Tucker, Wayne & Company, Atlanta, visited WBT sales manager, Royal Penny, last week to discuss fall radio plans. **RALEIGH**—Something new has been added to Harriet Pressley's daily program We, The Women. Instead of transcribed theme music, Leo de Sola, WPTF music director, and Kingham Scott, organist, provide a live theme of piano and console. **GREENSBORO** — Margaret Lewis Leonard, new to radio, has joined the staff of WBIG as publicity director. Margaret comes from the newsstaff of the "Evening Post" in Salisbury.

— COLORADO —

DENVER—Visiting in Denver to address a special War Department report to industry meeting of the Colorado Association of Manufacturers, Col. Warren J. Clear, famous U. S. Army expert on Japan and the Orient, participated in special KOA broadcast, along with Lt. Col. Keith L. Morgan of the war department. **GRAND JUNCTION**—"In Memory's Garden" is the title of a daily program of poetry and philosophy now being aired by KFXJ at 11 a.m. Script is by Karl Zomar, and Rex Howell is narrator. The Korn Kobblers, a platter show produced by Harry Jacobs, has been sold to a regional automotive service account for five-times weekly participation.

— NEW YORK —

SYRACUSE—R. J. Rowley, formerly on the editorial staff of the "Cleveland Plain Dealer," and newscaster for the past 18 months on WSYR, has been appointed news editor of this station. Happy Jim Parsons, WSYR timekeeper, is now doing a 15-minute program of song requests every afternoon. Jimmy Vincent's six-piece, ork provides musical accompaniment. **PLATTSBURG**—Laurel Gethin is continuity writer with WMFF. Miss Gethin hails from the Leighton & Nelson Advertising Agency where she wrote continuity and WSNY where she conducted a women's program, in addition to being traffic manager and copy writer.

— MINNESOTA —

MINNEAPOLIS—The staff of the publicity department at WCCO is keeping Chief Sam Kaufman busy re-routing activities due to the usual vacation disruptions—plus a wedding and a furlough tossed in. Harriette Cliplef will wed CPO David Preston Darling, USNR; Pauly Butler is furloughing with hubby "Red" Butler, former WCCO announcer, now in the public relations branch of the U. S. Army. Elizabeth Plant Todd and husband leave shortly to vacation in New York and Boston. **MANKATO**—Recently given a medical discharge from the Army, Bob Gardner has returned to KYSM as an announcer.

— NEW JERSEY —

NEWARK—David Bank is the newest addition to the WAAT announcer staff, Dave, formerly with Mutual in Chicago, and commentator of various southern stations, spends his spare time working on a book about jazz. Dave was formerly with "Down-Beat" and "Tune In" mags. **PATERSON**—Janice Hansen, the "girl with the most beautiful legs in the world," winning that title from more than 6,000 girls in a nation-wide contest sponsored by the Venida League, will appear as guest star on the "Luncheon With Helen" program over WPAT tomorrow.

— MISSOURI —

ST. LOUIS—Sales service man is no empty title at KWK. As Bill Edgar can readily testify. Dropping in the other day to check copy with a clothing store client, Edgar landed in the midst of a rush of customers and was asked by the store manager if he'd be willing to help out the sales force by selling clothes for an hour. He did. Vacation time has begun at KMOX. Dennis Volas and Bob Stetson are on theirs. Sked to take theirs next week are: Jerry Hoekstra, Harold Gwillin and E. Dyess. Those who are back from theirs are: Catherine Dietrich, Gordon Sherman, Earl Snooks and William Sloat.

— KENTUCKY —

LOUISVILLE—The Rialto Theater has signed for four spots a day, Sunday through Thursday, on WINN for the 18 consecutive weeks, to promote coming screen attractions. William Kendrick, jewelers, now sponsors a quarter hour of

romantic organ music over WINN, Mondays, entitled "Keepsake Melodies". New spot business at WINN includes 361 spots for Orange Crush, placed through the M. R. Kopmeyer Agency; four announcements per week for RCA Victor, placed through Ruthrauff and Ryan, New York; and two announcements per day for Werx Soap, placed through Frederic W. Ziv, Cincinnati.

— MASSACHUSETTS —

BOSTON—The Megowan-Educator Food Company has renewed its series of one-minute ET participations in the 8-8:15 a.m. edition of the Yankee network news, Mondays through Saturdays which originates from WNAC. Recent guestings on WCOP's "Girls About Town" program brought Patricia Kirkland, John Barton and Vinnie Phillips of Jack Kirkland's "Tobacco Road," to the mike. **WORCESTER**—New business sked at WTAG includes a 52-week contract for Bliss Clothiers, local, for five one-minute spots weekly, and a renewal of three weekly announcements for Reader's Digest for 13 weeks, via BBD&O agency.

— OKLAHOMA —

OKLAHOMA CITY—Oldest GI live show in this city, KTOK's "Sing, Soldier, Sing," goes into its 56th continuous broadcast this week. Borden Milk Company sponsors the show which stars visiting artists. Among those who have appeared on this program were: Tito Guizar, Jean Parker, George Olson, Jack Baker of "Breakfast Club" fame. Program is emceed by Frank Lynch. WKY adds three new members to its expanding staff today: Helen Rixey and Connie Cochran join the continuity department as writers; Ted Cramer reinforces the newsstaff, now on a 24-hour vigil for the impending invasion.

— PENNSYLVANIA —

PHILADELPHIA—Back seat drivers are being invited to slip behind the real wheel, as Yellow Cab Company contracts for a series of spots to recruit female drivers. Spots will be aired six times a week for 13 weeks. E. L. Brown is the agency. Harvey Heller, Abington school teacher, will again become summer relief man in WIBG's engineering department. Ensign Winetta Robertson, former KYW employee, was married to Lt. William Shee, also in the Navy, at the Naval Air Chapel, Lakehurst, New Jersey last week.

— CONNECTICUT —

HARTFORD—Governor Baldwin and Mayor Mortensen are among a group of public and civic officials who will be notified by WDRG when the invasion starts, no matter what the hour. Mrs. Carlton Blanner, chosen as the outstanding state mother of Connecticut for 1944, was honored by a citation from the Golden Rule Foundation, which was read on the Jan Miner program over WTIC recently. **STAMFORD**—WSRR will air the Connecticut Forum of the Air every Thursday henceforth.

— NEW YORK —

NEW YORK—Fred Uttal, emcee, has been booked for a appearance on the "Action On Seas" program over WNEW or 5. Ed East, emcee, fills the spot with Jack Shafer on W "Radio Beam" Saturday, June 6:45-7 p.m. Shafer is the regular columnist on radio row news and view series aired weekly at the hour. Hi Cooper, radio director Consolidated Radio Artists, has the popular comedian, Willie H., for a package show to be produced fall. Senator James Johnson of Pa., will speak on "American Foreign Policy" on WHN tonight.

— OHIO —

CINCINNATI—WLW grocery marketing plans will be discussed by R. M. Fanning, manager of the grocery department of the station's grocery relations, on the 10th anniversary Joseph A. Goddard Company, who grocers. Rex Davis, staff artist WCKY, sang the baritone role of Elijah, an oratorio presentation at Mt. Zion. **TOLEDO**—Civic and industry leaders of the city were named a guest list at the 100th Navy Sea breakfast, produced by WTOL and sored by the Elec. Auto-Lite Company recently.

— IDAHO —

BOISE—KIDO has added Arthur Roberts to its announcer staff, was formerly with WCOS, Carolina. KIDO is going to his listening audience regardless of time the invasion news is relayed. If the flash arrives during the station's off the air, a system of and fire sirens has been arranged to go off with the station's signal. KID Ralph Herbert has made arrangements with mayors and fire chiefs all the principal cities in this part Idaho and eastern Oregon, and a maze of telephone wires, church fire sirens and city hall claxon set to announce the event.

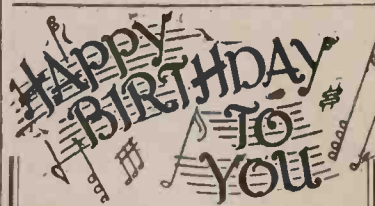
RADIO WRITERS'

Prizes* for best FATHER'S DAY

program, situation, gag, poem etc. used on any program between June 4 and Father's Day, Sunday, June 18

*2 prizes, each a \$50 War Bond. Send copy of material used no later than 1 week after date of broadcast

FATHER'S DAY COMMITTEE 9 E. 41st Street, N. Y. 17, N. Y. MU 2-8235



June 5

Herbert Petley Bernie Eisen
Merle Pitt Paul Von Kunits
Charles A. Schenck, Jr.

LICENSED OPERATOR

Apply for job now, in FM transmitting plant

WDRG ★ WDRG-FM
"Connecticut's Pioneer Broadcasters"

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

27, NO. 46

NEW YORK, N. Y., TUESDAY, JUNE 6, 1944

TEN CENTS

D-Day Finds Radio Ready

Marshall Field Buys WSAI From Crosley

Annati—Second radio deal by Marshall Field has resulted in his purchase here of the Crosley station, a Blue Network affiliate. Department store owner and newspaper publisher recently acquired WJJD, Chicago, and it appears likely that he will add to his radio holdings in other key cities.

Prior to the approval of the FCC, the purchase of WSAI was necessitated by the commission's ruling on dual ownership. Station is full time and

(Continued on Page 2)

Denver, and Theaters Step Up For Invasion Cover

Denver—In anticipation of the latest news story in history—the invasion of Western Europe, the subsequent establishment of a radio front—station KOA and Fox-ly Theaters have initiated a service-up as a service to theatergoers. News bulletins from the KOA newsroom are recorded in KOA's studio twice daily and sent to the theaters, Paramount, Rialto and Tabor

(Continued on Page 2)

Batteries For Farm Sets Promised By OCR Head

Washington Bureau, RADIO DAILY—Washington—William Y. Elliott, newly appointed head of the Office of War Relocation Administration, WPB, has given special attention to the procurement of radio tubes and batteries for farm sets. Elliott declared that

(Continued on Page 5)

Televising WACs

Recruiting for the Women's Army Corps will get a video hypo when Charles M. Storm ad agency donates its half-hour tele slot tomorrow on WABD, Gotham outlet of the Du Mont organization, to a live-action film WAC show. Induction center personnel will share spectrum being with professional talent under the direction of Raymond E. Nelson, the agency's tele chief.

Some Start!

Ralph Edwards, radio's gift to the Treasury Department, started off his latest bond-selling tour in a blaze of glory at the Academy of Music, Philadelphia, on Saturday night. No less than 6,120 turned out for his two shows and purchased—in Series E, mind you—\$2,504,475 in bonds. This is more than half the five-million quota for Edwards' entire "Truth or Consequences" tour.

Webs Have Busy Time As Allies Take Rome

Radio had an exciting week-end between the erroneous flash on the invasion and the occupation of Rome by the Fifth Army, one taking place Saturday and the other Sunday afternoon. The flash sent out by a new teletype operator in AP's London office was recalled within two minutes but the damage had been done and both radio and newspapers took it at

(Continued on Page 6)

New Harry Savoy Program For Abbott-Costello Spot

New program in place of Abbott & Costello for Camel cigarettes on NBC Thursday, 10-10:30 p.m., EWT will be "Camel Presents Harry Savoy," beginning June 15, and will run for a minimum of 16 weeks. Savoy has been heard on guest shots with well-

(Continued on Page 5)

Radio Set Market In Mexico Favors American-Built Units

Lukas Will Be Starred In Special Robson Show

Washington Bureau—RADIO DAILY—Washington—Paul Lukas, 1943 academy winner will be starred in William N. Robson's documentary show "High Command," second in the radio series "Four For The Fifth" being written for the Fifth War Loan by Robson and Arch Oboler. Eric Von

(Continued on Page 2)

Webs---Stations Act According to Plan In All-Night Efficient Newscasts; Millions Glued to Receivers

By M. H. SHAPIRO

D-Day, bringing with it the world's greatest military operation, brought with it this morning radio's acid test and the networks and independent stations on the alert came through with flying colors. Smooth, efficient handling of the news and all developments possible to divulge was given to the millions of listeners without a hitch, trace of hysteria or any of the mixups potentially possible in so important and responsible an undertaking.

As was expected, the first flash came from Berlin and this

(Continued on Page 5)

KOIN Announces Plans For Teachers Institute

Probably the most ambitious and thorough undertaking of its kind by any individual commercial broadcast station, KOIN will launch its Radio Institute For Teachers June 12, and run until June 30, inclusive. The course, in cooperation with the Portland, Ore., public schools, will be given at the Benson Polytechnic High School, in that city. Purpose of the

(Continued on Page 6)

Radio's Ameches

Six-year-old Jim Ameche, Jr., is following in the footsteps of his dad and his uncle, Don, as the youngest radio actor filling a regular serial role. Jim is a member of the cast of "Big Sister," heard on WABC-CBS, Mondays through Fridays, 12:15 to 12:30 p.m., EWT. He's a member of AFRA and gets \$26.40 for each performance in which he appears.

RKO Film Company Enters Tele Field

First major motion picture company to enter the television film production field will be RKO with a new subsidiary known as RKO Television Productions, Inc., which will produce news and entertainment shorts exclusively for video use.

Heading the new television unit, according to reports, will be Ralph

(Continued on Page 5)

Head Of Radio Mil Guest At MBS Luncheon Today

Jose Yturbi, president of Radio Mil, Mexico City affiliate of the Mutual network, will be guest of honor at a luncheon to be tendered him at the Waldorf-Astoria today by Miller McClintock, Mutual president.

Senor Yturbi's current trip to New

(Continued on Page 5)

AFM-Recording Decision Expected This Afternoon

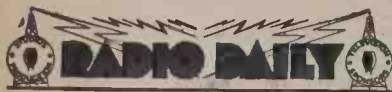
Washington Bureau—RADIO DAILY—Washington—Decision on the AFM-recording battle is expected to be reached this afternoon by the War

(Continued on Page 5)

Mexico City—Radio set manufacture for the Mexican public has not yet proved profitable in Mexico, with four small factories assembling and none actually engaged in manufacture. Total output of these four, plus a few custom-made jobs is only about 2,000 per year, according to Theodore H. Meyer, of the American Embassy in Mexico City.

U. S. sets wholesaling before the

(Continued on Page 6)



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : : Business Manager

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FINANCIAL

(Monday, June 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	160 7/8	160 3/4	160 3/4	— 1/8
CBS A	31 7/8	31 3/4	31 3/4	— 1/8
CBS B	31 1/2	31 1/2	31 1/2	— 1/8
Crosley Corp.	19 3/8	19	19	— 1/8
Farnsworth T. & R.	12	11 5/8	11 5/8	— 1/8
Gen. Electric	36 3/8	36	36	— 1/4
Philco	30 1/8	29 7/8	30	— 1/8
RCA Common	9 1/2	9 1/8	9 1/8	— 1/4
RCA First Pfd.	74 3/4	74 3/4	74 3/4	+
Stewart-Warner	14 1/4	13 7/8	14	— 1/4
Westinghouse	99 1/2	99 1/4	99 1/4	— 1/4
Zenith Radio	38 1/2	37 3/4	37 3/4	— 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	28	28	28	+ 1/2
Nat. Union Radio	3 7/8	3 7/8	3 7/8

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	22
WJR (Detroit)	35

20 YEARS AGO TODAY

(June 6, 1924)

KDKA, Pittsburgh, announces that it has transmitted signals to points as far distant as South Africa, and on occasions has supplied KFKX at Hastings and the British stations at KGO, San Francisco, with the same program simultaneously.... Mail arriving at WOR, New York, from Australia, brings hundreds of letters from radio fans there commenting on the fine quality of reception.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blue's KGO is THE Bay Area Buy!

Coming and Going

A. D. WILLARD, general manager of WBT, Charlotte, N. C., in Washington, D. C., this week on official business.

J. ROBERT GULICK, sales manager of the Mason-Dixon Radio Group, is spending a few days in New York.

R. E. BRADHAM, station manager of WTMA, NBC affiliate in Charleston, S. C., in Gotham on station and network business.

JOAN BROOKS, CBS singing star is back in town for her regular 11:15 programs after having toured North and South Carolina to entertain at servicemen's camps and hospitals.

JOHN A. TARPIN, director of grocery trade relations for WLW, Cincinnati, and RICHARD M. FANNING, manager of the grocery department for the station, are in Chicago to attend the convention of the National Assn. of Retail Grocers.

BENAY VENUTA, singing femcee on the "Money Go Round" program heard over the Blue, is in French Lick, Ind., where she will entertain at the annual convention of the National Assn. of Chain Druggists.

ARTHUR SIMON, general manager of WPEN, Philadelphia, is on an extended trip to Detroit and Chicago. He's expected back at the station on Thursday.

W. C. BOCHMAN, general manager of WCOS, is here from Columbia, S. C. Paid a call yesterday at the offices of his national representatives.

GUY LOMBARDO and the members of his band are in Columbus, Ohio, where tomorrow they open an engagement at the Palace Theater.

JONAS WEILAND, station and commercial manager of WFTC, Blue Network outlet in Kinston, N. C., is back at the home offices following a short trip to New York.

ARCH SHAWD, vice-president and general manager of WTOL, Toledo, is in town on another of his periodic business trips. Station is an outlet of the Blue Network.

E. J. PRYOR, who was conferring here last week with his national reps, has returned to his headquarters at WRRN, Warren, Ohio, of which he is commercial manager.

Marshall Field Buys WSAI From Crosley

(Continued from Page 1)

operates on a frequency of 1,360 kc. and 5,000 watts power. For the time being the WSAI studios will remain in Crosley Square until such time as broadcasting equipment is made available generally at which time WSAI and WLW will be separated completely.

No changes in personnel are contemplated according to Field and it is presumed suitable arrangements will be made to those doing work for both WLW and WSAI.

Lukas Will Be Starred In Special Robson Show

(Continued from Page 1)

Stroheim, actor, will also be featured. The first show in the series "Surrender" is being written and produced by Arch Oboler, Franchot Tone and Hans Conreid co-star, with Robert Young, forced by illness to withdraw.

Wedding Bells

Peggy Stone, Sales Representative for Spot Sales, Inc. and Leon S. Goldberg, Director of Advertising for Adam Hats, will join in matrimony on Wednesday, June 7th at City Hall.

Gross To Cover Conventions

Ben Gross, veteran radio editor of the New York "Daily News," has been added to the staff of NBC commentators assigned to the coming political conventions, it became known yesterday. Gross will limit his program to color facts and non-political comment.

Lea Committee Session Today

Washington—Another session of the Lea committee's investigation of the FCC's Foreign Broadcast Intelligence Service will be held this afternoon. Robert Leigh, FBIS chief, will be heard.

KOA, Denver, and Theaters Tieup For Invasion Cover

(Continued from Page 1)

Theaters (all Fox) for playback in each of the theaters. To complete this KOA Fox-Denver cooperative news service to theater patrons, further coverage of news headlines is provided by large bulletin boards placed outside the entrance to each of the above-mentioned theaters. Up-to-the-minute reports from the KOA News Room are supplied the theaters for placement prominently on these outside displays.

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.

Simple Arithmetic In Radio Time Buying

You can buy Baltimore radio time on a straight slide rule basis. No estimation... no guesses... worn out time buying the "tradition."

Here are the facts used W-I-T-H's 312 one-minute night time rate as a basis. 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-R...



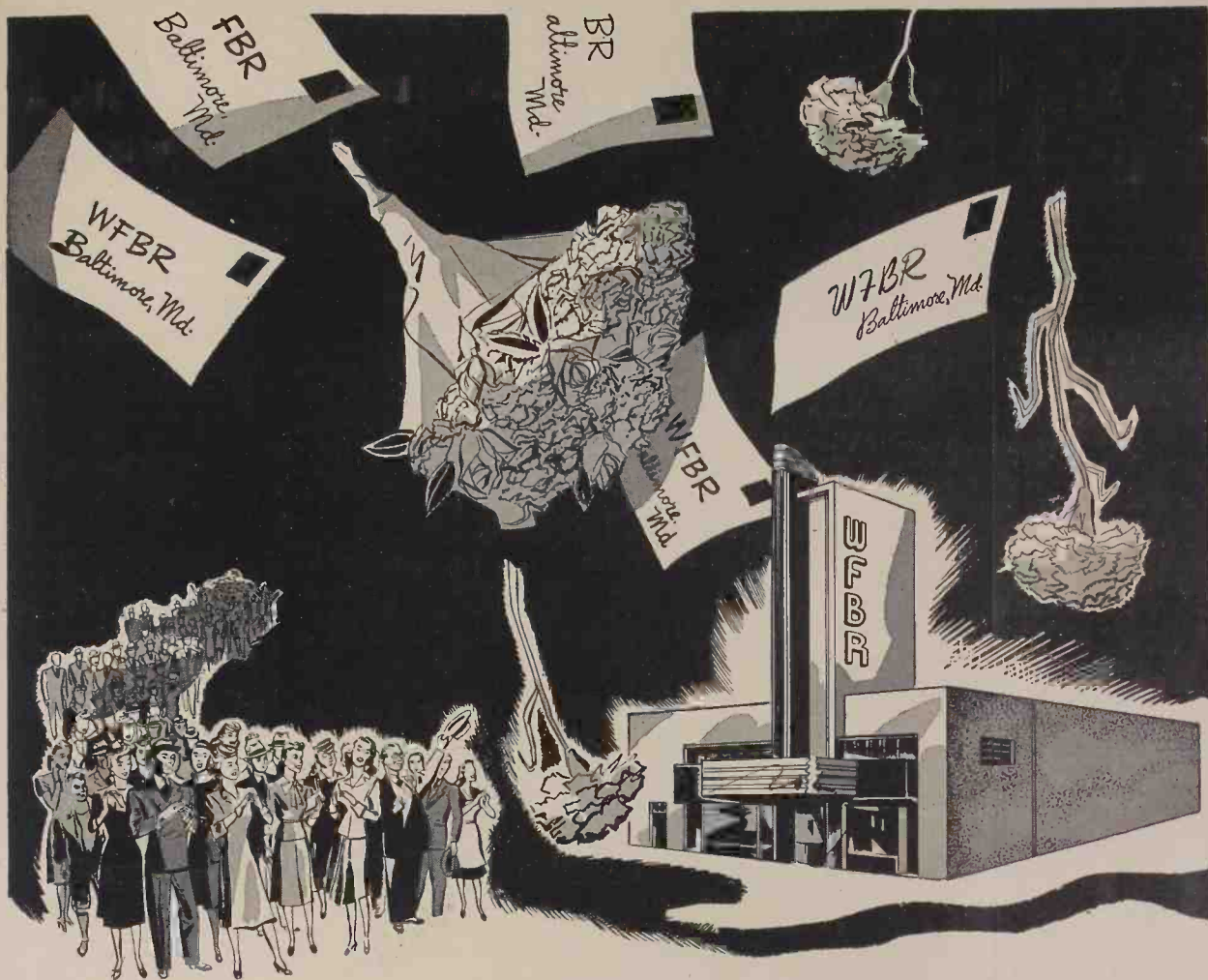
Join the
Fighting Fifth!

A Bond for
Every Buddy!

THIS comes to you with the compliments of RADIO DAILY. The Invasion insignia, chosen by General Dwight Eisenhower, is a purposeful reminder that World War II is being fought on two fronts—the battle front and the home front—and that there can not be Victory on the former without equally all-out effort on the latter. You are serving on the HOME front. Let your contribution resolutely match that of America's fighting men and women. And count such contribution your precious American privilege. Do that, moreover, and you may display this poster as proudly as it is worn by the gallant men of General Eisenhower's command.

Jack Alicoate.

Publisher.



Baltimoreans Like Us!*

They sure do! All indications prove it!

Baltimoreans like to visit us. They like to visit the finest studios south of the Mason-Dixon line. Week after week, year after year, they come in great crowds to see the shows that go on the air from our big studio "A." The actual count is well over 75,000 people yearly. *No other Baltimore station can equal this studio audience record!*

Of course, the mail comes in, too—plenty of it . . . and WFBR does not use "shot-in-the-arm" stimulants to build up mail pull. Just mail—thousands of letters from people interested in WFBR's programs.

All types of surveys have told a consistent history of WFBR audience leadership . . . a top position with loyal listeners during the past 22 years—regardless of the changes that have taken place in the Baltimore radio picture. And don't forget . . . *there are over a million people living in Baltimore and vicinity.*

Yes, Baltimoreans have liked us for a long time. You make the most of this long-time friendship when you buy WFBR in Baltimore.

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

* ANOTHER GOOD REASON WHY **WFBR** IS YOUR BEST BALTIMORE BUY!

LOS ANGELES

By RALPH WILK

THREE motion picture companies are interested in J. Donald Wilson's "The Adventures of Bill Lance," currently appearing on Columbia's air lanes under the sponsorship of Planters Nut and Chocolate Company. Inquiries began coming in after the third broadcast of the series of mystery thrillers.

Henry Sylvern, organist on Mutual-Don Lee's "Cisco Kid" and in charge of music for the network's forthcoming "Screen Test" has for a hobby writing accompanying music to sound effects. He's currently engaged in composing a "Sound Effects" symphony.

Marking for the first time that a singer has been used on his program, Orson Welles had for his guest star (May 31st) Martha Tilton.

Dustin Rhodes just released from the Medical Corps of the U. S. Army, has been added to the KGFJ announcing staff. "Dusty" was formerly with WIL, St. Louis, Mo. Also added to the announcing staff is Renee M. Bozarth, formerly from KMAC, San Antonio, Texas, where he was assistant program director and announcer.

Of the eighty-five "Showtime" recorded sessions which the U. S. Government has had made in the last two years for the Armed Forces Overseas, CBS songstress Dinah Shore has starred in 75. The short transcribed programs are personalized chatter to the men on the fighting fronts, put together with favorite theatrical tunes of the past and present.

Anita Ellis' appearance on Columbia's "Hollywood Showcase" the 2nd, marked the beginning and the end of an era for her. Anita who got her first Hollywood "break" on the same show, will leave soon for New York City and a program of her own.

Staff Sgt. Larry Krasner, former member of RADIO DAILY staff, is here on a furlough from Alaska, where he has been stationed for past three years. He is a member of the Coast Artillery.

Xavier Cugat and his orchestra have made a recording of "Amor" for Columbia records, released May 29th. The tune is published by Ralph S. Peer's Southern Music Company.

Radio director — writing, directing, producing musical, dramatic, "soap," comedies since 1921; now directing major network night-time show; draft exempt. Write Box 841, Radio Daily, 1501 Broadway, New York 18, N. Y.

MAIN STREET



Memos of an Innocent Bystander. . . !

● ● ● Jack Pepper, formerly heard on the Connee Boswell Blue Network program, will CBS start a new program of his own June 20, with the Murphy Sisters' close harmonies, the lilting voice of Jeri Sullavan and a house orchestra batoned by Mitch Ayres. . . . Larry Berns will produce. . . ● Milton Kaye, who leaves "Piano Playhouse" program this week to accompany Jascha Heifetz on a Camp entertainment tour, will be replaced by Inez Carillio. . . ● WHNews commentator William S. Gailmor completes three years of ace-high reporting for the Stuhmer Bakers. . . . this newscaster's "savvy" on world affairs rates more than a "once-a-week" airing. . . ● Ray Bloch's orchestra will succeed Jacques Renard's crew on "Take It Or Leave It" (when that program originates in Gotham) and the Milton Berle-Blue Net series, "Let Yourself Go," late this month. . . . both are sponsored thru the Biow Agency for Eversharp. . . . After three months at Rogers Corner in New York, Adrian Rollini's Trio will open a three-month stay, July 1, at the Knickerbocker Hotel, Atlantic City with 4 MBSshots weekly. . . ● Look for the old minstrel man, Benny Fields, to star in his own radio variety show for a beverage sponsor in the Fall. . . . should have been on the networks long before this.



● ● ● His name is Charles Bell and you'll soon be hearing him a great deal. . . . this 22-year-old baritone, awarded the Purple Heart after downing 16 Nips as waist-gunner on a U. S. Bomber, will audition for Bill Brennan at CBS, Thursday. . . . definitely a starter in the "bobby-socks" derby. . . ● After 11 years featuring "News Through A Woman's Eyes," the latter three years via WNEW, Kathryn Cravens, will leave the airways June 23 to spend the Summer at her ranch in West Texas. . . . Morton Gould, composer-conductor will head for the Universal lot early in August to appear in and write several original numbers which Jane Powell will sing in the forthcoming Charles Rogers production, "Reaching For the Stars." . . ● The fabulous career of Morton Downey, will be profiled in a July issue of Colliers, authored by Dan Parker, sports editor and columnist of the Mirror. . . ● Thru a special tie-up with John McNeil, general manager of WJZ, sustaining programs will plug "Swing Shift Frolics," which in turn will boost the Kent-Johnson all-nite show. . . ● Mickey Alpert, whose orchestra has been shattering Belmont-Plaza's Glass Hat Room records, opens Thursday at the Hurricane. . . . the Boston maestro, has augmented his band and will feature Grace Reilly as vocalovely. . . ● We'd say "perfect casting" . . . referring, of course to Phil Clarke's having been chosen to be the "Doctor" in a new series titled, "The Doctor Fights," which Summer-replaces "Cresta Blancapades" tonight on CBS. . . . Phil's voice has been heard by students at Universities, in several Medical Educational Films.



● ● ● Mildred Bailey may be heard soon, as emcee-songsfess of a CBS show, with Paul Baron's Orchestra and various guest-artists. . . ● Arthur Henley is scripting a comedy show with Lew Lehr the head man. . . . Paul Gardner, formerly with the New York Journal-American, has been named by Earl Mullin, to succeed Warren Gerz in the Blue Net's press department. . . . Gerz moved to Young & Rubicam where he'll handle the "Duffy's Tavern" and "Dinah Shore" programs with headquarters in Hollywood. . . ● Perry Como returns to Gotham early in July. . . . William E. Steers, after 14 years with Pedlar & Ryan, becomes Executive Secretary and Director of Media at Doherty, Clifford & Shenfield. ● Acme Paints are seriously considering MBSponsoring the "Nick Carter" programs. . . ● Ward Charles Glenn, newly-appointed program director at WKMO, Kokomo, Ind., was formerly with WISH, Indianapolis. . . . The Senior Class at CCNY has voted Don Douglas' mystery thriller, "The Black Castle," its favorite daytimer.

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

"HOT COPY," Sunday Blue work dramatic serial shifts on June 25, moving from its 2:30 period to the 4:30 to 5:00 which Musical Steelmakers is vying when present contract expires, Aubrey, Moore and Wallace agency.

Robert Ray Miller, associate producer for the Radio Council—Chicago Public Schools, has awarded a Rockefeller Fellowship Radio which will permit three months study in network headquarters New York this summer. Miller also enroll in the New York University Summer Radio Workshop goes East on June 12.

NBC Chicago vacationers in Howard C. Luttgens, chief engineer, John F. Ryan, manager of the department, and Frances Clark, culture editor. Luttgens is in New York on business, following which he vacation at Elizabeth, N. J., his former home.

Arthur C. Page, WLS farm producer, has announced that the "Dinner Bell" program will originate from the annual Indiana 4-H roundup at Purdue University, Lafayette on Tuesday, June 13. Following day, June 14, the program will come from Harvard, Illinois when this Northern Illinois community holds its annual "Milk Day" celebration.

'Tootsie V-M' Sked

Sweets Company of America aim at the adult market for its Tootsie V-M, vitamin-mineral chocolate drink, in a new campaign to be launched on the Blue Network June 19, which will sponsor "Kiernan Corner" featuring Walter Kiernan Monday, Wednesday and Friday from 2-2:15 p.m., EWT, on 47 stations. Duane Jones Company is the agency.

Agency Fully Alert D-Day News Breaks

cautiously presented on the
12:37 a.m. yet in a way
allowed for the listener
now that the flash was
right with the real thing.
after the news staffs of
networks and stations, along
all of their D-Day plans
into action. When the
news came at 3:32 a.m.,
radio was fully prepared
and was going great guns.
D-Day special circuit SHEAF,
being Supreme Headquarters
Allied Expeditionary
forces was open to the four
networks and the million
of listeners glued to their
speakers heard General Eisen-
hower's Order of the Day, General
Montgomery's official, the
King Haakon of Norway's
Prime Minister of Holland
speaking to his people; eye-wit-
ness accounts by correspon-
dent who went along with the
troops who landed on
the east of Normandy; pooled
reports such as John W.
McPhee, giving his up to
the minute version of what was
happening and so on through
the early hours here which
brought the words of Churchill,
Eisenhower and others.
Special prayers were heard
at the close of the webs by the time
the earlier risers or those who
wakened up all night were
ready for breakfast.
NBC which had put on a Priest,
a Minister to offer prayers,
cancelled all commercials sched-
uled for this morning until such
time as the news eases up. CBS at
the time of going to press, stated they
will continue regular skeds and
at will whenever the news
is read.

★ AGENCY NEWSCAST ★

FRANK P. BUCK, formerly with Ruthorff & Ryan and more recently with Atherton & Currier, has joined the copy staff of Dancer-Fitzgerald-Sample, New York, N. Y.

HARVARD GRADUATE SCHOOL OF BUSINESS ADMINISTRATION has been awarded a research grant from the Boston Herald-Traveler Corp. for a study of the problems of media selection by national advertisers.

ELIZABETH FORSLING has been named radio editor of Newsweek.

CHARLES PURDY has joined Ferry-Hanly Company as copy and radio executive. He formerly was with Birmingham, Castleman & Pierce.

HUTCHINS ADVERTISING COMPANY has been appointed to handle the account of Philco Corp. and Philco International Corp.

RUTHRAUFF & RYAN announces the appointment of Steve Hannagan to handle the promotional activities of Jack Benny's radio program. Benny returns to the air in October under the sponsorship of Pall Mall Cigarettes.

JOHN L. COBBS, JR., is joining Benton and Bowles, Inc., as account executive on the Can Manufacturers Institute, Clarence Goshorn, agency president, has announced. Cobbs has served several Association Advertisers at Arthur Kudner, Inc., for the last six years, and previously was with Snell Oil Company.

WLAG, La Grange, Ga., has named Thomas F. Clark Company, Inc., as its exclusive national representative. Appointment took effect on June 1.

LLOYD W. DUNN, associated in the past with McGraw-Hill, has joined Rickard & Co., industrial advertising agency, as vice-president.

EUGENE W. CASTLE, president of Castle Films, will be guest on Wednesday at the regular luncheon of the Advertising Club of New York.

DOHERTY, CLIFFORD AND SHENFIELD, INC., has announced the appointment of William E. Steers as director of all media at the newly formed agency. He will also be Secretary of the company. Steers was with Pedlar and Ryan, where he served for 14 years and was director of all media for that agency when he left to join the executive staff of Doherty, Clifford and Shenfield.

Batteries For Farm Sets Promised By OCR Head

(Continued from Page 1)
"essential civilian production that supports the war effort must be kept going." Production to keep the nation's radio listeners tuned in, he implied, is a vital part of furthering the war effort.

Tubes and batteries for farm sets are now a matter of "particular concern," Elliott said, explaining that shortages have been due to heavy military demands. "OCR recognizes that batteries and tubes are of the highest essentiality to the farm population particularly in the isolated areas," Elliott continued, "and at the present time is working with the industry divisions to expand civilian production of these items, even if it is necessary to adjust competing civilian requirements to make this possible."

Question of radio tubes and batteries was the subject of some difference last summer between OCR and the WPB radio and Radar division—the latter taking exception to a statement in RADIO DAILY that the newly-formed OCR would attain some authority in this field.

AFM-Recording Decision Expected This Afternoon

(Continued from Page 1)
Labor Board. Indications are the board will accept the recommendation of the three-man panel headed by Arthur S. Meyer, voting to order the musicians back to work.

New Harry Savoy Program For Abbott-Costello Spot

(Continued from Page 1)
known artists such as Eddie Cantor, Rudy Vallee, etc. and more recently has been the comedy relief on the Kate Smith hour on CBS. He was in vaudeville before making his appearance in radio.

With Savoy, whose comedy is of the zany type, will be an orchestra, a girl soloist and a male quartet. This part of the cast along with rotated series of stooges, is yet to be chosen. Arrangements for the Savoy show are being made by Tom Luckenbill, head of the radio department of the William Esty agency. Ken MacGregor, will produce.

Head Of Radio Mil Guest At MBS Luncheon Today

(Continued from Page 1)
York is made as a return for the visit which McClintock paid to Mexico City recently. The exchange of ideas regarding Latin-American music and inter-nation entertainment which was started in the Mexican capital will be continued during the Radio Mil prexy's stay in New York.

EX-SOLDIER

25, alert, ambitious, seriously interested in learning program production and direction. Would appreciate position with an active agency, station or independent producer. Write Box 842.

RADIO DAILY

1501 BROADWAY, NEW YORK 18, N. Y.

RKO Film Company Enters Tele Field

(Continued from Page 1)

Austrian who went to RKO from RCA last year to develop a video program for the film company. Associated with him will be Thomas H. Hutchinson, former NBC and agency executive, and Fred Ullman, Jr., RKO producer.

NBC, according to reports, will be the first client of the new company. The radio network has entered into a contract with RKO Television Productions, Inc., to sent special RKO-Pathe cameramen to Chicago to film the sessions of the Republican and Democratic national conventions. The special television films will be rushed by plane to New York for televising on WNBT, NBC television station, who in turn will feed the pictorial convention coverage to WRGB, Schenectady, and WPTZ, Philadelphia.

Analyst-Licensing Bill Readied By Legislator

Washington Bureau—RADIO DAILY
Washington—Sen. Edwin C. Johnson (D., Colo.), has declared his intention of offering an amendment to the Communications Act requiring the licensing of radio news commentators. He would have a "code of ethics," with license revocation for violation of the code.

That such a bill would get very far in Congress is extremely unlikely, despite the open desire of many members to curb many commentators. Constitutionality of Johnson's proposal is doubtful.

Dolph Fetes M-G-M Officials

Washington—William B. Dolph, manager of WOL, Mutual affiliate in Nation's Capital, was host here yesterday afternoon to radio editors and M-G-M officials at a cocktail party and a special closed-circuit broadcast preview of the new M-G-M-Mutual network program, "Screen Test."

KCKN
The VOICE of
Greater Kansas City
24 Hours a Day
BASIC MUTUAL
AFTER 6 P.M.

is for
QUALITY
You can see it, feel it, hear it... in its facilities, its programs, and its staff. WKY insists on it... listeners recognize it.
WKY
OKLAHOMA CITY
The Katz Agency
Representative

American-Made Sets Preferred In Mexico

(Continued from Page 1)
war at about \$22 seem to be greatly preferred to the best domestically assembled product, although the pre-war price of the latter was about 30 per cent below that of the imported sets.

A definite upswing was indicated between 1939 and 1941 in the number of radios imported into Mexico. In 1939 a total of 72,473 sets came in to the country. Of these 65,792 were from the United States. By 1941 imports had risen to 123,639, sets and parts, of which 123,580 were of United States origin.

Netherlands, Germany, Belgium, Sweden, Argentina, and France were among the countries supplementing the United States shipments of radios and radio parts for Mexico.

Want Selective Receivers

In use today throughout Mexico are between 650,000 and 700,000 receivers. Twenty per cent are radio-phonograph combinations, and fully 70 per cent of all receivers are equipped to receive shortwave broadcasts. (Dealers' inventories, especially of combinations, are extremely low.)

Public acceptance by the Mexican market is based on: (1) selectivity, (2) tone quality, (3) ability to obtain distance, and (4) stability on shortwave. If manufacturers in the post-war period were to incorporate in their circuit features high sensitivity, a high fidelity audio-system, an improved signal-to-noise ratio, and an automatic volume control of improved design that would keep shortwave, long-distance signals at uniform level a tremendous demand in this market for new receivers would result, Meyer reported.

Prefer Local Shows

Mexicans have shown a decided preference to programs using local script over those using script originating in the United States or other foreign country; up to now transcriptions of programs of United States origin have met with only limited success. Direct reception from the United States is popular with the well-to-do Mexicans insofar as following of the news, progress of the war, and special transcriptions of classical music are concerned. In the border states a number of long-wave transmitters are heard and enjoy some popularity, public-square broadcasts by means of fixed or mobile public-address systems are seldom utilized.

Will Change Format Of "Treasure Hour Of Song"

"Treasure Hour of Song" sponsored by Conti Products Corp., on Mutual will be replaced with a lighter musical series on Thursday, June 22. Musical comedy singers will substitute for Francesco Valentino and Licia Albanese, Metropolitan Opera stars. Alfredo Antonini will continue to conduct the orchestra on the summer series. Birmingham, Castleman and Pierce of New York is the agency for Conti.

U. S. Webs Have Busy Time As Allied Army Takes Rome

(Continued from Page 1)

face value for the time being. Official kill came through almost immediately the wire was spotted by other London teletypers who knew no such news had been authorized. Later AP made known the circumstances of the gal fooling around with an open circuit. At the networks plenty of pre-arranged efficiency got the bulletin out fast, however.

Sunday afternoon the Blue Network claimed a scoop when the newsroom was apprised that something hot was coming up in 15 seconds, from the Anzio beachhead station. At 4:54 p.m. or to be exact 30 seconds later than that, the Blue cut in on the "World Of Song" program with the bulletin, "The battle of Rome is now completed." Web did not do any re-writing or elaborate at the time.

Understood that press associations and others sent the news out about 43 minutes later. Blue subsequently picked up official broadcast on the Rome occupation, but in the meantime webs and outlets sought to find how come the Blue had it exclusive at the time.

What appears to have happened is that none of the networks had time in which to realize that Rome actually was taken even though their correspondents had been broadcasting from the outskirts. The toss for the first broadcast had been taken several

days ago and Mutual's man drew the lot to be first; then CBS, NBC, the Blue fourth and CBC last, as per lot. Mutual's man actually went on and was picked up by those monitoring around but was missed by Mutual itself, after having finally won a toss.

Meanwhile the Blue happened to pick up the "neutral" flash, an unidentified spokesman who believed he was giving it out to everyone, as the tip-off. Blue copied it down and shot it out.

Arrangements had been made by the War Department that the broadcast on Rome would be pooled and each correspondent have the same limited time on the air. RCA which handled the facilities of the Rome flash is said to have notified all networks that something special was upcoming and to monitor off quickly. The Rome flash then came through the beachhead station at Anzio.

Some of the webs claim however, it makes a difference as to what part of Rome was referred to in the flashes, as Rome is a big city and they waited until the center of the city was occupied. NBC broke in on the Catholic Hour shortly after 6 p.m. with a story by one of their correspondents.

Yesterday webs and stations had special coverage of the occupation of Rome, plus the abdication of King Victor Emmanuel.

Nebraska Stations Doing All-Out War Job

Omaha—Probably no state is better informed on how its people can help the war effort than Nebraska.

One reason is a pioneering stunt in radio by 13 stations who weekly form the Nebraska network and who shortly after Pearl Harbor began the first of a "Nebraska at War" series of programs aired every Sunday.

Through the country this voluntary teamwork of the Nebraska stations is being watched with keen interest for it probably accounts for the only regular co-operative network in the United States, functioning entirely without commercial ties of any kind.

Committee Meets Weekly

Another equally important brand of co-operation is found in the committee that plans the programs. Composed of representatives of the governmental agencies and of every branch of the armed forces, it meets each Monday with Hugh Feltis of KOIL who is the co-ordinator between the committee and the radio industry.

A list of typical topics—Red Cross, state guard, ATS, Navy, USO, chaplains, food, air cadets, salvage, WACS, OPA, war loan drive and discharged service men—gives an idea of the diversity of the programs and the co-operation necessary in allotting time among themselves by the armed forces and government agencies.

By telephone, by radio pickup and even by phonograph relay the pro-

Booking Group Expands; Squires Heads Concert Div.

Century Artists, Ltd., headed by Dick Dorso, announces a subsidiary, "Century Concerts, Ltd.," of which Harry D. Squires, formerly of the William Morris agency, will be president. Ralph Singer, who handled the Sigmund Romberg concert tour under Squires for the Morris agency, is also joining the new organization. Another staff addition is Marty Melcher, personal representative for the Andrews Sisters.

grams are carried around the network. Participants frequently are in different cities, requiring split timing and a great amount of ground work; and even stations in neighboring states frequently join the network in spreading information on war activities.

Recognition came to the "Nebraska at War" program series this month when Ohio State University gave them second place in the war services division of its eighth American Exhibition of Educational Radio Progress. Maj. Howard Peterson of the Seventh Service Command public relations' office wrote the winning script.

Member stations include: KOIL, KWOH, KBON and WOW, Omaha; KORN, Fremont; KFAB and KFOP, Lincoln; KMMJ, Grand Island; KODY, North Platte; KGFW, Kearney; WJAG, Norfolk; KHAS, Hastings, and KGKY, Scottsbluff.

KOIN Announces For Teachers Inst

(Continued from Page 1)

course is to "aid teachers of public schools in the classroom radio by offering a concentrated summer course in methods of utilization, writing production. There will be no the course."

Hundreds Expected to En

Between 200 and 300 teachers expected to attend from schools, also some of Vancouver nearby areas. A select group of interested persons may also be from government agencies, national, civic organizations and clubs. Faculty will be composed of three outstanding radio authors of national reputation in the radio and education; selected personalities who will hold one-day sessions such as Dr. Bryson of CBS, and staff members of KOIN.

Daily classes will be held out the morning of the Institute afternoon sectional work on using the KBPS studios as a laboratory; day and evening sessions at least one day a week with personalities. Other provisions been arranged such as panel discussions.

Faculty Speakers Listed

"Demonstration In Use of Instrument," for instance will cover tone control; cutting a disk; feedback and remedy; television; P. A. system and one mike vs. several mikes.

Visiting radio names and include: Dr. Lyman Bryson, Corwin, Frances Wilder, John Daly, Milton Bacon, Donald W. Hester, Harriet Hester, George Nings, Kathleen Lardie, Bob Keith Tyler, Major Harold K. John Becker, CBS director of Atlantic Call." Various radio programs will originate at the Institute. All are well known as either educators or CBS network officials. L. Roberts is education director of KOIN.

Producers To Streamline Music For War Workers

George Scheck and Lou DeLoe, producers of the Blue Network "Swing Shift Frolics," have been engaged by WJZ Station Manager H. McNeil as industrial motivators to slant the all-night "With Music" program at war production plants everywhere, it has announced by Frances E. Kay, public relations manager. This all-WJZ music program will form the basis for "morale system" where since music is conceded a definite aid to increased production. It is estimated, said Miss Kay when the Scheck-Dahlman program is placed in operation, close to 2,000 war workers can be guaranteed teners to a prospective sponsor.

THANKS

for the many kind letters, wires, and phone calls
complimenting us on the first issue of

TELEVISION DAILY

FOR

the duration of the war, TELEVISION DAILY
will be published regularly on the fifteenth of
each month.

EVERYTHING

the radio industry has contributed to the suc-
cessful launching of RADIO DAILY'S new ser-
vice to its readers.

★ ★ ★ COAST-TO-COAST ★ ★ ★

—NEW YORK—
NEW YORK—Walt Disney will guest on Paula Stone's "Hollywood Digest" program over WNEW, Thursday, June 8, 4:45-5 p.m.... Speaker of the House Sam Rayburn will be heard on an exclusive WMCA broadcast June 12. His talk will be "Congress and Foreign Relations"... Edward Ludlum's "Unusual People" has been invited by the Music Box Canteen to give a series of performances for servicemen. Ludlum's program is aired weekly over WEVD... The eighth in WBYN's "Dramatic Encore" series, produced by Betty Ulius, will be Arch Oboler's "Memo To Berchtesgaden."

—OHIO—
CINCINNATI—At the recent annual meeting of the Ohio State Pharmaceutical Association in Columbus, the organization awarded a plaque for distinguished service to Ohio druggists to Ralph E. Visconti, director of Drug Trade Relations for WLW... **DAYTON**—WHIO recently presented a special program by the Senior High School Choir of Richmond, Inc.... **COLUMBUS**—James H. Cooper, the genial news voice of WBNS, was gravely injured in an automobile accident recently. Although his condition is reported improved, he is still in serious condition as a result of a skull fracture.

—PENNSYLVANIA—
PHILADELPHIA—Roger W. Clipp, president of WFIL, was elected first vice-president in the recent election of officers held by the Poor Richard Club, oldest advertising club in America... Weber's Hof Brau, nightspot at Central Airport, Camden, N. J., has inaugurated a series of nightly remotes on WIBG... The Melville Shoe Corporation of New York, makers of Thom McAn shoes, has renewed its three times weekly 15-minute portions of Leroy Miller's KYW Musical Clock program... **PITTSBURGH**—The "Polly Entertains" program, heard over WCAE Monday through Friday, and starring Polly Malone, home economics expert, will also be heard on Saturday ayem to accommodate the many sponsors desiring to "get on."

—CALIFORNIA—
LOS ANGELES—Douglas Coulter, CBS vice-president in charge of programs, New

York, is currently visiting in Hollywood for conferences with D. W. Thornburgh, vice-president in charge of the Pacific Coast division of CBS... **OAKLAND**—KROW carried a special three-quarter hour broadcast from the combined Chamber of Commerce-Advertising Club luncheon featuring Warwick S. Carpenter, Pacific Coast manager of Sales Management magazine as principal speaker... **INGLEWOOD**—Feminine workers at the Universal Microphone Company have formed a softball team and joined the Southern California League.

—NORTH CAROLINA—
CHARLOTTE—WBT promotion-publicity director, Bill Carley, lays claim to being the only victory gardener this side of the Belgian Congo using lion manure for fertilizer! Seems that Bill lives near the fairgrounds where Clyde Beatty's famous lions were quartered three years ago...

—RALEIGH—Wayne Thompson, WPTF's six footer, who has been raising "mike" to his height for nearly a year, has resigned his position effective June 10. He will report for V 12-A, Naval Reserve Air Corps Training June 29... **GREENSBORO**—Kirby Mullis, control operator, has returned to his duties after receiving a medical discharge from the Navy.

—COLORADO—
DENVER—The American Women's Voluntary Services, the American Association of University Women and the Colorado Council of Defense are co-sponsoring a series of radio broadcasts called "Soldiers Return" over KOA at 6:45 p.m. on Saturday for 15 weeks. The program series is produced on KOA by the Rocky Mountain Radio Council... Charles Burke, formerly associated with KFXJ, has joined the KOA speling staff... **GRAND JUNCTION**—The addition of the Tom Mix show for Purina Ralston gives juvenile listeners to KFXJ a complete block of uninterrupted afternoon programs, including Superman and Adventures of Chick Carter.

—MISSOURI—
ST. LOUIS—The latest addition to the entertainment personnel of KMOX is the singing and yodeling team of Johnson Sisters. Full use is being made of their talents as they appear on the two early morning shows daily as well as the Saturday night "Pappy Cheshire Barn Dance." These girls

were formerly with WKAR, Michigan; WLS, Chicago; WHO, Iowa... The paralyzing strike of street cars and bus operators in St. Louis on June 1 and 2 led to one of the most unusual broadcasts in the history of KXOK, when Mayor Aloys P. Kaufmann permitted microphones to be installed at a meeting of union representatives and Public Service Company officials.

—NEW JERSEY—
NEWARK—Henry A. Hutchins, National Union Radio Corporation sales exec who took a leave of absence to serve with the U. S. Navy, has returned to civilian life after 20 months of service, it has been announced by S. W. Muldowny, president of NURC... Gov. John W. Bricker of Ohio spoke over WAAT last week in a broadcast that originated from the War Memorial Hall in Trenton... **PATERSON**—A dramatic series of programs is being broadcast over WPAT this week as a joint tribute by the 68 YMCA's in New Jersey, commemorating the organization's 100th anniversary.

—NEW YORK—
SYRACUSE—Don Lyon, WSYR news commentator, is now being sponsored by Air-Nu, a product of Sterling Drug... Ralph Wallace is conducting a new WSYR program called the "Swappers' Club." Listeners are invited to use the program as a medium for exchanging unused articles for things they may want or need... **GLOVERSVILLE**—Arthur McCracken, stage and radio veteran now in the sales department of WJEJ, Hagerstown, joins the new WENT, June 12th as commercial manager.

—CONNECTICUT—
HARTFORD—The Hartford Electric Light Company has signed with WITC for a year-round radio promotion. Effective May 30, the Company took over a twice-a-week sponsorship of "Uncle" Jim Platt's Victory Garden program which is designed to aid in the victory gardening and food preservation campaigns in southern New England... Jack Stevens' new show on WDRC is the "Baseball Digest" each week-day afternoon... Program Manager Walter Haase and commercial manager, William F. Malo, are attending all the television seminars in New York.

—MINNESOTA—
MINNEAPOLIS—When Minneapolis and St. Paul Mobile Blood Units surveyed Minnesota to see what programs are most effective in forming people when the units visit their towns, KSTP's 12 "Midday News," handled by Karnstedt, and the 5:45 p.m. "lights In Headlines," announced Brooks Henderson, were two top three shows cited... A. E. Jo general manager of WCCO, has announced the appointment of Bregman to music librarian. Bregman has been associated with the Minneapolis Symphony orchestra several years as librarian-violinist.

—MICHIGAN—
DETROIT—The Detroit Inter-Bowling League has completed its season with WJR bowlers emerging first championship team. WXYZ second, followed by WWJ and WJW that order. William Jacoby of WJR ized the league and was its first president. Charles Park, WJR announced secretary, and Douglas Wright of treasurer... Victory Varieties, noon-time one-hour show, is moving to the Detroit City Airport for the Show during its two-week stay.

—FLORIDA—
MIAMI—Program records of W have revealed the names and appearances of many famous people. To that list has been added Maria Blanca de Cardenas, wife of Dr. Raul de Cardenas, newly elected vice-president of Cuba. Earle Hanson, WIOD musical director, her accompanist when she appears on this station... WIOD officials and American Bakeries representatives and salesmen met recently to hear the introductory auditions of the Robert St. John news program.

WBYN
WBYN
WBYN
WBYN

These Station Call-letters are becoming more important every minute. Because at any time when big news breaks, WBYN's "MINUTE PROGRAMMING" is "natural" news, racing results, every few minutes—1430 on the dial.

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

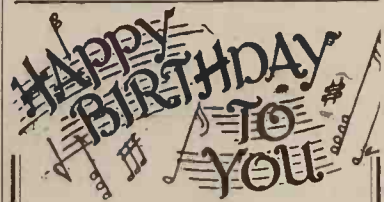


WALTER COMPTON BACKGROUND FOR NEWS

add
CKCL
to his
sponsor list

WATCH
THIS LIST GROW
**WSIX
KALE
WMOB
CKCL**

Available for cooperative sponsorship on MUTUAL.
Call, wire or write WM. B. DOLPH, WOL, WASH., D. C.



- June 6
- | | |
|------------------------|------------------|
| Dick Barrie | Tony Cabooch |
| Zac Freedman | Jimmie Lunceford |
| Mario Messina | R. G. Pratt |
| R. Earlton Rae | William Rogow |
| Lorraine Scott | Charles Vanda |
| Peter Donald | Bill Schroeder |
| Julius P. Witmark, Jr. | |

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



June 27, NO. 47

NEW YORK, N. Y., WEDNESDAY, JUNE 7, 1944

TEN CENTS

Radio's D-Day Coverage

"D-Day" Tribute

Radio rose to new wartime heights of public service yesterday with its dramatic, factual coverage of "D-Day" invasion news.

Putting into action months of anxious planning and rehearsals, broadcasters with clock-like precision gave the nation a comprehensive word picture of Invasion Day developments here and abroad.

It was inspired radio at work from the time the first rumor announcement came from Berlin until the day's last communique from the Supreme Allied Expeditionary Force headquarters in London.

Credit for radio's epochal accomplishment belongs to the whole broadcasting industry. Working unselfishly with Governmental agencies and the armed forces, the broadcasters gave freely of their talents and facilities during many months of pre-Invasion planning.

RADIO DAILY joins in extending congratulations to the broadcasting industry for their "D-Day" achievements. We know that the men and women of radio will follow through with devoted patriotic service until final Victory is won.

—BURKE.

Thoughtful

John McKay, manager of the press department of NBC, took time out during his early morning "D-Day" duties, to telephone New York newspapermen about the invasion developments. McKay sandwiched in 15 such calls while setting up the "D-Day" work schedule of the web's press department.

GOP's Convention Sets 4-Web Schedule

What is believed to be the first coordinated schedule worked out with the four major networks, has been set by the Republican National Convention which starts Monday, June 26, in Chicago Stadium. Details were arranged by Chairman Harrison E. Spangler of the GOP committee and the networks, Blue, CBS, NBC and Mutual.

Opening session will get on the air (Continued on Page 4)

Petrillo Takes Verbal Slap At Pres. William Green

Chicago—James C. Petrillo, president of the American Federation of Musicians, in opening the Union's 48th convention Monday at the Stevens Hotel, charged that William Green, president of the AFL, had repudiated as violations of labor's no-strike pledge, recent walkouts of AFM musicians at radio stations WJJD in Chicago.

(Continued on Page 2)

Our American System Of Broadcasting Keeps A Free People Fully Informed Throughout The Night And Day

With the long-heralded invasion of the Continent a reality, the American people continued to receive the full benefit of the American Way of broadcasting which lived up to and discharged its grave obligation of bringing to the public as full account of the great military move as security would permit. Without regard to monetary consideration, much less personal comfort, the management and personnel of the broadcasting industry once again went all-out in seeing that no news, sidelight or spiritual need was overlooked; sponsors, agencies, network and station vied to practice the business of public service and all else was of secondary importance.

Bringing to the millions of listeners full and up-to-the-minute account of the invasion, day and night, the achievement was a master-piece of both cooperation and coordination between the radio industry of the United States, the Army and Navy, the BBC and of course the Supreme Allied Command.

At no time in the history of the World War II, were so many people so well informed, typical of a Free People and that for which the very invasion is on.

Network schedules reveal an amazing and indefatigable effort in serving the public. None the less was the effort of stations throughout the country. Web logs of CBS, NBC, Mutual and the Blue Network follow.

Invasion news took precedence over all other Blue Network programs yesterday following a dramatic night of broadcasting starting with the first AP bulletin quoting a German news agency which was put on the air at 12:40 a.m., EWT. The network remained on the air throughout the night last night under instructions from Edgar Kobak, executive vice president.

Early yesterday morning Mr. Kobak issued this statement:

"Invasion news will take precedence over all regular Blue (Continued on Page 5)

"D-Day" News Gets Full Sked In Nation's Leading Cities

A survey of "D-Day" news coverage in Washington, Chicago and Los Angeles conducted by RADIO DAILY yesterday indicated that invasion coverage took precedence over all other programs and full schedules of news were handled by network affiliates and independent stations.

In each city, sponsors of commercial programs gladly relinquished time and credits in order that the nation's radio listeners might get all the bulletins. On the west coast the motion picture industry virtually suspended operations to gather around radio receivers and in Chicago thousands of people got their war news from public address systems on the streets which relayed radio news programs. The same atmosphere of dependence on (Continued on Page 6)

"D-Day" Absentee

A new high in absentee excuses was hit yesterday when Elsa Doran of Young & Rubicam's Radio Publicity department in New York closed the office shortly after nine o'clock and said, "I can't come in today because my blood pressure went up when the invasion started!" Her colleagues are fearful of what will happen when the assistance is announced!

D-Day Orchids

Co-operation of network clients was perfect and in excellent taste. On NBC no commercials or credits were heard yesterday and on such shows as Duffy's on the Blue and Burns & Allen on CBS, foreword mentioned that a few laughs would not be amiss. Bob Hope had a fine twist, and Ginny Simms' show should be studied as an example of how to operate on D-Day.



Vol. 27, No. 47 Wed., June 7, 1944 Price 10 Cts.

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

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FINANCIAL (Tuesday, June 6)

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, and NEW YORK CURB EXCHANGE.

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

20 YEARS AGO TODAY

(June 7, 1924)

Following successful initial experiments, the Board of Education of New York City has given recognition to radio as an educational aid. Newspapers are predicting the general use throughout the United States of education by radio. In addition to his announcing chores, Harvey W. Whitby is a member of Jack Poppele's operating staff.

COVER THE 3rd LARGEST MARKET IN THE COUNTRY'S GREATEST STATE OVER STATION WSAY ROCHESTER N. Y.

Coming and Going

BENEDICT GIMBEL, JR., president of WIP, Philadelphia, and JAMES TISDALE, acting chief engineer of the station, are spending this week at the General Electric television station in Schenectady as an aid in the preparation of future plans relating to the video medium.

HUGH R. NORMAN, station manager of WNBH, Blue affiliate in New Bedford, leaves today for the home offices following a short visit in New York.

CLAY MORGAN, assistant to Niles Trammell, president of NBC, last night went down to lower Jersey City, where he addressed the Men's Club of the Claremont Presbyterian Church on the subject "This Thing Called Radio."

WILL OSBORNE and the members of his band are at Ft. Myers, Fla., for the broadcasting of tonight's stanza of the "Spotlight Bands" program over the Blue Network. Show will originate at Buckingham Field.

J. E. WILLIS, station director of WLAP, Lexington, has arrived from Kentucky for a few days on station and network business. He plans to leave on the return trip Friday.

CARL M. WATSON, of the NBC station relations department, will return tomorrow from a swing around the circuit of NBC affiliates in New England.

THELMA HAIGLER, secretary to Charles Crutchfield, program director of WBT, Charlotte, N. C., is leaving for Chicago, where she will spend two weeks with her husband, who is stationed at the Great Lakes Naval Training Station.

HORACE FITZPATRICK, commercial manager of WSL, Roanoke, Va., who has been conferring at the Blue Network since Monday, plans to leave for home tomorrow.

HAROLD HUTCHINS, advertising director of the Hillman Women's Group of magazines, is in French Lick, Ind., to attend the convention of the National Assn. of Retail Chain Stores.

CHARLES A. ROEDER, program and production manager of WCBM, Baltimore, who conferred yesterday at the headquarters of the Blue Network, leaves today for Maryland.

BEATRICE KAY, vocalist, opens an engagement Friday at the Oriental Theater in Chicago.

Petrillo Takes Verbal Slap At Pres. William Green

(Continued from Page 1)

Chicago and KSTP in St. Paul. The stations, Petrillo said, were insignificant and neither played any particular part in winning the war.

"Did Green repudiate any strikes of machinists on the West Coast when they tied up munitions and supplies necessary for our soldiers?" Petrillo asked. "Now we have a labor leader raising the flag and waving it in our faces and telling us that we will lose the war because of a strike against two little radio stations, but doing nothing about big strikes in war plants."

Asserting that charges that there were racketeers and crooks in the ranks of labor must be true because nobody had refuted them, Petrillo called upon Green to "use all the power and money of the American Federation of Labor to see that the employers also are convicted when they connive with the labor leaders of the AFL."

Petrillo didn't indicate whom he had in mind when he said "if you do away with the crooked employers, then they will not be able to deal with the crooked labor leaders."

Declaring that no labor leader could

Canada Gets D-Day News Via Dominion Broadcasts

Montreal—Radio gave Canada its first news of the invasion. Early risers were thrilled by the official announcement, which was followed by reports from correspondents on the scene and by expert commentaries in most homes. Many stores and officers' radios were tuned in all day as a stream of news from the front poured in.

Late afternoon found thousands listening avidly to the broadcast given by King George, which was carried on all stations. Theater managements expressed the view that a considerable portion of the usual neighborhood audiences would be missing as they would be likely to remain at home tonight to listen to the news flashes.

deliver union votes to any political party, Petrillo said, "nobody is going to deliver the vote of the American Federation of Musicians but the AFM itself."

Wolly sez - IN WASHINGTON THERE'S A BILLION DOLLAR MARKET AT YOUR FINGER-TIPS Sell Them on WOL Affiliated with Mutual Nat'l Reps. SPOT SALES, INC. New York, Chicago, San Francisco

Few Stations in the Nation Can Equal KOA's Dominance in: DEALER PREFERENCE (68.8%), LISTENER LOYALTY (69%), PROGRAMS (9 out of top 10), POWER (50,000 Watts), COVERAGE (parts of 7 states) FIRST IN DENVER Represented Nationally by Spot Sales 850 KC KOA 50,000 WATTS

It Used To Be A Cinch To Buy Time In Baltimore! Nothing to it. Pick some important call letters—point to the power with pride. And look at the shows they carry. But not any more! Today shrewd buyers time want to know fundamental facts. Answers questions like, not how many homes do you cover... but how many listeners? And not alone how many listeners, but who does each listener cost? Yes, radio time buying can be done with a slide rule these days... particular when you get to the cash figures! If you'd like to get more listeners for the dollar you spend in Baltimore... then get facts on W-I-T... the independent station WITH IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-B

1,734 DOLLAR BILLS

PROVE STRENGTH OF WJZ'S

NEW, STRONGER SIGNAL



On a recent daytime participation program over WJZ, two announcements pulled 1,734 letters, each containing a nice, green, one-dollar bill.

And the cost per letter was less than one-third what the sponsor had expected.

It surprised the sponsor. Yes, it even surprised us. But here is the answer:

(1) WJZ's newly-located transmitter brings all of WJZ's programs to greater New York with a new, more powerful, clearer signal.

(2) Our program policy has no truck with staid or stodgy program formulae. To quote Harriet Van Horne, radio editor of the New York World-Telegram, "The Blue is light-handed with traditions." Yes, we're light-handed but not light-hearted. We're getting hard-headed business results.

And besides, it's easy to do business with WJZ, which means that good programs and good sales follow with a minimum of fuss and feathers. Maybe it's time you took another look at all the details we're ready to furnish on request.

NOW! Your Strongest Voice in the

WORLD'S RICHEST MARKET...

WJZ

Key Station of The
BLUE NETWORK

770 on your dial

GOP's Convention Sets 4-Web Schedule

(Continued from Page 1)

at 12:30 p.m., EWT when Spangler calls the delegates to order and introduces Gov. Dwight H. Green, of Illinois, who will extend greetings from the city and state delegates. On the same night (June 26) at 10 p.m., EWT, Spangler will introduce the temporary chairman, Gov. Earl Warren of Calif. who is also the keynoter. Listeners will hear Gov. Warren broadcast the keynote speech to the nation.

Tuesday, June 27, at 1 p.m., EWT the permanent chairman, Rep. Joseph Martin of Mass. takes over and at night, starting 10 p.m., EWT, the broadcast time will be given to ex-president Herbert Hoover and Rep. Claire Booth Luce of Conn. for their discussion of national and international issues. Wed., June 28, at 1 p.m., EWT the GOP platform is expected to be read to the delegates. That night at 10 p.m. nominations for the presidency will begin and possibly the balloting will be concluded. This of course is subject to whatever delay may take place.

May Air V-P. Nomination

The broadcast schedule for Thursday, June 29, is not definitely arranged, but it is believed that the afternoon session will again be on the air at 1 p.m., EWT. If the Presidential nomination has already been effected, this time will be given over to nomination and naming of the candidate for vice-president.

It is pointed out that all times of broadcasts will have to be flexible because of unscheduled delays bound to occur. However, broadcasts normally will begin at 1 p.m., EWT and 10 p.m., EWT on all days except the first when the opening broadcast will start at 12:30 p.m., EWT. Each program is scheduled to run about 60 minutes, but all are subject to change one way or the other, either cut or lengthened.

All of the networks as well as many independent stations will have full staffs of reports and commentators covering the event. These listings and the special coverage planned have appeared in the columns of RADIO DAILY recently.



THE KATZ AGENCY—REPRESENTATIVE

MAIN STREET

WITH *Ol' Scoops Daily*

Notes From a Ringside Seat. . . !

● ● ● As expected it was RADIO which brought the electrifying news of the arrival of D-Day . . . the blaring loud-speakers' stream of bulletins, with the cheering news of successful landings on the coast of France, proved a striking antonym to the silent prayers of a thrilled and aroused Nation . . . all NBC Commercial programs were cancelled in order to bring the momentary news flashes to the people as soon as expedient . . . OVER THERE, they are doing more than what was expected of them . . . OVER HERE, let us do likewise. . . . BUY THOSE WAR BONDS.

☆ ☆ ☆

● ● ● After several years as Program Director, announcer, Sports Commentator and producer at KSD, St. Louis, Frank Eschen, began to wonder if there were other places where a fellow could go and do things . . . but ere he could do more than "wonder," Fate took a hand when he received one of those "Presidential Greetings," donned khaki and was sent to Camp Ellis, near Peoria, Ill. . . . some time later, Eschen visited his home town and friends greeted him with "Hey, Frank, thought you were in Kiska, Africa or New Guinea?" . . . this decided him so when the KSDoughboy got back to Camp, he asked the C. O. for a transfer to a combat Zone . . . the C. O. liked the spirit, recommended his promotion to Corporal and promised a transfer . . . Corp. Eschen was thus transferred to Scott Field, Ill. which is on the outskirts of St. Louis . . . and is now in charge of the Scott Field twice weekly radio shows aired via —you guessed it—KSD. . . ● Bob Hamilton, for the past four years staff organist at NBC's Gotham studios, will leave for Hollywood next week . . . the doctor prescribed California climate to restore his ailing wife's health. . . ● In the past, while out in Chicago, vocalist Eddy Howard was credited with having written and sung numerous song hits . . . currently at Frank Dailey's Terrace Room in Newark, as Maestro of his own band, Eddy should find it a springboard to musical heights. . . ● Scriptor Mort Lewis has been appointed Expert Consultant to the Secretary of War and will be assigned to the Special Services Division of the Joint Army and Navy Committee . . . to help develop dramatic and comedy shows at hospitals and utilizing the talents of the patients themselves. . .

● Eddie Garr will be a CBSummer-replacement with a program of his own. . . ● Long-range booking department:—Ezio Pinza will appear on the NBC "Telephone Hour" January 15, 1945 and Marian Anderson will guetrill on that same program April 9. . . ● Larry Fitzgerald at NCAC is quite proud (and justifiably so) these days . . . his son Sgt. Larry, Jr., was awarded the Purple Heart in the Anzio Beach action. . . ● Hazel Scott will have a double opening June 21 . . . she returns to Barney Josephson's Cafe Society Uptown and doubles into the Roxy theater. . . ● Fred Waring goes off the NBChesterfield program tomorrow which is also the Maestro's birthday

☆ ☆ ☆

● ● ● Irna Phillips, for the past 14 years a successful radio scriptor (writes four current across the board daytimers on NBC, "The Guiding Light," "Today's Children," "Road Of Life," and "Women In White.") was formerly a school teacher in Dayton, Ohio, tried her hand as a radio actress in Chicago and was given her start as a writer, when a local station manager asked her to write a special Memorial Day program for May 30, 1930. . . ● Allan Jones and Universal Pix have kissed and made up so Jones will move his radio show to the coast this Fall when he resumes his cinemactivities.

☆ ☆ ☆

—Remember Pearl Harbor—

LOS ANGELES

By RALPH WILK

ONA MUNSON, hostess of the "Open House" program, is using her spare time very admirably these days. She's working on the Rehabilitation Program at Fort MacArthur and Birmingham Hospitals teaching Occupational Therapy to our injured soldiers who are recuperating at hospital.

"Say It With Music," heard on KMPC, Monday through Friday, program of fine music from musical comedies and light opera. It runs continuously for 55 minutes without commercials, and features different soloists each day.

Latest addition to the Blue Network's production staff is Bob Light who comes to the network from Warner Brothers, where he was assistant director. Light also has been connected with M-G-M and Gaumont British, and has written scripts for radio shows both in this country, Canada, and for the BBC.

Proof that Georgia Gibbs, featured singer on the Moore-Durante "Caravan" broadcast, has become a favorite of the service men was evidenced this week when she was booked for a full month in advance by the Army Special Services for overseas broadcast. She will be heard in two "Command Performances," a "Mail Call" broadcast and a "Personal Album" program she'll do every Thursday. Stars chosen for these shows are picked on the basis of mail received from overseas troops.

Merchants Study Tele

Irwin Shane, executive director of the Television Workshop, has been requested by Arkwright, Inc., New York syndicate representing 200 large department and specialty stores, to arrange a television "seminar" for a group of store executives, meeting in New York on June 13th. Shane has been television consultant to the Arkwright Member Stores for some time.

CHATTANOOGA

IN THE
HEART OF
TVA

POWER EMPIRE

WDOD
CBS

5,000 WATTS
DAY AND NIGHT

PAUL H. RAYMER CO.

Radio's D-Day Coverage

Clients Co-Op Abandoning All Commercial Anns.

Continued from Page 1)
programs today. The reg-
cheduled programs may be
or rebuilt to fit the news
the hour so that all the lat-
on news and invasion fea-
be presented to the listen-
without delay.

network newsmen here and
on constant duty to pre-
serious interpretation of
breaking events. Many fea-
being prepared hourly,
to be either worked into,
place the regular programs.
and war messages will be
for the regular commer-
announcements."

ately on receiving the news.
of mobilizing an "invasion
" at the network head-
was started under the di-
John Madigan, manager of
newsroom in New York.

aneously, a bulletin was
every station on the net-
to main on the air indefinitely
that the network, which
and closes at 3 a.m., EWT,
continue in operation.

Vellotta, assistant director
and special features, arrived
one before 2 a.m. and took
immediately. Close on his heels
Johnstone, news and spec-
ies director, who assumed

Carlin Checks News

Carlin, vice-president in
programs, was seated in his
to the announcements
radio, his main object to see
the developments were be-
and in an orderly manner.
urry, Eastern program man-
a vantage point in the
coordinated activities and
schedules. Also on duty
Diaz, supervisor of an-
ers and James Bixler and Ed-
Svens, manager and assist-
er of night programs, and
corps of commentators.

me staff members in New
h their ears glued to monitor
g up every available bit
from Berlin and London,
we covering the latest news
prints in Washington. Ray
to the Blue staff in the na-
tal, was giving a running
nappenings direct from the
ntagon Building.

had been made of special
vers by the Most Reverend

Francis J. Spellman, Archbishop of
New York, and Military Vicar of the
U. S. armed forces; by Dr. Israel
Goldstein, and by the Right Reverend
William T. Manning; and of a special
message to the women of America by
Mrs. Eleanor Roosevelt. These were
broadcast during the morning hours.

At 7 a.m., when the network usually
opens, it was announced that one
minute out of each program begin-
ning at 11 a.m., would be given over
to invasion news.

CBS Invasion Log

12:37 a.m., An AP report of invasion
from German sources put on air by
Calmer, CBS news analyst, followed
by Announcer Erwin Darlington. Both
pointed out report was unconfirmed;
Repeat of report on 1:00 a.m., 1:30,
2:00 and 2:30 news; 3:00 a.m., Bob
Trout took portable mike into news
room, reading teletype dispatches
over air from tickers; 3:17 a.m., Maj.
George Fielding Eliot, CBS military
analyst went on air with discussion
of probably invasion tactics.

Around 3:30, Paul White (who had
been monitoring communications
facilities from overseas) told Trout
warning had come of important an-
nouncement at 3:42; 3:32, Colonel

Dupuy read announcement from
SHAEF in London; 3:34, Eliot on
again; From this time on London was
on and off. Eisenhower on at 3:47;
4:07, Prime Minister of Netherlands
speech.

5:14, Richard C. Hottel, CBS man
flew over with first forces—went in
Marauder bomber—told his story at
this time; Charles Collingwood of
CBS went over with invasion forces
in a LCT (landing craft tank). He
made a record while going over—
sent it back to London where it was
broadcast; Bill Downs is with British
forces; Larry Lesueur with American
ground forces, Williard Shadel, some-
where at sea, and Edward R. Murrow,
Charles Shaw and Hottel, are in
London.

From between 4 and 8 the mike
shuttled back and forth . . . heard in
New York were Eliot, Quentin Rey-
nolds, Bob Trout; Bill Henry from
Washington. From first announcement
on news filled everything. WABC had
a commercial news show before 9:15
which cut announcement to bone.

At 10:00 the network went on with
first commercial show—Valiant Lady,
continued commercial till 11:30 then
cut them off to bring London and De

Clergy On Networks Offer Up Prayers Throughout Day

Gaulle in 11:30 to 11:41. Went back
commercial until 12:41:05 when all
commercials went off; At 5:45-6:00
Wrigley scheduled program; 6:15-6:30,
Edwin C. Hill program; 7:15-7:30,
Nesbitt program; 7:30 to 7:55, Bayer
aspirin program—American Melody
Hour.

7:55, News; 8-8:30, Corwin show;
8:30-9, news; 9-9:30 Burns and Allen;
9:30, Cresta Blanca; 10:00 p.m., Pres-
ident Roosevelt then special CBS
news program; no more commercials.

NBC Invasion Log

12:41 a.m., Flash Bulletin from Ger-
man Transocean News Agency that
the invasion had begun from the west
and that the French port of Le Havre
was being shelled. No allied confirma-
tion; 1:00 a.m., Flash—War Department
had no report on invasion beginning;
1:37 a.m., Robert St. John. No allied
confirmation yet; 3:00 a.m., London
Overseas Radio, in Dutch, asked Euro-
pean people to keep away from military

(Continued on Page 7)

The American Composers Alliance

announces the appointment of

Broadcast Music, Inc.

as exclusive radio and television licensing agent

Officers and directors of ACA: Aaron Copland, Marion
Bauer, Harrison Kerr, Otto Luening, Nicolai Berezowsky,
Elliott Carter, Henry Cowell, Miriam Gideon, Goddard
Lieberson, Wallingford Riegger, Carlos Salzedo, Elie Sieg-
meister, Virgil Thomson.

Announcer Needed

NET and DETAILS

WDC ★ WDRC

Connecticut's Pioneer Broadcasters"

Key Cities' Invasion Coverage

Washington Listens To Web Outlets Through Night

(Continued from Page 1)

radio for the up-to-the-minute coverage of "D-Day" developments prevailed in Washington with receivers in use everywhere.

Capital Relies on Radio

Washington—Government officials—military and civilian—received their first news of the invasion yesterday from radio, with the city's broadcasters having an eight-hour stretch through the night during which they had practically no competition from the morning newspapers. Home delivery editions of the morning papers carried only the Nazi reports, without allied confirmation.

The city's four network stations were on all night without a break, and will be on 24-hour schedules indefinitely now. The two independent stations—WWDC and WINX—both signed off at one a.m. and returned to the air later—the former at 3:40 and the latter at 2:30.

Station reports of the time of the first announcement of the Nazi reports indicate that WRC, NBC outlet was first on the air with the announcement—at 12:39. WMAL (Blue) reported its first announcement at 12:40:20, with WOL (MBS) and WTOP (CBS) a few minutes behind.

Commercial Shows Ditched

Commercial programs were killed all day yesterday, with credit for time announced on some stations and not on others. Sponsors did not complain, with program directors reporting that they called and asked that their copy be killed in favor of OWI bond messages, blood plasma appeals, etc., a few commercial announcements were heard on the independent stations during the morning, with more scheduled to go on again in the evening.

Aside from the actual news coverage, music was the broadcast material on all stations—with very little time even for music. Washington stations all reported nearly full staffs on hand. At WOL for instance, only station regularly on a 24-hour schedule, Frank Young was handed the bulletin carrying the Nazi announcement

during his musical clock show. While he read, the engineer on the program called staff members at home and called an all-nite restaurant to send over a dozen hamburgers, half a gallon of coffee and four fried chickens.

WOL staffers immediately went to work on an invasion advertisement, and were the only station to feature their invasion coverage in the early editions of the afternoon papers.

All the nets had been at the Pentagon Building, broadcasting directly from the War Department. NBC and

you through the courtesy of so-and-so." WBBM also is shortening all broadcasts by two to two and a half minutes to bring its listeners the latest invasion news bulletins. This is in addition to the station's regular news periods.

WMAQ has cancelled all local commercials in favor of direct network news coverage of the invasion. A roundup broadcast of local reaction to the invasion as conducted by Alex Dreier, NBC news analyst from 11:45 to 12 noon.

Blue Program Revamped

WENR, claimed a scoop on the invasion announcement in the Chicago area, pointing out that it gave its listeners the D-Day news two minutes before any other Chicago station. WENR, whose normal sign off time is 1:00 a.m., CWT, remained on the air until 3:08 a.m. CWT, at which time WLS took over. A steady stream of invasion bulletins was aired by WENR-WLS during the remaining hours of the day.

The major change which Blue officials in Chicago had to undertake as far as programming was concerned, was a complete revamping of the network's one-hour "Breakfast Club" show. Merrit R. Schoenfeld, vice-president; James Stirton, assistant general manager, and Gene Rouse, news editor, working with Don McNeill, the programs emcee, worked out a satisfactory show, switching it from the mirth-making format to a serious and sedate 60-minute production. All commercial aspects of the program were dropped and news bulletins and

"D-Day" Prayers

Philadelphia — Anticipating listener reaction once the invasion news broke, WFIL some weeks ago recorded prayers in the words of religious leaders of all denominations. Starting at dawn yesterday these transcribed prayers were interspersed with news bulletins and were an essential part of WFIL's early invasion coverage.

CBS arranged special remotes from the Capitol, the former at the Senate Radio Gallery and the latter, at the House Radio Gallery. Senators Barkley, White, Bennett Clark and Lister Hill and Representative Clare Booth Luce were on the NBC show.

In addition, NBC had a morning special featuring the wives of four of our military leaders in the European theater, plus a statement from Mrs. Dwight Eisenhower, who was out of town. The four were the wives of Generals Spaatz and Doolittle and Admirals Kirk and Stark.

WMAL put on a special series of news broadcasts from the studios, feeding into all down town theaters, these bulletins following the news-reel showings. They have been going in for several weeks now, but the schedule was stepped up yesterday.

News Takes Precedence

Chicago—Invasion news took precedence over everything else on Chicago stations yesterday, the first day of full-scale "D-Day" operations.

WGN, the Chicago Tribune station, was on the air at 11:46 Monday night with the first flash from the German Radio announcing the invasion. WGN interrupted a Mutual network program to feed the news to the network. Tuesday morning WGN installed two huge loudspeaker horns in Nathan Hale Court between the WGN studio building and Tribune Tower to relay invasion news to Michigan Avenue crowds. The station also brought Mayor Kelly to its studios for a broadcast at 11:17 a.m. Tuesday in which the Mayor delivered a message to the city and clergy, calling for city-wide prayers for the success of "D-Day." WGN is following the policy of cancelling all programs in favor of invasion news.

WBBM is carrying its regular schedule of commercial programs, minus the commercials. The broadcasts merely carry the announcement that "this program was brought to

New Treasury Office

As a sequel to "D-Day" and to expedite plans for the Fifth War Bond Drive starting June 12th, Robert J. Smith, chief of the radio division of the War Finance committee of the Treasury, announced yesterday the opening of a New York office to service advertising agencies and radio stations and networks. Julian Street and Mort Millman, formerly of NBC and more recently connected with the Treasury Dept., will be in charge of the New York radio information service. Street will have charge of agency relations and Millman will handle production assignments.

government messages were given throughout the broadcast.

The central division of the Blue made two special religious pickups during D-Day. One came from the Methodist Camp Ground Tabernacle in Des Plaines and the second from St. Luke's Evangelical Lutheran Church, Chicago. The broadcasts, seven minutes in length and heard from 3:00 to 3:15 p.m., CWT, consisted of short addresses, prayers and choir numbers.

Full Coverage In Los Angeles

Los Angeles—In addition to scooping local dailies by a wide margin on

Chicago And Co Hear War News First Over Air

confirmed invasion news, Los Angeles stations have been giving intensive-coverage to D-Day, eliminated all commercial shows the entire day and confined programs to news and music. Reports were offered by leading representatives of Catholic, Protestant and Jewish faiths.

During the night, John B. E. Sam Balter, Lou Marcelle, DeMont and Bill Pennell analyzed news, while John Burton, together with KNX made a special Tuesday afternoon. For first in its history, KMPC at midnight on a 24-hour basis, so as to give coverage to invasion news, and continue to offer 24-hour service as long as possible. It formerly had off the air from midnight to 6 a.m. has sold six five-minute news programs to Sparkletts to be devoted to invasion news.

Station Phones News

As per its promise to client friends, KMTR made 1,000 telephone calls to give the news. Louis F. who had lived on a strip of the coast, and Robert Arden, early analysis of invasion. During the day, the station announced services at various churches in

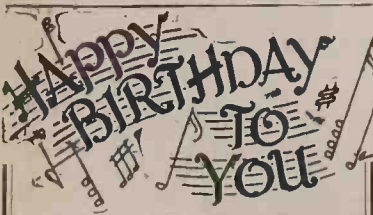
At 7:45 a.m. Nelson Pringle Columbia Pacific commentator, went on air to analyze report. Up to that Columbia Pacific eliminated jingles in spot announcements also cancelled announcements on shows.



The historic D-day comes to WBYN's "MINUTE PROGRAMMING" is geared for moments A. P. and I. N. S. reports every few minutes. Get set today 1430—your "Minute" News

WBYN
1430 on the dial

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



June 7

- | | |
|----------------|----------------|
| Glen Gray | Hyla Kiczales |
| Mann Hollner | Hope Summers |
| Reed Snyder | Leonard Kapner |
| Alois Havrilla | Tom Slater |

Radio's D-Day Coverage

Taste Shown Commercials D-Day Adjusted

(Continued from Page 5)

ions and underground leadership to "your trusted leaders. speed. Be prepared for ng. There is bombardment ort of Le Havre."

m., BBC quoted Berlin radio g. "There is a Bombardment ort of Le Havre"; 3:12 a.m., News Agency announced that bomber formations attacked Cais and Dunkirk areas; 3:16 London radio, in German, said commander of the allied armies station will notify the popula- the west by means of pam- me hour before the attacks"; at, NBC announced that a most at bulletin would be broad- 3:30 to 3:32.

3:32 a.m., Communique from allied headquarters announcing the of allied armies on Nor- coast of France.

3:45 a.m., Gen. Eisenhower's first

Tele Coverage

With the Allied Expeditionary Forces smashing inland from the French coast, two New York television stations went on the air last night with special events marking the historic thrusts into the European continent.

W. V. Kaltenborn, veteran NBC anchor, explained the D-Day happenings with maps and charts in a special one-hour video program at 10 p.m., over WNBT, the network outlet. An official film sequence from releases by photographic units of the armed forces provided an invasion background.

WOR scrapped its weekly half-hour tele program, "Video Varieties" for an invasion show at 9 p.m. EWT, over WABD, the DuMo station. Featured were Bob Enny, emcee-producer of the "Star Sight-and-Sound" stanza, who supplied biographical sketches of the Allied leaders, and Paul Killiam, assistant director of WOR's war services and news division, summarized the D-Day news, which was televised against a montage of newspaper headlines. General Eisenhower's order of the day to the invasion troops was read by Lee Wallace to musical accompaniment.

Mont's program for tonight is scheduled to use specially prepared invasion maps for the first time in Sam Cuff's video commentary "The Face of the War," for the "Brothers. By that time Allied troops are expected to have pressed far enough inland to provide sufficient geographical material for televised illustration.

order of the day was read; 3:50 a.m., Gen. Eisenhower spoke from invasion headquarters; 3:55 a.m., BBC announced that Gen. de Gaulle had arrived in England; 3:56 a.m., King Haakon of Norway spoke, warning his people on premature uprisings.

4:00 a.m., Herbert Clark, speaking from London described invasion armada; 4:05 a.m., DNB announced that allied troops are fighting ten miles inland from the coast of Normandy; 4:10 a.m., DNB announced that allied troops were reinforced at dawn at the mouth of the Seine; 4:24 a.m., Berlin radio switched from invasion news to hymns and marches; 4:29 a.m., German bulletin says allies landed 13 miles north of Le Havre; 4:35 a.m., Wright Byran, NBC reporter gave first eye witness report of invasion landings after returning from a flight over the area in a Maurauder.

BBC Sends News

5:08 a.m., BBC revealed points of landing and announced that heavy cruisers had aided by bombarding the invasion coast; 5:09 a.m., DNB reported that the first British paratroopers had been wiped out; 5:12 a.m., Berlin says that the entire coast from Le Havre to Cherbourg was covered by landings; 5:16 a.m., Berlin quoted Dr. Otto Dietrich, Nazi press chief, as saying that "we will give the allies a hot reception"; 5:17 a.m., Berlin says "six heavy Allied battleships and 20 destroyers are shelling the French coast from Le Havre to Boulogne"; 5:19 a.m., Berlin reported that strong enemy air attacks have been launched in Dieppe area.

5:23 a.m., NBC president, Niles Trammell, announced that until further notice, NBC would cancel all sponsored broadcasts other than regularly scheduled newscasts; 5:26 a.m., BBC reported that ABSIE station is being jammed by enemy, as it broadcasts Eisenhower's order of the day; 5:30 a.m., David Anderson, NBC reporter in London says midget submarines have been working secretly for the past three days establishing water markers to guide the invasion craft to their beachheads.

5:59 a.m., Berlin says four Anglo-American paratroop units which landed in the River Orne area (near Le Havre) have been almost entirely wiped out; 6:12 a.m., Berlin says an Allied warship was afire in the Channel and said a number of Americans had been taken prisoner near Cherbourg; 6:27 a.m., BBC says 15 Allied bombers have been lost in the first phase of the invasion; 6:45 a.m., BBC says Tivoli, 30 miles northeast of Rome has been taken by Allies.

WOR's Impressive Coverage

WOR, New York, dropped its regularly scheduled programs yesterday in order to give its listeners complete news coverage of D-Day events. The first broadcast aired from the WOR newsroom was made at 12:45 a.m., EWT, as reported by the German news agency, Transocean, and offic-

ially confirmed in an Allied Communique at 3:32 a.m.

Alfred J. McCosker, president of WOR and chairman of the board of Mutual, announced that effective 12 noon, yesterday, news bulletins were broadcast every half hour on the hour and half-hour throughout the day and evening.

Heading up the news operations for WOR was Dave Driscoll, director of the WOR war services and news division. First news analyst to reach a WOR microphone was Sydney Moseley, who supplied commentaries during the early hours. He was followed by Charles Hodges, Royal Arch Gun-nison and Paul Schubert.

Independents Alert

New York's independent stations were on the beam with invasion reports being made almost as soon as they were received shortly after midnight, yesterday.

WNEW Goes "All-Out"

Art Ford, emcee of the "Milkman's Matinee," aired WNEW's first announcement of the invasion, while the first Allied report was announced by Bill Williams at 3:34 a.m. Jo Ranson, public relations manager, announced that this station dispensed with all commercials for the entire day. All public service features were aimed to arouse more interest in the purchase of War Bonds and donations for the Red Cross Blood Bank. Martin Block, emcee of station's "Make Believe Ballroom," led his listeners in prayer at 10 a.m. Other recorded "Invasion Prayers" made by Army and Navy chaplains were presented at intervals throughout the day. Among the news analysts were Jacqueline Hanamad of the French Press, and Horace L. Sewell, noted British commentator. Bruno Shaw, newscaster, announced the special news bulletins throughout the day with Jo Ranson relieving him at various intervals throughout the afternoon and evening. Among the station's personnel who went on the air were Ted Cott, program producer, and Max Weiner, chief engineer. WNEW also presented eye-witness reports from the listening room of the OWI's shortwave receivers. Besides the regular news bulletins, the station scheduled more than 100 special news programs, with the news channeled from the PA, Daily News wires and the BBC.

Dispenses With Commercials

WMCA's announcer credited with making the first announcement was John McKnight, with Johannes Steele, the station's special news analyst of European affairs, carrying on from 1:30 to 8:30 a.m. At 3:40 a.m., this station projected a transcribed prayer which was made by Dr. Frank Kingdon, and at 4:45 a.m., Dr. Kingdon presented the day's first analysis of the news from Washington.

All commercials were dispensed with for the entire day by WMCA, with news bulletins and news analyses replacing the majority of feature programs. Among the exclusive

News Staff Groggy From Lack Of Old-Fashioned Sleep

broadcasts carried by WMCA were: Harold Butler, the British minister, from Washington at 3:30 p.m.; Richard Eaton, Washington political analyst, and Henri Hoppenot, chief representative of the French National Committee of Liberation, at 6:15-6:30 p.m.; various intervals featured Louis Dolivet, head of Free World Association in analyses of the French Underground activities.

WINS on 24-Hour Sked

WINS' first step in its D-Day programming was to order deletion of all commercials for the entire day. This was ordered by Clarence C. Cosby, the station's general manager, in order to make way for all news bulletins and feature analyses programs for its listeners. Music was used very little throughout the day. Clergymen and rabbis broadcast prayers at various intervals. Stephen Garrett, newscaster, is credited with announcing the first report for the station at 2 a.m., from a German source. The first Allied report was announced by Joseph Tobin at 3:32 a.m. Among the other WINS staffers who were occupied at the micro-

(Continued on Page 8)

Ryan's Tribute

Drawing upon the know-how acquired through months of preparation, radio is keeping the American people informed of the progress of the fight for liberation of Europe, NAB President J. Harold Ryan said yesterday. Americans are instinctively rushing to their radio to keep up with the news from the fighting fronts, Ryan said, with radio coverage far transcending the job done by radio in reporting the Pearl Harbor disaster.

The Ryan "D-Day" message to the industry in part follows:

"As we listen today we know how essential were the weeks and months of preparation by stations and networks to bring this story home to America without interruption or delay. The responsibility which weighed so heavily upon the broadcasters, the numerous assurances which were given our listeners, are now more than justified by the reliance which fathers, mothers, wives, sisters and brothers are placing on this vast system of communication for minute to minute news, for words of cheer and comfort from leaders the world around. In its vigilance and preparedness for the recounting of this momentous event, American radio has distinguished itself as a great heart which never stops beating."

N. Y. Indie Stations Alert On Invasion

(Continued from Page 7)

phone to relieve announcers were: Robert Eastman, night program director, and Miss Mary Daly, the daytime program director. The station continued to broadcast news bulletins throughout last night. The last announcement from the press room informed RADIO DAILY that it would not close down its facilities for the next 24 hours.

WVO Varies Programs

The multiple language broadcaster, WOV, went on the air at 6:45 a.m. with Hans Jacob, its English news commentator, making an unscheduled news analysis. At 7-8 a.m., Peggy Lloyd, fessce of "Wake Up, New York," gave two newscasts, plus the many extra early news bulletins. At 8 a.m., Italian language broadcasts began with announcements carried by Giuliano Gerbi, news commentator. During the 10-hour Italian period, there were 16 regularly scheduled news periods, which were augmented with special newscasts, news features and frequent bulletins, plus four special unscheduled programs. At 6 p.m., WOV resumed its English language broadcasting with news reports. Among those participating: Tom Morgan, news commentator, Hans Jacob, and Alan Courtney.

WHN's Comprehensive Cover

With the first flash from German sources shortly after midnight, WHN's news staff alerted immediately with Newscaster Al Godwin on duty. This flash was placed on the air and calls were made to News Director Sidney Walton and Station Director Herbert L. Pettey, who arrived at the station shortly afterwards. The transmitter was placed on 24-hour duty and a few seconds after the official Allied Communique announcing the French landing hit the WHN news tickers, the bulletin was on the air and D-Day plans went into effect. Godwin and Taylor Grant announced the Invasion news as quickly as it came in over AP, UP and Reuters news wires.

All commercial and sustaining programs were interrupted, and in many cases cancelled, as the news warranted, and the news staff remained on a 24-hour duty, and will continue this schedule during the coming critical weeks, Pettey announced.

WEVD opened its broadcasting facilities at 7 a.m. with the first news report announced by Oscar Goren, shortly after which Rabbi Israel Goldstein followed with a prayer. The remainder of the day's schedule was devoted to news bulletins and analyses by C. Tauber and Dr. Louis Hendin, with Goren interspersed. Practically all commercials were ordered off the air to make way for public service features for the Red Cross and War Bonds.

WQXR's Varied Schedule

WQXR's entire Invasion day schedule was also devoted to news broadcasts, religious programs of prayer and special shortwave broadcasts from the BBC in England, ever since the station opened at 7 a.m.

President's Prayer

The following is the text of the prayer by President Franklin D. Roosevelt which was read by him during his broadcast to the nation on all networks at 10 p.m., last night:

"**A**LMIGHTY GOD: Our sons, pride of our nation, this day have set upon a mighty endeavor, a struggle to preserve our republic, our religion, and our civilization, and to set free a suffering humanity.

"Lead them straight and true; give strength to their arms, stoutness to their hearts, steadfastness to their faith.

"They will need Thy blessings. Their road will be long and hard. The enemy is strong. He may hurl back our forces. Success may not come with rushing speed, but we shall return again and again; and we know that by Thy grace, and by the righteousness of our cause, our sons will triumph.

"They will be sorely tried, by night and by day, without rest—till the victory is won. The darkness will be rent by noise and flame. Men's souls will be shaken with the violences of war.

"These are men lately drawn from the ways of peace. They fight not for the lust of conquest. They fight to end conquest. They fight to liberate. They fight to let justice arise, and tolerance and goodwill among all Thy people. They yearn but for the end of battle, for their return to the haven of home.

"Some will never return. Embrace these, Father, and receive them, Thy heroic servants, into Thy kingdom.

"And for us at home—fathers, mothers, children, wives, sisters and brothers of brave men overseas, whose thoughts and prayers are ever with them—help us, Almighty God, to rededicate ourselves in renewed faith in Thee in this hour of great sacrifice.

"Many people have urged that I call the nation into a single day of special prayer. But because the road is long and the desire is great, I ask that our people devote themselves in continuance of prayer. As we rise to each new day, and again when each day is spent, let words of prayer be on our lips, invoking Thy help to our efforts.

"Give us strength, too—strength in our daily tasks, to redouble the contributions we make in the physical and material support of our armed forces.

"And let our hearts be stout, to wait out the long travail, to bear sorrows that may come, to impart our courage unto our sons wherever they may be.

"And, O Lord, give us faith. Give us faith in Thee; faith in our sons; faith in each other; faith in our united crusade. Let not the keenness of our spirit ever be dulled. Let not the impacts of temporary events, of temporal matters of but fleeting moment—let not these deter us in our unconquerable purpose.

"With Thy blessing, we shall prevail over the unholy forces of our enemy. Help us to conquer the apostles of greed and racial arrogances. Lead us to the saving of our country, and with our sister nations into a world unity that will spell a sure peace—a peace invulnerable to the schemings of unworthy men. And a peace that will let all men live in freedom, reaping the just rewards of their honest toil.

"Thy will be done, Almighty God.

"Amen."

Complete D-Day Carried By M

Steady stream of flashes elementary was handled through the day and last night as we early hours of D-Day. All commercials and sustainings on Mutual interrupted thereafter and so further notice. MBS time-table follows:

First invasion flash from German radio and news agency was carried by Mutual a.m. yesterday morning. At 1:00 a.m. EWT the network ran German that Allied paratroops were at the mouth of the Seine R. 1:25 a.m. BBC broadcast was asking Hollanders to keep roads; 1:33 a.m. German official agency DNB, confirms Tran flash; 1:44 a.m. War Department Washington said it had no information; 2:30 a.m. War Dept. staff for duty in Capital; 2 a.m. no information and web give mary; 3 a.m. another summary a.m. London reports bombardment of LeHavre, and warned ground to report; 3:32 a.m. Headquarters announces invasion.

Rest of early morning scheduled: 3:38 a.m. Sydney Moseley in New York; 3:38 a.m. Order of The D Murrow from London. (Murrow of broadcast pool). 3:39 a.m. Moseley and Herbert Clark from London. Description of start of invasion from England. 3:45 a.m. Sydney ley; 3:54 to 4:15 a.m. London of Norway and translation. Repeat of Communiqué No. 1. Prime Minister of Netherlands and translation. Minister of Belgium and translation. Repeat of Communiqué No. 1 a.m. Dave Driscoll and Sydney ley; 4:17 a.m. from London, renamed Bryan described landing troops in France; 4:31 a.m. Sydney Moseley with message from Pea; 4:39 a.m. John Vandercook from don (pooled); 4:43 a.m. Dave Dr with resume.

At 4:48 a.m. James Willard London; 4:51 a.m. Dave Driscoll; a.m. announcement that late in day King George and FDR will speak; 5:07 a.m. Charles Hodges resume N. Y.; 5:08 a.m. London, description of our paratroop landing.

At 5:15 a.m. Driscoll announced rival of DeGaulle in London; a.m. London summary, Richard Hett in interview with someone took part in D-Day operation, Germans were caught napping; a.m. Dave Driscoll from N. Y. a.m. Arthur Mann from London. a.m. Charles Hodges from N. Y.

This coverage continued until 11 a.m. when WOR-Mutual announced that news from then on would be heard on the hour and half hour, urgent bulletins being brought on immediately, during course of the program then on the air.

Chase Agency Joins AAA

San Diego—The Barnes Chase Agency has been elected to membership in the American Association of Advertising Agencies.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

Vol. 27, NO. 48

NEW YORK, N. Y., THURSDAY, JUNE 8, 1944

TEN CENTS

Webs On Normal Skeds

NBC-Northwestern 'U' Pick 125 For 'Institute'

Chicago—From the hundreds of applicants who sought admission to the annual NBC-Northwestern University Summer Radio Institute, 125 have been selected to attend the 1944 season, which will be held from June 26 to August 26. Deadline for enrollment was June 2. The student body will represent 32 states with 25 students coming from Illinois, eight each from Wisconsin and Indiana, and five each from New York, Kansas and Tennessee. Others will come from as far as Washington, on the

(Continued on Page 7)

Harry Devine Heads Radio Directors Guild

Harry Devine, free-lance writer-director of "Mr. District Attorney," was elected president of the Radio Directors Guild at a general membership meeting Tuesday in New York. Other officers chosen until June, 1945, were: William N. Robson, CBS director, vice-president; Harry Ackerman, associate director of radio for Yost & Rubicam, treasurer, and William N. Sweets, free-lance director of "Gang Busters," secretary. This

(Continued on Page 5)

Kobak And Austrian Talks For REC Tele Seminar

Television in home and theater will be discussed tonight by Edgar Kobak, executive vice-president of the Blue Network, and Ralph B. Austrian, executive president of the newly formed REC Television Corp., respectively, at

(Continued on Page 2)

Just In Time

Owensboro, Ky.—WOMI, 250-watt station of this town, joined the Mutual network just in time to give its home folks the full—but early—story of the invasion of Fortress Europe. About 24 hours after Mutual service started, General Eisenhower gave the word, and the sidents got the details through Moseley, James Willard, and other MBS commentators.

"Superman"

WOR has been taking a little kidding about using its show-star "Superman" to help out on the invasion trials and tribulations falling on the hard-working news staff. However a candidate for the title also appears to be the station's Dave Driscoll who has to his credit at least one straight 24-hour stretch of duty, then got six hours of shut-eye.

UAW Petitions FCC On WHKC Matter

Washington Bureau—RADIO DAILY Washington—Still carrying on the fight it initiated last September, the United Automobile Workers (CIO) has petitioned the FCC for a rehearing on its May 16 grant of a license renewal to WHKC, Columbus, O. The union petition for intervention in the matter last fall was denied by the FCC. WHKC had censored a portion

(Continued on Page 7)

Opening Bond Rally Staged By WOR Troupe

Opening gun in the WOR Fifth War Loan Drive was fired yesterday with a bond rally at Hempstead, L. I., in the first of a series of tie-ups in aiding the Treasury Department's sale of bonds. Yesterday's rally was held in cooperation with the Arnold Constable department store. Pre-Fifth

(Continued on Page 2)

AP Covers Premature Flash With 'Scoop' On Real News

Army Air Force Shows Get New Time On Mutual

Ft. Worth, Tex.—A new broadcast time for "The Army Air Forces," official radio program of the AAF, was announced last week by the Army Air Forces Training Command and the Mutual Broadcasting System. Beginning with this evening, June 8th, the show will be aired from 9:30

(Continued on Page 2)

Regular Commercial Schedules Held On Four Major Networks; Hot News Will Break In As Warranted

RID Placed On Alert For Axis Radio Agents

Washington Bureau—RADIO DAILY Washington—The FCC has alerted its network of monitoring stations to keep constant and renewed vigil for espionage or other clandestine transmissions during the invasion period, Chairman James Lawrence Fly has announced. Special instructions have been issued by George E. Sterling chief of the Radio Intelligence Division.

"We are going on the theory that

(Continued on Page 6)

MBS Will Produce Special Bond Show

Mutual Broadcasting System will launch the Fifth War Loan Drive, June 12, by presenting a star-studded show over the entire network 10 to 11 p.m., EWT, which will feature the

(Continued on Page 6)

Seldes Tells Kiwanis Club CBS' Post-War Tele Aims

In a talk before the Kiwanis Club of New York, held yesterday at the Hotel McAlpin, Gilbert Seldes, director of television programs for CBS,

(Continued on Page 6)

As D-Day Plus 2 arrived, networks and stations sought to return to normal schedules, with the general scheme being to break in on programs if the editorial value of the news warranted such breaks. NBC returned to commercial skeds yesterday morning, and other webs had already held pretty much to their commercial commitments. CBS maintained its skeds and broke in as the news arrived.

Obligation to the regular pre-inva-

(Continued on Page 6)

FCC Gives Rulings On Station Matters

The FCC has set for hearing the application of CBS and the KFAB Broadcasting Co., of Lincoln, Nebraska, for approval of a stock deal whereby CBS would transfer its license for WBT, Charlotte, N. C., to the KFAB Broadcasting Co., at the same time acquiring an interest in KFAB. Details of this proposal were

(Continued on Page 6)

Blue Creates New Post Of Web Night Editor

Due to increase of week-end and evening hour commercials on the Blue, the position of night editor has been created in the network's continuity acceptance department. As

(Continued on Page 5)

Token

Clarence Francis, president of General Foods Corp. will appear on the final Kate Smith program of the season tomorrow night on CBS and will present Miss Smith with a check for \$1,000,000 for the purchase of War Bonds. This will be one of several purchases of bonds by General Foods during course of the Fifth War Loan drive officially starting June 12.

The message to the broadcasters read in part as follows:

"Yes, our face was slightly red over

(Continued on Page 5)



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JOHN W. ALICATE : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : Business Manager

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FINANCIAL

(Wednesday, June 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	160 ⁷ / ₈	160 ¹ / ₂	160 ³ / ₈	— ¹ / ₄
CBS A	30 ³ / ₄	30 ¹ / ₂	30 ³ / ₄	— ¹ / ₄
Crosley Corp.	19 ³ / ₄	19 ¹ / ₂	19 ¹ / ₂	— ¹ / ₄
Farnsworth T. & R.	12	11 ⁷ / ₈	11 ⁷ / ₈	— ¹ / ₈
Gen. Electric	36 ¹ / ₂	36 ¹ / ₄	36 ³ / ₈	— ¹ / ₈
Philco	30 ¹ / ₂	30	30 ¹ / ₈	— ¹ / ₈
RCA Common	9 ¹ / ₂	9 ¹ / ₄	9 ¹ / ₂	— ¹ / ₈
RCA First Pfd.	75	74 ³ / ₄	75	— ¹ / ₂
Stewart-Warner	15 ¹ / ₂	14 ³ / ₄	15	+ ¹ / ₂
Westinghouse	100 ¹ / ₄	99 ¹ / ₂	99 ¹ / ₂	— ¹ / ₂
Zenith Radio	38	38	38	— ¹ / ₈

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	4	4

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	22	22
WJR (Detroit)	34	34

20 YEARS AGO TODAY

(June 8, 1924)
A new and heretofore untried type of program will be presented by WJY, New York, in the near future. Called the omni-oral program, it will give a radio performance which is a unified whole, yet each act will be complete in itself. The airing will last for two hours.

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

WALLACE A. WALKER, station manager of WJHP, Jacksonville, affiliate of the Blue Network, has arrived from Florida for conferences at Rockefeller Center. He plans to remain until June 17.

LEE WILLIAMS, radio director of Fuller & Smith & Ross, Inc., returned yesterday from Connecticut, where she vacationed the past two weeks with her husband, Cpl. John H. Baker.

DEWEY LONG, general manager of WELI, New Haven outlet of the Blue Network, spent yesterday in Gotham.

ALEXANDER T. GRIFFIN, Mutual network commentator originating at WIP, Philadelphia, will broadcast his Saturday night program from Atlantic City, where he will be guest of the Headliners Club.

M. B. WOLENS, commercial manager and sales director of WCFL, Chicago, is on a short business trip to New York. Visited yesterday at the rep offices here.

SAMMY KAYE, who has been appearing this week at the Circle Theater in Indianapolis, opens Friday at the Palace in Akron.

GEORGE H. JASPERS, station manager of WLAW, is in town from Lawrence, Mass. Looked in yesterday at the offices of the station's national representatives.

ARTHUR SIMON, general manager of WPEN, is expected back today at the home offices in Philadelphia after having been in Detroit and Chicago since May 27.

GEORGE V. DENNY, JR., moderator of "America's Town Meeting of the Air" on the Blue Network, is in Minneapolis for the broadcasting of tonight's program, which will originate at WCTN under sponsorship of Minnesota Federation of Women's Clubs and the University of Minnesota.

JOE KELLY and his "Quiz Kids" program entourage are en route to New Orleans for the airing of Sunday night's show at the Municipal Auditorium as the first stop in a Bond-selling tour that will take them also to Baton Rouge and Memphis.

JAMES G. RIDDELL, commercial manager of WXYZ, Detroit affiliate of the Blue Network, arrived in town Tuesday for a few days on station and network business.

Opening Bond Rally Staged By WOR Troupe

(Continued from Page 1)
Loan Drive in Hempstead marked the contribution by Arnold Constable of \$500,000 to the Nassau County high school bond drive. Participating high schools will share in the \$500,000 according to percentages in war bonds they sell.
Considerable talent was brought out to Hempstead by WOR including their own acts and some from the legitimate stage. Prominent Nassau County residents also took part in the rally. Additional suburban cities will be visited by WOR's Bond group throughout the course of the Fifth War Loan drive.

Kobak And Austrian Talks For REC Tele Seminar

(Continued from Page 1)
The regular weekly video seminar of the Radio Executives Club of New York in studio 6-A, NBC.
Directors of the REC will meet earlier in the day to consider future plans of the club under the administration of Warren Jennings, recently elected president.

Army Air Force Shows Get New Time On Mutual

(Continued from Page 1)
to 10:00 p.m., CWT, over MBS outlets. It was formerly heard from 6:30 to 7:00 p.m., CWT, on Monday evenings. "The Army Air Forces" is produced by the Army Air Forces Training Command and is directed by Capt. G. Jennings, former Kastor Advertising Agency radio director.

RCA Announces Dividend On First Preferred Stock

Following the meeting of the Board of Directors of the Radio Corporation of America held Friday in New York, General J. G. Harbord, Chairman of the Board, announced that a dividend of 87¹/₂ cents per share has been declared on the outstanding shares of \$3.50 Cumulative First Preferred stock, for the period from April 1, 1944 to June 30, 1944. The dividend is payable July 1, 1944 to holders of record at the close of business June 12, 1944.

Lieut. O'Neil Memorial

Boston—The employees of the General Tire Company, the General Tire & Rubber Company, and the Yankee network will attend a memorial mass for Lieutenant Hugh Francis O'Neil, son of William M. O'Neil, president of the General Tire & Rubber Company and of the Yankee network in New England, on Monday, June 12, at 9 a.m. at St. Ignatius Church, Boston College, Chestnut Hill.

Kenny Baker's New Show

Kenny Baker, the tenor who rose to fame on the Fred Allen and Jack Benny programs, becomes the leading citizen of CBS' "Blue Ribbon Town," while Groucho Marx and his actors take an eight weeks' vacation, starting Saturday, June 24.

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

TO GENERAL FOODS
and
YOUNG AND RUBICAM

Sunday, June 4, was our final broadcast with you as sponsor and advertising agency. It rounded out what for me has been a glorious ten years' working relationship.

Ten years is a long time—a tenth of a century, when you stop to figure. As far as I am concerned, those years have been so pleasant, so full, that the time went all too quickly.

So, on signing off commercially, I thank you for all you have done to make that short decade joyous and productive. And, signing off commercially is not signing away a friendship.

Jack Benny

Me Too!!

Mary Livingstone

SOUTHWEST

THE San Antonio Air Service Command was honored by a special salute in a broadcast originating from the stage of the Municipal Auditorium, San Antonio, over WLW recently. The broadcast was part of the ASC Varieties aired each week, at which time a different ASC station is saluted. Programs are written and produced by Lt. Will Dougherty.

KGKO, Fort Worth, is airing an extensive series of one-minute transcribed announcements for Bee Brand Insecticide, made by the McCormick Sales Company of Baltimore. The business was placed through Jones & Brakeley Advertising Agency of New York.

Members of the Women's Army Corps were saluted on their second anniversary last month with a special program dedicated to them over the Mutual network by the "Army Air Forces" program. The "Army Air Forces" is produced each week from Fort Worth by the Army Air Forces Training Command.

The San Antonio Breakfast Club has been organized with 75 chapter members as an affiliate of the Don McNeill Blue Network Breakfast Club.

Austin Interstate Theaters are currently airing a series of 15-minute programs Monday through Friday titled "This Is Our Country." Pertinent topics of the day are discussed in a matter of fact way so that all may understand. Current airings are devoted to the work of the Red Cross. Bob Lyons is the announcer of the broadcasts, heard over KTBC, in Austin, State capital.

Program department of KABC, San Antonio, has introduced something novel in its nightly resume of the following day's program schedule. Instead of telling of the highlights and stars to be heard, recordings of the introduction or theme of several programs are played. This idea of ear-sales-talk applies to both commercial and sustaining network and local shows.

The radio monitoring station at Kingsville, Texas, is one of the principal monitoring points of the FCC. Opened in 1941, this station has monitored all Latin-American broadcasts.

Decca Dividend

At a meeting held Tuesday, the board of directors of Decca Records, Inc., declared a regular quarterly dividend of 30 cents per share, payable on June 30, 1944 to stockholders of record at the close of business on June 17, 1944.

THE SAN FRANCISCO RADIO
PICTURE HAS CHANGED!

Blues **KGGO** is THE Bay Area Buy!

MAIN STREET

WITH *Ol' Scoops Daily*

West Coast Whatnots!

● ● ● With Red Skelton army-bound, the Tuesday night Brown Derby sessions, which were presided over by Ed "Archie" Gardner and the comedian, will be minus one of its most colorful members. Others who have been regulars at the gatherings which followed the Skelton and Gardner broadcasts have been Pat McGeehan, Joe Frisco, Charley Foy and Edna Skelton.

Speaking of Gardner, he was so happy with the way Mr. and Mrs. Marty Gosch treated his Bel-Air manse last Summer that he presented them with scrolls describing them as "perfect tenants" and to make his appreciation more concrete he insisted on paying a \$45 water bill that had been charged to Marty. . . ● One of our old newspaper colleagues, Gus McCarthy, is now the drum-beater for the Hollywood Palladium—and we don't mean music.

★ ★ ★

● ● ● Ole Olsen of Olsen and Johnson, Art Linkletter, Joe Alvin, John Guedel, John Laing, Irvin Atkins, Homer Canfield, Les Raddetzki, Harold Carlock and Hubbard Keavey strolled over from NBC to Brittingham's for the "People Are Funny" dinner. At the broadcast, which preceded the eats, Linkletter really had to "take it," Olsen and Johnson splashing pies on his face, tearing his clothes and using a seltzer bottle on him. Art would not like that as a steady diet, but said, "I dish it out on so many programs, that I had to show I could take it, too." ● George Fisher may not be the greatest announcer in the world, but his voice sounded like a million dollars to the writer. Our Chevrolet had hooked on to an unoccupied parked car. It was 11:30 p.m., we had been waiting for 45 minutes when George drove by, stopped, and with the aid of a trusty iron bar extricated our car from its difficulties.

★ ★ ★

● ● ● Major Charles Vanda, who is with the Army Information Special Service and who was long an important production figure in Hollywood, took special courses at the university in Tel Aviv, Palestine. He writes, "In one week I saw an opera, symphony, a play, a movie and three people who never heard of 'pistol packin' mama.' I taught the song to one gal and she kept singing it 'pistol packin' mamzer.' Do not use this word in polite society (if there is any left)." ● Hal Styles, who defeated Congressman John Costello for the Democratic nomination, tossed a "thank you" luncheon, with John B. Hughes, Mel Shauer, Dave Ormont, Lou Marcelle, Edwin Blum, Joseph J. "Hank The Night Watchman" Anthony, Chief Milani, Michael Shore and Don Ross among those in attendance.

★ ★ ★

● ● ● Lt. (j.g.) Gaylord Carter, veteran radio organist is now serving as entertainment and radio officer at a naval operating base in Alaska. "There isn't a Hammond Organ in this area—and only a few old tired pianos—but there's a lot of talent scattered around and I'm doing everything I can to encourage it," he writes. Lt. Clark Andrews, well known in Hollywood is in charge of the base.

● Private William Dorais, who was a member of the KNX publicity department, is serving in Trinidad. He is busy at the GI radio station there, which is in charge of Doug Hatton, who was an announcer for Don Lee in Hollywood. Bill writes, "I've been doing some program writing, am cutting my teeth as an announcer, go out on remotes, picking up bands and the like, and will probably soon do my share of newswriting also." He reports that George Raft passed through Trinidad on his way back from an overseas tour and stopped to hear Trinidad's famous calypso singers. Each singer improvised a verse to sing for him and about him.

★ ★ ★

Remember Pearl Harbor


AGENCIES

PURSUANT to the comprehensive expansion program recently adopted by the Advertising Research Foundation, William G. Palmer, chairman of the Foundation's Board of Directors, has announced the appointment of an Executive Committee, members of which are: Richard Compton, Compton Advertising, Inc.; Otis Allen Kenyon, Kenyon & Eckhardt, Inc.; Stuart Peabody, The Boden Company, and Harold B. Thomas Sterling Drug Inc. Palmer, who is vice-president of the J. Walter Thompson Company and chairman of the Board of Directors of the Advertising Research Foundation, will also serve as chairman of the Foundation Executive Committee.

RICHARD MANVILLE, research and promotion specialist, today will address the annual convention of The Council of Insured Savings Associations of New York State now in session at the Sagamore Hotel in Rochester, N. Y. Manville's subject will be "Getting the Most For Your Advertising Dollar." Sylvia Porter, financial editor of the New York "Post," is also on the program.

CARIBE MOTORS CORPORATION, San Juan, Puerto Rico, distributor of General Motors motor cars and trucks and of Fruehauf Trailers, has appointed the San Juan office of McCann-Erickson to place its advertising in newspapers and radio.

EDNA ZIMMERMAN, who has been with Raymond Spector Company, Inc. for over a year, has been appointed radio talent buyer. Before joining the Spector Organization, Miss Zimmerman was for years with Music Corporation of America and Columbia Broadcasting System.



WBYN

"THE MINUTE STATION" gets you by the ear. Once you know of WBYN's "all-day" program service you'll want to keep the DIAL on 1430 always. Nowhere else will you find a more frequent schedule of war news, sports reports, racing results.

1430 on your dial

For Availabilities:

WILLIAM NORINS, Gen. Mgr.
Station WBYN, Brooklyn, N. Y.

Covers Premature Flash With 'Scoop' On Real News

(Continued from Page 1)

are invasion flash of last even as the allies were -minute preparations for on. And poor little Joan eleteype operator who in- sent the flash over AP's York cable circuit, is e in nervous collapse as r error.

ay (Tuesday, June 6) AP nutes ahead of one news d ten minutes ahead of first word that the Euro-

pean invasion had begun successfully. "Saturday's inadvertence spot- lighted one of AP's great exclusive news facilities. The young operator's premature flash was transmitted via a 60-word-a-minute cable direct from AP London to AP New York.

"AP had this direct cable—an open teletype circuit between its New York and London offices—long before the outbreak of the European war. It is the only cable used exclusively for transmitting news to the United States by any news service."

Gvine Heads Radio Directors Guild

(Continued from Page 1)
ed for the organization's r, succeeds in the same e, respectively, Earle L. McGill, ase, Robert Lewis Shayon h, Macdonell.

and alternates picked for e of the RDG consisted of: e, of J. Walter Thomp- omas L. Riley, William Lindsay MacHarrle, Blue nton M. Leader, NBC, and hanan and William S. e-lance directors.

Blue Creates New Post Of Web Night Editor

(Continued from Page 1)

night editor, Helen Heagerty will take over the duties of script routing and continuity acceptance week-day nights and week-ends, effective June 8, according to Dorothy Kemble head of the department. Miss Heagerty is currently secretary to G. W. Johnstone, director of special events.

Gertrude Tipper of the network's secretarial staff of the sales department becomes Johnstone's secretary June 19. Patricia Bell will hold down the fort meanwhile.

Dayton Station"

**BASIC BLUE
NETWORK
5000 WATTS**

WING is still the 2 to 1 choice in Dayton in local commercial programs. National time buyers may well be attracted by local preference.

WING

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

THREE REASONS

why WMFM belongs on your
fall schedule...



LISTENERSHIP

Wisconsin has eagerly accepted the advantage of static-free, crystal-clear FM broadcasting. In Milwaukee, and much of Wisconsin, *FM means WMFM*. The appealing WMFM combination of crystal-clear, static-free FM, plus outstanding programming strikes a responsive note.

PRESTIGE

Your programs become an integral part of the WMFM schedule of distinctive, quality programs keyed to the wants and needs of the community. Your product... your program are associated with a station that has won the respect and gratitude of its listeners.

PROGRAM SERVICE

WMFM has learned FM programming. It has pioneered some of the outstanding FM programs in the country. You can benefit by the experience that WMFM has gained since it took to the air in September of 1940, as the first FM station west of the Alleghenies.

Perhaps one of the many outstanding live sustaining programs of WMFM will exactly fit your requirement. If not, we welcome the chance of working with you in the development of the right program.

Add WMFM to your fall radio plans. Join the fast growing list of pioneers who know that WMFM programs build audiences and promote sales. Write, wire, or phone for availabilities.



THE MILWAUKEE JOURNAL FM STATION

Member — The American Network

FCC Gives Rulings On Station Matters

(Continued from Page 1)

announced in RADIO DAILY several months ago.

At the same time the Commission announced that it has approved—with Walker and Durr dissenting—the grant of unlimited time to KFAB and CBS' Chicago station, WBBM. The two stations now are limited by each other, operating simultaneously days. Both are on the 780 band. The Commission has reassigned KFAB to 1,110 kilocycles. At the same time, WJAG, Norfolk, Nebr., has been moved from 1,090 to 780 kilocycles.

Rules on Burke Case

The FCC has refused the petition of J. Frank Burke for postponement of the effective date of the multiple ownership rule in regard to KFVD, Los Angeles, and KPAS, Pasadena, in both of which Burke is a stockholder. Renewal applications of the two stations have been set for hearing.

The Commission has also approved the sale of KID, Idaho Falls, Idaho, for \$100,000 from Jack W. Duckworth to Walter Bauchman, H. F. Laub and L. A. Herdtl. Another sale approved was that of KLCN, Blytheville, Ark., from Fred O. Grimwood to Harold L. Sudbury, for \$15,865.12.

Washington Bureau, RADIO DAILY

Washington—The FCC has set for hearing the renewal applications of KGKO and WBAP, Fort Worth, and WFAA, Dallas, Tex. The question involved is one of compliance with the Commission's multiple ownership policy. WBAP and WFAA both operate on a clear channel, with 50 kilowatts. They share time and transmitter, with separate studios. WFAA, in Dallas, is licensed to the A. H. Belo Corp., with WBAP licensed to Carter Publications—officers of which are Amon Carter and Harold V. Hough. KGKO, which although located in Fort Worth serves Dallas as well, is licensed to the KGKO Broadcasting Co., principal owners of which are Carter, Hough and the A. H. Belo Corp.

The Commission here is faced with a problem not so much of multiple ownership as of multiple half-ownership.

In the Northwest, the Commission granted an extension to August 1 for compliance with the multiple ownership rule in the case of KOIN and KALE, Portland, Ore., but denied extension in the case of KHQ and KGA, Spokane, Wash. Renewal applications of these stations were set for hearing.

It was revealed at the Commission that the principal stockholders in the Elm City Broadcasting Co., applicant for a new 250-watt in New Haven, Conn., are Patrick J. Goode, postmaster of New Haven, and Aldo De Dominics, time salesman for WELI, New Haven. Both hold 40 per cent of the stock, with 10 per cent each held by Perlie H. Vining and Garo W. Ray, who are listed as president and vice-president respectively of the corporation.

Commercial Radio Programs Now Back To Normalcy

(Continued from Page 1)

tion news sponsors is another angle and while there has been plenty of news for these periods, the continuous habit of taking off the edge when it was only a short time before the sponsor was scheduled to go on the air, is gradually being arranged satisfactorily. However, as all webs have stated in the past, whenever something of importance breaks, the announcements whether flash or bulletin will be put on the air immediately.

Surveys now being taken by research organizations such as C. E. Hooper, indicate that invasion listeners will reveal an inflationary use of receivers the early part of this week and possibly for some time to come. Hooper survey of listeners to President Roosevelt on Monday night, gave FDR a rating of 45.2 which is considered good, taking into account the time at which he was heard and the time of year when less sets are in use.

The FDR prayer of five minutes duration Tuesday night was not surveyed by Hooper, as a matter of courtesy.

Meanwhile the news staffs of networks and stations continued on a

24-hour vigil in view of the many developments on tap.

Mutual Statistics

A total of 120 news breaks and special features were carried by Mutual during the first 24 hours of the invasion. From 12:45 midnight on Tuesday until 1:30 a.m., on Wednesday the web brought its listeners 30 broadcasts from overseas, 78 from its New York affiliate WOR, three from WOL, Washington, three from WNAC in Boston, three from KWK in St. Louis and three from WIP, Philadelphia.

Blue on Regular Sked

With all programs still subject to interruption and many shortened for news bulletins on the latest developments in the invasion of Europe, the Blue Network has resumed its normal schedule of operations at 11:30 a.m., EWT, Tuesday. There were several major exceptions to this rule when scheduled programs were dropped for special news broadcasts and the network again remained open instead of closing at 3 a.m. in the morning. For the most part, Blue Network advertisers either eliminated commercials completely or condensed them in order to air war messages.

MBS Will Produce Special Bond Show

(Continued from Page 1)

following: the Mexico Symphony Orchestra, Secretary Morgenthau, Paul Muni, Franchot Tone, Thomas Mitchell, Joe E. Brown, Charles Laughton, Agnes Moorehead, Joseph Cotton and Orson Welles. This program is in addition to MBS' "War Bond Day" which is scheduled for June 17.

Mentholatum Co., Buys 'What's Doin' Ladies' Show

"What's Doin' Ladies?", an audience participation show with Art Linkletter as emcee, will be sponsored on a network of 14 Pacific coast stations beginning June 12th by the Mentholatum Co. J. Walter Thompson is the agency. Mentholatum sponsorship will be for three quarter hours on Monday, Wednesday and Friday at 2:15 p.m., for 42 weeks.

WNEW's "Crime Quiz"

Station WNEW has decided to continue its new Crime Quiz program at 7:45 p.m., Wednesday evenings. Ted Cott is quiz master and participants are Hugh Layne, Bill Manners, and Dick Roffman, editors of Hillman Periodicals, and Joe Ranson, of WNEW.

Howard Is Mary Small Guest

Willie Howard will be the guest star on the Mary Small-D. L. Clark Candy Show, Sunday, June 11 at 5 p.m. over WJZ.

Cantor's Typical G. I. Joe Gets \$5,000 As Prize

The typical G. I. Joe of the U. S. armed forces, was announced last night on the Eddie Cantor program on NBC as Pvt. Charles W. Peers, 22 years old and on duty for the past two years in the European theater of operations. Check for \$5,000 was given by Cantor to Peers' wife who was present with their child, also C. W. Peers, Sr., G. I. Joe's father.

Pvt. Peers lives in a small town near Louisville, Kentucky. He was chosen as the most typical doughboy by nationwide contest.

D-Day In Many Tongues

New Jersey—WHOM covered D-Day in five different languages—Polish, Italian, Jewish, German and English—when it went on the air at 7 a.m. Tuesday morning. Among the persons who participated in airing bulletins and analyses were: Gaetano Ferri, Pasquale Cajano, Adrienne Carpi, Boleslaw Rosalak and Charles Boltin, the station's program director. Others included: Martha Ley, Ladeusz Szybel, Michael Kesky, Giuseppe Lupis, Gulio Scotti, Gulio Ascerelli, Mario Papelloni and Gino Pagliari.

Joins Joan Davis

Robert L. Redd will take over production chores of the Joan Davis show with the broadcast of June 9. One of the West Coast's outstanding writers and producers, Redd also will contribute the story line for the Sealtest program which features Jack Haley. Redd replaces Tom McAvity who resigned.

RID Placed On For Axis Radio

(Continued from Page 1)
any Axis spies who have off the air heretofore by surveillance may now become enough to risk the danger of briefest transmission," Chalmers explained.

Espionage Practically

"The speed with which it pounced upon clandestine during the war has been a deterrent to would-be radio RID monitoring officers at stations and in mobile units the ether around-the-clock of espionage transmissions in try almost to zero. The RID to do everything in its maintain that record during sion." During the past four the RID has located 360 transmitters within the United has assisted South Americans in rounding up more than spies, has uncovered other circuits throughout the world.

Seldes Tells Kiwanis CBS' Post-War Tele

(Continued from Page 1)

made a plea that a "reasonable" amount of time be allowed after the adapt new electronics discovered television," before the new is launched on a full scale. He that he wished to make CBS sought only a short intensive research and not complete suspension of activity.

"At the moment," said "everything depends on our after the war, a little time to solidate the enormous advances in electronics under the pressure of necessity. Radar are told, other inventions even spectacular, embody some of the principles and variants of the mechanisms as those used in sion. If we take the time to put together, we will know with how good a television picture that means how good a television gram—we will be able to see the immediate future.

Warns of "Wrong Fool"

"If we rush in, without advantage of all the new discoveries we may for the third time starve vision off on the wrong foot—three strikes—as you know—"

"Let me make it clear seeks only a brief period of sive cooperative research—which tell us which television standard best. We do not ask for suspension of activity—either in manufacturing or programming—we have in returned to the air with live and have ordered from General tic new equipment for post-transmissions in the very high frequencies. But we oppose any fixing of standards—any check to experimentation—any rejection in advance of the improvements we have yet seen."

Petitions FCC in WHKC Matter

(Continued from Page 1)
 by UAW Vice-President Frankenstein.
 was filed by the Union, President Philip Murray sent a personal letter to man James Lawrence Fly full airing be given the Union is obviously in-making a test case on the oadcasters to censor non-terial because of political
 President R. J. Thomas Frankenstein, in announcing the declared that "though the bought time over station paid the full rates charged were forbidden to seek ers over the air. We were o discuss any controversial were forbidden to discuss on, or politics.

Denial of License
 that station WHKC be nce, and to that end we and fair hearing, at which w the extent to which this e others pursuing identical ds to meet the "public inter- rd which the Congress of States has established as a stone of a free radio under nications Act of 1934."
 has asked NBC President ell for a clarifying state- rning the network policy rversal issues, labor union and the use of dramatic e to point up issues of the has never had a clear state- hese matters. It was ex- om broadcasters, and has ad the NAB code suffi- rnative nor authoritative. Philip Murray has written for a statement from NBC.

Werner Joins Muzak

Werner, assistant produc- er of Robbins Music n, has resigned to join corporation as program re- sistant in connection with ic and industry program. as formerly in charge of e search for the Columbia Corporation where he un- merous surveys on the lis- ts in American homes.



- June 8
- Wiley Don Gordoni
 - Lavin Neville Fleeson
 - Carr June Meredith
 - Walden Wayne Van Kyne
 - James F. Nutt

D-Day Dots and Dashes

Just how well radio "scooped" the press on suburban Long Island was gained from commuters' newspapers on the Tuesday early morning L. I. Railroad trains. Most of the editions carried by the Manhattan bound commuters carried headlines about President Roosevelt's radio speech and King Victor relinquishing his throne. One N. Y. morning paper had a story about the Berlin rumors of French coast invasion. Conversation, however, among the commuters was about the radio bulletins on invasion they had heard before leaving home.

An impressive aspect of the network handling of the invasion news program was the fine selection of fill-in music heard at intervals during the early morning hours. Orchestras were heard playing either concert music or martial airs.

Making listening surveys of the Invasion News cover presented a field day for the statistical experts Tuesday. While figures were not available last night it is believed that radio networks and stations had the greatest daytime audience Tuesday in the history of broadcasting.

WEVD, New York, sponsored a special presentation of the classic work, "Dear Adolph" by Stephen Vincent Benet as an "Invasion Day" feature Tuesday. The program, produced by Edward Ludlum, was carried a half hour before the President's talk to the nation.

Radio station WJW, Cleveland, Blue Network station was first station to feed an Invasion program to network. Yesterday morning at 8:45 a 15-minute program of prayer and choir music originating from Chagrin Falls, Ohio, a community of 2,500 people was carried Coast to Coast to illustrate a small midwestern town observing the morning of "D-Day."

Police reserves were called out in Toledo, Ohio, yesterday to handle the crowds which gathered in front of the Baker store to listen to news broadcasts from WTOL, Blue outlet, which were relayed through a public address system, according to Arch Shawd, general manager of the station. The public address system had been installed for plugs for the Fifth War Loan and was pressed into service when the "D-Day" news came. News broadcasts at noon and 6 p.m., are broadcast over the street amplifiers.

Representatives of the Protestant, Catholic and Jewish faiths were heard over WTIC, Hartford, Conn., in a special Invasion day religious service. The prayer written for "D-Day" by President Franklin D. Roosevelt was read by Bernard Mullins. A selection of Hymns were sung by a mixed quartet.

WCAE, Pittsburgh's Mutual station claims a first in exploiting invasion news service. Secret arrangements completed month ago by station publicity director Mitchell DeGroot and W. Earl Bothwell advertising agency for advance printing special invasion car card release granted for posting Pittsburgh street cars, buses and trains.

H. V. Kallenborn, dean of the radio commentators, was among the first of the experts to take the air after the first official communique from SHEAF, London, was broadcast at 3:25 a.m. He still sounded fresh and very interesting at 6 a.m., after having broadcast several news periods.

The staff of WCKY, Cincinnati, geared for the invasion, broke the news by telephone to more than 500 families in Ohio, Kentucky and Indiana the minute CBS correspondents gave the initial flash from the scene of action. In addition, invasion news is being broadcast in five RKO theaters in downtown Cincinnati by direct wire from WCKY so that patrons are informed of the latest progress made by the Allies.

The first eye-witness account of the Allied invasion of the continent was given over the NBC network Tuesday by Wright Bryan, also representing the Atlanta "Journal" and station WSB in Atlanta. He was in one of the leading planes which dropped 17 paratroops on Axis-held soil.

From 2:32 a.m. June 6, when first allied invasion communique was released until 5 a.m. June 7 KSTP, St. Paul, Minneapolis, carried not a single word of commercial copy. KSTP only twin cities station carrying no commercials on D-Day, according to S. E. Hubbard, president and general manager.

Within seconds after first flash that the allies had invaded Europe, WTAG, Worcester, Mass., had jumped into action to bring listeners a running account of the historic undertaking. It was only central New England station providing all-night coverage. Plunging into instant action according to carefully

NBC-Northwestern 'U' Pick 125 For 'Institute'

(Continued from Page 1)
 West Coast, Texas, Colorado, Louisiana, Florida, Rhode Island and Massachusetts.

About 75 per cent of this year's attendance will be women students. Though enrollment at the Institute originally was limited to 100, the number was increased to 125 with the offering for the first time this year of a sequence of two courses for high school and college teachers of radio. The courses are Teaching of Radio, with Armand Hunter of Northwestern University and an Institute director as instructors, and the Function and Utilization of Radio with David Hefferman, assistant Cook County superintendent of schools in charge of radio, as instructor.

The Institute will open June 26 with the traditional dinner at the Orrington Hotel in Evanston, Ill., it was announced by Judith Waller, director of public service for the NBC central division.

Joins Blue Overseas

Harold Peters, veteran reporter for the United Press, has joined the London news staff of the Blue Network as a war correspondent and commentator, it was announced by G. W. Johnstone, director of news and special features.

detailed plan set up in advance by E. E. Hill, managing director, and David H. Harris, program-production manager, station provided rapid-fire coverage through small hours of the night.

When D-Day dawned in Boston, WBZ and WBZA supplemented the NBC network coverage with several shows of special interest to New England listeners. Within a matter of minutes, and repeated several times throughout the day, the Westinghouse stations aired special D-Day prayers by the Rev. Michael J. Ahern, S.J., of Weston College; Rev. Harold F. Ockenga, pastor of the Park St. Congregational Church; Rev. Dana McLean Greeley, pastor of Boston's famed Arlington St. Church; and Rabbi Joshua Loth Liebman of the Temple Israel.

Represented by John Blair & Co.

"all dolled up!"

FOR ANOTHER 13 WEEKS



DOWNBEAT DERBY

**DON
MUTU
NETWO**

AL JARVIS

ORIGINATOR OF THE
"MAKE BELIEVE BALLROOM"
FOUNDER OF... "THE FELLOW
AMERICAN CLUB"

KFWB — 11:00 A.M. — 2:30 P.M.
MONDAY THRU SATURDAY

**OVER 36 PACIFIC COAST STATIONS EVERY SAT. 8-9 P.M.
FOR THE UNION OIL COMPANY OF CALIFORNIA**

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

27, NO. 49

NEW YORK, N. Y., FRIDAY, JUNE 9, 1944

TEN CENTS

Disc Companies In Protest

Explains 'Bursts' Reporting FM Study

Washington Bureau—**RADIO DAILY**—Bursts causing interference in FM reception have emanated from the higher powered FM stations only, the FCC reported this week. The Commission released a de-report on its study of bursts—been recording FM reception in February of 1943 in efforts to get more information on these phenomena.

Amplitudes of the bursts, according to engineers, have varied from lowest levels which can be measured to levels well in excess of (Continued on Page 7)

Lee Stations Added To "Screen Test" Web

Forty-six Don Lee stations have been added to the Mutual network which will carry M-G-M's new "Screen Test" program beginning Monday from 9:15 to 9:30 p.m., EWT. Lorraine, singer, will be the artists "screen tested" on the new program which will be heard Mondays through Fridays.

"Screwball Show" Today Goes NBC And Overseas

In response to many requests from servicemen overseas for a real "screwball show," NBC tonight will do its part in this direction by broadcasting over the network and via shortwave abroad a half-hour program in which several prominent comedians will throw pride to the winds by giving their all in fields of entertainment. (Continued on Page 2)

Shortwaved Overseas

Every flash, bulletin, communications and special feature pertaining to the invasion, which was broadcast over the NBC and Blue networks on Tuesday, between 3:32 p.m. and 9:30 a.m., was recorded by the OWI by NBC's Radio Recording Division. Willis B. Parsons, assistant sales manager of the division, announced yesterday. Records transmitted via shortwave.

Auction

Original radio script about the "Star Spangled Banner," which is to be heard as one of the "American Scriptures" on the N. Y. Philharmonic Symphony Concert this Sunday, will be auctioned off by Clifton Fadiman in Wilmington, Delaware, on Flag Day, June 14. The N. Y. Philharmonic Symphony Concerts are heard each Sunday over the CBS network and sponsored by the U. S. Rubber Company.

NBC Units Revamped; Other Staff Changes

Departmental re-organization and a number of staff changes were announced at NBC yesterday.

Establishment of a business office in the program department to be directed by Grace Sniffin and a booking office in the same department in charge of Winifred Murphy was announced by C. L. Menser, vice-president in charge of programs. Miss Sniffin will report to Menser and the (Continued on Page 7)

Keynote Program Monday In 5th War Loan Drive

Keynote broadcast of the Fifth War Loan Drive will be an hour-long radio program produced by Orson Welles and originating at KCMC, Texarkana. Secretary Morgenthau, (Continued on Page 2)

Cosgrove Elected RMA Head; Manufacturers Confab Ends

Bond Show From Capital Set By CBS For June 14

CBS has set a special Fifth War Loan show to come from Washington, Wed., June 14, at 5-5:30 p.m., EWT. This will include Bob Hawk of "Thanks to the Yanks"; Burl Ives, troubador, and Lynn Gardner, vocalist and others. Also a 100-piece army band (Continued on Page 7)

Urge National War Labor Board Action In Settling Long Dispute Between AFM And Recording Firms

Present CBC Policy To Be Continued

Continuation of the present set up whereby the Canadian Broadcasting Corporation operates nationally owned radio stations, will be recommended by a majority of the Radio committee of the House, it is learned.

This majority, comprising liberals and CCF members, is opposed to granting the request of the Canadian Association of Broadcasters for their (Continued on Page 6)

Chicago Radio Executives Plan For NAB Convention

Chicago—Seventeen Chicago radio executives and station representatives met with C. E. Arney, secretary of the National Association of Broadcasters, at a luncheon Wednesday in the Palmer House to discuss general (Continued on Page 6)

'Thin Man' Show Lists Time And Network Change

"Adventures Of The Thin Man" will have both a network and time change effective June 16, the Benton & Bowles Agency announced yesterday; (Continued on Page 2)

After months of patient waiting plus exhausting every legitimate source of persuasion for a decision in the dispute with the American Federation of Musicians, a strong and comprehensive telegram was sent yesterday to the National War Labor Board by RCA Victor Division of Radio Corp. of America; Columbia Recording Corp. and the Radio Recording Division of NBC. Copies were sent to committeemen in Congress.

The joint wire was sent to the at- (Continued on Page 3)

Home Tele Outlook Explored At Semina.

The television home of the next decade was defined last night by Edgar Kobak, executive vice-president of the Blue Network, as taking in from 23 to 25 million homes, being served by some 1,000 television stations connected into three or perhaps four national networks and several regional webs.

With characteristic Kobak facetiousness (Continued on Page 6)

Several New Sponsors For NBC News Programs

Sharp increase of listener interest in radio news programs has been reflected in increased sales of NBC programs available for local sponsorship. (Continued on Page 6)

WMCA Award

WMCA, New York will receive a Page One award from the Newspaper Guild of New York on Saturday night, at the Hotel Commodore for its outstanding record among independent stations for its alert and constructive public service. Nathan Straus, former U. S. Housing Administrator and now owner of radio station WMCA, will accept the award for the station.



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

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FINANCIAL

(Thursday, June 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	160 ⁷ / ₈	160 ⁵ / ₈	160 ³ / ₈	...
CBS A	30 ³ / ₈	30	30	— ³ / ₈
Crosley Corp.	19 ³ / ₈	19 ¹ / ₈	19 ¹ / ₈	— ³ / ₈
Farnsworth T. & R	11 ⁷ / ₈	11 ³ / ₈	11 ³ / ₈	— ¹ / ₄
Gen. Electric	36 ³ / ₄	36 ¹ / ₄	36 ³ / ₄	...
Philco	30 ¹ / ₈	29 ⁷ / ₈	29 ⁷ / ₈	— ¹ / ₄
RCA Common	9 ¹ / ₂	9 ¹ / ₄	9 ³ / ₈	— ¹ / ₈
RCA First Pfd.	75 ¹ / ₂	75	75	...
Stewart-Warner	15 ¹ / ₂	15 ¹ / ₈	15 ¹ / ₈	+ ¹ / ₈
Westinghouse	100	98 ³ / ₄	98 ³ / ₄	— ³ / ₄
Radio	37 ¹ / ₂	37 ¹ / ₂	37 ¹ / ₂	— ¹ / ₂

OVER THE COUNTER

	Bid	Asked
son	15 ⁷ / ₈	16 ⁷ / ₈
more)	21	...
	34	...

"Newball Show" Today Goes NBC And Overseas

(Continued from Page 1)
tainment extremely strange to them. Ben Grauer will sing; Leo Durocher, of the Brooklyn Dodgers, will do a take-off on Bob Hope; Vic and Sade will essay a scene from Shakespeare's "Macbeth"; Clem McCarthy and Lew Lehr are down for an "Amos 'n' Andy" routine. There will be others, but the above is sufficient to give a rough idea. Time, 8:30-9 p.m., EWT.

20 YEARS AGO TODAY

(June 9, 1924)
Quin Ryan, popular personality on WLS, Chicago, has a busy schedule of interviews planned for the next couple of weeks. Some of the headlines he will present over the air are Peggy Hopkins Joyce, the Dolly Sisters, Lew Fields, William A. Brady, Ernest Truex and J. Warren Kerrigan. WLS is testing the use of sound effects on programs, particularly in dramatizations.

Coming and Going

MILTON L. GREENBAUM, president of WSAM, Saginaw, Michigan, arrived in town yesterday for conferences at the local offices of the station's national representatives. The outlet is an affiliate of NBC.

ED EAST and POLLY, nationally known for their early morning and afternoon programs on the Blue Network, will leave following tonight's program for a two-weeks tour of Army bases in the southern states.

FRANCES W. VALENTINE, of the U. S. Department of Labor, is back in Chicago following extended studies of town women as farm workers. She spoke Wednesday on the Blue Network's "National Farm and Home Hour."

RALPH EDWARDS and the members of his "Truth or Consequences" program company, are in Chicago for the broadcasting of tomorrow's show on NBC as the second appearance in the current Bond-selling tour. The first session, last Saturday, netted more than \$2,500,000 in bonds.

T. S. "SHERM" MARSHALL, president and commercial manager of WOLF, Mutual network affiliate in Syracuse, N. Y., is spending a few days in New York City on station and network business.

ALEX L. HILLMAN, publisher of Movieland and other magazines, left yesterday on a one-week business trip to Washington, D. C.

TOMMY DORSEY and the members of his orchestra are at Camp Roberts, Cal., for the broadcasting of tonight's stanza of the "Spotlight Bands" program over the Blue Network.

LEX HERRON, station manager of WTSP, St. Petersburg outlet of the Florida Mutual Network, is in New York. Called yesterday at the headquarters of the station's reps.

MARGARET GARDNER, of Mutual's publicity department who has been sojourning afield on a two-weeks vacation, is expected back at her desk on Monday.

WPB Cites Army's Needs To Explain Tube Shortage

Washington Bureau—RADIO DAILY
Washington—Radio repair shops and civilian owners of radios find difficulty in obtaining radio tubes and repair parts because of increased military demands for these items, WPB has pointed out, adding that every one of our thousands of planes is radio-equipped, some having as much as \$100,000 worth of radio equipment. Ships, tanks and other forms of mobile equipment add to the demands for radio tubes and accessories, the agency declared.

Manufacturing output is now over 10 times what it was before the war, and a certain portion of this is for civilian tubes and repair parts. While WPB has prohibited manufacture of any new civilian sets, it is fully aware of the need for keeping in operation the sets in homes, insofar as this is possible and consistent with the needs of our combat services, WPB said.

Repair shop operators have difficulty in obtaining certain essential repair parts, such as capacitors, transformers and resistors, because most of these are made in critical labor areas by plants that are loaded to capacity with war orders, the agency said. As many as possible of such products are diverted for repairing civilian radios, but not enough can be made to fill both war and civilian needs.

Some repair shops ask for a high preference rating, such as AA-1, to obtain these hard-to-get repair parts, because some wholesalers ask them for such a rating, but such ratings are reserved primarily for military uses and are not available to civilian repair shops, WPB said.

WPB added, that while production of "MR" tubes is at the rate of about 18,000,000 annually "this is considerably below the number needed to maintain all civilian radio sets in operation. Nothing much can be done about this until the demands of our combat services fall off considerably as the factories simply cannot turn out enough."

Keynote Program Monday In 5th War Loan Drive

(Continued from Page 1)
governors of five southwest states and 20 stage, screen and radio stars will pool their talents for the opening program.

The program will start at 9 p.m., CWT, Monday. Welles notified Treasury officials that it will parallel developments in the second-front invasion. Participating in the program will be Walter Huston, Danny Kaye, Agnes Moorehead, Joseph Cotten, Joe E. Brown, Keenan Wynn, all of whom are scheduled to be in Texarkana for the occasion, and Susan Hayward, Gloria Jean, Ray Collins, Walter Pidgeon, Martha O'Driscoll, Jane Randolph, Lionel Barrymore, Franchot Tone, Edward Arnold, Thomas Mitchell, Charles Laughton, Laird Cregar and Paul Muni, broadcasting from Hollywood. The Texarkana part of the show will be broadcast from the local Paramount Theater.

'Thin Man' Show Lists Time And Network Change

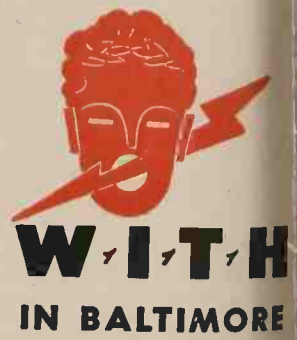
(Continued from Page 1)
the weekly half-hour show will move from CBS, to NBC in the Friday slot 8:20-9 p.m., EWT, with rebroadcast to the Coast scheduled for 11:30-12 p.m., EWT. "Adventures Of The Thin Man" bowed in originally over the NBC network in 1941, and shifted over to the Columbia network the early part of 1943, where it has remained until the present time. The show is sponsored by General Foods for Post Toasties, written by Dashiell Hammett, produced by Hi Brown and features Claudia Morgan and David Gothard. While on CBS, the program held the Sunday, 10:30-11 p.m., EWT, spot.

New WBYN News Editor

Louis Fehr, veteran writer and editor, one-time president of the New York Newspaper Club, has been appointed news editor for WBYN.

What Station Is Listened In Baltimore

Take any day . . . time . . . and you'll find that W-I-T-H is the station that produces more Baltimore people for less cost. For the skeptics who 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...

Disc Firms Ask NWLB For Action To Settle Long Dispute With AFM

The Mailbag

KSD Comments

Concerning your June 5 story, "Who Scooped Who?" and for the record and sake of accuracy, KSD was on the air first with the three major radio broadcasts concerning the transportation strike.

1. KSD was the first station to ask and get the mayor to broadcast a statement following the outbreak of the strike. It was not until after the mayor was heard on KSD that he was heard on any other St. Louis station.

2. KSD was the first to negotiate with the Mayor, the Public Service Co. and the union president for permission to broadcast the strike conference, and further, was the first station to go on the air with this broadcast. Two other stations followed after the conference was called to order. Incidentally, no war labor board members were present at the broadcast.

3. KSD was the first station to start broadcasting the count of return-to-work ballots at a hall where union men had balloted. KSD was the only station to keep up with ballot counts as they were announced. KSD was first with the news that the men had voted to end the strike; as Paul Jachtmaj, regional WLB director, broadcast the official final count of the ballots through a KSD microphone. Broadcasts on other stations followed. All St. Louis stations did an impressive job in covering the strike but in these instances KSD set the pace.

Station KSD,
St. Louis, Mo.

Tele Compliment

"Your Television issue of May 18 undoubtedly contained a great deal of television information of interest to everyone in the industry and I am looking forward to the continuation of this monthly supplement to the RADIO DAILY."

Klaus Landsberg,
Director of Television,
W6XYZ, Hollywood, Calif.

Correction

Would appreciate correction on RADIO DAILY story June 7, Page Six in which it was stated WMAL fed D-Day news into all downtown Washington theaters. WTOP bulletins were heard in 21 Warner Bros. theaters. Many thanks.

Howard Stanley,
Program Promotion Mgr.,
WTOP, Washington.

Wesson Oil On WCAU

WCAU, Philadelphia, has been added to the station list carrying the one-minute musical spot announcements for Wesson Oil. Station which has been added to those in New York running the campaign, starts June 12, at the rate of eight announcements per week. Irene Beasley, currently heading the Wesson show on a group of Southern Network stations, sings the commercials.

Agency is Kenyon & Eckhardt.

(Continued from Page 1)
of George W. Taylor, vice-
n of the NWLB (Chairman
out of the country) and out-
ent status of the case to the
ent agency whose primary
is to put striking laborites
work, but which has failed
the recording dispute seven
after "protracted hearings
sideration" by a WLB panel.
ness of the situation from
angles, was presented in the
cluding the viewpoint of plac-
ists under an unfair compe-
isadvantage"; and the fact
WB has been letting the AFM
with its strike although it
n the organization is noted
nting "the ordinary require-
of collective bargaining." At-
is also called to the fact that
WB panel which heard the dis-
New York, held hearings over
d of weeks and then took
ore weeks to form an opinion,
finite recommendations to the
early this year, but nothing
ppened toward ordering the
sions back to work making

Joint Telegram

resent to the NWLB follows in
y seven months of protracted
s and consideration by a panel,
rillo recording case has now
fore your Board for decision
weeks since March 9th when
nel filed with you its 48-page
recommending that the Board
e its power to terminate the
heo the end that the conditions
eaking on July 31, 1942 be re-
n all the case has been before
f over 10 months.

If nine weeks since the parties
gic the case before you on April
s seven weeks since Chairman
illa H. Davis first indicated to
r executives that the Board would
nsp the case within a week. It
sb weeks since April 27th when
harlan Davis promised company
ur that the matter would be con-
cted on the following Monday May
t disposed of. On May 1st the
ais was adjourned by the Board
Wednesday, May 3rd. On that date
e are told that the matter had
een adjourned to Friday May
n May 5th we were informed
at the matter had come up for con-
dion but because of the at-
ndence of two labor members,
ess, Meaney and Woll, at the ILO
on and their insistence on
e present when our matter was
oid the Board had again adjourned
e consideration of our case, this
me r 10 days to May 15th. On May
n company counsel met with
harlan Davis in Washington once
o impress him with the serious
nsequences of the Board's continued

"Inconsistency" Cited

ly also pointed out how the in-
o in this case was inconsistent

with the Board's recent utterance that
it would no longer even consider ap-
peals from panel or local district
decisions in 90 per cent of the cases
because of the serious consequences
of any delay in finally disposing of
labor controversies and of permitting
the continuance of suspension of
work. On that day Chairman Davis
promised that our matter would be
considered by the full Board on May
15th, the date to which it had been
adjourned, at which time Messrs.
Meaney and Woll, the labor members,
had promised to be present.

"On Monday May 15th the Board
was met with the emergent situation
of the Foremen's strike and the con-
sideration of our case was under-
standably subordinated to the needs
of that emergent situation. But while
the Foremen's case was disposed of
on that same day May 15th it is now
24 days later, and we still have no
decision.

History of Case Outlined

"The injustice of the protracted
delay since the panel's recommenda-
tion was filed with you takes on added
significance in the light of the earlier
history of the case. That recommenda-
tion was contained in a 48-page
opinion of an unusually able panel
selected by you. The panel had taken
three months to prepare its report
after the closing of the hearings be-
fore it and the submission of briefs
last December. The proceedings be-
fore the panel had been conducted
over a period of four months from
August to December 1943 in the
course of which over nineteen hun-
dred pages of testimony and hundreds
of exhibits were submitted.

"The Board's reference of the mat-
ter to the panel itself occurred under
most extraordinary circumstances in
that contrary to your usual procedure
although you took jurisdiction you
made the refrence without first order-
ing the Union back to work. The
Board adopted that procedure despite
the fact that in August 1943, as al-
ready stated the Board unanimously
accepted jurisdiction of the case, and
again at the argument before you on
the panel's report in April 1944 and
many times since, various members
of your Board have stated that there
is no question as to your jurisdiction.

"Your opinion in that regard is en-
tirely consistent with the opinions ex-
pressed by the Board in the Donnelley
case and in many subsequent cases
in which it asserted its jurisdiction
to act against employers.

Points to Petrillo Defiance

"Finally your delay is beyond un-
derstanding in view of the fact that
the Union here involved, the Amer-
ican Federation of Musicians, and its
President James Caesar Petrillo, are
notable examples of labor represen-
tatives who openly violate, and pride
themselves on violating, the ordinary
requirements of collective bargaining
and who boast of their consistent
practice of laying down the terms for

unilateral licenses without regard to
the obligations of collective bargain-
ing.

"The Board's delay in deciding this
case is putting a premium on Mr.
Petrillo's tactics of threatened def-
iance of your authority and of making
unique and far reaching demands as
a means of procuring substantial de-
lay in the terminating of his strike.

"The case has been before you for
over ten months. We know of no
other case in which the Board has
permitted the suspension of work for
so long. We insist that on the record
in this case we are entitled to a deci-
sion without further delay, which-
ever way the Board decides it.

"Postponement in rendering a deci-
sion is working an unjustified hard-
ship not only on us but on many out-
standing musical artists under con-
tract with our companies. Delay is
placing those artists under a competi-
tive disadvantage as against those
who record for other companies. We
have repeatedly directed your atten-
tion to the seriousness of the situa-
tion and it is only after we have
failed to get action for these many
months that we felt obliged to send
this telegram. Because we under-
stand that Chairman Davis is out of
the country we are directing this to
the attention of the Vice-Chairman.

"We are sending copies of this tele-
gram to Senator D. Worth Clark,
Chairman of the Senate Sub-Commit-
tee and to Representatives Robert
Ramspeck of Georgia and C. S. Dewey
of Illinois, the Chairman and moving
member respectively of the Select In-
vestigating Committee of the House
of Representatives. We are releasing
copies of the telegram to the press."

Vadeboncoeur Back From So. Pacific Trip

Syracuse — E. R. Vadeboncoeur,
news analyst for WSYR, has returned
to his post after completing a 26,650
mile news gathering trip to the South
Pacific battle area, where he flew 17
hours of combat missions over enemy
territory and interviewed General
MacArthur. The WSYR commentator
left Syracuse April 21, and returned
to the United States, May 21st, in a
plane that also brought back Colonel
Diller and Frazier, war correspondent
and author, the former a native Syra-
cusan.

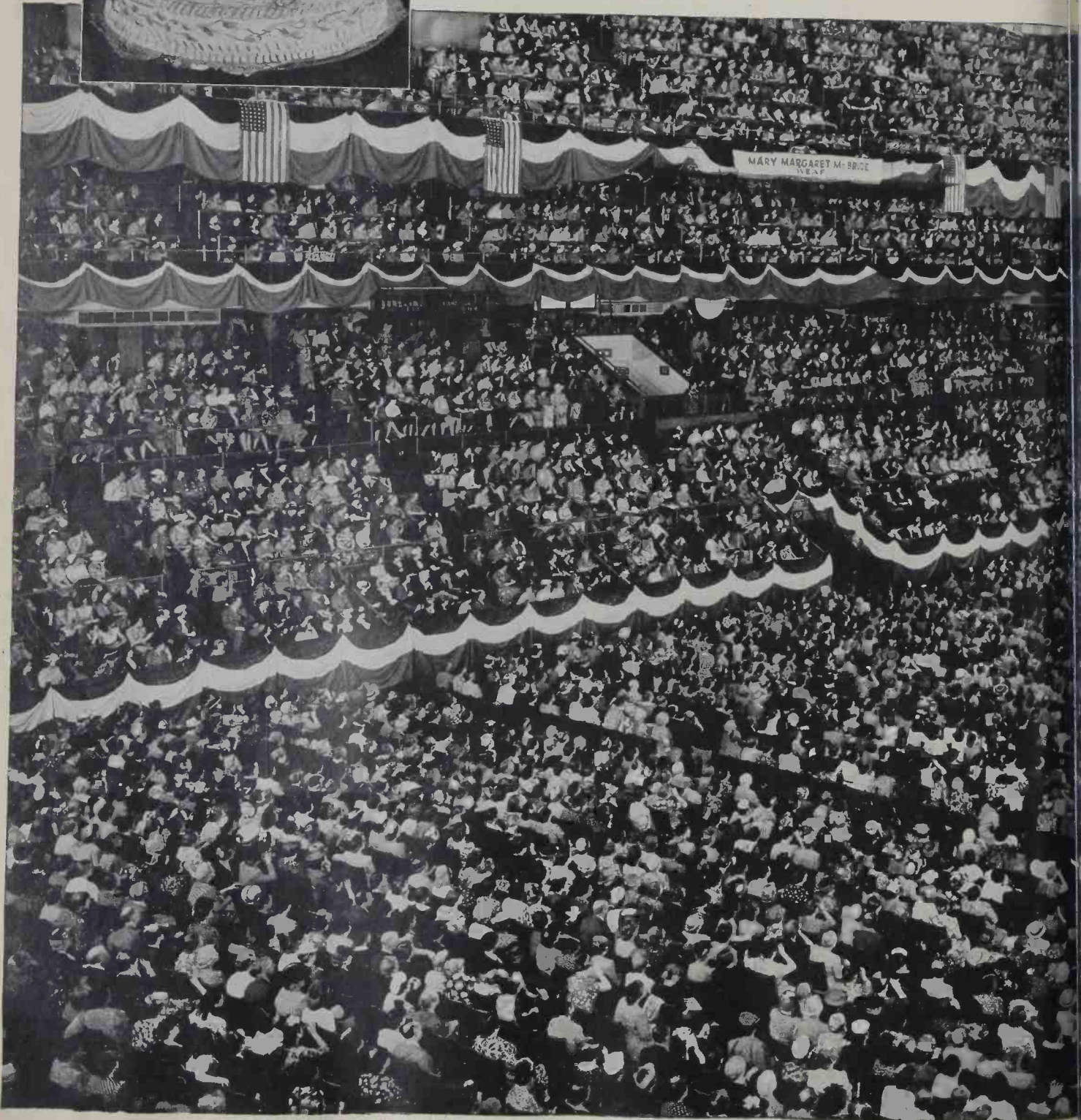
During his absence, Vadeboncoeur
cabled daily dispatches to his col-
league, H. R. Ekins, himself a former
UP war correspondent, who presented
them to WSYR listeners each week-
day at 12:15 the time usually filled by
Vadeboncoeur on his P. Lorillard-
sponsored news program.

Vadeboncoeur disclosed that there
are now at least three radio stations
operating on New Guinea which pro-
vide miscellaneous programs for the
community receiving sets. While in
this area, he was invited to broadcast
over the "New Guinea Network."



MARY MARGARET MCBRIDE

PLUS THE AMAZING PULLING POWER OF WE



When WEAF and the National Broadcasting Company told listeners of plans to honor Miss McBride last week on her 10th anniversary in radio with a recruitment drive for more women in America's armed services, here's what happened:

Just 3 brief announcements on the Mary Margaret McBride program brought in over 30,000 requests for tickets . . .

Within a week requests mounted to more than 42,000 . . . then Miss McBride asked listeners to send in no more requests. New York's Madison Square

Garden was filled to capacity with a crowd of 18,500, including celebrities from all walks of life . . .

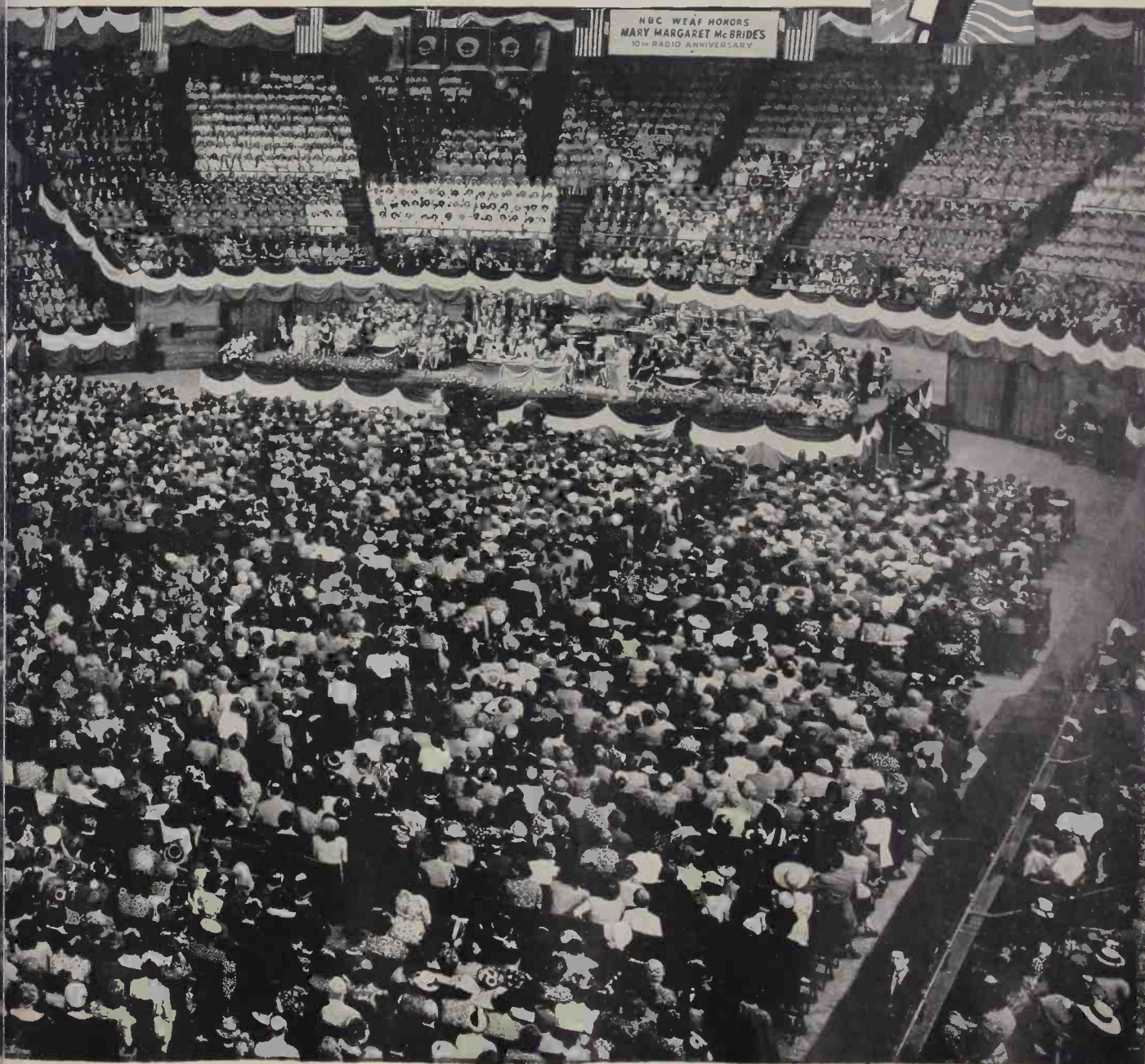
Newspapers throughout the country devoted thousands of lines to this news-worthy event . . .

And one more example was added to the already overwhelming evidence of the draw and influence of Mary Margaret McBride and WEAF . . . key station of NBC.

Advertisers are invited to check with NBC SPOT SALES on future availabilities on the Mary Margaret McBride program.

WEAF NEW YORK—NBC's Key Station 660 on your dial—50,000 watts

A Service of Radio
Corporation of America



Home Tele Outlook Explored At Seminar

(Continued from Page 1)

ousness, the Blue executive prefaced his remarks with the statement that his talk was prepared for him by Jesse Thompson. Following the applause which greeted this self-effacing frankness, Kobak asked Thompson to stand up and take a bow for what was admitted by all to be an excellent presentation.

Speaking on the commercial development of television in the next decade, Kobak shared the featured platform billing with Ralph B. Austrian, exec. vice-president of the newly formed RKO Television Corp., at the fourth weekly sight-and-sound seminar of the Radio Executives Club of New York. An audience of well over 350 also heard Austrian speak on the commercial aspects of theater tele within the next ten years.

"On the subject of quality of reception," said Kobak, "one thing seems certain: post-war television will give a far clearer black-and-white picture than anything available now.

Within a year or two after home television becomes entrenched, perhaps even sooner, Austrian indicated, equipment will be available for large-screen television in motion picture theaters. He went on: "All that theater television needs to become a reality, other than the theater equipment itself, is a means of interconnecting a chain of theaters with a camera or cameras located at the scene of the subject desired to be exhibited upon the theater screen."

Sees Film Theater Favored

Syndicated stage shows and sporting events via theater tele were cited by the RKO video exec. in support of his contention that the motion picture theater owner will become one of television's favored beneficiaries.

"There will undoubtedly come into being," he declared, "one or more programming companies, booking offices, agencies—call them what you will—which will have a dual purpose: that of making arrangements with the owners or promoters of such events as prizefights, football games, baseball games, horse-racing, etc., and selling these events to the motion picture theaters of America on either a 'per theater' or a 'per seat' basis."

Exclusive rights for the telecasting of top-caliber fights, Austrian stated, could be bought by the theaters of America at a price far beyond the capability or willingness of any "good-will" sponsor. In fact, he added, if necessary, the theater owners themselves could promote fights and any other events which they figure would be good box office.

"Television must not be thought of as the exclusive instrument of the broadcasting industry," the speaker summed up. "The original concept of television was that it would enable millions to see, from their homes, events taking place at far distant points. I am inclined to believe that many have forgotten this so-called closed-circuit use of television."

MAIN STREET

WITH *Ol' Scoops Daily*

Radio Vitamins for Friday !!

● ● ● As the Fall Guy (guest of honor) of the Circus Saints and Sinners' monthly luncheon meeting, FCC Chairman James L. Fly proved that he could take it.... before some 1,200 members and guests Fly took an unmercifully ribbing and for that matter, so did the broadcasting industry.... all taking place yesterday in the Grand Ballroom of the Waldorf-Astoria.... Chief Barker, Jimmy Walker held down the spot comparable to the toastmaster at other affairs.... blackouts, tableaux, special parodies intermittently went to work on Chairman Fly.... colorfully and ably presented by well known names in radio and legitimate stage.... recorded takeoff on spot announcements plus George Shelton (It Pays to be Ignorant) in the flesh.... this was written by Joe Laurie, Jr. (Can You Top This) and we suspect, recorded at WOR studios.... blackouts recording "man's progress in communications, started in the stone age and was gradually brought up to date".... Les Kramer did a clever job of giving Chairman Fly's background from Texas to Washington, with "insults" interspersed but it must have surprised not a few of Fly's actual career.... at the conclusion, the FCC Chairman showed he could not only take it, but also give it.... making it brief, but ending on a good note.... quoting a bit from Matthew and, "Judge Not.... Lest We Forget".... quite a few radio personages were present along with the usual number of servicemen and dignitaries in various walks of life.

☆ ☆ ☆

● ● ● Unless a new and important development comes, more or less probable at any time though, network and station news staffs will get a chance to grab a little sleep.... outwardly things might have seemed smooth to the average listeners, but there was plenty of drama heartaches, disappointments and cues gone wrong backstage.... but the newsmen, commentators et al. did their best at all times and of course are doing it now.... apprehensive situation exists at the Blue Network.... one of their correspondents, Thomas Grandin, is the only Blue reporter not heard from at all since he went in with the paratroops, but this may be due to a number of reasons.... Grandin, incidentally, is the only radio correspondent who went to the paratroop school and learned the business of leaping out.... speaking of the Blue, its own George Hicks is credited by all authorities here and abroad as coming through with the best recording of action in the war.... as a pooled correspondent representing the Combined Networks, his wire recordings made of an attack on an Allied warship by German planes, will remain a classic piece of reporting and recording for sometime.... as a pooled man his affiliation was not mentioned of course on the four network broadcast at 11:15 p.m., EWT, Wednesday night and repeated by various webs and stations subsequently.

☆ ☆ ☆

● ● ● "Report to the Nation" did a nice job Wed. night with Quentin Reynolds at the helm, and bringing interviews first-hand with pilots who took part in the invasion.... we wondered however if it was okay to pull the "man-in-the-street" stuff, a pickup from St. Louis, which we presume was carefully guarded as to who was interviewed.... personally we got a kick out of one of the St. Louisians, we didn't get his name but he was an officer in the 89th Division in World War 1.... we're glad this fine outfit of Nebraska and Kansas boys got a mention.... did great work at St. Mihiel and in the Meuse-Argonne.... we, no less, were attached to the 254th Infantry of the 89th for several days during the St. Mihiel drive.... 5th U. S. Division (Regulars) on the right and the 42nd (Rainbow Div.) on the left if we can still remember that far back.... (stop in sometime and we'll also tell you about the second battle of Bull Run).... M-G-M's "Screen Test," Wed. eve drew a sizeable audience of radio folk and other writers from the press at large.

☆ ☆ ☆

— Remember Pearl Harbor —

Present CBC Policy To Be Continued

(Continued from Page 1)

own network. Progressive conservatives and social credit representatives on the committee have indicated they are disposed to favor the quest.

The committee, it is indicated, find that the CBC has gone far enough in the commercial broadcasting and should not seek, by aggressive action, to make any move to its revenues.

A special subsidy of \$500,000 enable CBC to carry on more extensive research and development concerning television is being considered. The corporation would have a \$100,000.

The committee is also likely to recommend that CBC and its partners should consult more frequently with designated representative private broadcasters.

Several New Sponsors For NBC News Program

(Continued from Page 1)

according to E. B. Lyford of NBC relations department. Station have reported sales of the News Roundup at 9-9:15 a.m., as follows: WSJS, N. C., to the Pitt Stores; WIBA, Wisconsin Cities Service; WBOW, Indiana the Terre Haute Brewing Company; WHIZ, Ohio, to the White Chevrolet Company; WGKV, W. Va., to the City Brewing Company; WORK, to the York-Shipley Co.; WK Tenn., to Parker Esso; WHAM, N. to the New York Savings Bank Association; WMBG, Va., to the Virginia Electric and Power Co.

The Morgan Beatty program at 4:45-2 p.m., EWT, has been sold to WSB, Atlanta, to Sinclair Oil; and WSMB, New Orleans, to Krauss De Store. The Richard Harkness program, 11:15-11:30 p.m., EWT, has been sold by WDAF, Kansas City, to Helzberg Diamond Shop; by WTAF, Norfolk, to the Kline Chevrolet Motor Corp.; and by WTMA, Charleston, the Uniform Shop.

Chicago Radio Executive Plan For NAB Convention

(Continued from Page 1)

plans for the NAB's radio executive wartime conference tentatively scheduled to be held at the Palmer Hotel from August 28 to 30 inclusive.

Attending the meeting were Frank Chizzini, NBC; Glenn Synder, WLS; Oliver Morton, WMAQ; Jack Volkenburg, WBBM; W. E. Hutcherson, WAAF; Gil Berry, WENR; Bob Hansen, WIND; Milt Blink, Standard Radio; Neal Weed, Stanley Young Spot Sales; Lowell Jackson, Kalamazoo Agency; Tim Timothy, Paul Ray John Blair and Co.; Harry Graybar; A. H. Hopkins, RCA; John Porter, General Electric; Gerard Ellis, Columbia Recording Co.

Confab Ends; Cosgrove Head

(Continued from Page 1)

20th annual membership conference. Mr. Cosgrove succeeds Paul Galvin, president of the Galvin Manufacturing Corporation of Chicago who has headed the RMA for three years.

In a business session, the board of directors authorized the appropriation of a \$5,000 fund for a series of tests to solve the problems arising from radio interference with television frequency modulation re-

The tests will be conducted by the RMA and the Society of Automotive Engineers, which will recommend ways of eliminating interference. The directors also recommended appointment of a committee of five to study the problems of conversion of radio industry from war to peace production.

Develop a plan for submission to the Radio and Radar industry advisory committee of the war production board. Committee members are: A. S. Wells, E. A. Nicholas, J. Balcom, P. L. Schoenen and J. Williams.

Raises Wartime Electronics
The employment and personnel committee, under the chairmanship of J. Gardner, offered a program, which was approved by the directors, covering questions of re-employment of veterans, layoffs and new job classifications, labor relations, sick benefits, pensions, and incentive pay. The directors also authorized a \$25,000 sub-

vention to the Fifth War Loan. Principal speaker at the RMA luncheon meeting Wednesday was Major William H. Harrison, chief of equipment and distribution service, and of the Chief Signal Officer, Washington, D. C. General Harrison said that, thanks to the genius of the laboratories and engineers of the electronic industry, the armies of the United States possess signal equipment that outstrips that of the enemy on all counts.

He raised the membership of the RMA for a production job well done. "The over-all program has leveled off," General Harrison said, "and a marked shift within the radio classes of equipment, certain airborne types rapidly expanding with sharp contraction in other classes and requirements."

Some Items Not Yet Started
It was significant that roughly a billion dollars of the year's requirements for signal equipment was involved in items not yet in initial production. For 1945, the pattern anything but clear, procurement plans based on a continuation of the program at all theaters, a basis in itself.

Being the blessing of an early start, the best picture of the first half of 1945 in a level of production is 5 to 20 per cent under the general rate, General Harrison told the board. He assured the radio manufacturers that the War Department

"Bursts" Explained By FCC In Reporting Survey On FM

(Continued from Page 1)

that required to render satisfactory FM service. During periods of maximum activity they may occur at the rate of several hundred per hour. However, the amplitudes of but few of the bursts are sufficient to cause serious interference to a receiver operating within the protected area of an FM station under present standards.

"Burst" Defined

A "burst" is defined as a sharp increase of signal strength of very short duration—seldom covering more than the time consumed by a single spoken word or a note or two of music—from an FM station located at a considerable distance from the observer. Bursts were observed from the higher powered FM stations only. They are not normally observed from nearby FM stations, since the steady groundwave signal is of sufficient strength to obscure them, but they may be observed in such instances by a system of pulsing or by a directional antenna which discriminates against the groundwave. At greater distances, where the steady signal is absent or of low intensity, the bursts may be heard through the loudspeaker or may be recorded by a suitable recorder.

Bursts have been observed by both methods at distances up to 1,400 miles from certain FM stations, but are neither so intense nor so numerous at the longer distances as they are at distances of 300 to 700 miles.

Variation in Number Noted

Commission engineers observed a systematic variation in the relative numbers of bursts which occur from hour to hour during the day, the highest number occurring near sunrise and the fewest near sunset.

It was pointed out these bursts may be related in some way to bursts of somewhat longer duration and greater frequency of occurrence which have been reported by other engineers on frequencies below 20 megacycles. The distances over which the FM bursts are received, as well as certain measurements of signal-path length, indicate they are ionospheric in origin, just as are the bursts at the lower

is aware of its responsibility to the country on the perplexing problems of reconversion and is approaching them in a constructive, forward-looking way.

The RMA's retiring president and its newly elected president also were speakers at the luncheon meeting.

The radio industry has been a splendid example of the free enterprise system at work, and a return to the American competitive economy should be made at the earliest possible moment, Mr. Galvin told the association in his annual report.

Mr. Cosgrove, in his inaugural remarks, stressed that every member of RMA is playing a vital part in the invasion.

Military radio and Radar requirements in 1944 probably will reach an

increase of 50 per cent over 1943 and production is now approaching capacity, according to the War Production Board, the RMA's new president pointed out. The over-all production rate of the industry is now more than 2,000 per cent of its peace time operations, he added.

Cautioning the public not to expect radical innovations in civilian radio equipment as soon as the war is ended, Mr. Cosgrove concluded: "I believe the radio industry is about to enter into a new era of development and expansion such as never before had been imagined. It has proved that it can handle a tremendous war production job magnificently. It will prove that it can handle a difficult post-war production job equally well."

Report to RTPB

In accordance with a commitment made when the FCC met last November with representatives of the IRAC and the BWC to discuss organization and procedure to be followed in post-war planning, the Commission has made a preliminary report on bursts in the FM band to the Radio Technical Planning Board.

In addition to the burst signal interference described above, there is another distinctly different kind of interference to very high frequency reception which has been recognized for some years. It happens occasionally that a normally unheard station will come in with sufficient signal strength to operate a receiver satisfactorily for a considerable length of time—many minutes or even hours.

This effect, easily distinguishable from the burst phenomenon by its duration, can be produced by transmitters of low power and has been known to produce a signal sufficiently strong to take control of a receiver tuned to a local station on the same frequency. The cause of this phenomenon has been traced to abnormal "patchy" ionic densities in the lowest of the ionospheric layers—the "E" layer, and is known as "sporadic E transmission." While much data on this effect has been accumulated at lower frequencies, more are needed for the very high frequency region of the spectrum and it is hoped that the present recording program of the Commission will help to supply the need.

NBC Units Revamped; Other Staff Changes

(Continued from Page 1)

booking office will operate under Tom McCray, Eastern program manager.

Arch Robb, assistant to the NBC Eastern program manager for the past two years, has been named administrative assistant to Menser.

Dwight B. Herrick, formerly acting manager of NBC's guest relations, has been appointed War program manager and acting manager of the public service department, Frank E. Mullen, executive vice-president and general manager, announced. Succeeding Herrick will be Lathrop C. Mack, formerly assistant manager of special events in the NBC News and Special Events department.

Other staff changes include personnel assignments in the web's Radio-Recording Division announced by Robert W. Friedheim, sales manager of the division. They are:

Walter B. Davison has been appointed assistant sales manager to coordinate all activities of the staff in their dealings with government agencies; Willis B. Parsons will follow special assignments in connection with radio stations, in addition to his work as assistant sales manager; Claude Barrere has been made manager of Syndicated Sales.

Bond Show From Capital Set By CBS For June 14

(Continued from Page 1)

plus glee club consisting of 18 men.

Program is the Army Air Force bond presentation and will originate on the grounds of the Washington Monument. This show will follow the four-network program to be heard Monday night, June 12, which will originate at Texarkana, with Sec. Henry M. Morgenthau and considerable talent picked up from Hollywood as well and also a Mexican pick-up with Stokowski conducting a symphony orchestra.

HAPPY BIRTHDAY TO YOU

June 9

Cole Porter	Ralph Rose
Sylvan Taplinger	Charles Webster
Fred Waring	Paul W. White
George Bryan	
June 10	
Mario Bragiotti	Charles O'Connor
Norman Brokenshire	Stan Carey
Elmore Vincent	Al Dubin
Gertrude Forster	Judy Garland
June 11	
Douglas Craig	Dorothy Haas
Florence Folsom	Robert Farman
Fred Gropper	Gene Stafford
Bill Sutherland	Hazel Scott



Clock-watching... on company time

... and paid to do it!

At NBC, keeping a constant eye on the time isn't an office weakness. Far from it! It's an exacting job—a job to be done as conscientiously as any other, because in no other business is split-second accuracy more important.

At NBC there are men who have the task of traveling from studio to studio, in and out of control rooms, faithfully making all the rounds, to look clocks in the face and check their behavior.

Some might think that unnecessary because the hundreds of NBC clocks are electrically synchronized with a master-

control system that does not vary more than one-third of a second a day.

But the clock-watcher with his master timepiece is a double check against possible mechanical failure...just one more precaution in avoiding error...just another example of the attention NBC gives to the "little things" that make the big things possible.

★ ★ ★

The accomplishments that have earned NBC its recognition as America's Number One Network are the sums of a multitude of small tasks that get great attention... small tasks which are combined with the efforts of the advertisers and agencies who use its services with the result that NBC is "the Network Most People Listen to Most."

They all tune to the
National Broadcasting Company

It's a National Habit

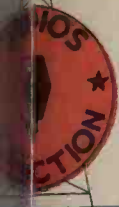
America's No. 1 Network



A Service of Radio
Corporation of America

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 50

NEW YORK, N. Y., MONDAY, JUNE 12, 1944

TEN CENTS

Our Invasion! More War Bonds!

is the time of the Big

is the time to drive on to

ways are doing THEIR part
sabs, bullets, bravery . . .



ust do YOUR part . . .
ols!

ar Bonds you buy pay for
of war. They help block



perhaps most of all, they tell
fighting men that we at home
and DO share!

nd them that message. Make
ong. Make it clear.

t be heard around the world.



e tur of decision is at hand.
mah of triumph is on.

ME TIME IS NOW!

The Time is NOW!



Make YOUR Attack with War Bonds!

Radio's All-Out Plans For 5th Bond Drive

Fifth War Loan Drive for \$16,000,000,000 finds the broadcasting industry once again in double harness, ready to strain every effort in putting the greatest campaign of all over the top. Kick-off program will be heard tonight on all networks and many independent stations at 10-11 p.m., EWT and originating partly in Texarkana, headed by President Roosevelt from the Capital with Secretary of the Treasury Morgenthau and a long list of radio stars; second portion of the program will come from Hollywood where an equally strong array of talent will appear before the microphone; still another portion of the show will originate in Mexico City.

Following the initial, four-network program tonight, other network shows will be heard in cooperation with the War Finance Division of the Treasury Dept. The specific date for each of the networks to devote a day to selling bonds is as follows: NBC, June 13, (tomorrow); Mutual, June 17; CBS June 20 and the Blue 24. Independent Stations' Day is June 22.

Meanwhile many stations have already put their bond skeds into action and the first of their tie-ups and sales have already been accomplished.

Additional network shows
(Continued on Page 5)

Web Bond Efforts

Various War Bond campaigns devised by the networks are the result of many meetings between the officials, department heads and others who submitted ideas. Many were rejected for sound reasons and others were approved. Probably in no other bond drive have the webs and stations gone all-out on extra expenditures for pickups from many parts of the country.

No Personal Plugs

The fifth War Loan Drive will be characterized by as much hard work by individual radio artists as in the past, but there will be no all-day drives. This is every quarter since the main purpose is to sell War Bonds and personal publicity and abundant evils has not been done by the stars who are in the line as much as the next fellow.



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JOHN W. ALICOATE : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : Business Manager

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FINANCIAL

(June 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	1607 1/8	1603 3/8	1605 1/8
CBS A	30	30	30
Farnsworth T. & R.	11 1/2	11 1/8	11 1/8
Gen. Electric	36 3/8	36 1/8	36 3/8
Philco	30 3/8	30	30 1/4	+ 3/8
RCA Common	9 3/8	9 1/8	9 1/4	- 1/8
Stewart-Warner	15 1/8	15 1/8	15 1/2	+ 3/4
Westinghouse	99 1/2	98 3/4	99 1/2	+ 3/4
Zenith Radio	37 1/8	37 1/8	37 1/8	+ 3/8

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	21	
WJR (Detroit)	33 1/2	

Westminster Spots

Fuller & Smith & Ross, Inc., agency for Westminster Limited, men's hosiery account, has produced a series of one-minute spot announcements for the client entitled "What Names Mean To You." The ET commercial contains a singing trio and character actors, and is designed to credit local dealers.

Acknowledgement

RADIO DAILY gratefully acknowledges the courtesy of PARK & TILFORD IMPORT CORP., New York, N. Y., and the CHARLES M. STORM Co., Inc., advertising agency, in allowing republication of "The Time Is Now" illustration and editorial on Page 1 of today's paper.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blues KINGO is THE Bay Area Buy!

Coming and Going

A. E. LEARY, station and commercial manager of CKCL, Toronto, arrived in New York late last week on general business. Visited Friday at the headquarters of the Mutual network.

LOUIS PRIMA and the members of his band were at Groton, Conn., on Saturday, for the broadcasting of the Blue Network's "Spotlight Band" program from the Groton Air Base.

ARCH SHAWD, vice-president and general manager of WTOL, Toledo, is back at his Ohio headquarters after having spent the major portion of last week in New York.

LT. JACK WILLIAMS, formerly of the staff of WBT, Charlotte, N. C., and now of the Army Air Forces, visited at the station last week while up from Texas on furlough.

WEST M. WILLCOX, assistant general manager of WHOM, is spending several days in Chicago and Rockford, Ill.

WILLIAM F. MALO, commercial manager and sales promotion director of WDRC, Hartford, and WALTER B. HAASE, promotion director of the CBS affiliate, were in Gotham late last week. They left for the home offices on Friday, Haase by plane and Malo by train.

A. L. BILLINGSLEY, president of Fuller & Smith & Ross, Inc.; LEE WILLIAMS, F-S-R radio director, and E. N. ANDREW, vice-president of the agency, off on a business trip to Pittsburgh.

JOE KELLY and his "Quiz Kids," who have been in New Orleans on a Bond-selling tour, leave the Louisiana metropolis today for Baton Rouge, state capital, where they will appear tomorrow.

DOROTHEA HASSLER, formerly of WKNE, Keene, N. H., has arrived in Philadelphia to take over her duties as promotion director of WPEN.

Smith Will Represent RKO Tele On Coast

Announcement of the appointment of Charles B. Smith as West Coast representative of RKO Television Corporation and the inauguration of live talent experimental shows on the Don Lee television station, Hollywood starting June 26, was made Friday by Ralph B. Austrian, executive vice-president.

Smith, when he assumes his new television duties, will continue to function as radio contact man for RKO radio studios.

NAB Petitions Wheeler To Revive Radio Bill

Washington Bureau—RADIO DAILY Washington—NAB on Friday called upon Senator Burton K. Wheeler for reconsideration of his decision to abandon radio legislation for this session of Congress. Disappointed by Wheeler's statement that the bill was dead, NAB pointed out that frequent testimony by industry members before the Senate Interstate Commerce Committee indicated that the industry desired new legislation.

Wheeler had remarked that the industry wants "no regulation." NAB issued a statement calling for "legislation," but more or less failing to meet Wheeler's claim that "regulation" is not wanted by the industry. The association expressed amazement at Wheeler's statement.

20 YEARS AGO TODAY

(June 12, 1924)

A special remote broadcast will take place today over WOR from Market and Washington Streets in Newark when a memorial tablet is unveiled in commemoration of a Revolutionary War skirmish at the spot. Secret of the increased transmission of WEAJ, New York, is said to lie in a new water cooled vacuum tube, being used in broadcasting for the first time.



"Oh, dear! No wonder WFDF Flint says we're getting short of manpower!"

Kaufman's New Tele Role

Ben Kaufman, television columnist on the staff of RADIO DAILY, has resigned to accept the post of managing editor of "Television," quarterly magazine published by Frederick Kugel Co. New duties begin today.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

VOTE for HARTFORD!

As the post-war area most likely to succeed, vote for Hartford! Send for market study showing Hartford's position in relation to the U. S. A. Write Wm. Malo, Commercial Mgr., WDRC, Hartford 4, Conn.

USE WDRC TO CONNECT IN CONNECTICUT



MacFarlane knew him when

In 1933 Ian Ross MacFarlane was the official guest of the Nazi regime in Germany. He lived in "little Brown House," headquarters of the National Socialist Party. I interviewed members of all ranks on the record . . . off the record. I sifted their propaganda, too.

That's just another way of explaining why Ian Ross MacFarlane is a new kind of news analyst. He lived on the spot . . . through news in the making! He knows the people he talks about.

It is with great satisfaction that W-I-T-H presents his views exclusively.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

WLB Replies To Telegram Inherent Disc-AFM Settlement

...ed, apparently, by the sharp wire from the recording companies
...st Thursday took to task the War Labor Board for "delay" in settling
...tracted dispute between the major recording firms and the American
...ion of Musicians, George L. Taylor, vice-chairman of the WLB, on
...wrote NBC, RCA and Columbia Recording a letter making it plain
...board feels it has had insufficient co-operation from these companies.
...Taylor's message follows:

The board has received your telegram of June 8, in which you
...plain about the delay of the board in disposing of the dispute
...lving your companies and the American Federation of Musicians.

We are quite sympathetic with your desire for an early decision,
...are unable to understand your attitude with reference to recent
...ays in this case. You are fully aware of the complexities of the
...es involved and of the board's efforts to arrive at a solution of
...e issues, which will be fair and equitable to the parties and will
...serve the public interest.

This case had been before the courts and before a sub-committee
...of the Committee on Interstate Commerce of the United States Senate
...for a considerable time before your companies turned to the War
...or Board for relief. The sub-committee of the Senate recommended
...ative bargaining between the parties as the most practical solu-
...ion of the controversy. Such bargaining was attempted and failed.

The board then assumed jurisdiction over this case at the urging
...of the companies and over the objections of the union.

Nevertheless, two of the three companies which signed your tele-
...gram refrained from entering the case until after the other companies
...had entered into contracts with the union, thereby settling their dispute.

You know that the signatories to your telegram are the only
...companies in the case which have thus far failed to settle their differ-
...ences with the union by collective bargaining. You also know that
...the board, like the Senate sub-committee, has throughout this case
...been of the opinion that collective bargaining was the method best
...suited to disposing of this controversy and that the recent delays of
...which you complain have resulted simply from an effort by the board
...to provide the parties with a fair and equitable basis for collective
...bargaining, which would preserve the principles for both sides for
...which they have vigorously contended.

You knew when you sent your telegram that the decision in this
...case would be rendered very shortly.

With the knowledge of all the facts and circumstances outlined
...above, your action in sending a telegram of this nature can only be
...construed as an attempt to exert pressure on the board of the most
...unwarranted sort.

The board wishes to make it plain that it will not yield to pressure
...exerted by either employers or unions."



Worcester, Eng., calling Worcester,
S. "London calling." These are
...abled features received direct on
...own short wave equipment. More
...side that WTAG's a big station.

WTAG
WORCESTER

KEX, Portland, Sale Awaits FCC Sanction

Portland—Portland Oregonian's radio station KEX has been sold to Westinghouse Radio Stations, according to announcement of Palmer Hoyt, publisher and Walter Evans, vice-president of Westinghouse, subject to FCC.

The sale of the station by the paper is in compliance with the recent FCC order limiting ownership by a single operator to one standard radio station in the community.

The station, which is an affiliate of the Blue Network, transmits on 1,190 kilocycles. Purchase price was given as \$400,000.

When the sale is approved Lee B. Wailes, manager of Westinghouse will be the station director.

when it's important to know



all America listens to ...

Fulton Lewis, jr.

... because Fulton Lewis reports the news as he sees it. He's there when it happens ... from Butte to Brooklyn ... from Dallas to Duluth ... Lewis is on the spot.

That's why he's America's most listened to news reporter with over 130 sponsors. Lewis is heard nightly over 160 stations.

A few stations still available for sponsorship. Call, wire or write

WM. B. DOLPH, WOL, WASHINGTON, D. C.

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

Survey Shows Trend In News Preferences

Survey on the likes and dislikes of listeners as to how they want their war news, was carried out by the CBS Research Dept. in cooperation with C. E. Hooper both in New York and Minneapolis, with the result that the majority of those interviewed preferred regular programming, with war news to be broken in as soon as received. This survey does not apply to Monday or Tuesday morning, but is effective in the afternoon of Tuesday, June 6.

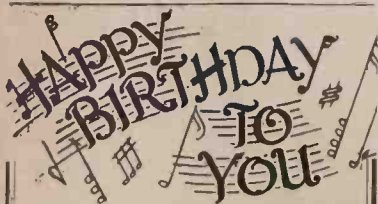
Question asked was: "Should we take off our regular programs and give nothing but war news, or carry regular programs with news bulletins from time to time?"

On Tuesday, a little more than half the calls produced a vote for "War news only." The following day's calls found fewer than a third in favor of war news only to the exclusion of regular programs. Following is a tabulation of the response to the inquiry in the name of WABC: "War news only," 30 per cent on June 7 and 51 per cent on June 6; Regular programs with bulletins, 70 per cent on June 7 and 49 per cent on June 6.

Similar check in Minneapolis, June 7, (Wed.) found fewer than one in eight who wanted only war news on their radios. The vote there was: "War news only," 12 per cent and "Regular programs with bulletins," 88 per cent.

Pulse Of N. Y. Expands To Philadelphia Area

The Pulse of New York, Inc. announces the extension of its radio research and measurement to the Philadelphia area. Its method will be the personal interview-roster technique. The first report will be released at the end of August and will cover the months of July and August. Thereafter, a report will be issued every two months. Each report will include a total of 6,700 completed personal interviews yielding measurement equivalent to a total of 129,600 coincidental personal interviews. The ratings will be shown by quarter hours with a base of 400 homes interviewed for each quarter hour of the separate nights and of Saturday and Sunday and a base of 500 for each daytime quarter hour of Monday to Friday combined.



June 12

Al Donahue
Priscilla Lane
Glenn Snyder

Frank Burke
Donald Weeks
Roger Forster

Familiar Voice

Friday morning a pooled network correspondent, Charles Collingwood (CBS) gave a dramatic story of the landing of airborne troops with whom he arrived in France. He told of the 50-mile long train of towed gliders, and noticing a "Captain" eyeing his recording equipment, Collingwood said hello to him and asked if he would say a few words. The "Captain" said he was in the Navy and the two bars signified the rank of lieutenant, but he could not mention his name or talk; besides he was with a "rival radio" organization before the war and did not want to mess up the broadcast.

All this time the listening staff of WOR-Mutual carrying the broadcast was dying to have the lieutenant say something about his former radio post. They had immediately recognized the unmistakable voice of Jerry Danzig who was head of the WOR press department before joining the Navy. Danzig, when last heard from was skipper of a landing barge in the Italian invasion and now apparently is plying his job on the Coast of France. At any rate WOR folks rushed to phone Jerry's father, telling him how well he sounded on the air.

WLB Advises AFRA On NAB-WMAL Matter

American Federation of Radio Artists which protested to the War Labor Board the intrusion of J. Harold Ryan, NAB president into the AFRA-WMAL dispute in Washington, has received an answer to the protest from the WLB.

The WLB stated to AFRA that: "The NAB requested the WLB to grant permission to file comments. The request was denied on the ground that the Board does not permit persons other than parties to the case to comment."

Pepperidge On WQXR During Concert Hour

Pepperidge Farms has taken the quarter hour 12:15-12:30 p.m. on WQXR's luncheon concert, Monday through Saturday. The program features salon music and is on the air 12 noon to 12:55 p.m. Previous to its participation in the musical program Pepperidge Farms was featured on the "Run of the House" show over the same station. Kenyon & Eckhardt is the agency.

New Texas Station

Houston—The Texas Star Broadcasting Company will be the name of the new and fourth radio station that will be broadcasting in this city within 60 days, it has been announced. The FCC has granted a permit for this station to operate on 250 watts and 1,230 kilocycles. Principal stockholder of the new company is Roy Hofheinz, who indicated that the station may be affiliated with the Mutual Broadcasting System. If so, this will give each nation-wide network one outlet in this city.

New C. A. B. Rating

Beginning with the June Program Report, the Cooperative Analysis of Broadcasting will rate all five-minute network programs broadcast throughout the week on a national scale.

Allen To Coast For CBS; Swift In New WABC Post

George W. Allen, program director of WABC, New York City outlet of CBS has been named manager of Pacific network programs under Hal Hudson, program director of the Columbia Pacific network with headquarters in Hollywood, it was announced Friday by D. W. Thornburgh, CBS vice-president in charge of the Western Division and general manager of KNX.

The promotion is effective July 1, and Allen expects to leave for the Coast on June 23.

He will be succeeded at WABC by G. Richard Swift, account executive in the WABC sales department. Swift, one of the original staff of WABC, was assistant program director prior to his transfer to the sales department. He has been with CBS since 1932, was formerly in charge of popular music programs for the network.

As a CBS producer, Swift built and directed the programs which introduced Barry Wood, Nan Wynn and Ray Bloch as stars in their own right. While Bloch was a pianist and vocal coach, Swift originated and produced "The Ray Bloch Varieties," the show which featured Bloch for the first time as an orchestra leader.

Allen has been in radio since 1925. Prior to joining CBS in 1938 he had been director of WOK, Chicago; in charge of radio production, talent, and station relations with the Chicago office of J. Walter Thompson, Inc.; producer for Benton & Bowles, and radio director of J. Stirling Getchell agency.

"History Of Communications"

Inglewood, Calif.—Universal Microphone Co., has fashioned a set of salon pictures of its "History of Communications" advertising series at the request of the Chicago Army Signal Corps Depot for display in their permanent exhibit of electronics sources of supply, and the possible inclusion of the series in their projected traveling educational exhibit.

WWNC Sets Policy On Religious Shows

Asheville—WWNC, has established a new and specific policy regarding religious broadcasts, particularly concerning the sale of time for such programs, it is announced by Dr. Elias, executive director of the station.

Pointing out that the many demands for time for religious broadcasts endangered proper program and therefore require such control, Mr. Elias said the new policy is being placed in effect at once. It covers both sustaining and commercial religious broadcasts, it not include airings in which religious music is included solely as the gram vehicle if advertising is a commercial product or service the program is unsponsored.

Predominant Faiths Favored

Under the new policy WWNC continue to give first call for religious time to the best known organized churches with large memberships representing the predominant faith in its listening area. As in the time and engineering costs for such programs will continue to be a tribulation of the station without or charges to the churches. WWNC currently is broadcasting on this basis from the First Baptist, First Presbyterian, Trinity Episcopal and Central Methodist churches. Seasonal programs are given to the Christian Science Committee and Synagogue Beth-Ha-Tephila, and the Negro church of Hopkins-Chapel has a regular weekly period in which the colored religious community is represented. Local churches not selected by station for the above reasons are offered second choice of available periods at a nominal charge, provided talent and contents of their programs are acceptable. Such organizations are limited to no particular times the station's schedule, although total amount of time devoted to both sustaining and commercial religious features will not be increased.

Transcriptions Permitted

National religious organizations whose transcriptions meet requirements of the WWNC program department, and local evangelists of good reputation who are known in the area, meet the station's program requirements, and desired live broadcasts are offered the remaining available periods for religious time at no rates. In connection with program requirements, the station's rigid policy against direct solicitation or acknowledgment of funds—long in effect—was restated.

Time periods when commercial religious programs will be accepted when available, are prior to 7:00 a.m. Monday through Friday, prior to 8:30 a.m. Saturday and prior to 11:00 a.m. on Sundays.

Mr. Elias also noted that the new policy applies only to locally presented religious features and that WWNC will continue to carry the majority of CBS religious programs none of which is on a commercial basis.

PROMOTION

★ THE WEEK IN RADIO ★

Broadcasters "D-Day" Triumph

By CHARLES MANN

NEW BUSINESS

The Press & WOV

not throwing any bouquets in the wrong direction when we say WOV's new brochure is as attractive as any we've seen produced by one of the major networks. Black and white are the colors, and anybody can see at combination, when appropriately used, will catch the mental as well as the physical. The cover of the promotion piece is outlined in yellow—vibrant airbrush technique—with the "to two great markets" surmounting the first fold, the words "Age reflected in radio audience! Reclaim! Advertisers!" greet the reader. The next page, the advertisement, tells the advertiser what they want to know about and how it has grown to be the independent station in New York. This promotion piece, easy on the eyes, should do a lot in the way of bringing up some advertisers' minds.

A Slice Of Coverage

"How Big a Slice Would You Like?" a new promotion piece from TAG, Worcester's coverage, is in the mails for agencies and advertisers. A four-page presentation in black and gray, it gives the station's day and night coverage in comparison to that of other Worcester stations. Figures from a survey indicate the percentage of radio sets in all Worcester stations in January and February are also included. Last page itemizes the relative coverage for 30-word, one-minute and one-half minute day and night periods on the local stations compared to that of TAG.

WGAR's Double Decker

One of the cleverest promotion pieces comes from WGAR in the form of playing cards. Two decks are being mailed to each person in Greater Cleveland with 1,220 telephone numbers or 1,220 addresses. Why the 1,220? Because the station has switched from 480 to 1,220 kilocycles. With every hand playing Gin Rummy, "your friendly station in Cleveland" should have plenty of listeners a'plenty tuning in to

D-DAY found radio prepared. All the preliminary planning and rehearsals of the past few months bore fruits in precision like factual coverage. When Invasion reports were first flashed early Tuesday the nation's broadcasters were wide awake with the result that a flow of bulletins, commentaries and overseas pickups dramatically brought the story to America's radio-minded millions.

Particularly noticeable was the admirable manner in which sponsors, agencies, networks and stations cooperated by dispensing with all previously scheduled programs so that listeners could have the full benefit of bulletins and analyses of the Day's events.

NAB President J. Harold Ryan said radio coverage far transcended the job done by radio in reporting the Pearl Harbor disaster. "In its vigilance and preparedness for the recounting of this momentous event, American radio has distinguished itself as a great heart which never stops beating," Ryan said.

Spokesmen for the disc companies sent a strong telegram of protest to the National War Labor Board for delays incident to rendering a decision in the AFM-Recording dispute. Message came from the RCA Victor Division of Radio Corporation of America; Columbia Recording Corp., and the Radio Recording Division of NBC. Copies were also sent to committeemen in Congress.

NAB and Ascip were still unable to erase the discrepancies that exist between these two organizations concerning interpretations of rulings for royalties on spot announcements.

The four major networks have coordinated a plan to broadcast the Republican National Convention which begins Monday, June 26, in Chicago Stadium.

Mexican manufactured radio sets, for the Mexican public, has not yet proved profitable in that country, with four small factories assembling and none actually engaged in manufacture. Total figure of these four, plus a few custom-made jobs, is approximately 2,000 per annum, according to Theodore H. Meyer, of the American Embassy in Mexico City.

FCC Chairman James Lawrence Fly has ordered the Commission to keep its network of monitoring stations on the alert for espionage or other clandestine transmissions during the invasion period.

Annual awards for Advertising Club achievements in publicizing, advertising and promoting the war effort were announced by the Advertising Federation of America. First award to clubs in the larger cities went to the Milwaukee Advertising Club, Les Hafemeister, president; first award to clubs in smaller cities went to the Birmingham Advertising Club, Stanley M. Erdreich, president.

Almost 50 commercial and sustaining shows are involved in the summer replacement shuffle on the networks

with the major portion of the schedule set.

Three hundred teachers are expected to take the special course in radio that is being launched today by KOIN and its Radio Institute For Teachers.

Second radio deal by Marshall Field has resulted in his purchase of the Crosley station WSAI, a Blue affiliate in Cincinnati. Department store owner and newspaper publisher recently purchased WJJD, Chicago.

Tele Views: Gilbert Seldes, director of television programs for CBS, informed Kiwanis Club members, at a luncheon, that a reasonable period of time will have to be allowed after the war to adapt new electronics discoveries to television before the new video medium is launched on a full scale. The eye-et-ear medium will be the first to be studied by the British film industry's National Council which became an actuality this past week with the designation of seven members each by the KRS (distributors), CEA (exhibitors) and the British Film Producers Association.

Harry R. Lubcke, television director for the Don Lee network, spoke before the Radio Technical Planning Board session. RKO will be the first major motion picture company to enter the television film production field with that subsidiary to be known as RKO Television Productions, Inc.

News Briefs: J. Harold Ryan, president of NAB, wrote to both his board and the War Labor Board his opposition to the principle of fees being paid assigned commercial announcers. AFRA is demanding such fees, with WMAL, Washington, contesting the claim. WLB has the case. Edward R. Murrow, CBS European chief and London correspondent, made the first broadcast by an American reporter direct from a bomber on a mission over the Continent. Due to increase of week-end and evening hour commercials on the Blue, a night editorship has been created in the network's continuity acceptance department.

The third annual NBC-Northwestern University Summer Radio Institute granted admittance to 125 to attend the 1944 session. Jerry Devine, free-lancer, writer-director, was elected president of the Radio Directors Guild at a general membership meeting. United Automobile Workers (CIO) has petitioned the FCC for a rehearing on its May 16 grant of a license renewal to WHKC, Columbus, O. James C. Petrillo, president of AFM, charged that William Green, president of the AFL, had repudiated as violations of labor's no-strike pledge, recent walk-outs of AFM musicians at radio stations WJJD in Chicago and KSTP in St. Paul.

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

WNEW, New York: Admiracion Laboratories, Newark, N. J. (Admiracion Shampoo), 20 announcements weekly, 13 weeks, through Charles Dallas Reach Co., Newark; Fougera Distributed Products, Philadelphia, Pa. (Rigaud's Un Air Embaume Perfume), three announcements weekly, 35 weeks, through J. M. Korn & Co., Philadelphia; A & P Tea Company, New York, nine announcements weekly, 13 weeks, through Paris & Peart Advertising, New York; Comic Corporation of America, New York (Band Leaders Magazine), six announcements weekly on "Make-Believe Ballroom," seven weeks, through Ralph H. Jones Co., New York; R. C. Williams & Co., Inc. (OD-30) renewal of six announcements weekly, nine weeks, through Alley & Richards Co., New York; Adler Shoes for Men, New York, renewal of 13 announcements, weekly, 52 weeks, through Consolidated Advertising Agency, Inc., New York; Beech-Nut Packing Co., New York (Beech-Nut Chewing Gum), renewal of six announcements weekly, 13 weeks, through Newell-Emmett Co., New York.

Mutual's Gross Billings Showed Increase In May

Mutual gross billings for the month of May reached \$1,525,000, an increase of 41.1 per cent over the figure for May, 1943 when the billings totalled \$1,080,797. Cumulative gross billings for Jan., Feb., March, April and May, 1944 totalled \$8,373,778, an increase of 74.4 per cent over the first five months of 1943.

WANTED!
PROMOTION AND
MERCHANDISING MAN
BY 50 KW

Draft exempt, under 35, must have ideas and initiative. Family man preferred. 50 KW outlet located metropolitan Middle West. Send complete data to Box 844, Radio Daily, 1501 Broadway, New York 8, N. Y.

For Results
in the
PHILADELPHIA
MARKET
it's
W DAS
PHILADELPHIA'S
OUTSTANDING
INDEPENDENT
NEWS
EVERY HOUR
ON THE
HOUR

Starting Tonight...

Johnny Mercer's Music Shop

with

Jo Stafford

The Pied Pipers

Paul Weston's Orchestra



This Week's Guests:

Andy Russell

Shirley Temple

8 PM Monday Through Friday for **Chesterfield**



The National Daily Newspaper of Commercial Radio and Television

27, NO. 52 51

NEW YORK, N. Y., TUESDAY, JUNE 13, 1944

TEN CENTS

Radio Pushes Bond Drive

Will Pass Radio Philco President

Letter to stockholders yesterday John Ballantyne, president of Philco Corp. said that the grounds have been laid for the television drive that over a period of years will parallel and even surpass the progress of radio. Letter accompanied dividend checks, stating that when standards have been established for television by the FCC, materials are made available for equipment, rapid growth in public opinion and popularity will follow. Planning calls for participation (Continued on Page 12)

Leigh And Barger Heard in Short Lea Com. Session

Washington Bureau—RADIO DAILY Washington—Dull session of the committee with testimony by Robert Leigh, FBIS chief, committee chairman Harry Barger was characterized by sharp exchange of banter between the two. Leigh discussed the negotiating methods of Barger and committee Attorney Eugene Carey. Leigh referred to the practice of taking isolated facts and (Continued on Page 11)

Seminar Today For Dept. Store Execs

Division seminar for 48 department store executives from various cities will be held this afternoon at the Du Mont tele studios under the aegis of Television Work-Shop which represents the group. Cuff, general manager of the Du Mont studios in New York, Irvin (Continued on Page 11)

"Duffy's" Phoning

Warren Gerz, of Young & Rubicam but formerly of "Duffy's" on Blue, still MUST hear the elite each time they eat on the air. Last week the set at his home in the suburbs went dead just as the show started. Calling Blue publicist, he had Johnny Larson stuff the lone transmitter into the speaker. Earl Mullin's receiver and so heard his favorite program.

Jumping The Gun

San Francisco—Employees of KGO, Blue Network outlet here, did not wait for the official opening of the Fifth War Loan drive to purchase additional bonds. News of the invasion started the employees, led by Don Searle, general manager, in a move which resulted in \$2,200 worth of bonds being bought by the end of D-Day. Listeners were urged to follow suit.

D-Day Radio Audience 82% Above Normal

Recapitulation on invasion radio listeners, while it was expected to be high, has exceeded the most sanguine estimates, with at least two different surveys revealing an extremely high average of listening audience. This is apart from surveys which sought to learn listener preferences on the handling of news.

According to part of the original D-Day coverage, one network com- (Continued on Page 6)

Ozzie Nelson-Hilliard Set For Own Show, Oct. 1

Ozzie Nelson and Harriet Hilliard have been signed to head a new program which will start Sunday, Oct. 1, on CBS, 6-6:30 p.m., EWT, for International Silver Co. which replaces its seven-year-old show "Silver Theater," with the new series. Comedy (Continued on Page 11)

Church Radio Fellowships Go To Five Active Ministers

"The Great Gildersleeve" Leads In Listeners Survey

Five top ranking programs listed in terms of the number of listeners per listening set, finds "The Great Gildersleeve" on NBC first with a total of 3.16 which is broken down as follows: women, 1.48; men, 0.97 and children, 0.71. Figures are those compiled by C. E. Hooper, Inc. Rest of the shows (Continued on Page 2)

Networks And Stations Roll Up Sleeves And Plunge Into Greatest Effort Ever Requested By Government

FCC Revises Forms; Seeks Added Data

Washington Bureau—RADIO DAILY Washington—The FCC has revised its Form 303, application form for license renewal, calling for additional program and business information, and authorized two new forms for information concerning non-directional and directional antennas. The Commission explained that since abbreviating the renewal form more (Continued on Page 11)

Okla. Gov. Pays Tribute To Radio's War Coverage

Oklahoma City—Governor Robert S. Kerr, in his weekly broadcast with Ken Miller, KVOO news editor, on the program "Confidentially, Governor—Why?" paid high tribute to networks, individual stations and the (Continued on Page 2)

Whiteman On Bond Tour; Replaces Glenn Miller

Paul Whiteman, musical director of the Blue Network, is conducting the Treasury Department Orchestra in a War Bond tour, and started yesterday (Continued on Page 2)

Radio's giant effort in the Fifth War Loan Drive took the first step officially last night as the four major networks along with many independent stations carried the strong one-hour special program, backed by the appeals of President Roosevelt and Secretary of the Treasury Henry Morgenthau, Jr. Many (Continued on Page 12)

Blue Employes To Buy \$100,000 In War Bonds

At a mass meeting held in Radio City yesterday, employes of the Blue Network launched the Fifth War Loan Drive with a pledge to buy \$100,000 in additional war bonds for the purchase and equipment of 3,000 hospital beds. The meeting was addressed by Keith Kiggins, vice-president in charge of stations; Ivor Kenway, of the station relations department, who (Continued on Page 11)

Bern And Levy To Coast As CBS Staff Additions

Al Levy, formerly with the James Saphier Agency and now manager of Frank Sinatra, has joined the CBS staff in Hollywood, and Larry Berns, (Continued on Page 2)

Home Work

The "necessity is the mother of invention" gag is used by Henry Sylvern. With addition of his new chores as music director of M-G-M's "Screen Test" on Mutual which debuted last night, Sylvern is one of busiest leaders in business, so he now records arrangements at home, passes disc over to an arranger, who notes the music copy in time for his five-times-a-week show.



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

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FINANCIAL (Monday, June 12)

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 Prd, Stewart-Warner, Westinghouse, Zenith Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include WCAO (Baltimore), WJL (Detroit).

20 YEARS AGO TODAY

(June 13, 1924)

Experimental trans-Atlantic broadcasts from Chelmsford, England, have been heard in New York City and simultaneously rebroadcast to points in Great Britain, Vienna and Barcelona with amazing clarity. Every owner of a radio receiving set in Great Britain pays ten shillings a year for the privilege of listening in.

JOB WANTED... the job of SELLING KANSAS for YOU - at low cost • Just hire: Ben Ludy, GEN'L. MGR. WIBW The Voice of Kansas TOPEKA

Bern And Levy To Coast As CBS Staff Additions

(Continued from Page 1)

network producer in New York City, will move to CBS' West Coast offices within the next few weeks, it was announced by P. W. Thornburgh, Columbia vice-president in charge of the western division and general manager of KNX, CBS owned station in Los Angeles.

As members of a newly formed division of the CBS Hollywood program department, Levy and Berns, will work on the building and auditioning of new shows and ideas, and on the development of new talent for network programs. Decision to establish the new division was reached after a series of conferences at KNX between Thornburgh and Douglas Coulter, CBS vice-president in charge of programs.

Whiteman On Bond Tour; Replaces Glenn Miller

(Continued from Page 1)

day from Indianapolis. At the request of the Treasury Department, Whiteman has replaced Glenn Miller, who has been summoned to other duties. The troupe which is traveling in the War Bond Caravan includes movie stars Paul Lukas and Ingrid Bergman. Whiteman will return to New York each week-end to rehearse and conduct the Philco Corp. "Summer Hour" on the Blue.

'Dr. Christian' Award

Judges of the "Dr. Christian Award" script contest will announce the grand prize winner of \$2,000 during the "Dr. Christian" broadcast over CBS Wednesday, June 14, WABC-CBS, 8:30-8:55 p.m., EWT. Chesebrough Mfg. Company sponsors the program.

Armstrong Bout On MBS

Al Davis-Henry Armstrong 10-round welterweight match at Madison Square Garden will be heard over WOR-Mutual Thursday night at 10 p.m., EWT. Don Dunphy and Bill Corum will do the announcing.

'Smoothies' Move

"The Smoothies," vocal rhythm trio formerly heard on Mutual 8:15-8:30 p.m., EWT have moved to the 3-3:15 p.m spot Mondays through Fridays.

Okla. Gov. Pays Tribute To Radio's War Coverage

(Continued from Page 1)

industry for its invasion coverage. In commenting on splendid achievement of allied troops and his urging for a further all-out effort on the home front, the Governor said:

"I think our radio networks, individual stations and other news agencies also achieved a new high in an all out program of patriotic service and effectiveness. I know that the American people are fully aware that for the better part of 24 hours every network and every station plunged all out into a program of providing us with the most comprehensive 'On the Spot Picture' ever given of such an undertaking.

"I do not know what these radio stations and networks lost in dollars and cents by reason of cancelling commercial contracts during those long hours, nor what it cost them to pay for the reporters and commentators all the way from our own land to the invasion beaches themselves, and in the airplanes over the invaded areas; for the expensive mechanical elements involved in bringing the words to us through our individual radio sets, but I know their loss and their costs were terrific; and for their all out effort. I know we are all grateful, indeed."

"The Great Gildersleeve" Leads In Listeners Survey

(Continued from Page 1)

are, in order: "Crime Doctor," "Blue Ribbon Town," Charlie McCarthy and tied for fifth place is "The Life of Riley and "Radio Reader's Digest."

The Subscriber Program with the largest number of women listeners per set, is "Life of Riley," with 1.60; largest number of men listeners per set is, Walter Winchell, 1.07; largest number of children listeners per set is "Terry and the Pirates," with 1.40.

Highest sponsor identification according to Hooper is "Lux Radio Theater," with 90.6 per cent; correct product, 90.2 per cent.

First Guesting

Bidu Sayao will make her first guest appearance on the Telephone Hour on Monday, June 19, on the NBC network, 9-9:30 p.m., EWT, it has been announced. N. W. Ayer is the program's agency.

WQAM MIAMI CBS AFFILIATE THE VOICE OF TROPICAL AMERICA Represented by John Blair & Co.

How To Get More For Your Baltimore Radio Dollars

First, you toss out the sleight-of-hand method of buying time. You stick to fact. And that's easy to do today.

Let's look at power. Power alone is no basis for buying time. What good are a lot of people if they don't listen?

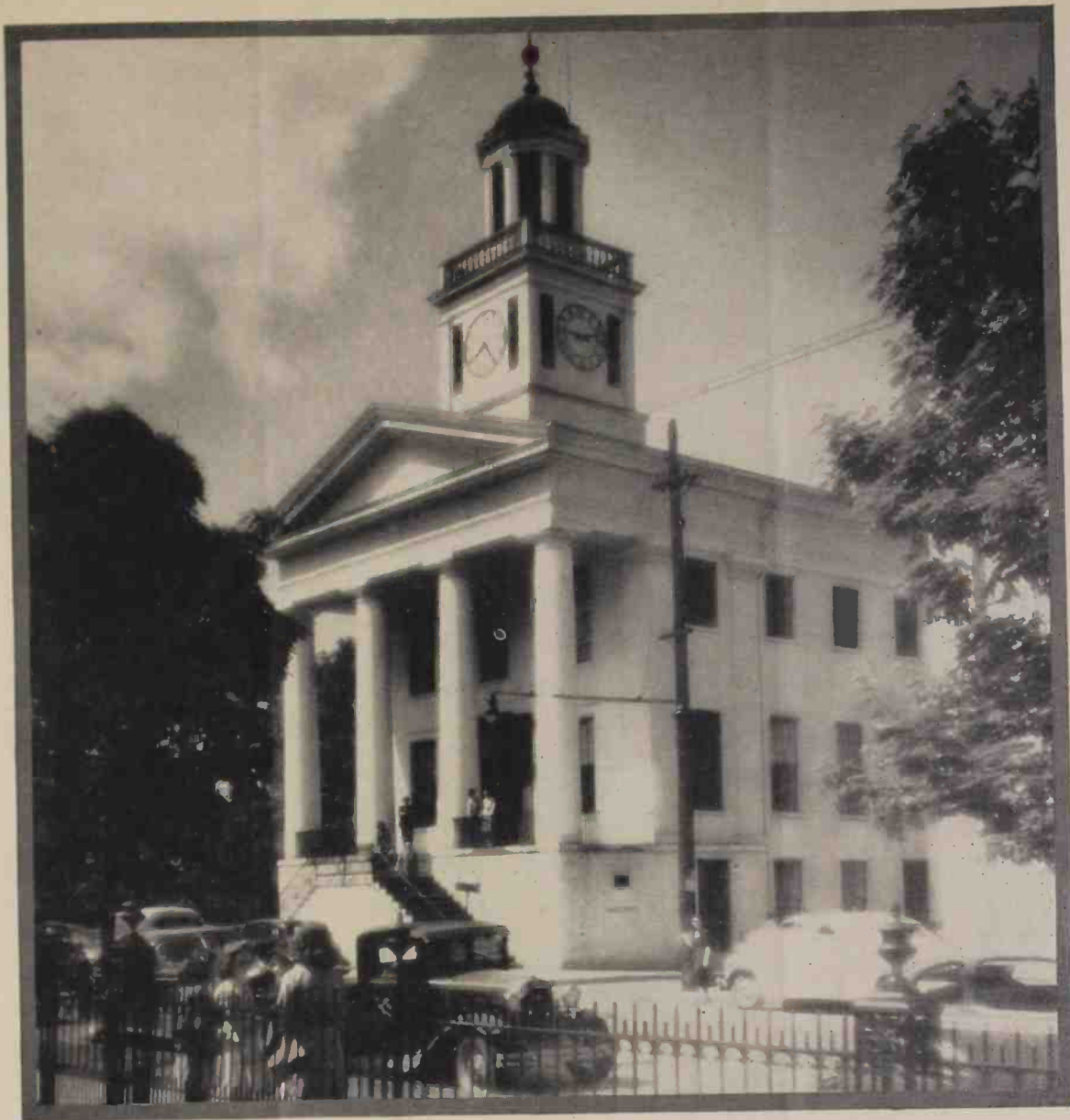
Popularity alone is no basis. Suppose it costs you 5 times as much to get twice as many listeners?

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 more 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-REID



MAYSVILLE, KENTUCKY... *Stalwart Symbol*

Here live the memories of vanished days
Beside the works of man's inventive mind.
Beyond the streets of Maysville lie rich farms,
And in the town are buildings proud with age
As some are bright with youth. The Court House
stands—

Symbol of justice—here the Library,
And Wilson Hospital, where mercy dwells.
Wheels turn in factories, and things men need
To carry on the battle for the right
Flow out, a mighty stream, on shining tracks
To either coast, and then across the seas.

This is what ancient Maysville means to us;
A strongly-knit community of lives

Devoted to the building of great wealth
Of mind and body; of the heart and soul.
What do we mean to Maysville? This, we hope;
A channel for the music of the world,
And for swift news of those beloved ones.
Whose names burn brightly in a whispered prayer
As on an Honor Roll. We have a bond
Between us, woven with the silken threads
Of memory, of progress, and of time.

by Norine Freeman

WLW

The Nation's Most Merchandise-able Station

DIVISION OF THE CROSLY CORPORATION



We Sell Programs

In these days of saturating demand for announcement availabilities we are particularly pleased to point out that by far the largest part of our sales are programs of five minutes and longer.

Every modern means of selling and presenting programs is used. Letters, direct mail, transcriptions and hundreds of presentations similar to the one shown here are employed for this purpose.

But most important of all, these presentations are made in person by men highly specialized and devoted exclusively to the sale of radio.

Time buyers find successful program selling of this kind is constructive and the results are gratifying to the radio stations we represent.



PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES



NEW YORK.

CLEVELAND.

DETROIT.

CHICAGO.

SAN FRANCISCO.

LOS ANGELES.

PAUL H. RAYMER COMPANY
RADIO STATION REPRESENTATIVES
155 MADISON AVENUE - NEW YORK
TELEPHONE - MURRAY HILL 2-8181

RADIO PROPOSAL to: A RAZOR BLADE MANUFACTURER
on: WXXX

1000 watts -- 930 Kc.

Program

ALL-STAR SPORTS REVIEW

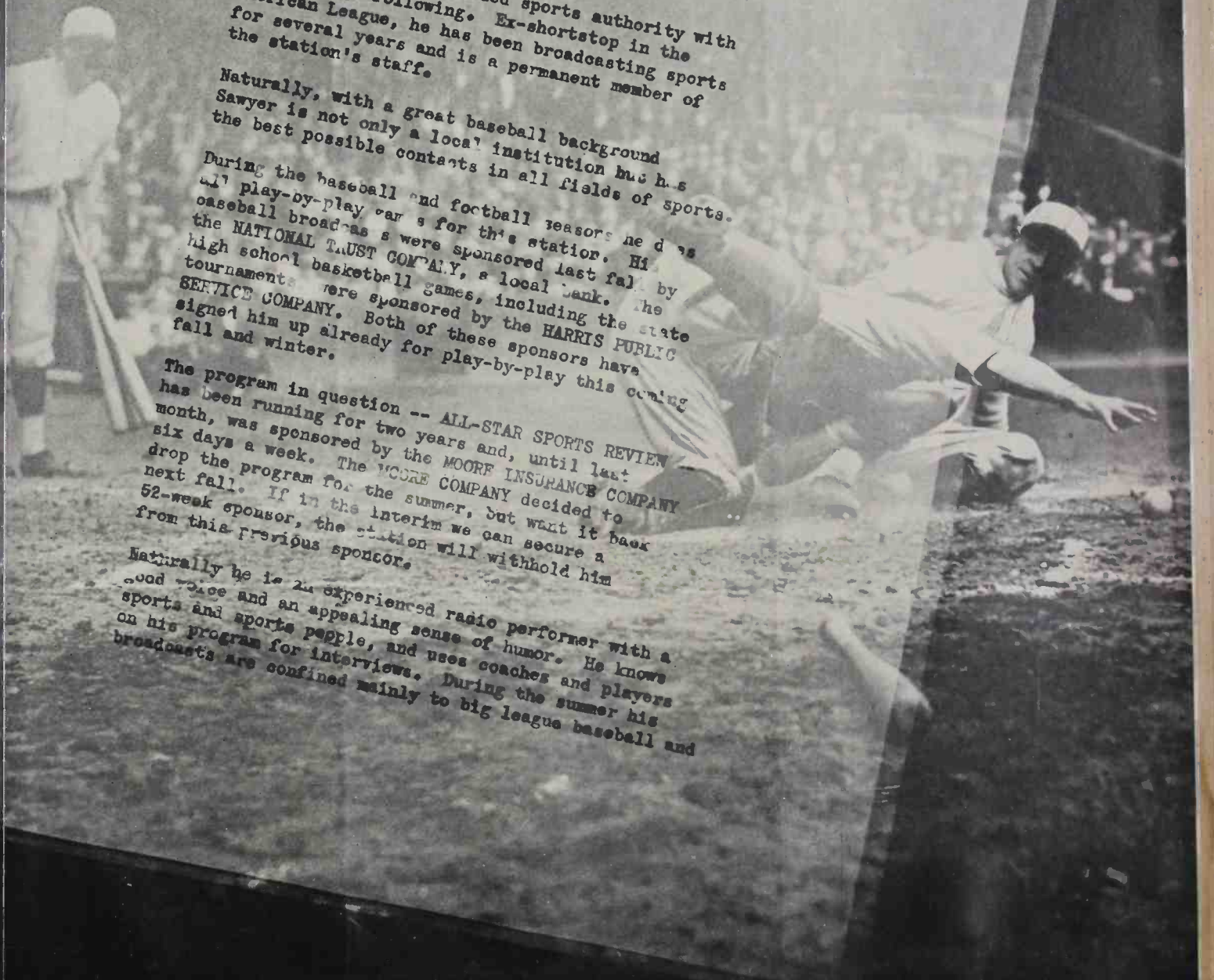
Jim Sawyer is a recognized sports authority with a very large following. Ex-shortstop in the American League, he has been broadcasting sports for several years and is a permanent member of the station's staff.

Naturally, with a great baseball background Sawyer is not only a local institution but has the best possible contacts in all fields of sports.

During the baseball and football seasons he has all play-by-play cars for this station. His baseball broadcasts were sponsored last fall by the NATIONAL TRUST COMPANY, a local bank. The high school basketball games, including the state tournaments, were sponsored by the HARRIS PUBLIC SERVICE COMPANY. Both of these sponsors have signed him up already for play-by-play this coming fall and winter.

The program in question -- ALL-STAR SPORTS REVIEW has been running for two years and, until last month, was sponsored by the MOORE INSURANCE COMPANY six days a week. The MOORE COMPANY decided to drop the program for the summer, but want it back next fall. If in the interim we can secure a 52-week sponsor, the station will withhold him from this previous sponsor.

Naturally he is an experienced radio performer with a good voice and an appealing sense of humor. He knows sports and sports people, and uses coaches and players on his program for interviews. During the summer his broadcasts are confined mainly to big league baseball and



D-Day Radio Audience 82% Above Normal

(Continued from Page 1)

missioned a research organization to begin measuring audiences to war-news programs as soon as possible following the invasion. Results of the survey carried out for CBS by C. E. Hooper, Inc. showed that audiences on June 6 were for most hours of the day more than double their normal size and for the 14 hours studied, 82 per cent above the normal day's audience.

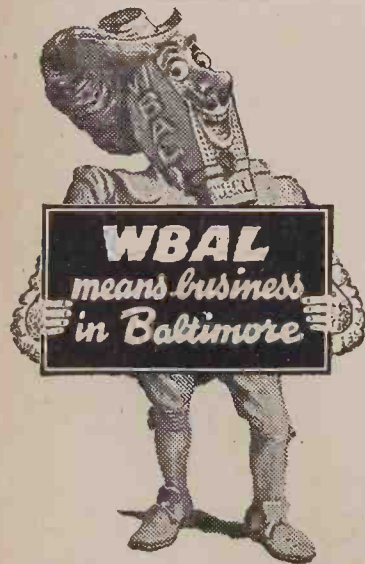
100 Per Cent Boost Noted

Although June 6 audience would normally show a decline from the comparative date selected (May 2) in 10 of the 14 hours studied by Hooper, a 100 per cent audience boost was noted. The greatest increase (138 per cent) was found in the two-hour period between 4 and 6 p.m. Against the usually strong Tuesday night audience, gains and 56 per cent and 29 per cent were registered, for an over-all evening increase of 40 per cent.

Coincidental personal interviews carried out by The Pulse of New York between 9 a.m. and 12 noon on June 6, indicated a high in mid-week morning listening not previously obtained. The average quarter-hour figure for sets-in-use was computed at 53.2 per cent of radio homes in the New York Metropolitan area.

Magee To OWI

Reading, Pa.—Robert G. Magee, assistant station manager of WEEU, has been granted a leave of absence by WEEU-WRAW to become a field representative in the over-seas branch of the OWI, assigned to the London, England office. Magee reported for duty recently at the N. Y. office of the OWI. He has been associated with WEEU-WRAW for the past thirteen years.



Edward Petry & Co., National Representative

MAIN STREET

WITH 'Ol' Scoops Daily

Chicago-land Commentary!

● ● ● D-Day Echoes: John Bryson, Blue announcer on midwest-originated Spotlight Band airings, did a Dunninger on Invasion forecasting

Chicago A serious and sincere gent, Bryson participated in an Invasion bull-session held among fellow announcers some five weeks ago. All six spielers jotted down their predictions as to time and place and filed them away. Bryson's guess: June 6, with Allied forces taking off from England and landing on the coast of France! Jules Herbuveaux, NBC Central Division program director, had a "hunch" Tuesday night and stuck around the studios. Sgt. Alexander Hahn of Chicago was one of the two soldiers Charles Colingwood, CBS correspondent, interviewed on an LST boat during the Invasion channel crossing. A recording of the interview was heard over WBBM in a CBS pickup from London at 8:25 a.m. on D-Day. Sgt. Hahn's wife, a war plant worker, was listening. When she phoned WBBM to find out whether she could get a recording of the broadcast, arrangements were made to have her come to the studios and appear on Newscaster John Harrington's 5:30 airing that afternoon, giving her reactions to her husband's interview.

★ ★ ★

● ● ● Merritt R. (Matt) Schoenfeld, assistant general manager of the Blue's Central Division, in the rush and excitement all but forgot that D-Day was also his birthday. He drove the 36 blocks from his North Side apartment to the Merchandise Mart studios in a bit under six minutes. From 1:00 a.m. until 11:00 p.m. he was so engulfed in the network's Invasion coverage that he had to delegate to his secretary the job of blowing out the candles on a birthday cake presented to him by fellow employes. Florence Warner, WBBM-CBS educational director, and her staff toiled until the wee hours Tuesday morning getting out a special Invasion edition for the Chicago schools in connection with the Invasion maps which WBBM recently distributed to the school system.

★ ★ ★

● ● ● Ed Horstman, Blue Central Division chief engineer, installed a loudspeaker in the network's reception lobby on the 19th floor of the Merchandise Mart. With the result that when word spread through the "world's largest building" that the latest news was pouring out of the aforementioned loudspeaker, hundreds of people flocked to the 19th floor. Horstman was praised for his thoughtfulness by everybody but the Mart's elevator operators. For them, shutting hundreds of news-hungry citizens up and down was nothing but a big headache.

★ ★ ★

● ● ● When Danny O'Neil, WBBM-CBS singing star, featured Brahms' Cradle Song on his broadcast with the Bluejacket Choir over CBS last Sunday, he intended the lullaby for the ears of a seven and a half pound bundle named William Michael O'Neil at St. John's Hospital in Los Angeles. Danny revised his list of broadcast numbers to include the Cradle Song as soon as he heard the news, via long distance, of William Michael's arrival. Joe "Curley" Bradley, who rose to radio fame as a member of the Ranch Boys trio, is playing the colorful role of cowboy Tom Mix in the new WGN-Mutual adventure serial of that name. Paul Faust, Michell-Faust ad agency prexy, addressed a recent monthly meeting of WLS executives on the results of a survey the agency and the WLS sales department made of midwest farm homes in connection with the Prairie Farmer-WLS combination ad series.

★ ★ ★

— Remember Pearl Harbor —

First PAST

21 years of continuing leadership. Programs of public service, alertness... and of course advertiser's preference.

First PRESENT

All surveys agree WRC leads morning, afternoon and night.

First FUTURE

Washington will be the first NBC television station to be constructed after the war.

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



The background features a stylized, monochromatic illustration of a city skyline. A prominent building with a grid of windows is on the left. To the right, a large, bold, sans-serif logo reads 'CBN'. The scene is set against a backdrop of wavy, horizontal lines and radiating lines that suggest a sunrise or sunset. The overall aesthetic is mid-century modern.

twenty-four hours...

H HOUR AT NBC

All commercial programs
24 hours of radio's greatest



TASK FORCES OF NEWS

Here's how some of NBC's newsmen moved about the face of Europe to strategic positions prior to D Day and took their posts for the biggest news story in history. For 24 hours without interruption, NBC broadcast news flashes, bulletins, analytical comment and special programs, expert opinion, canceling all sponsored shows, to devote its complete services to the American public's interest.



AS D DAY DAWNED The desk man monitors the short-wave radio from Allied headquarters and Adolph Schneider, manager of operations of the NBC news and special events department, makes hurried notes. William F. Brooks, chief of the department (with cigarette holder), looks on. In the center (in dark suit) is Niles Trammell, NBC president

H. V. KALTENBORN Expert NBC newscaster, preparing one of his penetrating analyses of bulletins which he broadcasts intermittently throughout the day and night.



et for
oting

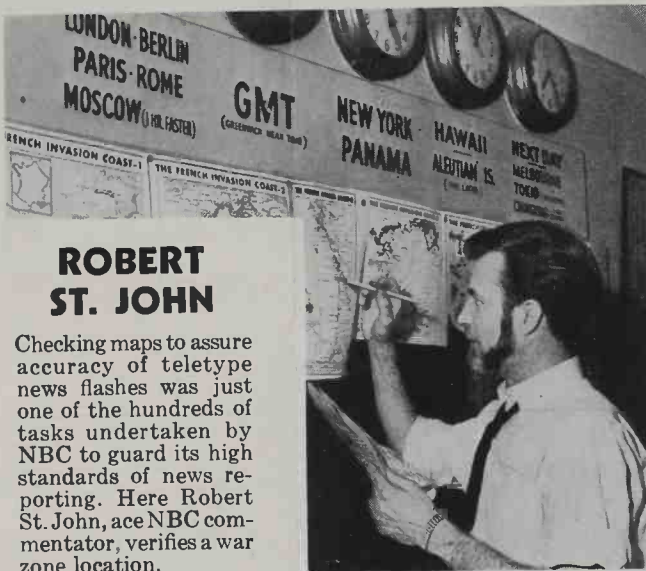


EYE-WITNESS ACCOUNT

Within a few hours of the first flash, NBC was on the air with eye-witness stories. Here, foreign news monitor Crosswell Bowen, plays a recording of such a report in the early morning.

FEEDING THE MIKE

William F. Brooks (standing), manager of NBC news and special events department, and copy desk editor Raymond Brown hustling a portion of the hundreds of thousands of words toward the NBC mike. Brooks' long and careful planning was evidenced by the smooth performance throughout the day.



ROBERT ST. JOHN

Checking maps to assure accuracy of teletype news flashes was just one of the hundreds of tasks undertaken by NBC to guard its high standards of news reporting. Here Robert St. John, ace NBC commentator, verifies a war zone location.



FILLS A BOOK! Even the tightly condensed version of the rapid developments in NBC coverage of the invasion story, already in book form, required 36 full pages! Titled "H HOUR, 1944," the book is an amazing thumbnail record of NBC's historic invasion reporting.

AMERICA'S NO. 1 NETWORK FOR NEWS

Once more NBC justified the public's confidence in its leadership as "The Network Most People Listen to Most."



ALL AT IT! Six hours of continuous NBC broadcasting at this point and the strain is beginning to show in their faces. But on By this time hundreds of congratulating telegrams from affiliated NBC were arriving in New York.

From DALLAS-FT. WORTH, TEXAS:
"NBC has done excellent coverage job."
CAMPBELL WFAA

From HONOLULU, HAWAII:
"Most enthusiastic possible thanks for the unexcelled coverage by NBC RCA via KGU of second front. Army Navy and civilian thousands thrilled with service unequalled and unapproached in history of Hawaii."
LORRIN THURSTON

From FRESNO, CALIFORNIA:
NBC has done exceptionally fine job of and did right in cutting all swell job."
KINS KMJ

the wires poured in

job of
WSFA salute the
men who carried out the assignment

report
continuing thru
service." MULRONY KGU

From ROCHESTER, NEW YORK:
"I want you and your associates to know that it is with pride and admiration that we have observed the efficient and dignified reportorial job that NBC has done since one A.M. on June sixth. There is no doubt but what this is the outstanding accomplishment in all the history of broadcasting. This comment is not only shared by my associates here but by many of our listeners who have expressed themselves." WILLIAM FAY WHAM

From WINSTON-SALEM, NORTH CAROLINA:
"It most certainly is the number one network. Great job. WSJS

From ST. LOUIS, MISSOURI:
"NBC coverage has been superb and from what we can gather, has been much better than any of your esteemed contemporaries. Congrats to entire staff for fine job." BURBACH KSD

From MILWAUKEE, WISCONSIN:
"You are doing a swell job. Far superior to anyone else. We are proud to be affiliated with NBC." W. J. DAMM WTMJ

From DES MOINES, IOWA:
"Invasion coverage excellent. Believe you should continue at sacrifice of commercials." FAIR

From PORTLAND, OREGON:
"Thank you for wonderful invasion coverage. You are doing a tremendous job. Keep it up." PANGBORN KGW

From DETROIT, MICHIGAN:
"NBC's invasion coverage is wonderful and is best job ever done in radio." BANNISTER WWJ

From PENNSYLVANIA (MASON-DIXON NETWORK):
"NBC invasion news incredibly good thus far. A great credit to the industry as well as a marvelous job on the part of NBC. Audience reaction really terrific. Everyone appears to be listening to NBC to the exclusion of all other networks." MCCOLLOUGH WGAL-WORK-WKBO-WAZL-WEST

From CANADA:
"Congratulations on the splendid work of NBC in covering invasion yesterday. You fully rose to the occasion and people of this continent should be grateful to you for tremendous effort and most gratifying success." A. FRIGO Canadian Broadcasting Corp.

From CINCINNATI, OHIO:
"Re invasion coverage, our entire staff sends congratulations on excellent performance." WLW
"WDAF and the Star are proud of you you're doing. It's DEAN FITZER WDAF

From LOUISVILLE, KENTUCKY:
"Our very sincere congratulations on a superlative job eclipsing all competition." WAVE

From NORFOLK, VIRGINIA:
"Re invasion coverage so far and reaction of audience think it most perfect coverage of broadcast since history of coverage that audience are staying tuned to well done

America's No. 1 Network



for NEWS

From MADISON, WISCONSIN:
"Network invasion broadcasts are outstanding and exceed our expectations in clarity, continuity and production. Audience in this area predominantly WIBA and highly pleased with cancellation of WIBA
SCHMITT WIBA

From MEMPHIS, TENNESSEE:
"NBC invasion coverage is tops." SLAVICK WMC

From GREENVILLE, SOUTH CAROLINA:
"Coverage is excellent. We were on air all follow your lead with 24 hour Extend our

Radio Fellowships To Five Ministers

(Continued from Page 1)

Portland, Ore.; the Rev. M. Crowe, St. Louis, Mo.; the Rev. T. Randall, Minneapolis, Minn.; the Rev. Robert S. Steele, Conn., and the Rev. Harley J. ... Buffalo, N. Y. Each will receive one of the three NBC Summer fellowships at Stanford University, Palo Alto, Calif.; Northwestern University, Chicago; and the University of California at Los Angeles.

Dr. Angell also announced the appointment of Frank Elliott, of the Chicago Theological Seminary, as winner of the \$1,000 fellowship to the graduating graduate of a seminary. Elliott will attend one of the three radio institutes and then will complete his fellowship year working on the staff of an NBC station.

Committee Membership
Members of the fellowship award committee, in addition to Dr. Angell, are: Truman Douglass, vice-president of the Board of Home Missions; and the Rev. James Flint, chairman of the Congregational-Christian Radio Committee on Radio, and the Rev. C. Parker, acting assistant manager of NBC's Public Service Department, representing the churches.

Dr. Max Jordan, NBC Director of Religious Broadcasts, and Sterling B. ... assistant NBC Public Service Director and director of the NBC American University of the Air, representing the network. Dr. Fred ... of the Chicago Theological Seminary, represented the seminary in the one-year award to Elliott.

Ozzie Nelson-Hilliard For Own Show, Oct. 1

(Continued from Page 1)

with an orchestra will be used in a man-and-wife theme, entitled, "The Adventures of Ozzie and Harriet" and will revolve around a group of troupers who inherit a small drug store, seek to settle down and get acquainted with their children.

Ozzie Nelson and Miss Hilliard (the latter half) have been appearing the past few seasons with Red Skelton. ... & Rubicam is the agency for the International Silver Co.

FCC Revises Renewal Forms Also Asks Data Re Antennas

(Continued from Page 1)

than two years ago, it has required engineering data. The extension of the license term to three years, however, makes it important that up-to-date engineering information be filed. Licensees will be requested to submit by August 1 such current engineering information. A supply of the newly approved forms will be mailed to each standard broadcast station.

One significant change in the forms covering the engineering data is that in addition to being executed by the applicant, the chief engineer and technical director of the station will be required to swear or affirm that he had read the same, knows the contents thereof, and that the matters and facts set forth in the form are true of his own knowledge. "Past experience has indicated that many licensees filed their renewal applications with gross errors which are repeated time and time again, thus indicating that the data had been copied from a previous renewal application without re-examination by anyone having knowledge or information of the facts," FCC said. In addition to up-to-date engineering data, the revised application form and renewal of license seeks to elicit information as

to the ownership, operation, interests therein, etc., of all licensees. Current information on program service is likewise sought and applicants will be required to attach to the original application only the program and operating logs or one exact copy thereof required to be kept under section 3.404 of the rules for the seven consecutive days.

Immediately preceding the date of execution of the application form, if the original log is submitted and so marked, it will be returned to applicant.

Text of Revision

"The requirement in the revised form for submission of program and operating logs is in lieu of the provision in Form 303 prior to revision, which sought a breakdown of program content giving percentages of total monthly hours (commercial and sustaining) divided into types of programs such as entertainment, educational, religious, agricultural, fraternal news, etc., it is believed will result in eliciting more accurate information on the subject of program service the station renders with less effort on the part of the applicant."

Tele Seminar Today For Dept. Store Execs

(Continued from Page 1)

Shane of the "Workshop" and several local agency men will also be in attendance.

Up for discussion will be television's role in the post-war world.

UBC Admitted To AFA

Toledo — United Broadcasting Company, which operates WHK and WCLE in Cleveland and WHKC, Columbus, Ohio, has been admitted to membership in the Advertising Federation of America.

Time Change

"Those We Love," the dramatic series currently aired Sunday afternoons over NBC, will shift to Thursday nights at 8:00 p.m., EWT, effective June 22, on the same network.

Leigh And Barger Heard In Short Lea Com. Session

(Continued from Page 1)

opinions and building them up into conclusions" which he said, completely ignored the evidence.

Get AP Service

The following broadcast stations have recently acquired the special AP radio wire service through Press Association, Inc., the radio subsidiary of The Associated Press: WAVE, Louisville, Ky.; WBTM, Danville, Va.; WSLS, Roanoke, Va.; WLVA, Lynchburg, Va.; WSOO, Sault Ste. Marie, Mich.; W45BR, Baton Rouge, La.; WIBA, Madison, Wis.; WHIO, Dayton, O.; KTAR, Phoenix, Ariz.; KTTS, Springfield, Mo.; WOLF, Syracuse, N. Y.; KADA, Ada, Okla.; WSPR, Springfield, Mass.; WLEU, Erie, Pa.; KPAS, Pasadena, Calif.; WMAZ, Macon, Ga.; KRLH, Midland, Tex.

Blue Employes To Buy \$100,000 In War Bonds

(Continued from Page 1)

is in charge of the bond drive on the Blue; H. C. Dayche, of the U. S. Treasury Department; and Private First Class Mitchell, who was wounded in the African campaign and received the Purple Heart award.

Among highlights of the drive on the Blue is the news that every member of the staff of station WJZ, key station of the network in New York, with one exception, was pledged to buy bonds before the drive began yesterday, and that in the Los Angeles office on D-Day, employes pledged themselves to buy nine times as much in bonds as was bought during the entire month of May.

Penn College For Women Prepares Course In Radio

Pittsburgh—WCAE Program Director R. Clifton Daniel has been appointed to teach the radio course at Pennsylvania College for Women next fall. Daniel plans to make the course at PCW a pre-professional one, giving students training for a radio career.

WABC's Renewals

WABC, CBS' New York outlet, announced a new radio campaign by Curtis Publishing Company; renewal of its current contract by Studebaker Corporation, and increases in the broadcast schedules of Dif Corporation and Paramount Pictures, Inc. Curtis, for the "Saturday Evening Post," is participating in the "Arthur Godfrey" program. Agency, MacFarland, Aveyard & Company. Studebaker, effective July 3, renews sponsorship of the Bill Costello news program, with Monday, Wednesday and Sunday schedule. Roche, Williams & Cunningham, Inc., is the agency for Studebaker.

Dif increases its sponsorship of the "Have You Forgotten?" from five to six days a week. Grey Advertising is the agency. Paramount, for forthcoming motion pictures, is increasing its participations in the Godfrey program to six a week, Mondays through Saturdays. Buchanan & Company, Inc. is the agency.

RADIO EXECS

IF YOU HAVEN'T ALREADY RECEIVED A COPY OF FRANK McGRANN'S JUNE OFFERINGS WRITE FOR A FREE COPY TODAY 30 FEATURED 'BUYS' IN AVAILABLE PERSONNEL ARE LISTED

FRANK McGRANN Radio Specialist

POSITION SECURING BUREAU, Inc. (Agency) Madison Ave., N. Y. C. MU. 2-6494

HAPPY BIRTHDAY TO YOU

June 13

Bob Bailey	Jack Fulton
Don Dixon	Mary Kendel
Arthur L. Forrest	Basil Rathbone
Ralph Edwards	Lyell Ludwig
Bill Lipton	

WALTER COMPTON
BACKGROUND FOR NEWS

add **KOCY** to his sponsor list

WATCH THIS LIST GROW
WSIX
KALE
WMOB
CKCL
KOCY

Available for cooperative sponsorship on MUTUAL. Call, wire or write WM. B. DOLPH, WOL, WASH., D. C.

Radio Pushes Greatest Bond Drive As Nation's Fifth War Loan Opens

(Continued from Page 1)

stars of stage, screen and radio took part in the show starting the industry on its way to help achieve the \$16,000,000,000.

Today, NBC, is making its round-the-clock contribution to the Fifth War Loan Drive under the banner "It's Twenty-one to Five," signifying that 21 continuous broadcast hours on NBC are being dedicated to the 5,000,000 volunteer war bond sellers ringing doorbells across the nation. It is the web's assigned day. Details of special programs designed to promote the Drive were also released yesterday by the Blue Network. As the drive got underway, the Blue presented "The Awakening of Sleepy Sam," starring Sidney Blackmer, the screen actor, at 4 p.m., EWT. The half-hour sketch outlined the 20 years preceding Pearl Harbor.

Eight Programs Start Today

Scheduled to begin today are eight five-minute programs entitled "America Marches," which will be presented in cooperation with the U. S. Treasury and the New York "Journal-American." To be aired Tuesday and Thursday from June 13 through July 6 at 6:35 p.m., EWT, the series will dramatize famous highlights in American history and will star Raymond Greenleaf, Jessie Royce Landis, Santos Ortega, Annabella, Eddie Dowling and other noted actors.

A galaxy of the NBC network stars and commentators, as well as a host of distinguished guest speakers, are paying tribute to the victory bond workers throughout the day, which is to be climaxed by an hour and a half of continuous entertainment from Hollywood, NBC, 11:30 p.m.-1:00 a.m., EWT. "It's Twenty-one to Five" also includes hourly pickups from the country's great national shrines.

Such personalities as Jane Cowl, Clifton Fadiman, Cpl. Frank Loesser, Helen Hayes, Justice Owen D. Roberts, Janet Beecher, Cornelia Otis Skinner, Alfred Lunt and Fannie

Hurst are making special Bond Day appearances on various NBC shows. In addition, many servicemen are being heard throughout the day.

During the 91-minute show from Hollywood, the combined writing staffs of the stars join forces to present a gala program which includes

"E" Record

St. Louis—Ralph Edwards, with his "Truth or Consequences" program company, sold \$5,700,100 in "E" Bonds here on Saturday at his two shows which were broadcast from Kiel Auditorium before a total assemblage of 35,239 people. This figure represents a record for this type of bonds for any individual.

the following: Ronald Colman. Major Meredith Willson, Jack Benny, Ginny Simms, Jack Haley and Joan Davis, Frances Langford, Abbott and Costello, Bob Hope, John Charles Thomas, Fibber McGee and Molly, the King's Men, Frank Morgan, Kay Kyser, Bing Crosby, Amos and Andy, Bob Burns and the Great Gildersleeve.

Shrines to be visited in round-the-nation pickups include the Statue of Liberty; Plymouth Rock; U. S. Treasury Building on the New York site where George Washington took the oath of office as first president; tomb of the Unknown Soldier, Arlington, Va.; Independence Hall, Philadelphia; headquarters of Washington in Morristown, N. J.; tomb of Abraham Lincoln, Springfield, Ill.; Betsy Ross home, Philadelphia; the Flag House, Baltimore, Md.; Jefferson Memorial, and Capitol Building, Washington, D. C.; Fort Pitt, Pittsburgh, Pa., and still others on the West Coast.

Other "one-day stands" in which

networks are scheduled to participate individually are: the Mutual Broadcasting System, June 17; Columbia Broadcasting System, June 20; and the Blue Network, June 24. Independent stations' Bond Day is June 22.

As a feature of the Fifth War Loan Drive, which started yesterday, Jerry Lawrence on WMCA is presenting interviews twice daily at 12:30 p.m. and 8:30 p.m. with decorated combat veterans from all 11 Air Forces overseas. These heroes include gunners, pilots, bombardiers and navigators, many from Metropolitan New York, who are now at the Pawling, New York branch of Mitchel Field AAF convalescent center and regional station hospital.

They will tell of their battle experiences in using the equipment purchased with War Loan funds.

Raleigh, N. C.—WPTF will schedule a daily series of five-minute studio broadcast on Fifth War Loan today (NBC Bond Day) through July 8, close of drive. Prominent local, state and national speakers will include Mayor Graham H. Andrews, Dr. Carlyle Campbell, president of Mere-

Tele Will Pass Race Says Philco President

(Continued from Page 1)

tion in and contribution to developments, he said.

A new television relay, designed by Philco engineers, the first kind and capable of providing dependable, high quality service, times, made its debut with the dedication of a transmitter link between New York and Philadelphia connecting the two cities for broadcasts, Ballantyne disclosed message.

dith College, J. Melville Brod Governor of N. C. and Hon. Josephus Daniels, Secretary of Navy during World War I, and er U. S. Ambassador to the Republic of Mexico.

Philadelphia—With 100 per cent operation from local and national advertisers alike, all commercial on WFIL yesterday which opened Fifth War Loan Drive, was toward the sale of War Bonds.

Local program and spot advertisement substituted bond copy in place of regular plugs; national spot advertisers either provided bond copy or relinquished their time for local messages to be inserted.

WCKY

DELIVERS MORE TUNED-
IN HOMES FOR THE
ADVERTISER'S DOLLAR
IN METROPOLITAN
CINCINNATI THAN ANY
OTHER STATION.

L. B. Wilson
C B S

FIFTY GRAND IN POWER

**The SCHOOL of
RADIO TECHNIQUE**

(America's Oldest School Devoted
Exclusively to Radio Broadcasting)

SPECIAL SUMMER
6 Weeks' Day Courses
JULY 5—AUGUST 2
8 Weeks' Evening Courses
JUNE 19—JULY 18

Taught by Network Professionals, for
Beginner & Advanced students, include:

- ANNOUNCING
- STATION ROUTINE
- NEWSCASTING
- ACTING
- CONTINUITY WRITING
- DICTION
- COMMENTATING
- VOICE

Co-ed. Moderate rates. Inquire!
Call or Write for Booklet R.

**R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193**

the
station that
keeps the wires
clear every minute

WBYN

1430 on your dial

TO GIVE YOU THE FASTEST
NEWS, SPORTS, AND RACING
RESULTS SERVICE IN RADIO,
WBYN'S "MINUTE PROGRAM-
MING" IS GEARED TO TRANS-
MIT IMPORTANT NEWS...
AS SOON AS IT HAPPENS.

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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

27, NO. 52

NEW YORK, N. Y., WEDNESDAY, JUNE 14, 1944

TEN CENTS

Invasion Pool Extended

Bond Drive Tempo Picked Up By Radio

Tempo of radio's participation in the Fifth War Bond Drive quickened yesterday with spirited rivalry between networks and stations in planning special programs, exploitation and spot announcements designed to sell more bonds.

According to the Fifth War Loan editor, Arturo Toscanini is interrupting his vacation to conduct the NBC Symphony orchestra in two Treasury Department concerts on the "General

(Continued on Page 7)

WOR Commended For Aid In Recapturing Prisoner

Major George A. Vassos, executive officer of Halloran Hospital, Staten Island, has commended WOR for its help in capturing an escaped German prisoner who was working at the hospital which houses wounded convalescent soldiers. The prisoner, Emmanuel Kalytka, was discovered missing Sunday night and police and FBI started a wide search for him. On Monday WOR

(Continued on Page 7)

Charm-Hour Girls Select 3 Song Contest Finalists

General Electric "Hour of Charm" contest finalists have just been selected by Phil Spitalny's all-girl orchestra. Their names will be announced on the "Hour of Charm" program June 18th. They will all sing on the program of June 25. They are the Rogndahl of Portland, Ore., Mica Mais of Jamaica, B. W. I., and Gloria Halliday of Baltimore, Md.

FM Feeds AM

The Mutual network will broadcast a bond rally which will originate from WBCA, Schenectady, and feature the A Cappella Choir of that city and interviews with leading citizens. This marks the first time that an FM station will feed a program to a full AM major network. The program is scheduled to take place 6:01 to 6:30 p.m., EWT.

Kosty-Pons Tour

Immediately upon his arrival in Teheran, Andre Kostelanetz, famed orchestra conductor who is accompanied by his wife, Lily Pons, organized, under the direction of the Commanding General, a 50-man GI orchestra which, with Kostelanetz conducting, will play in the various camps in the Iraq-Iran area. Most of the men are amateurs who were given special furloughs to play.

BMI Directorship Adds Three Members

Members of the board of directors of Broadcast Music, Inc., at a meeting yesterday increased the number of directors from seven to 10 as a sequel to authority conferred upon the board by the stockholders.

Newly elected directors are C. W. Myers, KOIN, Portland, Ore.; J. Leonard Reinsch, WSB, Atlanta, Ga.

(Continued on Page 2)

Contract Renewals And New Shows On NBC

Following renewals and replacements were announced yesterday by NBC: General Foods Corp. has renewed two of its contracts over entire net, effective July 6. Maxwell House Coffee Time, Thursday, 8-8:30 p.m., EWT, will be replaced for ten weeks by "Those We Love" starting June 22. Young & Rubicam placed

(Continued on Page 2)

Trio Of Network Quiz Shows Will Aid CBS 'War Bond Day'

Boston War Bond Rally Attracts Record Crowd

Boston—The first combined military service show of the country opened the mass Fifth War Loan Monday, playing to a capacity audience of 13,500 people in Boston Garden. Stars of the show now in uniform were Commander Jack Dempsey, USCG and Sgt. Gene Autry, AAF;

(Continued on Page 3)

Major Webs In Agreement To Continue Operation Indefinitely, Or Until The Broadcasts Start From France

Radio 1943 Income Up; Fly Lauds Web Rules

Washington Bureau—RADIO DAILY

Washington—The nation's broadcasters ended 1943 with an income 50 per cent higher than that for the previous year, the FCC revealed yesterday. Total broadcast income for 796 stations was \$46,481,397, with these same stations having reported only \$30,673,542 for 1942. (The figures include all broadcast revenues less

(Continued on Page 8)

Biow Co. Appoints Barton Radio Div. Business Mgr.

Frank Barton has been appointed business manager of The Biow Co. radio division for both the New York and Hollywood offices. Barton, whose new appointment becomes effective

(Continued on Page 2)

New CBC Program Series To Stress Canada's Status

Montreal—Canada's growing international importance is the keynote of a new series of broadcasts arranged by the CBC under the title, "The

(Continued on Page 2)

Although the newspaper-press association pool is officially ended, major networks of the country have mutually agreed to continue the pooling of radio correspondents indefinitely thus bringing to the American listeners every possible advantage accruing from the combined effort. Voluntary extension was agreed upon for one thing because the move was considered more important to radio as a whole and it was not desirable to have one network pick up a particu-

(Continued on Page 8)

Leigh Flays Garey At Lea Com. Hearing

Washington Bureau—RADIO DAILY

Washington—"The most disgraceful proceedings I have ever seen in Legislative history" was the description by FBIS Chief Dr. Robert D. Leigh referring yesterday to his locked-doors questioning 13 months ago by Eugene L. Garey. Garey was then chief counsel for the House Select Committee investigating the

(Continued on Page 7)

Blue Appoints Don Rich To Handle WJZ Publicity

Don Rich has been appointed director of publicity for WJZ, key outlet in New York for the Blue Network. Rich for the time being will commute

(Continued on Page 3)

Harbinger

Summer is not only in the offing but vacation season as well according to the usual sign: press agents offering guest columns to the "harassed, short-handed radio editors," absolutely free. All are guaranteed tailor made for the editor's needs and this year however, editors are warned to note their needs—stars are away on the nation's war bond rallies.



Vol. 27, No. 52 Wed., June 14, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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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, June 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	160 ⁷ / ₈	160 ³ / ₄	160 ⁷ / ₈
CBS A	31	30 ⁷ / ₈	30 ⁷ / ₈	- 1/8
CBS B	31	30 ⁷ / ₈	30 ⁷ / ₈	+ 7/8
Crosley Corp.	21 ⁵ / ₈	20 ³ / ₄	21 ³ / ₈	+ 3/4
Farnsworth T. & R.	13	12 ¹ / ₂	13	+ 1/2
Gen. Electric	37 ⁷ / ₈	37 ³ / ₈	37 ³ / ₈	+ 1/2
Philco	34 ³ / ₄	33	34 ³ / ₄	+ 1 ³ / ₄
RCA Common	10 ¹ / ₂	10	10 ¹ / ₂	+ 1/4
RCA First Pfd.	75	74 ⁵ / ₈	74 ⁵ / ₈	+ 1/8
Stewart-Warner	16 ¹ / ₄	15 ⁷ / ₈	16 ¹ / ₄	+ 1/4
Westinghouse	101 ³ / ₄	100 ¹ / ₈	100 ¹ / ₈	- 3/8
Zenith Radio	39 ¹ / ₄	39	39 ¹ / ₄	+ 1/8

NEW YORK CURB EXCHANGE

Nat. Union Radio	4 ¹ / ₂	4 ¹ / ₄	4 ¹ / ₂	+ 3/8
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OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	22
WJR (Detroit)	36

20 YEARS AGO TODAY

(June 14, 1924)

The Merchant Marine has come in for a great deal of discussion since the war and one of its most important angles will be discussed on the air by Emerson Parvin, secretary of the International Merchant Marine, this week. Parvin's topic "Asset Value of the Ocean Liner to a Port" will be enlightening, especially to those living far inland.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blue's KGO is THE Bay Area Buy!

Coming and Going

EDGAR KOBAK, executive vice-president of the Blue Network, who was in Buffalo yesterday for a visit at WGR, new Blue affiliate, and to address the advertising club of the upstate city, is expected back at network headquarters today.

E. H. SHOMO, of CBS Radio Sales, with offices in Chicago, is visiting briefly in New York.

WILLIAM T. LANE, station manager of WAGE, Blue outlet in Syracuse, is in town for conferences at Rockefeller Center.

MARGARET GARDNER, vacationing luminary of the Mutual network's publicity division, returned yesterday to resume her literary chores.

H. I. SCHOTT, president of WHIS, Bluefield, West Va., is in Gotham on station business. Looked in at the offices of the national reps.

MILTON BACON, narrator on the CBS-BBC exchange program, "Transatlantic Call: People to People," who was in Spokane, Wash., for the Sunday broadcast, underwent an emergency operation instead. He is reported as resting comfortably.

JOHN ANTHONY, of the Mutual network's "Good-Will Court," off to Atlantic City for a short rest.

NATHAN FRANK, general and commercial manager of WCBT, Blue outlet in Roanoke Rapids, N. C., is here for confabs with the national representatives of the station.

JOHN T. MURPHY, of the NBC station relations department, leaves today for a visit to WKBO, Harrisburg; WORK, York, and WGAL, Lancaster. He'll return next Monday.

LEONARD KAPNER, general manager of WCAE, Pittsburgh, is in Gotham to attend a meeting of the BMI board of directors.

J. LINDSAY NUNN, vice-president of WLAP, Lexington, Ky., is in New York on his first business trip since the station joined the Blue Network as an affiliate.

FRED A. PALMER, station and commercial manager of WCKY, is in town from Cincinnati for a few days on station and network business.

T. FRANK SMITH, manager of KXYZ, Houston, and KRIS, Corpus Christi, has arrived from Texas for conferences at the New York offices of his national representatives.

EARL E. MAY, president of KMA, Shenandoah outlet of the Blue Network, is expected today for a very brief visit on station and network business.

New CBC Program Series To Stress Canada's Status

(Continued from Page 1)

World and Ourselves." The programs are designed to underline the fact that nations throughout the world are indicating their desire to be on closer diplomatic terms with Canada and also to give Canadian listeners an idea of the responsibilities that go with expanding foreign relations.

Featuring Gerald Noxon as author and commentator, the series will provide descriptions of the nations with which Canada is now developing closer relations, giving a review of Canada's past and present dealings with the countries in question.

The series will commence over the Trans-Canada network of the CBC on Wednesday, June 21 at 10:15 p.m.

BMI Directorship Adds Three Members

(Continued from Page 1)

and Robert Sweezey, Blue Network, New York.

Carl Haverlin, director of station relations at MBS, was elected to fill the vacancy on the board created by the resignation of Walter J. Damm, WTMJ, Milwaukee. Mr. Damm, one of the original directors of the company felt impelled to resign because of the pressure of additional work upon him.

The directors elected at yesterday's meeting will serve until the next meeting of the BMI stockholders which takes place on Oct. 17.

Web Quiz Shows To Aid 'War Bond Day' Of CBS

(Continued from Page 1)

show how the people of the U. S. are contributing to the war effort.

Hawk broadcasts from Washington, Baker will be heard from a machine tool factory on Long Island, N. Y. and the "Vox Pop" show will originate in a Detroit tank factory.

Biow Co. Appoints Barton Radio Div. Business Mgr.

(Continued from Page 1)

June 19, has tendered his resignation to CBS where he has been associated in an executive capacity for the past six years.

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."

BALTIMORE

There are 5 radio stations in Baltimore. You can choose any one. Set yourself the standard of:

Coverage

Popularity

Cost-per-listener

... and buying radio time in Baltimore to make your radio dollar work more efficiently is easy!

No matter how you slice it... W-I-T-H the independent... is the Baltimore buy in radio.

And we have the facts to prove it. Glad to show them to you any time.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

★ AGENCY NEWSCAST ★

MAX B. SACKHEIM, formerly president of Sackheim & Scher-
Inc. and in recent years presi-
of The Brown Fence & Wire
is returning to the agency busi-
He has been elected vice-presi-
of Franklin Bruck Advertising
Corporation, New York, and will be
member of the Bruck agency plans
board.

**BLACKHAWK BREWING COM-
PANY**, Davenport, Iowa, has en-
ded H. W. Kastor & Sons Advertis-
Company, Chicago, to handle its
account. This company, which dis-
utes in Iowa, Oklahoma, Missouri
Illinois, is making plans for terric-
ical expansion. Blackhawk Topping
is the brand that will be advertised.
Radio, newspapers and painted boards
will be used.

ARFIELD AND GUILD, San
Francisco advertising agency, has
opened Los Angeles offices in Com-
mercial Exchange Bldg., with Frank
Oxart, newly elected vice-president
of the company, in charge. Oxart,
who was with CBS as an account ex-
ecutive, will handle the agency's Hunt
Fathers Packing Company campaign
to the West Coast, with eventual
expansion of the account nationally
planned.

BERNARD J. PROCKTER and
Richard L. Lewis who resigned from
the Biow Co., will open their own
radio production and consultation
offices. Prockter was executive radio
director of the agency, and Lewis
was the producer of the "Take It Or
Leave It" and "Crime Doctor" shows.

HIRSHON-GARFIELD, INC., has
appointed Jerry Law as radio direc-
tor of the agency. Law formerly was
program director of WINS.

SUPERBA CRAVATS (Rochester,
N. Y.) has retained Geyer, Cornell &
Newell, Inc., as its advertising agency.

JOHN C. SCHRIEVER has been
named an art director of the New
York office of Ruthrauff & Ryan, Inc.
He has been with the agency for 10
years.

LENORE FERBER has joined the
staff of the Hillman Women's Group
of magazines as an editorial assistant.
She was formerly with the editorial
dept. of N. Y. "Journal American."

**KIRCHER, LYTLE, HELTON &
COLLETT**, Dayton, Ohio, has been
elected to membership in the Ameri-
can Association of Advertising Agen-
cies.



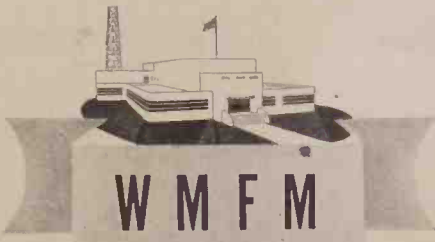
Why your WMFM program will be received with 'OPEN ARMS'...

You'll meet an intensely loyal audience, when you add WMFM
to your fall radio list... a family audience that extends "open
arms" to a well-planned program.

You'll meet families that prefer WMFM because it gives them
the appealing combination of crystal clear, static free FM, plus
distinctive quality programs, keyed to the wants and needs of
the community. These listeners stay tuned to WMFM, the
station that gives them the programs they want.

Your WMFM program will be listened to and enjoyed by men
... women ... children who are eager and receptive. They will
make your program a prestige building, sales promoting success.
WMFM is anxious to work with you in developing your WMFM
program. Perhaps one of the outstanding WMFM sustaining
programs would be ideal for your purpose. Or together, we can
develop a program that will guarantee you a large share of the
FM families in Wisconsin.

Plan now to include WMFM in your fall schedules. Learn how
WMFM can give your products added prestige and added sales,
in Milwaukee and most of Wisconsin. Write, wire or phone



THE MILWAUKEE JOURNAL FM STATION

Member — The American Network

Boston War Bond Rally Attracts Record Crowd

(Continued from Page 1)
Italian guest stars were Joan Ed-
wards of the "Hit Parade" and Walter
Keefe with Veronica Lake appear-
ing to do the War Bond spot. The
service show entitled "Direct Hit"
features G. I. talent of the Army,
Navy, Marine Corps and Coast Guard
and will tour Massachusetts and the
other New England states during the
four weeks of the Fifth War Loan. It
is acclaimed by Boston critics as
the best service show yet seen. All
missions were by War Bond pur-
chases ranging from \$25 to \$5,000 No
figure was announced for the Boston
rally performance but it greatly
exceeded two and a half million dol-
lars.
An official overall figure will be an-
nounced at the end of the New Eng-
land tour.

Blue Appoints Don Rich To Handle WJZ Publicity

(Continued from Page 1)
from Philadelphia, and will also con-
tinue his syndicated column. WJZ
post had been filled part time by
George Schreier who handled some
Blue web accounts at the same time,
since John McTigue who formerly
held down the job went overseas for
the OWI nearly two years ago.
Paul Gardner, for many years a
member of the "Journal-American"
staff, has joined the Blue web press
department to succeed Warren Gerz
who went to Young & Rubicam re-
cently.

Wolly Sez
WASHINGTON
WORKS 24 HRS
A DAY - AND
WOL
REACHES THEM
EVERY MINUTE
OF THE DAY -
★ **WOL** ★
WASHINGTON'S ONLY
24 HOUR STATION

... Sell Them on
WOL
Affiliated with Mutual
Natl. Reps.
SPOT SALES, INC.
New York, Chicago, San Francisco

CHATTANOOGA
High In
Scenic Grandeur
WDOD
HIGH IN FAVOR WITH
TIME BUYERS
CBS
5,000 WATTS
DAY AND NIGHT
PAUL H. RAYMER CO.



Laughter — to give you strength

LAUGHTER for enjoyment? For merriment and just plain fun? Certainly. But with the shadows of war ever present over the world—over your land—in your street and in your home—laughter can bring you much more.

It brings to your life release from tension—a respite from wondering and worrying—refreshment and courage and strength to tackle tomorrow's job with new zest and vigor—new hope and courage. Laughter—to give you strength.

Laughter—from the jesters of a nation—over your radio, with its

funny men and women, its witty, well-turned phrases . . . its puns . . . its comical songs and situations.

Laughter is a pretty important part of life.

Laughter is a pretty important part of radio.

It's a pretty important part of the Blue Network.

There's wit in plenty, too, on many Blue programs—though wit is but one of the ingredients of this round-up of the great of the entertainment world.

You are the one that makes these and all the rest of radio's comedy possible. You in your home . . . you in your job . . . you on your ship . . . you in barracks, and tents and on the battlefields of the world.

You—and your chuckles and laughs that can't be ordered or ordained or dictated—no, and sometimes not even predicted.

Your tired nerves need the balm of humor. When your spirits need the lift of sly wit . . . when you want to laugh freely, wholeheartedly, joyously—listen to your radio.

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 .



In Ads No. 4 and 5 of The BLUE'S National Campaign, we continue the fundamental theme—ALL broadcasting's service to the people. But we also highlight two of The BLUE'S own contributions—"Laughter" which is sorely needed these days, and The BLUE'S daytime programming philosophy.



Who are you in the *Daytime*?

ARE your emotions influenced by the hands of the clock—or by the ticking of your heart?

The Blue Network and its affiliated stations are inclined to believe that *your* hopes and desires—your tastes and your preferences *don't* change with the passing hours.

That if you enjoy a good, hearty laugh of an evening, you also enjoy mirth and wit while you're washing the dishes. That if there's a small baby in the house, you,

like he, are swayed more by its needs, day and night, than by the hour or minute. That if you go through the *evening* listening for news of some specific theater of war—that's where your thoughts may be while you're waiting for the kids to come home from school.

These are more than beliefs on our part. They are convictions—convictions so firm and deep-rooted that we have built the entire structure of *our* daytime

radio programs upon them. Furthermore, we bring you a whole wealth of such programs, not once or twice a week but every day!

For in this important phase of our operations, as in all others, the Blue, and its affiliated stations know that their function in life is to furnish a bridge between the world and you—to express the world to you and you to the world...

In fact... this *is* the Blue Network!

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 .

Both advertisements are being run by The BLUE in national publications and in newspapers in BLUE-owned station cities; and by BLUE affiliates in their city newspapers. In addition, the ads form the basis for dramatized recorded spots which all BLUE stations are broadcasting so as to expand the audiences for these messages.

LOS ANGELES

By RALPH WILK

AFTER Johnny Mercer's "Music Shop" settles down this week the show's policy will be to visit the hospitals and camps of our armed forces on Friday nights. Leading off June 23, Mercer and his crew of song star Jo Stafford, the Pied Pipers with June Hutton, Wendell Niles and Paul Weston's orchestra will visit U. S. Army's Birmingham Hospital, Van Nuys, for its NBC broadcast at 4:00 for the East, and its repeat show for westerners at 8:00 p.m. Between airings, Mercer and his troupe will tour from ward to ward staging entertainment sessions.

Wayne Steffner, manager of the CBS San Francisco offices, is spending a few days here conferring with D. W. Thornburgh and Charles E. Morin.

Norma Young and Stu Wilson, two longtime favorites of KHJ, have started together in a new program to be broadcast over the KHJ-Don Lee network, "The Merry Moons of San Fernando Valley," heard Mondays through Fridays. Wilson produces the show and also takes part in it.

Peter de Lima, Southern California news commentator, is heard on a new program over KFI which started June 11, entitled "Highlights of the Week's News." De Lima will give candid comments in making his review of the news for each preceding week.

The end of historic D-Day found Slapsy Maxie's Cafe prepared to give customers all the vital news developments. They had on hand radio announcer Ira Cook, who maintained phone contact with the KMPC news room and at 20-minute intervals reported resumes and important war bulletins to Slapsy patrons. Same plan was followed on subsequent nights, with Cook carefully avoiding "sensationalizing" news but keeping the bulletins straight information basis.

MAIN STREET

WITH *Ol' Scoops Daily*

Notes From a Ringside Seat. . . !

● ● ● Two weeks ago, we itemed the fact that we spied Anna Sosenko (Hildegard's manager) in a tete-a-tete with Herb Moss and predicted that Herb "might be named to direct the forthcoming Hildegard NBCiggle show for Raleigh" . . . last nite saw this new Skelton-replacement musical make its debut with a confirmation of our original item.

● Comic Eddie Garr will CBSstart a new series titled, "Eddie Garr Revue." Sunday at 7:30 p.m. . . ● Katherine Anderson, stage actress recently seen on Broadway in "Connecticut Yankee" and who played the part of "Sheppy" opposite Edmund Gwenn, has taken her talents before the microphones, appearing as "Bettina Foster" in the CBSshow, "Amanda of Hcneymoon Lane" and as "Constance Wakefield" in the NBCCommercial, "Right To Happiness." . . ● Two sponsors are angling for "Easy Money,"

Biggie Levin's dramatic series of programs which exposes "Racketeers and their methods of fleecing the public" . . . program was heard last year over WGN. . . ● Harry Wismer, Blue Net's ace sportscaster, will air a "vote-by-vote" description of both the Republican and Democratic Conventions. . . only other sportscaster to have been similarly honored was the late Graham McNamee.

★ ★ ★

● ● ● From where we sit, it looks like there may be an early settlement of the recording ban. . . in the works right now. . .

● Jackson "Cisco Kid," Beck has been selected to do the narration in the Coast Guard's forthcoming full-length motion picture titled, "Coast Guard Academy" . . . Beck's work in the Navy's picture, "Task Force," was cited by film critics. . . ● Can't understand why Henry Sylvern wasn't used as Maestro on the first of the MBScreen Tests? . . . we know Sylvern put lots of effort into the creation of the music, had personally hired the musicians, and is one of the ablest of current Musical Directors? . . . perhaps he is a poor business man. . . like the artist he is, he neglected to ask for a contract. . . we don't like to see things like this happen in Radio. . . there is but one way to do business . . . the RIGHT way. . . ● With their up-to-the-minute methods of national exploitation of their services, it's no wonder their use of the phrase "We Sell Programs," is proving more than a slogan for the Paul H. Raymer Co.

★ ★ ★

● ● ● Decca Records will shortly release a "Peg O' My Heart" musical album, starring the former film star and creator of the role, Laurette Taylor with Radiolite Jim Boles, her leading man. . . ● Frank Borden, who recently guest-baritoned on the CBSquibb program, is easily one of the best of the newer radio voices. . . ● Basch Radio Productions has just sold for Canadian and New Zealand markets, its syndicated series of delightfully-different "Fact and Fantasy," narrated by Frances Scott, who, in our estimation, is one of radio's brightest femcees. . .

● Seven-year-old Bobby White, heard frequently on Madge Tucker's "Coast To Coast on a Bus," Sundays via the Blue Net, is the son of Joe White of "Silver Mask Tenor" fame. . . ● Adding to his chores on WINS, Johnny Kane now is a WEVDisc-jockey, featuring interviews with the Batoneers whose platters he etherizes. . . ● Morton Downey and Jane Pickens will appear at a "Spotlight Band" Bond Rally Saturday down in Atlanta, Ga. (Jane's home town). . . ● When Gertrude Lawrence returns in the Fall from duty overseas, she'll star in Jacques Duval's Broadway production, "Errand For Bernice" and double in forthcoming television programs. . . it will be remembered La Lawrence, back in 1939, starred in the first telecast of a full-length play, "Susan and God."

★ ★ ★

— Remember Pearl Harbor —

PROGRAM REV

"SCREEN TEST"

Metro-Goldwyn-Mayer

Mutual, WOR, Monday, June 11

p.m., EWT

Writers-Producers: Robert Mo
Latham Ovens.

After receiving all the fan bespeaks the showmanship name of Metro-Goldwyn-Mayer motion picture producers, "Test," the cinema company's radio show got off to a media on Mutual-WOR and will air a five-a-week institutional receives a healthy produce writing hypo.

The format is just what implies. It is radio applicati Hollywood technique in du talent and stars with Kay radio and band songstress, to appear before the mikes i plicant for a movieland car

After much ado, an int phrase, a few bars of music fanfare of a Grauman's China ter premiere, Miss Lorraine sent singing a rather in song. The next scene, true wood's new tradition, they the boy "lost" girl theme. Bu renders her song so tenderly suitor is back in his sweethea after a breach of two years. listeners, as the jury and th are asked to write in if they the aspirant has potentialitie

If that's what Hollywood to do on the coast-to-coast network, 15 minutes every ni nights a week, "Leo the Lie not be adding to his stature of fitting the good trade name of The Culver City cinema cre do much better than the initi show.

WE Dividend

At a meeting of the direct the Western Electric Comp Tuesday, June 13, a dividend cents per share on its commo was declared. The dividend able on June 30, 1944 to s record at the close of busin June 23, 1944.

SPORTS

WHN WHN WHN W

MUSIC

1050 1050 1050 10

NEWS

WHN WHN WHN W

WHN

DIAL 1050-50.000 WA

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

KOA

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

War Bond Drive Gains Momentum As Radio's Campaign Is Stepped Up

(Continued from Page 1)
"Symphony on the Air," Sunday, July 2, 1944, NBC coast-to-coast network. The program has donated his series of radio programs for the War Bond Drive which will originate from the City of Studio 8-H. The program includes names of stage and radio, fighting men, high-ranking military officials, farm experts, newspaper leaders, correspondents and authors joined hands yesterday, National Broadcasting Company network paid tribute in 21 hours of broadcasting to the five-million volunteer bond

Minutes from Hollywood
In its day-long contribution to the War Loan Drive, "It's Twenty-Five," in honor of the hours to the salesmen, NBC swung telephones across the nation to feature pickups from the great national shrines. The program on the network devoted of its time to the War Loan Drive during the day. And to the day's proceedings, the great-in radio pooled their talents in a 90-minute program of entertainment from Hollywood from 10:00 a.m., EWT.

Among the most imposing programs of the week history was heard from 10:00 a.m. to 1:00 p.m., from Hollywood luminaries presented in Ronald Colman, Jack Benny, Comedians, Amos 'n' Andy with Harrymore, Abbott and Costello, Crosby, the Great Gilderdale, Bob Burns, Frank Morgan, trumpet player Wingy Manheim, Hope, Frances Langford, Fibber McGee and Molly, Johnnie Thomas, and Kay Kyser. Meredith Willson, by permis-

sion of the U. S. Army Special Service Division, conducted the orchestra and the Ken Darby chorus. Don Quinn, Fibber McGee and Molly scriptwriter, coordinated the script; and Howard Wiley, NBC Hollywood production head, directed.

During the day listeners heard Phil Regan, motion picture star, Jane Cowl, Helen Hayes, Clifton Fadiman, Cornelia Otis Skinner, Eddie Cantor, Hildegard, Milton Berle, Major Allen V. Martin, Brig.-Gen. Royal B. Lord, deputy chief of staff for Gen. Eisenhower, Governors John C. Vivian and Lester C. Hunt of Colorado and Wyoming; Edward R. Stettinius, Alfred Lunt, Bobby Permane, famous jockey; as well as many servicemen and bond workers.

Burns & Allen On CBS

The Columbia Broadcasting System's Burns & Allen show, last night devoted the major part of its broadcasting time to a dedication program which emanated from Kansas City. On this program was heard Dinah Shore who sounded the goal for Kansas, which is seventy-nine million. Although CBS' day is June 20th, this network is presenting an exclusive Bond program at 11:30-12 p.m., EWT, tonight which will originate from Hollywood. Among those scheduled to appear on the show are: Secretary of the Treasury Henry Morgenthau, Jr., Fredric March in a dramatic presentation entitled "Where the Money Comes From and How It's Spent." Another CBS presentation will originate from Washington at 5-5:30 p.m., EWT, and dedicated to the Army Air Force. The scene of this broadcast will be the Washington Monument, and will feature Bob Hawk, Lynn Gardner, Berl Ives, Cpt. Glenn Darwin and the Air Force band and glee club.

"Quiz Kids" to Memphis

Although the Blue Network's day is set for June 24, one of its most popular programs, the Quiz Kids, will dedicate its broadcast to war bond purchasers, Sunday, June 18, at 7:30 p.m., EWT, in Memphis, Tennessee. Having chalked up \$5,740,000 in sales during their New Orleans appearance last week, raising their total to \$41,740,000, the precocious youngsters hope to better that record in Memphis. Appearing at the Ellis Auditorium will be Quiz Kids Joel Kupperman, Ruthie Duskin, Harve Fishman and Richard Williams. Miles Laboratories is the sponsor.

"Victory Auction" on MBS

George Jessel, Leo Durocher and Paul Waner of the Brooklyn Dodgers will be on hand to take part in Dave Elman's "Victory Auction," popular war bond selling radio program, when it returns to WOR-Mutual, Saturday, June 17, 10:15-10:45 p.m., EWT, for five special broadcasts during the Fifth War Loan Drive. Jessel will be heard on the broadcast from Hollywood and he will offer for war bond auction the telephone which has brought him to fame.

During NBC's day yesterday, repre-

sentatives of the three major faiths told their followers of their responsibilities in the Fifth War Loan Drive in a special broadcast from three historic religious edifices over the National Broadcasting Company network 12:15 p.m., EWT. Speakers were: Dr. Norman Vincent Peale, pastor of one of the oldest churches in America, the Marble Collegiate Church in N. Y.; Rabbi David De Sola Pool, from the Spanish-Portuguese Synagogue, in N. Y.; and Rev. Thomas J. McDonough, pastor of the Cathedral of St. Augustine, Florida.

WOR Participating

Despite the one-day stands, each network is dedicating special programs throughout for the Drive. Among these are Mutual's Bessie Beatty, popular women's commentator, who will journey to Bridgeport, Connecticut, on Thursday, June 15, to participate in the third of a series of rallies during the Drive in which WOR is participating to aid and encourage the sale of war bonds in local communities.

Contract Renewals And New Shows On NBC

(Continued from Page 1)

the show. Benton & Bowles handles the Maxwell House account.

The 8:30-9 p.m., EWT, period occupied since October, 1940, by the "Aldrich Family," which takes an 11-week interval beginning July 13, is to be filled in the fall by another program to be announced.

R. J. Reynolds Tobacco Company has renewed its NBC period on Thursdays, 10-10:30 p.m., EWT, for 52 weeks, effective July 6. William Esty and Company handles the account for Camel cigarettes. Abbott & Costello, who have been appearing in this lot since Jan., 1943, will take a summer hiatus from June 15 to Sept. 28. During this period, the sponsor will substitute a summer show, "Camel Presents Harry Savoy."



"Worcester, Eng., calling Worcester, U. S. A." "London calling." These are established features received direct on WTAG's own short wave equipment. More evidence that WTAG's a big station.

WTAG

WORCESTER

Leigh Flays Garey At Lea Com. Hearing

(Continued from Page 1)

FCC, before which Leigh was appearing yesterday.

The transcript was handed him Monday for the first time, he said, adding that he had been refused advice of counsel and all opportunity to correct the transcript. (Full details on this grilling were carried exclusively in RADIO DAILY in May, 1943).

Cites 20 Obvious Errors

Dr. Leigh said more than 20 errors were immediately apparent in the 80 pages of transcript. He said he had not given the material detailed study, and could not be certain how many more errors there were. He tried strenuously to introduce the first portion of this record in the public record, but unsuccessfully. This portion contained the record of his protests against Garey's methods, conditions of the questioning, and Garey's refusal to permit him a transcript. At one point Garey was revealed to have asked that former committee Chairman E. E. Cox remain on hand for questioning, because "some one seems to have informed Dr. Leigh as to his legal rights."

WOR Commended For Aid In Recapturing Prisoner

(Continued from Page 1)

was requested to make announcements regarding the escaped prisoner of war. Phone calls began to come in from people who believed they had seen Kalytka. Yesterday afternoon Major Vassos informed WOR that the prisoner had been retaken.

Station incidentally, has a program which originates at Halloran with Stan Lomax, sports announcer, as emcee.

How to keep TRACK of goings- on —

Just dial your radio to 1430 and you can't miss a single news item... an immediate race re-



port... a great sports flash... every few minutes, news between music—that is the Minute Service of

WBYN

For Availabilities:

WILLIAM NORINS, Gen. Mgr.
Station WBYN, Brooklyn, N. Y.

is for RESULTS

Everybody talks about 'em, but only WKY delivers 'em. The reason: we listeners than any other Oklahoma City station morning, noon, and night.

EVERYTHING — FROM "A TO" Z

Four Major Networks Extend Invasion Pool

(Continued from Page 1)

larly good broadcast which would be heard by limited number of listeners. Thus it was held, the public would suffer as a result.

18 Web Men on Duty

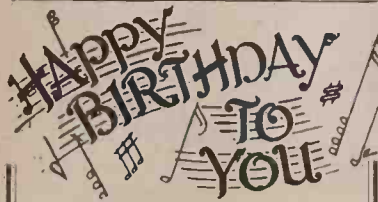
Pool especially applies to various correspondents still to report on their "first mission," some of whose copy has been delayed by censors and others due to inability to travel back or desirability of remaining in the same spot. One of the most recent pooled correspondents heard was Dick Hottelet last night at 6:30 p.m., EWT. Hottelet was on a landing mission on the new air strip built on the coast of France. For that matter, the newspaper pool still had to hear from a UP man at General Eisenhower's Advance Command Base. This material when it comes in will be subject to the pool.

In all there are about 18 network correspondents shuttling between England and France and this will prevail until an Allied radio station is erected on the Continent. No network wants to miss out on this first broadcast even though the first man will probably have to win the toss. With the pool still operative, no network need fear of being beat on the broadcast.

Network Heads Enthusiastic

While the pool is still in effect, these broadcasts are growing fewer and the networks are working more on their respective initiative. News heads of the networks have already gone on record as praising the manner in which the pool worked out and the cooperation received from SHAEF. Plan now is for the network whose man has a story offers it to all the other webs and they take it or leave it. At present Merle Muller an NBC correspondent is the only radio man at the Allied advance command post and the pool is definitely operative regarding him.

Setup allows the pool to be discontinued whenever three of the four major webs vote to halt.



June 14

Elaine Carrington	George Hall
Major Edward Bowes	Loretta Lee
Rhea Diamond	Ken Lyons
Benny Fields	Robert A. Litzberg
Hilton Lamare	Joe Forte
Mort Lewis	Dorothea Ramsey
Cliff Edwards	Marcella Shields
Jerry Stone	Rowena Williams
John Scott Trotter	Sam Wanamaker
	Christopher Cross

COAST-TO-COAST

— CANADA —

FORT WILLIAM—CKPR regretfully announces the resignation of manager Ralph H. Parker who has been associated with the station since its opening in 1931 and a few years prior when CKPR was located in Midland. Parker is going into the broadcasting business for himself.

— PENNSYLVANIA —

PHILADELPHIA—WPEN has a new promotion director. Her name is Dorathea Hassler, formerly at WKNE, Keene, New Hampshire in the same capacity and also editor of the Listener's Guide. Interesting feature of the new "Crosstown Quiz" on WFIL is the recording service offered to participating teams. War plants furnishing contestants are able to buy a record of the complete show.

— UTAH —

SALT LAKE CITY—S. S. Fox, president of KDYL, announces reorganization plan as follows: George A. Proval appointed director of national sales; Alvin G. Pack, program director; George D. Snell, production manager; Ken Hegard, chief announcer; John Baldwin, technical director; Charles Stockdale, chief engineer. Some 300 local business men attended a special breakfast and presentation of NAB's "Air Force and the Retailer," at the Hotel Utah recently. Commercial manager, Harry Burke, of WOW, acted as chairman at the morning meeting.

— CALIFORNIA —

LOS ANGELES—William B. Ryan, general manager of KFI-KECA has announced the appointment of Bob Hiestand to the position of production manager to replace Don McNamara, recently raised to program director. For the past eight years Hiestand has been sound effects chief and producer. **SAN FRANCISCO**—Some 30-odd KPO-NBC Ten-Year Club members and guests attended a garden party given in honor of the members by general manager John W. Elwood at his home in Palo Alto. Chief feature of the gathering was the initiation of the one new member, sales manager Alfred W. Crapsey, who started at KOA, Denver, just 10 years ago.

— OHIO —

DAYTON—In recognition of five years' service at WING, Paul Braden, Jack Zeigin, Chester Hinkle, George Lenning, Arthur Martin, Charlie Reeder and Elizabeth Kern were presented with monogrammed cuff links at the recent fifth anniversary celebration. Lin Mason, program chief of WING, made a transcription of his sensations during a blood donation to the Red Cross. Reason for the transcription, said the six-foot Lin, was because "the big guys are always the ones to keel over."

— NORTH CAROLINA —

COLUMBIA—The pictures of correspondents who are reporting invasion news over NBC to WIS listeners will comprise the chief window display at the station during this first week of invasion. **CHARLOTTE**—"Pat" Stoylo of the WBT transcription department bid farewell to her co-workers the other day and en-trained for San Diego to become the bride of her lieutenant in the Army Air Corps.

— COLORADO —

DENVER—Recent "I Am An American Day" ceremonies held at Camp Hale, ski-troopers' headquarters at Pando, were recorded by KOA for delayed broadcast. Programs printed especially for the occasion were folded by Nazi war prisoners interned at the isolated camp. Beginning June 19, the Gates Rubber Co. of Denver will sponsor a five-minute series on KOA titled "Treasury Song for Today." Programs produced by the Treasury Dept. are in connection with the Fifth War Loan drive.

— CONNECTICUT —

HARTFORD—WDRG recently scooped the town when Jack Stevens, outlet roving commentator, got a tip that Mayor Mortensen and Police Board Chairman Connor had been enjoined by court order from voting at a Police Board meeting. The 11 p.m. Esso news gave Hartford the first word of the unusual proceeding. A press agent's dream is the new WDRG show "What Is It?", a take-off on the oldie, "Animal, Vegetable or Mineral?" Letters are either rapturous or threatening and station officials are calling on the public to take a stand.

— LOUISIANA —

NEW ORLEANS—WVL celebrated the 300,000th Esso news broadcast by presenting a dramatized flash-back program on the headlines of yesterday. News dramatization began with 1935, the year in which the Esso Reporter program made its initial appearance on the air. Terry Brick and Jill Jackson of the WVL staff, are proud of the success their program "Buddy's Book Corner" has made. Listeners young and old are enthusiastic about their adaptations of such stories as "Hans Brinker" and "Heidi."

— KANSAS —

SALINA—A program receiving favorable comment from KSAL listeners is the Salina High School band series, heard each Thursday evening. The band now transcribes its music and offers it in program form. When "Let's Be Charming," Mutual show, terminated May 25, two local accounts on KSAL bought the extra time to air their programs seven times weekly. They are: Banfield Sweetheart Chorus for Banfield Packing Company and the Anderson-Swan show for Anderson-Swan furniture.

— MASSACHUSETTS —

BOSTON—Bob Martineau, former sales mgr. for WAAB, WEAN and WICC for the Yankee network, visited Cedric Foster, coast-to-coast news analyst, and all his old friends at WNAC while home on leave after his boot training as a gob at Sampson, N. Y.

— SOUTH CAROLINA —

COLUMBIA—A. L. M. Wiggins, president of the American Bankers Association, was in town, and WIS inveigled him to do a broadcast. WCOS had its face lifted this week. The interior of the station has been painted blue. Autographed pictures of the Blue's stars have been hung in the main studio, adding attractiveness to the busiest room in the house.

Radio 1943 Income Fly Lauds Web

(Continued from Page 1)
broadcast expenses, not including general income taxes.

Average per station income from \$38,534 to \$58,393—approximately \$20,000 per broadcaster were reported by only 73—10 per cent of the 796 reportable. In 1942, 171 had reported 166 the year before.

912 Stations in Operation
A total of 912 standard stations were operating during the above figures do not include non-commercial standard stations operating outside the continental United States and the stations owned by the mar works. Twenty-six other have not yet submitted their annual statements.

Commenting upon the first of the network rules, FCC Commissioner James Lawrence Fly yesterday June 15 as "radio's enlightenment day." He pointed to the excellent 1943 business, "Thursday, June 15, marks the anniversary of radio's emancipation. On June 15, 1943 the FCC broadcasting regulations, as by the U. S. Supreme Court into effect, and I am glad to never before in its history industry been so prosperous.

Sees Networks As Gaining
"Despite predictions of do network officials if the regulation became effective, broadcasting are higher now than ever. Broadcasting stations as a earned 50 per cent more, before come taxes, in 1943 than in 19 the networks similarly profited NBC, which in 1942 earned 100 per cent on the value of its property. 1943 earned a return, before tax of 190 per cent; CBS was from a 97 per cent return in 1942 to a 158 per cent return in 1943. Blue Network went up from eight per cent to 149 per cent, and the holders in the Mutual network combined basis, earned a return of 84 per cent in 1943 as against 100 per cent in 1942. Experience has shown that the prophets of doom were mistaken, and that the broadcasting industry can prosper as before under our regulations."

Stork News

Inglewood, Calif.—Universal phone Co. has its own invasion. Boy was born 2 a.m. June 6 at Stork Nest, Inglewood maternity hospital to James L. and Julia F. Mr. Fouch is president of the company. Youngster is their first boy.

Experienced Announcer
WANTED

Apply WWRL—Woodside, New York

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

27, NO. 53

NEW YORK, N. Y., THURSDAY, JUNE 15, 1944

TEN CENTS

Bond Drive Impressive

Renews 9 Shows Full Year On NBC

Procter and Gamble Co., five advertising agencies, has placed its two evening shows and daytime programs on NBC 52-week contracts, starting July 1. The evening programs are "Abie's Bosom" placed by H. W. Kastor and "Duz" by Compton Advertising, Inc. (Continued on Page 22)

De Mille Pessimistic About Tele Development

Coast Bureau, RADIO DAILY—Predicting that patent litigation may delay the development of television, Cecil B. De Mille, pioneer picture producer, in an interview said he believed that litigation would slow up video development for several years following the war. De Mille predicted the early day legal skirmishes over motion picture patents and that television may have the same problems.

Edwards Taken Ill; Off "Hit Parade" Show

Miss Edwards, singing star of the "Hit Parade," was stricken with a hemorrhage following a Fifth Avenue rally in Boston Tuesday and returned to New York by plane early yesterday. Illness will keep Miss Edwards off the "Hit Parade" this week-end. She is coming to her summer home at Long Beach, L. I. Bea Wain will substitute.

"Lile Marlene"

Monmouth, N. J.—"Lile Marlene," the No. 1 soldier song of World War II which American troops "captured" from the Nazis and adopted as their own, will be featured on the "Music From Monmouth" program over WAAT, Newark, on Sunday, 1:30 to 2 p.m. The song had been banned until last week.

Classify Singers

Washington—Musicians, artists and dancers are among those for whom the War Manpower Commission has figured out suitable war jobs, it was revealed yesterday. The WMC reported that singers might well serve as telephone or radio operators, and instrumentalists "might be referred to war production employers in need of welders, assemblers or aircraft skin-men—jobs in which a steady hand is needed."

Annual Father's Day Radio Awards Made

Annual awards of the National Father's Day committee, awarded their Eisenhower Medals to Joe E. Brown, Eddie Cantor and Ralph Edwards, it was revealed yesterday. Cantor was named Radio Father, partly in tribute to his five daughters and partly for his philanthropic and war-bond selling activities and partly (Continued on Page 3)

Shouse And Buck To Speak On Tonight's Tele Seminar

REC Television Seminar tonight to be held in one of the sixth floor studios of NBC, will have James D. Shouse, vice-president in charge of broadcasting for the Crosley Corp. and WLW; and Gene Buck, of Ascapi; (Continued on Page 2)

Press Wireless Will Operate War Front "Invasion Station"

Map Dramatizes FM Expansion This Year

A new map issued recently by the FM Broadcasters Association reveals that there are 44 frequency modulation stations now on the air in 38 states and that 163 FM applications are now pending at FCC in Washington. These applicants may spend \$10,000,000 for equipment.

Strong Participation By Radio In "5th" Excels That Of Any Other Campaign In Extent Of Creative Sales Effort

Canadian Network's Increased Revenue

Montreal—Tabling the financial statement of the CBC for the last fiscal year, Treasurer Harry Bramah said before the Parliamentary radio committee yesterday that revenue for commercial broadcasting amounted to \$1,421,598, an increase of \$178,045 over last year. Total net operating surplus (Continued on Page 3)

Boat Rides For Bonds! Slogan Of WSM Tieup

Carthage, Tenn.—Unique War Bond sale gimmick here conceived by Harry Stone, general manager of WSM in Nashville is stimulating sale of \$100 bonds in Fifth War Loan Drive (Continued on Page 2)

Armed Forces Will Hear Yankee And Giants Games

Plans to shortwave all of the New York Yankees and New York Giants "home" games to the Armed Forces in the European theater of war have (Continued on Page 2)

With an impressive series of special programs and continuation of the spot announcement appeals by "name" artists, radio stations and networks will climax the first week of bond selling as a part of the Fifth War Loan Drive on next Saturday.

Highlight of the week-end's war bond broadcasting will be Mutual's special "War Bond Day" scheduled for Saturday. The network will originate several special programs at WOR in New York, WGN in Chicago and with (Continued on Page 21)

REC Membership Com. Named By Jennings

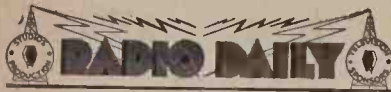
Warren Jennings, president of the Radio Executives Club of New York, announces the appointment of the 1944-45 REC Membership Committee, as follows: Ninette Joseph, of J. D. Tarcher agency, chairman; Arthur Hull Hayes, general manager of WABC; Peggy Stone, of Spot Sales (Continued on Page 23)

Don Lee Station Execs. Hold West Coast Meeting

Thirty-five representatives of the 36 Don Lee stations met at KFRC, San Francisco, past week-end to discuss current radio problems, post-war development of FM and television, (Continued on Page 22)

Bond Buyer

Washington—Mrs. Dwight D. Eisenhower, wife of the Commander of Allied forces purchased through WTOP the first War Bond from Bob Hawk when he took his CBS "Thanks to the Yanks" show to Washington to put on a special show at the "Shot From the Sky" air forces exhibit on the Washington monument grounds.



Vol. 27, No. 53 Thurs., June 15, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : Business Manager

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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, June 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	158 7/8	158 3/4	158 7/8	+ 1/4
CBS A	31 1/2	31 1/4	31 1/4	+ 3/8
Crosley Corp.	21 3/8	21	21 1/4	- 1/8
Farnsworth T. & R.	13 1/2	12 5/8	13 1/8	+ 1/8
Gen. Electric	37 1/2	37 3/8	37 3/4	- 1/8
Philco	34 3/4	33 3/8	34 1/4	- 1/2
RCA Common	10 3/4	10 1/2	10 3/4	+ 1/4
RCA First Pfd.	75 1/2	74 1/2	75 1/2	+ 3/8
Stewart-Warner	16 1/2	15 3/4	16	- 1/8
Westinghouse	101 1/2	100 3/4	101 1/4	+ 1 1/8
Zenith Radio	40 3/8	39 1/2	39 3/4	+ 5/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	29	29	29	+ 1
Nat.-Union Radio	4 1/2	4 3/8	4 1/2	+ 3/8

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	22	
WJR (Detroit)	36	

20 YEARS AGO TODAY

(June 15, 1924)

The psychological effect of radio broadcasting is strikingly illustrated by a letter addressed to a local station from a tiny town in the Green Mountains: "After hectic months of wartime France, it has been difficult for me to settle down to rural life here. But since I was given a radio, dancing to Broadway bands is a nightly event in our little group and the little village looks entirely different to me."

Experienced Announcer WANTED

Apply WWRL—Woodside, New York

Coming and Going

GENE CARR, assistant to the president of WCAR, Columbia network outlet in Cleveland, and CARL GEORGE, director of operations at the station, leave today for the home offices following a brief visit at network headquarters in New York.

JAMES E. GORDON, vice-president and general manager of WNOE, New Orleans outlet of Mutual, is spending a few days in Gotham on station and network business.

PETER DONALD, of "Can You Top This," is expected back today from Rochester, where he emceed a War Bond show for the Eastman Kodak Company.

GEORGE McELRATH, NBC operating engineer, leaves tonight for Chicago, where he will supervise installation of the network's technical facilities for two political conventions.

H. J. BRENNAN, general manager, and "PETE" WASSER, sales promotion, are visiting CBS from WJAS, the network's affiliated station in Pittsburgh.

Sgt. LARRY KRASNER, former member of the RADIO DAILY staff, is spending a furlough in New York after 25 months in the Aleutians. The sergeant has been re-assigned to a Coast Artillery post in Virginia.

TED ALLEN, commercial manager of WFCL, Pawtucket, has arrived from Rhode Island for a short stay in town. The station is an outlet of the Blue Network.

ELMORE B. LYFORD, of the NBC station relations department, leaves today on a business trip to affiliates in North and South Carolina, West Virginia and Pennsylvania.

FLORENCE RUSSACK, formerly at CBS in New York, and now with WKRC, Cincinnati, as secretary to the sales promotion manager, is back in New York on a five-day stay to visit her brother, who has returned from overseas duty in Sicily.

NANCY MARTIN, singing star of the Blue Network "Breakfast Club" in Chicago, spending the week in New York. Returning to the Windy City Friday night.

BUNTY KEYSER, publicity director of KFRC, San Francisco, is in Hollywood conferring with executives of the Don Lee Network.

RALPH EDWARDS and his "Truth or Consequences" program company having finished their Bond-selling appearance in St. Louis on Saturday in a blaze of record-breaking glory, now head for Cleveland, where they will appear next Saturday.

Press Wireless Ready With "Invasion Station"

(Continued from Page 1)

The Board of War Communications, the Signal Corps and other radio communications agencies, is heralded as the most efficient facilities for radio transmission of news ever employed in war or any other activity. Facilities operated by Press Wireless will be available night and day to the more than 450 war correspondents, representing over 115 organizations, reporting the European war.

Bill Downs Heard In U. S. From Point In Battle Area

From a station located at an undisclosed point on the European continent, but obviously from a position close to the actual battle lines, Bill Downs, CBS correspondent, was heard in America at 6:30 p.m. yesterday broadcasting under the current arrangement of "pooled" newscasters. While reception was not particularly good, the event was significant in that it was the first broadcast of its kind heard on this side of the water. Downs' resume of the war situation was heard on CBS, NBC and probably on other webs to which it was offered.

Ed Murrow, on his later CBS program, offered a complete reading of the talk broadcast by Downs.

Mrs. John Kieran

Private funeral services will be held for Mrs. John Kieran, 51 years old, wife of the sports columnist and radio personality, who died Tuesday, from St. Margaret's Roman Catholic Church, Riverside Avenue and 260th Street, Bronx, at 10 a.m., today. Burial will take place in Gate of Heaven Cemetery, Westchester county. Besides her husband, Mrs. Kieran, is survived by two sons, a daughter, two sisters and a half-brother.

Shouse And Buck To Speak On Tonight's Tele Seminar

(Continued from Page 1)

both will speak on the general topic which will be divided into a series, and titled, The Effect of Television on Established Industry.

Shouse will talk on the effect of tele on radio and Buck on the effect of the new art will have on the legitimate theater. Each will break down all phases of radio and the theater. It is expected that printed resumes of seminars three and four will be ready by tonight for distribution to the attendees.

Armed Forces Will Hear Yankee And Giants Games

(Continued from Page 1)

been worked out by Clarence C. Cosby, general manager of WINS, New York, and Lt. Col. Tom Lewis, commanding officer of the Armed Forces Radio Service. The play-by-play descriptions of the games will be given by Don Dunphy and Bill Slater. Commercial credits are being omitted.



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.

Things Are Different Today In Baltimore Radio

It used to be pretty simple stuff to pick out a radio station and feel you couldn't be wrong. The old standby power and coverage was enough. But shrewd buyers time want two more today. They want to know "How many people living in the coverage actually listen to the station?"

Then a smart time buyer says, "Now what does a listener cost me?"

When you get the answer that in Baltimore it's an odd choice that you'll pick W-I... the station that produces more listeners for the dollar you spend. The facts are available. Glad to let you look them over... any time.



WITH IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-R...

Annual Father's Day Radio Awards Made

(Continued from Page 1)

contributions in starting the Heart hospital circuit to enother men's sons. Awards of "Truth or Consequences" paid the consequences of

Father's Day Award

Los Angeles—Joe E. Brown will be awarded the Eisenhower Medal having been named "1944 Father To All Men Overseas" on a coast-to-coast radio show, "Up or Go," on Thursday, June 15, heard over the Blue Network from 10:30 to 11:00 p.m., and 9:00 to 9:30 p.m., PWT. The Eisenhower award in honor of the Father's Day has been given with the permission of the man who is dictating the invasion of Europe.

top radio bond selling job among Bond Salesman Father. The annual awards are named for the Eisenhower for the first time since he was named American Father of 1943. They will continue to bear his name in future

"Thin Man" NBC Debut From KYW's Studios

program on June 16 of "The Thin Man" series moves to Friday night, NBC, 10 p.m., EWT, under sponsorship of General Foods, Inc., will be broadcast from the studios of KYW, Philadelphia. Reason is Claudia Morgan's role in "Ten Little Injuns" show, based on the mystery by Christie, "And Then There Were None." Claudia and David will play Nick and Nora Charles. The cast will journey to Philadelphia for this broadcast only as the program is expected to open in New York next week.

Commemorate Anniversary

Commemorating the third anniversary of the Russian War, Igor Gorin, Russian-born baritone, will tell the story of the Soviet Front in song, 8:15 p.m. on June 22, from 11:15 to 12:30 p.m.

Denver Delivers RUBBER PRODUCTS
Delivers the DENVER MARKET

KATZ AGENCY—REPRESENTATIVE

★ AGENCY NEWSCAST ★

WILLIAM J. MOLL, of Geyer, Cornell & Newell, has been elected a director of the National Publicity Council for Health and Welfare Services.

ASSOCIATION OF NATIONAL ADVERTISERS has made Charles C. Carr chairman of its public relations committee. Also serving on the committee are: Marshall Adams, Vernon D. Beatty, S. A. Boyer, Allan Brown, Charles B. Brown, W. Howard Chase, Northrop Clarey, Gordon E. Cole, H. W. Forster, Clark R. Gamble, Paul W. Garrett, William A. Hart, J. C. Long, Allyn B. McIntire, G. S. McMillan, J. P. Miller, Robert S. Peare, G. Edward Pendray, Wilmot P. Rogers, H. M. Shackelford, F. J. Solon, P. L. Thomson, E. A. Throckmorton and W. G. Werner. Carr, chairman of the committee, is director of public relations and advertising for the Aluminum Company of America.

HARRY E. "RED" FOSTER president of Harry E. Foster Agencies, Limited, Toronto, Ont., announces that this company, one of the pioneers in radio advertising in the Dominion, has recently been granted a franchise from the Canadian Daily Newspapers Association and will enter the general advertising agency field in addition to its radio work.

MAJ. LOUIS W. BLESER, U. S. Army Air Corps, for the past year commandant of the Farmingdale, L. I. Air base, will join the national advertising staff of Hillman Periodicals, Inc. on July 1st shortly after his retirement from active duty, it has been announced.

GRANVILLE TOOGOOD has joined the J. Walter Thompson Company. He was formerly with the Philadelphia Public Ledger and after that with N. W. Ayer & Son.

IRVIN ATKINS was made Hollywood radio director of Pacific Coast Advertising Company, San Francisco, and will be supervising director of all the agency's radio shows including "A Song Is Born" and "Red Ryder," which is sponsored by Langendorf Bread.

McCANN-ERICKSON office in Sao Paulo, Brazil, has been engaged to handle the advertising of Organizacao Financeira Amaral Ltda. of that city. The firm is described as an organization of financial advisers, being composed of a group of business men who control numerous industries in the South American country.

C. H. BILLIPP joins the copy staff of Benton & Bowles, Inc., effective immediately, it has been announced by Clarence B. Goshorn, president of the agency.

HERNINA LUKACSY is resigning from the Biow Company, effective July 10, to become chief time buyer for Grey Advertising Agency.

WILLIAM R. BOYD, formerly western manager for the Curtis Publishing Company, has joined the staff of the War Advertising Council as associate coordinator on sponsoring activities. He will serve on a volunteer basis, with John Sterling, of This Week magazine, who is chairman of the Council's Sponsoring Committee. Until recently Mr. Boyd was with the Air Transport Command, flying the North and South Atlantic routes for two years. Previously he was in the citrus and beef cattle business in Florida. He was with Curtis from 1919 to 1940.

WALLACE H. GOLDSMITH, JR., formerly with the National Association of Manufacturers, has rejoined McCann-Erickson, Inc., as a member of the foreign department, Harrison Atwood, vice-president revealed.

Canadian Network's Increased Revenue

(Continued from Page 1)

amounted to \$88,851 compared to \$230,261 last year "but depreciation was cut in half" Mr. Bramah said. Total expenditures were given as \$4,925,658 compared with last year's figure of \$4,328,763.

License fees brought in a total of \$3,787,886, an increase of \$86,196 over last year. Fixed assets amounted to \$2,749,806, an increase of \$133,169.

Participation Renewal

Boston—McKesson & Robbins, producer of "Bax" vitamins, has renewed its series of one-minute participations in the 8 a.m., EWT, edition of the Yankee Network News, Mondays through Fridays over WNAC and its web. Agency is J. D. Tarcher.

A New Address
for an old friend

CLEVELAND'S FRIENDLY STATION

WNGAR

NOW

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

SAN FRANCISCO

A NEW departure among western radio commentators is Major Gen. Paul B. Malone's Friday night program over KGO and the Blue Network, when the show is given before a studio audience, which participates in a post-broadcast symposium on current war progress. Studio visitors are handed cards, that they may write out questions for the General to answer. Gen. Malone will illustrate both the broadcast and the discussion afterwards with late-minute War Department maps. Tickets are free, with universities invited to send classroom units. Sponsorship of the program is under Blue Cross Plan of the Hospital Service of California.

New longterm sponsorships signed at KPO recently include a 52-week renewal for Larry Smith's Monday through Friday commentaries, which will be heard over Coast and Mountain networks for Groves Laboratories. Dwight Newton's "Fighting Front Facts," after 39 weeks as a sustainer, has been sold on a participating basis to various sponsors. Newton is historian of the San Francisco "Examiner," Hearst daily widely known on the Coast.

Columbia web's local outlet, KQW, has developed an effective device for checking audience listening to a special program and, at same time, publicizing all other programs broadcast by the station. To check audience on the 6:45 a.m. newscast, listeners were offered a free copy of the KQW program schedule, described as a "Program Calendar." More than 2,000 listeners wrote in during the first week of the offer. In addition, the station has inaugurated a regular mailing service, mailing 2,000 different listeners each month a copy of the program sked. An enclosure of radio gossip items calls attention to new shows, changes in time, and news about radio personalities who are heard over KQW.

Regal Amber Brewing Company has signed 52-week renewals for its two KPO shows, "Light and Mellow," half-hour musical variety program; and Eyewitness News, quarter-hour live news show. Agency is M. E. Harlan. "Light and Mellow," featuring baritone Armand Girard, starts its third year next month.

Joins Coast Company

Los Angeles—Donald M. Campbell has joined the staff of senior engineers with the plants of the Hoffman Radio Corp. He was formerly with the Bell Aircraft Corp., Niagara Falls, as an electronics engineer and also with the Wurlitzer Co.

Gets Los Angeles Post

Los Angeles—Karl Schlichter has been appointed director of Radio Education for the Los Angeles County Tuberculosis & Health Association, following the association's recent formation of a Division of Radio Education.

MAIN STREET



California Commentary!

• • • Many members of the radio colony are showing their faith in the Southland by buying real estate. Don E. Gilman, head man of the

Los Angeles

Pacific Blue, bought a home in Westwood and was immediately offered a \$5,000 profit on his investment, but decided to keep his new purchase. . .

• Larry Keating, emcee and announcer, who is a transplanted San Franciscan, bought an 11-room home in the Fairfax-Hollywood Blvd. district, while Billy Gould, who handles sound effects on the Garry Moore-Jimmy Durante show and other major programs, is the new owner of a house in the Western-Beverly section. . . • Noel Corbett, of the Pacific Blue press department, has an attractive cottage at Lake Tahoe, near Reno, and although he has been vacationing in San Francisco, was unable to get up to the lake country.



• • • Thelma Kirchner, major domo at KGFJ, has made some additions to her staff. Jack Evans, who was with KAVE, Carlsbad, New Mexico, for three years before coming to Hollywood to do "bits" in films, has been made an announcer, while Renee Bozarth, former KGFJ announcer, has been made news editor and will assist Carolyn Caro with her duties as program director. Virginia Morton, recently with Willman Broadcasters and a former elementary school teacher, has been appointed traffic manager. . . • Lloyd del Castillo, Columbia Pacific staff producer, is one of the most versatile chaps on the Coast. In addition to producing four shows, he is musical director of "Stars Over Hollywood," for which he writes the original music. He is also an organist on one show and conducts weekly CBS dramatic auditions. . . • Loraine Burton and Dorothy Rae, two of the Seven Sweet Swingsters on the Horace Heidt show, had operations on their noses, and now look so attractive they are ready for screen tests. Speaking of pulchritude, Joline Westbrook, who had a screen test, is handling the sound effects on "Orson Welles' Alamanac."



• • • Milt Samuel, Pacific Blue's Boswell, lost his hat and his secretary the same week, but this is not to infer that his ex-aide is now wearing the chapeau. The hat—a green Borsalino—was a wedding anniversary gift from Mrs. Samuel. . . • Ruth Burdick has become an associate of Ruth Arnold, manager of C. E. Hooper's Los Angeles office. . . • Larry Bruff has opened offices in the Otto K. Olesen building for Newell-Emmett, New York, which is the agency on the "Chesterfield Music Shop," starring Johnny Mercer. Paul Mosher, one of Edgar Bergen's writers, is writing the new show. Reed Kilpatrick is the NBC producer on the program. . .

• Sybil Chism, organist on the Lum 'n' Abner show, has written the theme song for "Youth Of The Americas," a dramatic strip show recorded by NBC recording division for distribution in the Latin Americas by the Coordinator Of Inter-American Affairs. The show is done in Spanish, with Miss Chism and Floyd Caton, sound effects man, the only non-Spanish speaking persons connected with it.



• • • The regular cast members of "Stars Over Hollywood" recently celebrated the third anniversary of their Saturday morning breakfasts. Mary Brown, secretary to Les Mitchel, producer of the show, who has played roles in the broadcasts, has resigned to devote full time to acting. . . • Lyn Randle, of the CBS press department, and Mr. Lloyd Brownfield, wife of the head of the department, have been vacationing at a Victorville dude ranch. The ranch is rather popular with CBS publicity writers, with Bernice Barrett also having spent her vacation time there.



— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

CONSOLIDATED Products Company of Danville, Ill., has chased time for a 10-minute show on WLS, to be heard each day, Wednesday and Friday, 6:30, starting June 19. This program will be in addition to the company's regular Monday, Wednesday and Friday broadcast at 7:15 a.m., featuring the WLS "Prairie Ramblers" Lloyd Burlingham, agricultural authority. Business was placed by Burt S. Gittins Advertising Agency, Milwaukee, Wis.

Angelina Orr is substituting for Johnny Neblett ("So the Goes") on WBBM, with her "This I Believe" stories of known facts about famous women. "Draft Star Playhouse" moves to the 10:45 to 11:00 a.m. period to the 11:45 a.m. slot on NBC effective June 3. At the same time the show will expand to a 75-station network. A new dramatic vehicle will be "Dark Victory" running for six weeks. Dancer-gerald-Sample is the agency.

Nikki Kaye, writer, producer and commentator on the weekly "Variety Show" at 10:15 p.m. Wednesdays on WCFL, is the author of "Writing Radio," appearing in the June 1945 issue of "Writer's Digest."

The Libertyville, Ill., Chamber of Commerce recently gave a testimonial dinner for the staff of the WLS "Of the Farm" program. The program is sponsored by the Quaker Oats Company on Saturdays, 12-12:30 p.m. The show will complete its seventh season on WLS in February, 1945.

Frank Oakley has been added to the sales promotion and research department in charge of the Blue Network's central division's graphic and art department.

George Ferguson and Earl Kurland, directors of the WLS Artist Bureau, report 145 state and county bookings for 1944 against 112 at the same time last year. The fair season opens on July 4, for the WLS booking office at the North Dakota State Fair in Minot. Lulu Belle and Scotty will headline the act.

Recent NBC vacationers have been Vera Fitzsimmons, secretary; Jules Herbeveaux, program manager; announcer Don Elder, William B. Ryan, manager of the news and special department; John H. Ryan, manager of the press department, and director Harry Bubeck.

Wedding bells rang June 3 for Ruth Carlson, secretary to William Keating, chief of announcers of the NBC central division, and Warren Patterson, both of Chicago.

Jack Brickhouse, WGN special events announcer, and Tom Moore, emcee, will take over Johnnie Neblett's WGN programs when the latter goes on a two-week vacation. Brickhouse will be heard on "Get Acquainted, Neighbor" Monday through Friday, 10-10:15 a.m., CWT, and Moore will sub on "Open House" heard weekdays from 3:15-3:30 p.m., CWT.

TELEVISION DAILY

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SECTION OF THE RADIO DAILY • JUNE 15, 1944

MOVIES NOW ACTIVE IN TELE FIELD

Completes Plan For Chicago Cover

A three-city tele network will pick up the video signals of WPTZ, New York, and the proceedings of the Republican National Convention in Chicago opening June 26th. The service will be made available to approximately 7,000 television sets in the Eastern area, C. L. Menger, vice-president of NBC, announced.

Permission to retelecast pictorial material made during both the Republican and Democratic conventions, was granted to WRGB, operating the General Electric Co. actant, and WPTZ, television of the Philco Radio and Tele-Corp., Philadelphia.

Menser Comments

Revealing NBC's extensive plans for television coverage of the conventions, Mr. Menser disclosed that for the first time in the history of radio, television and communications, radio and television are being co-ordinated to provide a complete and sound report of a nationally important event. He continued: "The pioneering co-ordination of the services at Chicago may set a pattern for the treatment of similar events in post-war years when television will have become an essential and important complement to the sound broadcasts."

Video Schedule

NBC's convention coverage will be carried with a television program over WPTZ, scheduled one hour before the network goes on the air from the stadium on the opening night, June 26. At that time, WNBT will transmit a special film sequence, the first of its kind produced in connection with a national political convention. (Continued on Page 7)

Postwar Planning

Schenectady—Discussion of the wartime role of radio and establishment of widespread post-war communications networks throughout Europe highlighted the week here as 11 broadcasting authorities from seven United Nations attended the International General Electric Company's two-day broadcasting conference.

"Video for Victory"

Using a slogan "Video for Victory," Television Broadcasters Association is urging all members to give all-out support to the Fifth War Loan drive in their current programs. Stations in New York, Chicago, Hollywood, Philadelphia and Schenectady are participating in staging special bond programs.

Plan Elaborate Show For WABD on July 13

Staging a two-hour musical comedy, "The Boys From Boise" on Thursday, July 13, will mark the launching of Du Mont's new WABD studios and incidentally will represent television's most ambitious program planning to date in the New York area.

"The Boys From Boise," already in rehearsal is being produced under the direction of Raymond E. Nelson, director of radio and television for the Charles M. Storm Co., and a veteran television producer. Show will feature an original musical score by Sam Medoff, musical director of the Storm agency, with book by Nelson.

Already signed for leading roles are Gwen Davies, Blue Network songstress and vocalist, with Jan Garber and Bobbie Sherwood; Nord Cornell, who has just returned from a tour with "Blossom Time," and was seen on Broadway in that show, "Roselinda" and "The Merry Widow"; Dolores Wilson, who's been hailed as the possessor of the most promising

(Continued on Page 17)

Survey Indicates Public's Views On Postwar Tele-FM Developments

A survey to ascertain the public's interest in television and FM in various sections of the country and Canada was conducted this week by Television Daily correspondents with revealing results on the consumer's knowledge of the two services.

Results indicated that John Q. Public is better informed on television and its potentialities than he is on frequency modulation. However, in Chicago, FM devotees were many and the man-on-the-street seemed to be conversant with the selective qualities of FM.

(Continued on Page 8)

Warner Brothers File FCC Application For New Hollywood Tele Station—RKO Video Developments

With reports from Washington yesterday indicating that Warner Brothers Pictures Corp., has filed an application for a television station at KFWB, Hollywood, and an announcement elaborating on plans for the new RKO Television Corp., the motion picture industry's interest in video gained momentum.

The Warner interests, according to reports, plan to erect television studios at the Burbank, Calif., picture production lot and will have added studios at KFWB in Hollywood. Harry Maizlish, veteran radio and motion picture showman,

who is general manager of KFWB, will probably head up the new west-coast video development.

RKO President Comments

N. Peter Rathvon, president of the Radio-Keith-Orpheum Corporation, in a statement clarified the RKO television plans and outlined the future of the company's new subsidiary, RKO Television Corporation. The Rathvon statement follows:

"While television is generally regarded as primarily the concern of radio broadcasting companies, it is most definitely a field which cannot be ignored by the motion picture industry.

"Anything which bids for the leisure time of the public—from baseball to magazines—is in competition with the movies, but television, which has the appearance of 'motion pictures in the home' may seem to many theater owners to be a potent threat to theater exhibition.

"Motion picture exhibitors are the customers and the only customers of the major distributing companies. Exhibitor interests come first and must be protected in every way possible, but this cannot be done simply by ignoring this new medium of entertainment. (Continued on Page 7)

"Breakfast Club" Show Slated for Television

Chicago — Don McNeill and the "Breakfast Club" are rated by Blue Network officials as the web's number one television attraction in the middle West and video production of the show is in the network's postwar plans. McNeill, beau brummel of the emcees, has already been televised over the Balaban and Katz station on the Marshall Field commercial program and is rated as a good television subject. Informality of the show lends itself admirably to television.

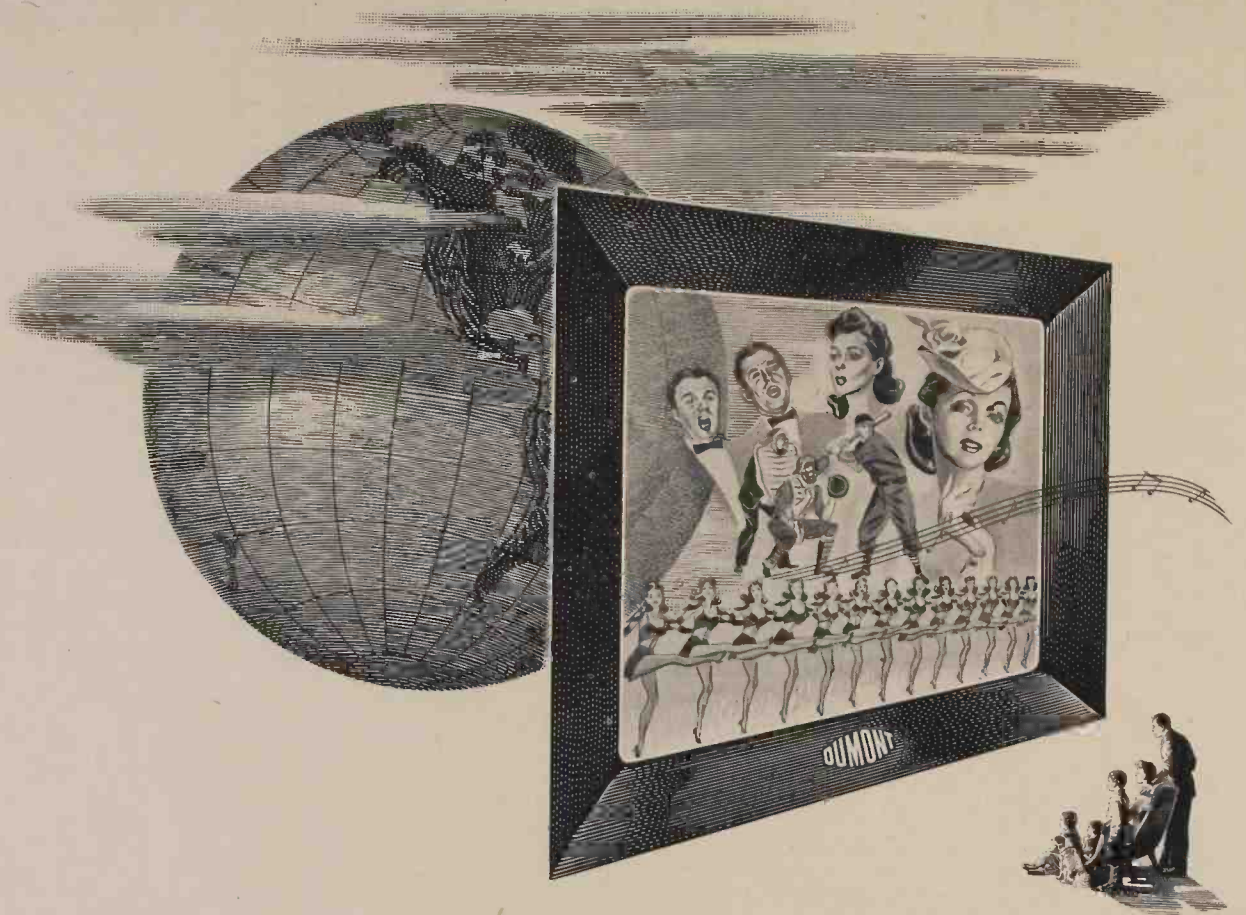
Stoopnagle on Tele

Schenectady—On Thursday, June 29, radio's Col. Stoopnagle will be in our studios to preside over a program based on the Photoquiz in Look magazine. This show is the second of three programs sponsored by Look.

"Tele" vs. "Video"

Chicago—Consensus of opinion here among press and television experts is that the expression "Tele" better fits "television" than the word "video" which is used a great deal in formal reports and in speeches. "Tele" has already captured the public's fancy is heard often today in referring to "television."

In This Issue—Tele Program and Production Articles



THE BEST SHOW WINDOW IN THE WORLD

There is going to be a brand-new window in millions of homes . . . the most exciting window ever known — the *television screen!* Through it people will see the whole wide world in vivid, vibrant panorama. Most important to you, Mr. Advertiser, is the fact it will be the best show-window in the world.

Your product or your service can be demonstrated with ease and artistry in television's show-window. It will be friendly selling—personal, intimate visits with small family groups in their own living rooms.

Leading advertisers and their agencies have developed new and effective commercial television techniques through experimental programs over DuMont's

New York City station during the past 18 months. These programs provide eloquent proof that adding sight to sound has multiplied air-borne salespower . . . has opened a new highroad of magnificent promise direct to America's best postwar markets.

DuMont was first to give television really clear reception by creating the DuMont Cathode-ray Tube. And DuMont pioneering in television station operation and programming techniques will help you realize the greatest return from every penny of your television time-buying dollar.

You'll want your product featured well down front in the best show-window in the world!

DuMont Television Studios and Telecasting Equipment Div. of Allen B. DuMont Laboratories, Inc., Station W2XWV, 515 Madison Ave., New York 22, N.Y. General Offices and Plant, 2 Main Ave., Passaic, N. J.

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Interest in Tele gathering Momentum

(Continued from Page 5)

ment. To turn our backs upon television would be a disservice to the nation.

to believe that the most suitable television programs, as they have developed through experience, will differ in character from the motion pictures created in Hollywood for theater exhibition. In the developing of such program, how motion picture techniques may be used to even greater part than existing radio techniques and the use of television probably be more important than television broadcasting than the transcription disc is today.

rather than stand aside while the theater preempt the field it would be in the best interests of the motion picture industry that theater-distributor companies, rather than participate in television, should protect themselves but the theater as well, by directing television programming into fields which are far removed from feature films created for the theater. Unless this is done, there will be a tendency for television to become dependent upon the showing of feature films made primarily for theater exhibition."

Elect Officers Last Week

The announcement of RKO's new setup came last week following the meeting of the company's board of directors. The board, in announcing the new television company, elected N. Peter Rathvon, chairman.

Frederic Ullman, Jr., president of Pathe News, Inc., who have been making an

intensive study of the new video developments, as has been named president.

Richard B. Austrian, former assistant vice-president of RCA Manufacturing Company, will be executive vice-president. Mr. Austrian announced the week-end that Charles B. Smith will be the company's West Coast representative and that experimental television programs will begin on the Don Lee station in Hollywood on June 26.

Vice-president of the new television organization is Malcolm Kingsberg, former manager of Radio Keith Orpheum Corporation.

Hutchinson a Veteran

In setting up the new television program for RKO officials sought several executives who have pioneered in the video field and were qualified to take up production assignments immediately.

Thomas H. Hutchinson, former post of television producer for

WHO'S WHO In TELEVISION

RALPH B. AUSTRIAN

Back in 1914 Ralph B. Austrian built a cat-whisker radio set for dot-and-dash reception. Today, 30 years later, he has become executive vice-president of the newly formed RKO Television Corp.

It all started with Austrian's early interest in electricity. He was sixteen, a student at De Witt Clinton High School in his native New York City, when he put together his first receiving set. A high school student by day, he was an instructor in Morse and continental code at night in the old New York School of Telegraphy. During this period he also operated 2NY, an amateur outlet in Gotham. In 1916 he received his first-grade commercial radio operator's license, which qualified him to be a ship's "sparks."

Along about this time Ralph, as a junior member of the Institute of Radio Engineers, made the acquaintance of Dr. Alfred N. Goldsmith, one of its officers, who became a friendly adviser to the youth. When World War I broke out, Dr. Goldsmith organized the Signal Corps School of Communications at the College of the City of New York, where young Ralph Austrian was engaged as a radio instructor for the duration.

After the peace came Austrian's first job in the commercial radio field, which was the managership of the radio department in the New York store of Gimbel Brothers. Successful in the merchandising of radios, he went out on his own as operator of a nation-wide chain of leased radio units in leading department stores.

When the former Paramount Publix-Lasky film organization offered him the post of assistant sound director at its Eastern studio in Astoria, N. Y., Ralph Austrian was quick to accept the opportunity to pioneer in talking pictures. With the transfer of the company's movie production to the West Coast, he decided to stay in the East and shifted to Westinghouse Electric and Manufacturing Co. as manager of retail distribution.

In the following years Austrian was general sales manager of the Kolster Radio Division of the International Telephone and Telegraph Co., sales chief of Emerson Radio and Phonograph Corp., and assistant vice-president for seven years of the RCA Manufacturing Co.'s Photo-Phone Recording Division. Two years ago he was called to Washington as a member of the Planning Committee of the War Production Board, which he left last October to become television and radio consultant to RKO Corp. Within the past two weeks he became executive v.-p. of the company's television subsidiary.

A family man, Ralph Austrian is married to the former Alene Lowe, a successful interior decorator in her own right. They have a 20-year-old daughter, Gail, a junior at Vassar. Austrian is an active member and sub-committee chairman of the Society of Motion Picture Engineers. His hobbies are photography and music, when he is not on the golf links.



"Radio-Films-Tele"



FREDERIC ULLMAN, JR.

the new RKO company goes to



THOMAS H. HUTCHINSON

Thomas H. Hutchinson, the pioneer television producer who was formerly tele program manager of NBC and more recently television director of Ruthrauff & Ryan, Inc. The talent and casting director will be Arthur Willi, present talent director of RKO Pictures, Inc.

Commenting on the new organization, Mr. Austrian said:

"Since the entire activity of RKO is the regular business of making, distributing, and the showing of dra-

Patent Outlook

Government control over some of more valuable tele patents, which had resulted from wartime experimentation, was predicted by FCC chief, James L. Fly in April of last year.

English Development

According to John E. Baird, inventor, tele images in color and three dimensions were reported to have been produced in England since the war.

matic entertainment through the medium of talking motion pictures, RKO believes that with its broad background, wide experience, unlimited facilities and vast resources, it is pre-eminently qualified to develop the new art form that is television programming. It is in this field that RKO makes its initial television bow."

NBC Completes Plan For Chicago Cover

(Continued from Page 5)

tion. Beginning with a succession of scenes showing Chicago as the favorite convention city of other years, the film will then present brief glimpses of previous conventions as far back as the 1860 gathering when Lincoln was nominated. Then coming rapidly to the present, television set owners will be taken on a pictorial journey to the home towns of the leading candidates and other important figures in political life. Special emphasis will be placed on highlights from the careers of Governors Dewey, Bricker, and Warren, and former Governor, now Lt. Commander Stassen.

Immediately following the television showing, tele-viewers will be directed to tune to local NBC outlets for pick-ups direct from NBC's reporters and commentators in the stadium.

Chicago to Participate

Similar television procedure will be followed nightly during the progress of political activities in Chicago, with one exception. After opening night, television set owners who listened to the sound broadcast of the previous day's sessions will be able, 24 hours later, to see an exclusive film sequence of the same activities and personalities on WNBT. These films will be made by camera men and crews specially assigned to that purpose by NBC. Negatives will be rushed by plane to New York for the television presentation. Arrangements for filming the convention in this manner have been worked out in co-operation with RKO.

Radio-Relay Prospects

Automatic radio-relay outlets were described as the key to network tele by Ralph R. Beal, research director of RCA Laboratories. In a speech June 2nd before the Institute of Finance at the New York Stock Exchange.

Uruguayans Visit WRGB

Interest in post-war television that has swept this country has spread to Latin America, as indicated by a recent visit of Dr. Jose A. Mora, diplomatic minister of Uruguay, and Mrs. Mora, who paid a visit to station WRGB, General Electric's television station in Schenectady, N. Y. Miss Helen Rhodes, announcer-producer at WRGB, describes details of television program production to the guests.

Wants Audience Reaction

Schenectady—WRGB would like to hear from its audience as to whether they would enjoy seeing some of the old-time motion picture serials televised—those starring Pearl White and others of that era. Music by the well-known moving picture pianist, Walter C. Simon, would accompany the pictures.

Public's Tele and FM Views Aired

(Continued from Page 5)

One conclusion reached was that the public is eagerly awaiting the post-war development of tele and FM and that a tremendous market for receivers awaits the merchandisers.

The survey follows:

Los Angeles

(By RALPH WILK)

Los Angeles—A survey just completed indicates that the Los Angeles area will be a very fertile field for the sale of tele and FM sets following the war. In fact, several residents questioned said they had deferred purchases of radio receivers in 1941, believing combination tele and FM sets would soon be available. These, of course, will be among the early purchasers of receivers after the war. Every person queried said he or she would be a prospective purchaser of sets if the prices were not too exorbitant.

Owners of FM receivers are very enthusiastic, one of them, Mrs. Raphael Koff, wife of an eye specialist, declaring there is no comparison between the reception of it and that on standard radio. Dr. and Mrs. Koff have owned their set since 1942.

Less than 25 per cent of persons questioned were familiar with FM, indicating there will be much need for publicizing and advertising of frequency modulation in this territory after the war. Representatives of KHJFM, which is the only FM station on the Coast, said the outlet has not been trying to oversell FM, as it is eager to use a 50-kilowatt transmitter, which would give it 100 times more power than at present and enable it to satisfactorily serve its secondary area. At present it is heard well at points as distant as San Diego and Santa Barbara, but trouble is encountered in remote rural districts.

KHJFM ordered a 50-kilowatt transmitter in 1941, but the manufacturer was not able to complete delivery, because of the advent of war. The outlet representatives point out that other stations in this territory will also be furnishing FM shows after the war, giving listeners a choice of many programs, with result that interest in FM is certain to show a big increase. At present KHJFM is on the air from 6 p.m. to midnight daily and has been operating since August, 1941. Its broadcasts are confined chiefly to music, although it airs the Jack Benny program, 8:30-9 p.m. Sundays and "A Date With Xavier Cugat." On its schedules, too, are "The Treasury Hour of Song" and the "Army Air Force" show, heard once weekly.

It is estimated there are between 12,000 and 15,000 FM receivers in the Los Angeles area.

Ohio Sector

(By JOE OLSON)

Columbus—Ohioans know very little about either FM or television and they'll be conservative about buying sets in the postwar period, particularly if the new sets are priced from \$350 up.

Rather than investing savings in new FM or tele sets, Ohioans will buy things they know and things they have gone without several years such as autos, refrigerators, washers and other electrical appliances.

Only a small fraction of Ohio's seven millions has heard FM; an even smaller number has seen and heard tele demonstrated. But tele seems to have the greater attraction to the average Buckeye probably because it has been forecast and talked about more widely and because tele is more dramatic to the average citizen than FM which can only be publicized as "static free" radio.

Nearly one-half of the Ohioans with whom I talked did not know what FM is. In fact, seven Columbus residents did not even know the only commercial FM station in the state is in operation in their city.

Characteristic conservatism cropped out time and again during the interviews when the Ohioans were asked if they would buy tele sets "as soon as they are put on the market." Invariably the answer was: "Yes, if the sets work well and if the sets are low-priced enough. But they probably will be very expensive at the start—like the early radios were. I'll probably wait a couple of years until the price comes down."

Ohio's only commercial FM station, WELD, Columbus, had just gotten nicely started in the Fall of '41 when came the war. It is estimated there are 3,500 FM receiving sets in the central Ohio area and WELD broadcasts from 3 p.m. until midnight. Its log is carried in the daily newspapers but the station is holding its advertising at a minimum for the duration since FM receiving sets are not being manufactured for sale to the public.

Attention of educators has been directed to the Cleveland public schools in which a direct teaching program by means of FM is being carried on over WBOE. The State Department of Education is studying plans for a possible state network of FM stations with one of the larger and more powerful outlets to be located at Ohio State University.

Meanwhile, the majority of members of the Ohio State radio station, WOSU, and many faculty members directly interested in radio expressed more interest in tele than in FM. Several said they would like to see the next large investment made in tele at the university.

From all available information,

WOSU people believe they can do a better coverage job with AM than with FM but in the event the State Department of Education decrees a state FM set up, Ohio State naturally will go along. Installation of an FM station was estimated to cost in excess of \$100,000.

The reason why Ohio State faculty folks generally would like to see a jump to tele is because all of the factors needed for telecasting are on campus: There are pretty and talented co-eds galore, several campus players' organizations, and seven vocal and instrumental groups.

Chicago

(By BILL IRVIN)

Chicago—While frequency modulation broadcasting and television are still pretty much unknown quantities to the public, there is nonetheless considerable interest on the part of the average person in both FM and video transmission, particularly the former. This is indicated by the results of a survey made among a score or more individuals in this area. They were asked what they thought of television and FM and whether they planned to buy a tele or FM set after the war.

Most of those questioned were more familiar with frequency modulation than with television. And there were more affirmative answers for FM regarding set purchases after the war.

The average listener seems to think of FM primarily as a different kind of broadcasting. Most of those questioned, while not yet having heard frequency modulation on home receivers, were nevertheless familiar with its high fidelity as a sound medium. Typical answers on this point were, "it seems clearer," "there's no static," "music sounds more real." Another comment was, "it's the answer to the radio listener's prayer." One person thought it was "swell but the programs are too limited."

Despite the fact that they were not sure just what to expect in FM programming, most of those questioned indicated that they would be in the market for a post-war FM set. While the average person expects definitely better reception in frequency modulation than in AM broadcasting, it is evident that he does not necessarily expect similar improvement in programs. The consensus seems to be, "We don't have much to say about the programs on the air now; why should we expect any more say in FM programming."

One of the stumbling blocks to public acceptance of television seems to be the opinion in the minds of most people that, for one thing, it is not yet perfected, and that its installation involves considerable technical difficulty. "Can we just plug it in?" was a question frequently asked.

There is also a belief that special antennas are needed for both FM television reception.

Individuals questioned agreed television "seems to have tremendous possibilities" although it is "still experimental." As for purchasing a tele set, none of those interviewed indicated any unqualified interest of buying one. Some said it would depend upon the cost of such receivers. One individual remarked he might buy one "if they're not complicated." Another said, "I've bought a lot of other things."

One focal point of interest in television and its possibilities is the Council of Chicago Public Schools which reflects the interest of the superintendent of schools, Dr. William H. Johnson. At one time the council had planned to install a television receiver in the superintendent's office, but the technical difficulties involved in bringing a lead-in from the tenna, twenty-two stories above the office, caused the plan to be abandoned.

The Balaban & Katz television station, WBBK, has offered the Council time for the televising educational programs, as well as loaning sets for installation in schools for experimental purposes. The Council was unable to accept offers because of the shortage of writers, producers and studio facilities.

"Television will play an important part in the radio-education field following the war," said George Jennings, acting director of the Council. "We're not certain, and do not know without a period of experimentation, just what can be done with television in the classroom. Certainly the educator should appreciate the medium of television without pre-conceived ideas (as he has approached radio), and the television industry must permit the educator to experiment, rather than accept medium as it is used commercially."

"Television should provide new wonderful opportunities to demonstrate safe practices to farm drivers, housewives and workers," said Paul Jones, director of public information of the National Safety Council. "The Council, which knows the power of the visual approach to education, expects television to save many lives and to prevent many accidents as soon as it is available to great multitudes of people. Personally, I want one of the very best sets."

Omaha Area

(By BILL ROMBERG)

Omaha—To the average layman in this area, television is still a promise of the distant future, not the near future, and FM is a greater mystery.

(Continued on Page 16)



A NEW LEADER ON THE HORIZON

Television's engineers are doing a superb job in steadily bettering their miraculous invention. But television's biggest problem today is not one of engineering. It's one of intelligent programming. It is at this point — or rather just ahead of this point — that RKO, the showmanship company in motion pictures, enters the television arena.

No telecasting company, no single individual advertiser, no single advertising agency, nor any group of advertising agencies could possibly operate such enormous facilities as RKO and its subsidiary, Pathe News, Inc., now offer the potential television users of this country. These facilities are available to both reputable advertisers and recognized advertising agencies through RKO Television Corporation. The same facilities make it possible for RKO Television Corporation to offer not only filmed television programs but live-talent package productions as well.

RKO Television Corporation will welcome inquiries from advertisers, advertising agencies and all those commercially interested in television, as to how we may be of specific service at this time.

RKO TELEVISION CORPORATION

EXECUTIVE OFFICES · RKO BUILDING, 1270 SIXTH AVENUE, NEW YORK 20, N. Y.

FACES of the FUTURE for TELEVISION

America's Brilliant Tenor Sax Star



GEORGIE AULD and his orchestra

Booked exclusively by WILLIAM MORRIS AGENCY

Builder of Bands - Peer of Arrangers



GEORGE PAXTON and his orchestra

Booked exclusively by FREDERICK BROS.

The Sinatra of Latin-America



CHUCHO MARTINEZ

Personal Representative: MILTON BENDER

ROBBINS ARTIST BUREAU, Ltd.

1819 Broadway, N. Y. 23 • WALLACE DOWNEY, Gen. Mgr.

Problems of Television Producers

By IRWIN A. SHANE

(Executive Director, Television Workshop of New York City)

Today's television producer, whether he works for an advertising agency or operates as an independent, whether he works in New York, Chicago or Los Angeles, is faced by the same problems of (1) budget; (2) equipment; (3) facilities; (4) talent.

Because of television's very limited audiences in each of the country's five audio - video areas, today's television producer is operating on a shoe-string budget, getting the most he can from productions which cost an average \$250 per broadcast—often a good



IRWIN A. SHANE

deal less! Compare this with radio, stage or motion pictures.

As a result, no producer dares undertake any really elaborate production, any of which involves elaborate scenery, props, costumes, special effects, original scores, studio musicians or other accoutrements of good showmanship and good television.

Only after the war, when television budgets reach their natural financial level, probably two to four times present radio budgets (or about 10 per cent of Hollywood film budgets), will audiences get the kind of programs they deserve—and will demand! Until then, the television producer must make the most of his writing, producing and directing ability, using and re-using what few props, set pieces and costumes he has at hand. Because of limited budgets, the average producer is unable to pay big salaries to actors and he consequently can't obtain big-name talent as a rule.

When television goes commercial, and is utilized by advertisers to the same extent as radio, producers will have sufficient monies for the best talent, scripts, directors, settings and other requirements of good television. The so-called problem of programming, of which one sometimes hears in television circles, will evaporate into thin air.

The second problem faced by the television producer is one which can't be solved by fat checkbooks. It's the problem resulting from obsolete, but irreplaceable, transmitter and receiving equipment. To begin with, the cameras in most studios—as most engineers will quickly point out—are outdated. This is no one's fault. Most studio equipment was constructed as long ago as 1937—a very, very long time ago by present-day electronic standards. Until the war's end, little prospect exists of obtaining the new, improved, plastic-lensed, more sen-

sitive cameras and shading equipment. (But come the war's end, watch the vastly improved lighting, scanning, transmission, and editing of television programs!)

The third problem confronting television producer today is the inadequate studio facilities. Of nine stations in operation, only one approach the ideal of truly large, commodious, self-contained studios, plenty of rehearsal and performance room, revolving stages for changes, properly controlled lighting, etc. With 50 licenses now pending, the producer can look forward to post-war video studios of truly gigantic size, with hoist cameras, controlled mercury-vapor lighters and special effect devices, lacking in most studios in current operation.

The fourth limitation confronting the producer today is the dearth of good writers and directors, of technical assistants, of people with creative spark and drive necessary to building a new art. With an improvement in the economic aspects of television, this too will improve.

In the meantime, advertising agencies, studios and independent producers should do all they can to stimulate creative talent, giving interested persons an opportunity to gain a studio experience.

Raises Tele Question

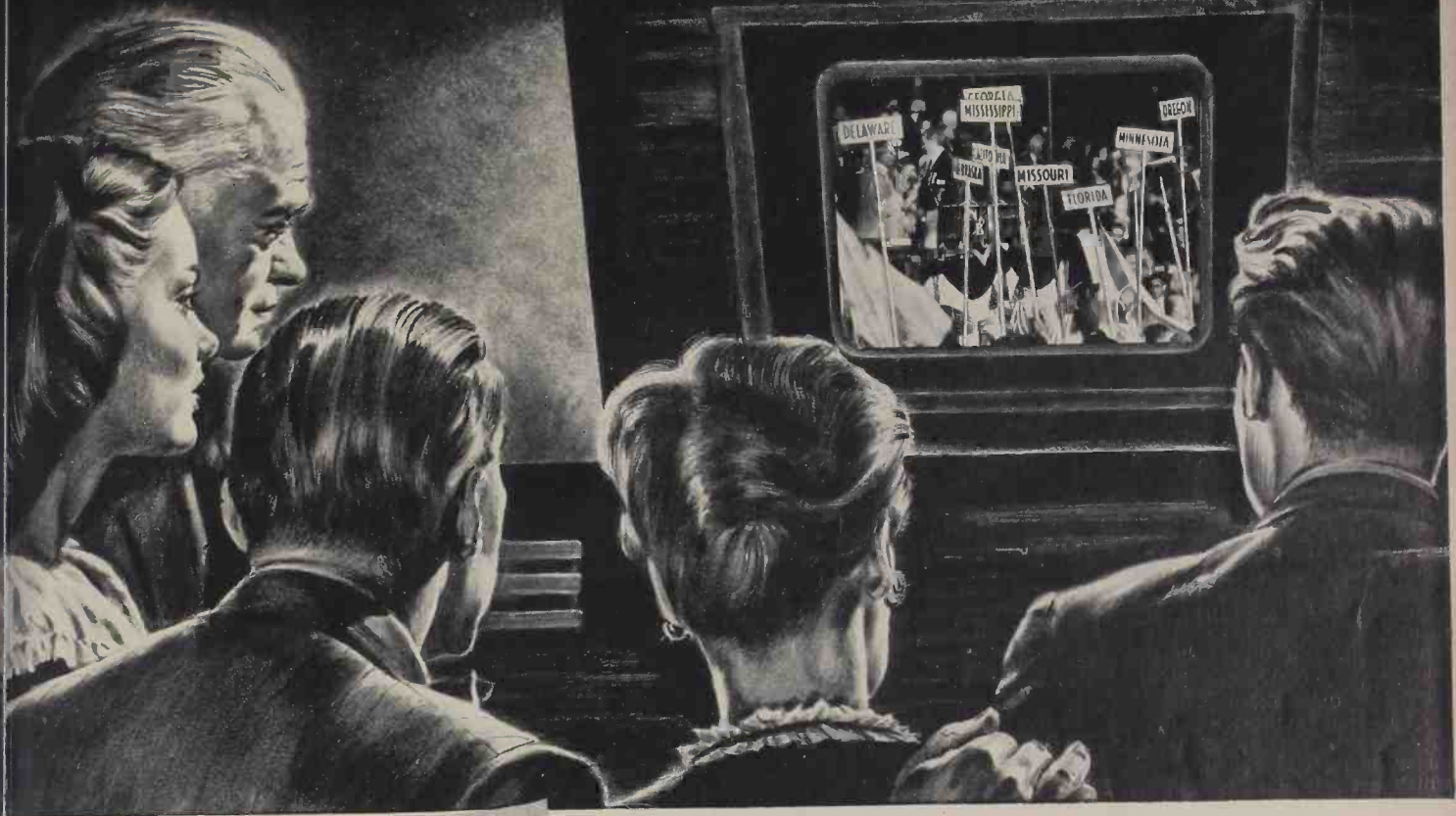
Montreal—Paul Martin, Parliament assistant to Hon. Humphrey Mitchell, Minister of Labor, raised a question in the Canadian House of Commons during a radio Committee session on whether big film companies, with interest in radio, were not deliberately discouraging development of television. He suggested they might be withholding support through fear that television might some day succeed movies. Augustin Frigon, acting general manager of the Canadian Broadcasting Corporation, said he did not like to comment on Mr. Martin's question, but he did know that films would play a big part in television transmission.

Scophony Associates

Listing of stockholders of Scophony Corp. of America revealed that several major film companies had bought shares in the new equipment firm—Paramount, through its subsidiary, Television Productions, Inc., and Twentieth Century-Fox, through General Precision Equipment Corp.

Levey's Contract

Arthur Levey, founder, director and major stockholder in Scophony, Ltd., was signed to a five-year contract as president of Scophony Corp. of America.



History **SPECIAL DELIVERY** by NBC TELEVISION

• The great National Republican and Democratic conventions, birthplaces of American political trends, will become visual experiences in four television territories . . . thanks to extensive plans and arrangements made by NBC.

For, in addition to the complete sound radio coverage by the National Broadcasting Company, the stirring, colorful events on the floors of the conventions will be filmed and rushed to New York by fast plane for broadcasting over WNBT, the pioneer NBC television transmitter atop the Empire State Building.

Thus thousands of people in or near New York, Philadelphia, Schenectady

and Albany who own television receivers will witness the unfolding of historic scenes only a few hours old.

NBC televised political conventions for the first time in 1940—the Republican Convention at Philadelphia direct and the Democratic Convention at Chicago through films.

★ ★ ★

News today, television broadcasts like these will be commonplace after victory. Millions will become accustomed to “eyewitnessing” daily events and entertainment in the comfort of their own living rooms . . . events and entertainment broadcast by the same organization which has won recognition as America’s Number 1 Network in sound radio.

National Broadcasting Company

America’s No. 1 Network

A Service of Radio Corporation of America



Tele Transmission Over Phone Cables?

Investment of a sum approaching a hundred million dollars within the next few years in the construction of six or seven thousand route miles of coaxial telephone cables, which are capable of transmitting hundreds of telephone conversations simultaneously over a single pair of conductors and also of transmitting television images, is seen as a definite possibility by Keith S. McHugh, vice-president of American Telephone and Telegraph Company, and George L. Best, assistant vice-president of the company, whose article, "The Bell System's Interest in Program Television," appears in the Spring issue of the Bell Telephone Magazine, published last week-end.

When and where this cable construction will be undertaken depends, the authors point out, on many factors. These include such things as the requirements of our armed forces, general business conditions, the volume and distribution of long distance calls, and the availability of manufactured cable and equipment.

Cable Described

A coaxial cable contains several copper tubes, slightly larger in diameter than a lead pencil, in each of which a single wire is centered by insulators. These tubes are customarily used in pairs, one to transmit in each direction.

The Bell System's first commercial trial of coaxial cable for telephone use was made between New York and Philadelphia in 1936. Its use for transmitting visual images for television broadcasts was demonstrated in 1937.

Since then, coaxial cable has been installed between Minneapolis and Steven's Point, Wis., and between Philadelphia and Washington; and a coaxial route between Atlanta and Jacksonville, in the South, is now under construction.

The routes selected for coaxial telephone cables will be those where the need for substantial numbers of additional long distance channels is likely to be greatest and where this type of cable seems best adapted to meet the need. When the cables are being installed, it is wholly possible to provide additional conductors to handle television, and this is contemplated if it appears at the time that demand for television facilities will justify the added investment.

Considering Trial in New York

Messrs. McHugh and Best also discuss the Bell System's plans for a trial installation between New York and Boston of a radio relay system which will be suitable for transmission of television as well as telephone messages. In this system, under development at the Bell Telephone Laboratories before the war, directed radio beams at very high frequencies will operate simultaneously in both directions, and will be relayed at stations spaced about 30 miles apart along the route.

Telev viewpoints

BY
HY SPECTRUM



CONSISTENTLY good attendance at the weekly lectures of the Radio Executives Club "Television Seminar" in New York City is indicative of the interest in video. Conduct of the lectures, however, has leaned a bit too much to the scholarly side with the gatherings lacking the spontaneity and informality of the REC luncheon meetings.

Agency executives, television's experts, and other interested professional people have varied opinions concerning the effectiveness of the seminar in its educational mission. Some think that showmanship with finesse must be injected into the sessions if sustained interest is to continue throughout the summer months.

One agency executive observes that the question and answer periods haven't been as bright, informative, and informal as they might be. Maybe there's need for the Murray Grabhorn personality of REC luncheons as the questioner, a traveling mike for the convenience of the persons asking the questions, and a more practical approach of the whole subject of television.

Another feature of some of the lectures which has proved to be laugh provoking rather than enlightening is the projection of illegible slides on a screen. These slides, designed to illustrate points being made by speakers, have been, in most instances, scaled so small that they are only readable from the first few rows.

★ ★ ★

Television Authorities



Niles Trammell, president of NBC; James Lawrence Fly, chairman of the FCC, and Dr. Alfred Goldsmith, distinguished radio engineer, were caught by the Radio Executives Club cameraman at the opening session of the REC Television Seminar in Radio City. This famed tele trio were the panel speakers at the first session.

Sees Bright Future For Post-War Radio

By PAUL V. GALVIN

(Retiring President of the Radio Manufacturers Association)

There is no other industry that can see which offers a greater peacetime employment opportunity than the radio industry. No employer in the radio industry should move to another industry, because we will be very busily engaged right up to the conclusion of the Japanese war—we will be gradually implementing into more and more civilian production as the war production requirements decrease.

There is a tremendous backlog of consumer requirement in radio which will keep our plants busy for years. In fact, the prospects of our industry future look so good and the outlook so green on our side of the fence that very likely people in other industrial fields with excess production facilities will become interested in radio. I'm afraid that some people who will wander into our field will leave with bitter experience that it is not an easy one to crash.

The public has been mystified by a lot of what they have heard and read about the radio industry war effort. Many of the mysterious things done by the radio industry had to do with radar devices and not radio communications, and because of military reasons, we are refraining from public discussion of these devices.

We in the radio industry know that when we resume civilian production of radio sets we are not going to produce any fantastic gadgets—we are going to have a radio set with improved tubes, improved component circuit modification—but the fundamentals will be the same. We must be very sure that this is what the buying public expects. Let's think and talk in terms of "improved radio."

It will be impossible for us to make use of all the knowledge gained in our war effort in our first models, but the application of things learned must be an evolutionary affair. I think we are all conscious of our responsibility to the public—and let's all be sensitive to this responsibility and see that they are not misled as to what they should expect.

The application of most of the discoveries made in connection with our secret devices will be related to industry, transportation, and medicine. These electronic discoveries will revolutionize navigation and control in land, air and sea travel.

Navigation of vessels, both on the high seas and into harbors will be made more safe. Aviation travel will be made safe under all types of weather conditions. The railroads will make broad application in the interest of train control, speed and safety. Industrial plants will use electronic devices and tools which will revolutionize their methods and processes. The field of medicine will travel a

(Continued on Page 17)

ATTENTION, TELEVISION SPONSORS!

In Preparation

COMMERCIAL CARTOONS

and

CARTOON SERIALS

by

**A Leading Hollywood
Cartoon Producer . . .**

Address All Communications to
Box C,
Radio Daily, 6425 Hollywood Blvd.,
Hollywood 28, California

Survey Indicates Interest in Tel

Omaha Area

(Continued from Page 8)

than LSMFT ever was.

John Q. Public seems to feel television will come, but it does not grasp the nearness. The average midwestern feels that he will have a television set when that day comes, if his neighbor has one and if the price is within his reach.

However, few of those interviewed in a survey here, are thinking in terms of television now. Most persons are thinking of using their war bonds and other savings for concrete items that were available before the war and are not available now. Examples are new autos, new radio and combination radio-phonograph sets of the pre-war variety, new washing machines, refrigerators and homes.

At least one-fourth of those interviewed had never heard of FM despite the increasing advertising campaigns in that direction during recent months. Of those that had heard of FM, at least half of them had virtually no idea of what FM would mean. Only one could explain FM.

A vice-president of one of the city's largest banks commented that there

(Continued on Page 19)

Canada

(By ROY CARMICHAEL)

Montreal—Television is being eagerly looked forward to by Canadian radio receiving set owners, few of whom possess a new set and practically all of whom express the view 'nat they will not purchase another set until after the war, when it must include frequency modulation and as soon as practicable television. At present radio fans are confronted with the practical difficulties of obtaining new tubes, of getting defects repaired, and, in the case of battery set owners, hunting around in the hope of getting new batteries, which are unprocurable in the ordinary way of trade except by persons possessed of the highest priorities. Most battery sets in cities are now dismantled and put aside, although in the Arctic and in rural areas where there is no electricity, batteries are still legally obtainable, even if difficult to find.

Progress of television as recorded in RADIO DAILY and in Canadian newspapers is being closely studied, and the wish is often expressed that sets were obtainable now, in which case, as one fan put it, "we would not be going to the movies so often."

Frequency modulation is only read about here as it does not exist in Canadian sets but from what has been learned of its progress in the United States, receiving set owners are anxious to have it included in their next sets and to have all facilities for the installation of television.

Typical expressions of opinion are the following: Jules Larochelle, an editor of the Financial News Bureau: "I shall certainly buy a new set after the war, and it will require to have all the latest improvements, including frequency modulation, and I hope, television. As soon as I know from observation that television is satisfactory on household sets, I shall certainly go in for it."

Andre Treich, technical expert with Anglo-American Telegraph Co., who is a well-known radio artist engaged in French language programs: "I shall retain my present set until after the war. Then, I plan to buy a new one with frequency modulation, and adaptable for the installation of television. I shall not purchase a television set until I have been convinced by observation that it can be successfully operated here. I imagine the first television sets will be expensive."

George Sellars, cable operator: "I purchased a large set recently, so snal' not be getting another until the war is over. I favor frequency modulation, but understand it is not available in Canada yet. I shall want to have a television set or attachment after the war, but, with me, the first thing is a new car."

W. T. Robinson, Pacific Cable Board: "I think all sets should have frequency modulation. It is wonderful. Certainly I shall want a television set as soon as I know that television in the home is operating satisfactorily. Of course, I should not expect to make such a purchase until the world is at peace again."

A. D. Carmichael, Aluminum, Ltd.: "I imagine there will be a big rush for television after the war and I snal' certainly want a set. I hope, though, the new sets will not necessarily be large and clumsy. I should like a radio set of neat appearance with a good tone and all the improvements which we read about. In my opinion everyone who can afford to buy a set will want television."

Frequency modulation was a puzzle to many set owners interviewed. They had heard of it, but did not know exactly what it is, and several thought that radio manufacturers should define it in their advertising, and that explanation should be given in the radio columns of newspapers. As for television, many expected to see at first only stage plays specially arranged for the new sets, but younger people expressed the hope that it would be possible to witness ball games, football and hockey matches and other outdoor spectacles, and said these would attract them more than plays such as they could see in the movies.

to the public, and I believe we snal' have it as soon as possible. To my mind, it is even more wonderful than the radio, and I am certainly going to have one as soon as available."

One of the women interviewed, a housewife, in response to the television questions, said, "If television comes, I don't think I will care much for it. I have seen radio artists in person, and they are a big disappointment. However, I suppose when television is out, my husband will buy a set."

Responses to the questions about FM were harder to get, due to the fact that there are at present no stations which can be heard in the area. Most of those interrogated they had never heard of Frequency Modulation receivers, etc. When explanation was made that frequency modulation provides virtually free local broadcasts and higher fidelity of reproduction, most of those quizzed said that they would be interested, and would want to purchase an FM receiver when they are available for purchase.

Permission to build a 1,000-watt experimental frequency modulation broadcasting station adjacent to WHAS transmitter at Eastwood, was received May 25 from the FCC. The Courier-Journal and Louisville

(Continued on Page 18)

TELEVISION TIPS

The production of shows for Television demand a lot more than a stop-watch.

You now have lighting, scenery, make-up . . . and stage directions — entrances, exits, crosses and crisscrosses . . . playing up-stage, down-stage, off-stage . . . and, camera angles.

The movie people learned all this, long ago.

My ten years in the "Theatre" and my seven years in Motion Pictures, supplementing a good Radio Background, gives me an inside knowledge of Television program fundamentals . . . and, I know the men and women who are equipped and available to immediately serve Television.

FRANK McGRANN

Radio Specialist

POSITION SECURING BUREAU, Inc.
(Agency)

331 Madison Ave., N. Y. C. MU. 2-6494

Southern

(By GEORGE WIEDERHOLD)

Louisville—A wealth of interesting observations regarding television, FM, and new developments generally in the field of radio, has been the result of a cross-section of opinion gathered during the past week among residents of Louisville. The subject must be a fascinating one, for not a single person interviewed expressed indifference to the possibilities of post-war television, FM, and other developments in the period following cessation of hostilities.

To the question, "Are you interested in television?" the answer was invariably "Yes, very much." This was in practically every instance the male reaction. Men were very responsive to questions about television, and were almost unanimous that but for the war, we would have television as a practical thing now. Some of the men questioned expressed the opinion that television is ready now, and just waiting for the war to end, before it is released to the public. One man questioned, proprietor of a music store, expressed himself strongly on the subject. He said, emphatically, "We should have television now. We should have had it some time ago, and I think it is a scheme that the higherups are holding it back. I think it is one of the most wonderful things ever to be offered

NOW and in the FUTURE

The requirements of music in television will be as abundantly supplied by BMI as are those of broadcasting to day.

Broadcast Music, Inc., of the broadcasters, by the broadcasters, and for the broadcasters.

BMI

New York Chicago Hollywood

Elaborate Show WABD on July 13

(Continued from Page 5)
voice since Patrice Munsell; Kenney, Broadway veteran; Robbins, last seen at Paris Phant and La Vie Parisienne, others. Thirty of Harry Conover girls are at work practicing routines under the direction of Bobbie Jean Bernhardt, incidentally, a grand-daughter of "Divine Sarah." Fred Widart, director of the Storm Agency and Fowler Scenic Studios are at work on scenic effects and Veronica, who has costumed every Ziegfeld Girl since 1918, has been retained to handle the wardrobe end of the show.

VOR Experimenting

WABD, New York, inaugurated a new one-hour weekly tele program over W2XWV, the Du Mont outlet, in lieu of its own facilities, application for which has been pending with the FCC since August, 1939.

Beauty Experiment

Patricia Hollywood, Lifebuoy's songstress and the holder of television's first commercial contract, is experimenting with shades of lipstick that will look good both over the air and in the studio. She's getting tired of the hideous purple and black.

Is Network Television The Answer ?

By DR. ALFRED N. GOLDSMITH
(Consulting Engineer, Past President of the IRE)

The main purpose of all broadcasting is to send the best available program to the greatest possible number of persons. This purpose can usually be best achieved by nation-wide distribution of the program.

As an example, suppose a program costs \$8,800 and is received by only 2,000 people in a single small town. Whether paid for as a sustaining feature by the station or as a sponsored feature by an advertiser, it will cost the responsible group \$8,800 divided by 2,000, or \$4.40 per member of the audience. This amounts to handing each listener a free ticket for a Broadway hit show!

But suppose instead that the program is sent over a national network. Assume it reaches 4,400,000 homes of families. The program now costs only \$2.00 per 1,000 families, or a fraction of one cent per family! If station and network connection costs are added, the cost per family still remains extremely low. Clearly, broadcasting must be operated on a wholesale distribution basis if good programs are to cost very little for each listener.



Dr. Alfred N. Goldsmith

The economics of sound broadcasting is largely controlled by such considerations. But television broadcasting will necessarily be even more controlled by these same factors. Television programs are more expensive to produce, transmit, and distribute than are sound programs. To reduce their cost of delivery to the individual family it is necessary that one form or another of network operation be adopted. All this is quite apart from the unavailability of sufficient live talent in some smaller towns to meet the television broadcasting schedules.

Use Still a Question

We cannot yet be certain as to the extent to which various types of television networks will be used. One system involves sending live-talent performances over radio-relay connections or coaxial cables. Another method of syndication involves the local transmission of film transcriptions (sound pictures), which are sent to the local stations. Whether by these or other methods, television programs can be sent to large audiences. The size of the audience justifies the program, transmission, and distribution costs.

In the motion picture field the fact that a feature film can play to many millions in thousands of theaters permits the large initial production expenditure. Similarly in television, syndication opens the door to commercial success, expansion of television activities, and the delivery of the best possible programs to the American public.

Sees Bright Future For Post-War Radio

(Continued from Page 14)

long way in the adaptation of electronics.

The engineering, manufacturing and merchandising of these special devices in navigation, industry and medicine is of a very special nature, and it does not necessarily follow that all of us belong in the manufacture of these electronic devices, even though we are in the radio business. Television, of course, is in the back of the minds of all of us, and some day we will have another industry as big or bigger than the radio industry. It is quite reasonable for us in the

radio manufacturing business to assume that we will be the ones who will develop, produce and merchandise television sets. There is some variance of opinion as to just when and how television will take hold after the war. This is no time to pre-judge the situation.

A very orderly effort is in process for a thorough technical appraisal of television. A study is in progress by the Radio Technical Planning Board to develop facts as to if, to what degree, and to when any alterations should be made in the television systems standard and/or television frequency allocation we now have. I believe proper technical appraisals will be made in due time, and sober consideration will be given to this entire problem by the Federal Communications Commission.

I personally think that we have to underwrite our success in the Pacific War before we, as set manufacturers, will be producing television sets. In the meantime, the matter of systems standards and frequency allocation will have been resolved. When we do get post-war television, it will be the advent of a great business.

FM is going to be in the picture in post-war radio. FM has a lot of merit, and will play a very important part as a factor in post-war radio merchandising. FM was coming along before the war, but now, with the new policy of the frequency chains to put their chain programs out through FM channels, greater impetus will be put on FM in the future.

TELEVISION?

Why Not?

JOAN BROOKS

DEEP RIVER BOYS

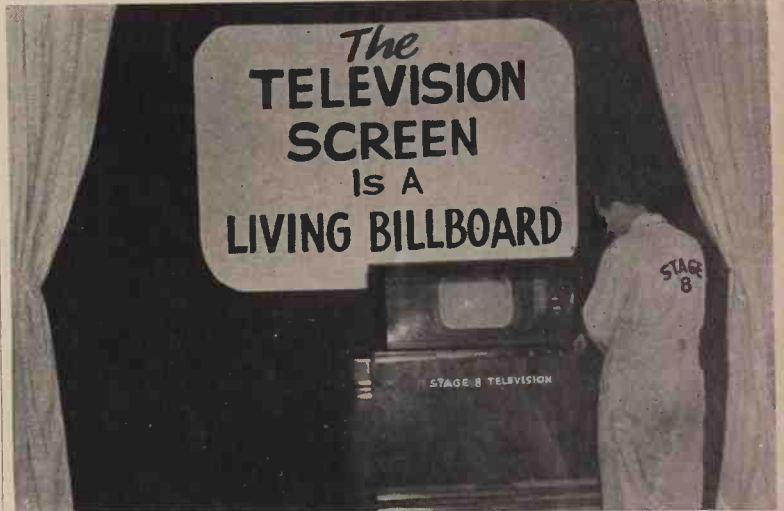
LO, JACK and the DAME

THE IRRESISTIBLES

VI and VILMA

and

BOB KERR



TO THE ADVERTISING AGENCIES

• OUR TELEPRODUCTION STAFF HAS SPENT MANY YEARS—A FEW TEARS, AND A LOT OF ASPIRIN IN REACHING THE CONCLUSION THAT THIS "FLAT-CHESTED LITTLE BILLBOARD," IS, UNDER ANY ORDINARY PRODUCTION PROCEDURE, A "VERY DEAD MACKEREL" BUT, ON THE OTHER HAND, WHEN CAREFULLY FED ITS OWN ESPECIALLY PREPARED PRODUCTION DIET, IT COMES GAILY POPPING TO LIFE WITH A SHOWMANLIKE VITAL PICTURE.

• PATRICK MICHAEL CUNNING TELEVISION PRODUCTIONS ARE NOW FULLY PREPARED TO PACKAGE AND MARKET THIS DIET—MAY WE ONE DAY, HAVE THE PLEASURE OF FEEDING YOUR LITTLE GLASS BILLBOARDS?

STAGE 8 — 6530 SUNSET BLVD. — IN HOLLYWOOD



Television sees Democracy in Action

● AMERICANS have always been eager to share in the political life of our Democracy. This year, the two great political conventions will be filmed in Chicago and the reels will be rushed to New York for broadcasting over WNBT, NBC's pioneer television station.

Four years ago, in 1940, WNBT made television history, by directly telecasting the Republican Convention at Philadelphia and by broadcasting films of the Democratic conclave in Chicago.

When Peace comes, a greater and more widespread television audience—expanding into mil-

lions of homes equipped with RCA television—will see as well as hear Democracy in action . . . thanks to the new super-sensitive television camera, and other radio-electronic devices developed in RCA Laboratories.

Today, RCA research and engineering facilities are devoted to creating the best possible fighting equipment for the United Nations. Tomorrow, RCA—Pioneer in Progress—looks forward to supplying American broadcasters, and the American public, with still finer radio, television, and electronic instruments.



RADIO CORPORATION OF AMERICA
RCA LABORATORIES • PRINCETON • NEW JERSEY

RCA
leads the way in
radio—television—
phonographs—records
—tubes—electronics



Listen to RCA's "The Music America Loves Best"—Saturdays, 7:30 P.M., E.W.T., over the Blue Network ★ BUY WAR BONDS EVERY PAY DAY ★

NEW BUSINESS

Philadelphia: Block Drug
 Jersey City, N. J. (Stera-Kleen),
 announcements weekly, 52 weeks,
 Redfield-Johnstone Co., New
 Goodall Co., Cincinnati, Ohio
 Beach Suits), 13 announce-
 weekly, four weeks, through
 iff & Ryan, Inc., Chicago, Ill.;
 Palmolive Peet Co., Jersey
 J. (Dental Cream), five an-
 nouncements weekly, 39 weeks,
 Ted Bates, Inc., New York;
 rigley, Jr., Co., Chicago, Ill.
 ng Gum), 16 announcements,
 eeks, through Ruthrauff &
 , Inc., New York City; Zonite
 Corp., New York; N. Y.
), eight announcements week-
 eeks, through McCann-Erick-
 , New York; Yellow Cab Co.,
 hphia, Pa. (Help Wanted), six
 eements weekly, 13 weeks,
 E. L. Brown Agency, Phila-
 Gulf Oil Corp., Pittsburgh,
 ulf-spray), two quarter hour
 ed programs weekly, 15
 through Young & Rubicam,
 rk.
 nals include: Plough, Inc.,
 is, Tenn. (St. Joseph Aspirin),
 nouncements weekly, eight
 through Lake-Spiro-Shurman,
 emphis; Winfield Donat Co.,
 hphia (Hearing Aid), seven
 eements weekly, 13 weeks,
 Julian G. Pollock Co., Phil-
 ; Gruen Watch Company,
 iati, Ohio (Watches), 20 an-
 nouncements weekly, 52 weeks,
 McCann-Erickson, Inc., New
 Philadelphia Electric Company,
 e participations in Anice Ives
 each week for 26 weeks,
 Al Paul Lefton Co., Phila-
 Blaner's Inc., Philadelphia
 's Apparel), five announce-
 weekly, 13 weeks, through
 -Jordan Co., Philadelphia;
 s, Philadelphia (Department
 seven announcements weekly,
 ets, direct.

Philadelphia: Lambert Phar-
 ca Company (St. Louis), renews
 dule of three station breaks
 for Listerine Toothpowder for
 es through Lambert & Feasley
 New York; Plough, Inc., (Mem-
 through Lake-Spiro-Shurman,
 ill again use seven station
 weekly for 52 weeks. Products
 St. Joseph Aspirin, Mexsana and
 Nose Drops; Paramount Pic-
 nc. of New York, 10 station
 ver a three-day period for
 in "And the Angels Sing."
 chman & Company, Inc., New
 handled the account; Republic
 ctus Corporation of New York,
 e-minute announcements and
 htation breaks to promote the
 an from Frisco." Donahue &
 e, c. is in charge. Strawbridge &
 other, Philadelphia department
 re, seven station breaks to pro-
 te ar bond sales, no agency in-
 ve. Ringling Bros., Barnum &
 ile, direct, will use six one-minute
 nouncements over an eight-day
 riod for the circus performances.

**Radio 5th Loan Drive Effort
 Strongest Of Any Campaign**

(Continued from Page 1)

their Don Lee affiliates on the Pacific coast.

The line-up of Mutual personalities who will participate in the day's broadcasting will include: Bobby Hookey, Jimmy Scribner, Royal Arch Gunnison, Colleen Moore, Walter Compton, Mary Small, Frank Forest, "Superman," Jackson Beck—"The Cisco Kid," Walter Hampden, Mrs. Raymond Clapper, Cecil Brown, and Don Dunphy, will each make a personal appeal once during the day. The stars will be heard every hour on the hour, during the day, beginning at 10 a.m. through 12 midnight.

Special programs scheduled to be presented during the day include:

Program from Seymour Johnson Field in Goldsboro, North Carolina, 1:15 to 1:30 p.m.

"Human Bomb" Scheduled
 "Human Bomb" will dramatize the story of Allen Lee Gordon, who carried a live shell on his side during the 1942 campaign; 2:15 to 2:30 p.m.

"This Is Halloran" will have as special guests Major General Thomas A. Terry, Commanding Officer, Second Service Command, and Brig. Gen. Ralph DeVoe, Commanding Officer of Halloran Hospital; 3 to 3:30 p.m.

"Liberty Bridge" will originate from the immense bond-bridge structure over Rochester's Main Street. Samuel C. Dicker, Mayor of Rochester; Raymond Ball, chairman of the War Finance Committee of Rochester; Ted Gamble, head of the War Finance Division, Treasury Department; and the Sampson Naval Training Center Band will be heard; 4:45 to 5 p.m.

"Down To Posterity," a musical history of racial and religious tolerance, will be presented on "The Chicago Theater of the Air." Bruce Foote, baritone, Virginia Haskins, soprano, and Angelo Raffaelli, tenor, will be the guest soloists. Henry Weber conducts the orchestra; 9 to 10 p.m.

Dave Elman's "Victory Auction" returns to the air for five special broadcasts during the Fifth War Loan Drive; 10:15 to 10:45 p.m.

Special FM Show on Mutual
 Three prominent figures in war production will be heard as guests on the war bond program to originate on Saturday at WBCA, Schenectady FM station, and which will be fed to the Mutual network.

The program, which will be broadcast from 6:01-6:30 p.m., will feature talks by W. W. Prench, General Electric executive in charge of "Bazooka" manufacturing; William L. Lentz, producer of the M-7 tank for the American Locomotive Company, and Katherine Blodgett, also of G. E., inventor of "invisible glass."

CBS Addition
 In addition to the schedule planned for the "CBS-War Bond Day," June 20, the network will produce the show called "The Land Is Bright." Persons to participate in this particular program will be: Dinah Shore, Fred

5th Series Popular

Washington—Just about every station in the country will play the Treasury's "Star Parade" series "Four for the Fifth," it was reported yesterday. About 760 stations had requested the series when it was announced last month that the four half-hour shows would be done by Arch Oboler and William Robson, with Fredric March, Franchot Tone, Paul Lukas, Fred MacMurray and other big stars appearing. After this announcement, the Treasury said, the additional requests came in by the dozens.

Allen, Frank Sinatra, Danny O'Neil, Irene Beasley, Sgt. Mel Allen, former sports announcer now in the Army, and several cowboys from a Texas ranch. This program will be aired 10:30-11:30 p.m., EWT. Accompanying the foregoing will be the Columbia Concerts orchestra and a 16-voice chorus, under the direction of Alexander Semmler. The program, featuring pick-ups to show how various sections of the country are contributing to the war effort, is being produced jointly by William N. Robson and Robert Lewis Shayon.

Blue's Highpoints

Highpoint of the drive for the Blue Network is scheduled for the hour 2-3 p.m., EWT, on the 24th of June, which will be in cooperation with the Treasury and the Hearst newspapers throughout the country. Pick-ups will feature Ted Malone and Bill Ewing, Blue war correspondents, from London and Pearl Harbor, respectively; Ted R. Gamble, director of the War Loan Drive, from Washington; and two Marine Corps fliers, recently returned from action in the Pacific, from George Washington's headquarters at Valley Forge.

On June 16, 23, 30 and July 7, 15-minute programs titled "A Nation's Monuments" will be heard on the Blue at 1:45 p.m., EWT, and on WJZ at 4:15 p.m., EWT. The programs will be staged, hypothetically, at the bases

PROGRAM REVIEWS

GRACIE FIELDS

Standard Brands, Inc.

WEAF-NBC, Sunday, 8-8:30 p.m., EWT
 J. Walter Thompson Co.

ENGLISH COMEDIENNE AS REPLACEMENT FOR EDGAR BERGEN IN SUBDUED BUT ENTERTAINING DEBUT.

Subdued is used advisedly, probably because Gracie is usually associated with comedy songs and "a bit of story," also on the comedy side. However, on her opening show as summer replacement for Bergen and McCarthy, she took into consideration the gravity of the war status and the script was handled accordingly. Thus instead of the expected cockney and other English dialect songs and stories she did a job of reminding the listeners that all parts of the British Empire are as apprehensive about the invasion as we are.

As guest star Bob Burns the Arkansas traveler did some old and new stuff, and of course managed to sell it to good advantage and balance the other part of the program. Miss Fields did a number or two out of her realm, such as "It's Love, Love, Love," but this did not detract from the program as a whole. There was a somewhat far-fetched skit about a Yank from Brooklyn and a conservative housewife who knows the Yanks only through the movies, yet they wind up great friends. Lou Bring's orchestra did an excellent job and Bill Goodwin on the announcing end, really taking himself seriously at times as one for whose voice the great American public is pining, handled the commercials for Chase & Sanborn coffee as an iced beverage and later the credits went to Stamms, vitamin product.

of the statues of historic figures, with Louis Calhern and Barbara O'Neill in dramatized programs.

On July 7, from 11:30 to 11:55 p.m., EWT, a cantata, "American Holiday," with words by Ira Marion and music by Van Cleeve, will be aired. The cast will include a chorus, soloists, dramatic star and singing star.

A Groovy New Rhythm Tune

I'M LIVIN' FOR TODAY

By "TRUMMIE" YOUNG

Composer of

"Taint Whatcha Do," "Whatcha Know Joe" and "Travelin' Light"

Featured by LES BROWN and His Orchestra

Professional Material Available

BELLTONE MUSIC PUBLISHERS, Inc.

156 West 44th Street, New York 18, N. Y. • BRyant 9-1337

P-G Renews 9 Shows For Full Year On NBC

(Continued from Page 1)

and heard Saturdays, 7:30-8:00 p.m. Both shows are carried by the full network.

Lineup for the seven daytime serials, with agencies, products and time period, follows:

"Road of Life," Compton Advertising, Duz, 10:00-10:15 a.m., full network; "Vic and Sade," with three agencies, Compton Advertising for Ivory Flakes, Benton and Bowles, Inc., for White Laundry Soap and Pedlar, Ryan and Lusk, Inc., for Dash, 10:15-10:30 a.m. on 94 stations; "Star Playhouse," with two agencies, Dancer-Fitzgerald-Sample, for Dreft, and Compton for Crisco, moves from 9:45-10 a.m. to 10:30-10:45 a.m., CWT, on 78 stations.

Additional Renewals

Also "A Woman of America," Benton and Bowles, for Ivory, 2:00-2:15 p.m., full network; "Pepper Young's Family," Pedlar, Ryan and Lusk, for Camay, 2:30-2:45 p.m., 79 stations, and "Right to Happiness," Compton Advertising, for Ivory Bar, 2:45-3:00 p.m. full network.

Gilman Heading East; To Confer With Blue Execs.

Los Angeles—Don E. Gilman, vice-president in charge of the Blue Network's western division, will leave Hollywood tomorrow, for New York, to be gone for two weeks. He will take up personnel problems and operations involving KECA, the Los Angeles outlet recently purchased by the Blue, as well as other network matters, with eastern executives. He will stop off at Chicago on his return trip.

Stevens Leaving BBC To Open Own Pub. Office

Larry Stevens, public relations director for the BBC out of New York, has resigned effective tomorrow. He will open his own radio publicity office in Radio City on July 5, starting with a number of well-known accounts.

Stevens was with the BBC for more than a year. Successor to Stevens may be announced early next week.

Claire Wallace, Analyst, Cancelled On CBC Web

Montreal—The War Finance Broadcasting Committee has cancelled the contract of Claire Wallace, Toronto radio commentator, effective June 23, ending her five-days-a-week series of 15-minute programs. The counterpart of the programs on the French network of the Canadian Broadcasting Corporation also has been cancelled. There was no comment immediately from spokesmen for the War Finance Committee in Ottawa.

★ WORDS AND MUSIC ★

BY HERMAN PINCUS

A Mule And A Song . . .

The music business is a funny racket . . . the word FUNNY, isn't the term used by many of those in it (not being the kind of a paper that would ever print some of the definitions of this precarious trade voiced by some of its journeymen) we'll change the term from "funny" to "queer" or "unpredictable" . . . now that we've got that straightened out, perhaps we'll stop interrupting ourselves and get on with the story . . . about 10 years ago, Bob Miller, (he used to call his firm the "biggest little publisher in the world," but that was before he scooped the country with the sensational "There's A Star-Spangled Banner Waving Somewhere"), wrote an unusual song, titled, "Conversation With A Mule," which if you'll pardon the pun, contains a lot of horse-sense . . . the lyrics struck a responsive chord in the person of Alice Cornell, NBC songster, who recited the lyrics on one of her early morning programs . . . the result was hundreds of requests for copies, so Miller published new "regulars" of the song, adorned the title-page with a photograph of Miss Cornell and is sending them to her fans.

★ ★ ★

America's role in the world of music will be graphically highlighted by outstanding artists, writers and musicians in an unusual series of programs called "America and Music" to bow in over WNEW starting Sunday, June 18, 2-2:30 p.m., EWT. . . . Consultant for the series is John Tasker Howard, noted authority, who will also participate as commentator. . . . Howard is well qualified for the job as the following indicates. . . . He authored: "Our American Music," "Stephen Foster, America's Troubadour," "A Program Outline of American Music," and "The Music of George Washington's Time." . . . He's a native of Brooklyn. . . . Others sked to take part in the series are: George Marek, music editor of Good Housekeeping mag; Merle Pitt and the WNEW orchestra; Lt. Charles L. Todd, formerly associated with the music division of the Library of Congress; Charles Courboin, organist of St. Patrick's Cathedral. . . . All programs will be scripted by Milton Robertson and produced by Ted Cott, program director of the station.

★ ★ ★

Pic. Lester Lewis told us of some of the songs contained in the score of the current "Camp Shanks Musical," supervised by Major Harry Salter. . . . One of the tunes, "First Class Private Mary Brown," written by Pvt. Frank (Praise The Lord and Pass The Ammunition) Loesser, boasts one of the cleverest set of lyrics we've heard and with Paramount Music solidly behind it for a number one plug, you're going to hear a lot about that WAC . . . you'll get a few snickers, too, when you hear the answers to the musical query, "Why Do They Call A Private A Private?"

★ ★ ★

RADIOLOGY: We hear Lt. Rudy Vallee, now on the Coast Guard retired list, will head a new program on NBC, starting Aug. 15. . . . Last Tuesday, just an hour before the program was to go on the air from the St. Albans Naval Hospital, the War Dep't. notified the producer of the "Pick & Pat" MBSHOW, that all references to the Armed Forces "must be deleted . . . the long experience in show business of the two black-face comics, Maestro Vincent Lopez and Director Jack Rubin enabled them to discard the script and AD-LIB the entire performance. . . . Lawrence Welk will take his "Champagne Music" back to the Trianon Ballroom in Chicago, July first.

★ ★ ★

Lou Martin, newly appointed director of popular music for the Victor Recording Co., holds the unique distinction of having played, during the past 17 years, in orchestras which included Rudy Vallee, Tommy Dorsey, Charlie Spivak, Artie Shaw, Glenn Miller and Freddie Martin. . . . BEFORE they became band leaders.

—Be A Rational National—

Don Lee Station Meets Hold Coast Meeting

(Continued from Page 1)

meeting having been called by I. Allen Weiss, vice-president and general manager, of the Pacific group.

Among those attending were: California—KPMC, Bakersfield; A. Schamblin, manager; KHSL, C. Russel Pope; KIEM, Eureka, W. B. Smullin, manager, and Paul bin; KHJ, Hollywood, Lewis A. Weiss, manager, Sydney Gaynor, Campbell, Fair Taylor; KMYC, Merced, Joe D. Carroll, manager; KY, Merced, Mel Marshall; KDON, E. terey, Howard V. Walters; KF, San Bernardino, Clifford Lee, owner; Maury A. Vroman, manager; K, San Diego, Fran Ide, manager; K, San Francisco, Dan Donnelly, manager; KVOE, Santa Ana, Ernest Spencer, owner, Wallace Wigg KDB, Santa Barbara, Fin Hollin manager; KFRE, Fresno, Jess man, owner, Paul Bartlett, manager.

Oregon, Washington Representatives
Oregon — KWIL, Albany, C. Wheeler, manager; KAST, Astoria, Parson, manager; KBND, Bend, F. H. Loggan, manager; KORE, Eugene, Frank L. Hill, owner; KUIN, Gr. Pass, Ralph Hanson, manager; K, Klamath Falls, Jack Keating, manager; KALE, Portland, Harry Bukdahl; KRNR, Roseburg, Marshall Pengra.

Washington — KXRO, Aberdeen, Fred G. Goddard, manager; KE, Centralia-Chehalis, Joe Chytil, manager; KWLK, Longview, Chas. Chatterton, manager; KOL, Seat. Oliver A. Runchey, Manager; KP, Spokane, Richard G. McBroom, manager; KMO, Tacoma, Carl E. Haymond, owner, Jack Clark; KIT, Yuma, Carl E. Haymond, owner.

Wedding Bells

Jane Tiffany Wagner, director of NBC's War Activities for Women, and Albert R. Perkins of "Look Magazine" will be married July 1 in a simple ceremony in the bride's New York apartment. The only bridal attendant will be her 11-year-old daughter, Diana, and the best man will be Mr. Perkins' 14-year-old son. A reception will follow the ceremony.

Venuta's New Show

Benay Venuta, has been signed to feature the vocalist on the new Harry Savoy NBC 10 to 10:30 p.m. show, which replaces Abbott and Costello starting this week. The show sponsored by Camels also features Peter Van Steendam and his orchestra, the Modernaires, and Jimmy Wallington, announcer.

New AP Affiliates

Three stations have contracted for the special AP radio wire through the Press Association, Inc., it has been announced. They are: KOOS, Marshfield, Oregon; KELD, El Dorado, Arkansas; WAVE, Louisville, Ky.

Membership Com. Named By Jennings

(Continued from Page 1)
 Sally Duncan, national sales manager of WNEW.
 Jennings said that the membership was chosen first for the obvious reason that its work can go on during the summer, whereas the committees may not have any to do until the fall luncheon gets open.
 The committee not heretofore appointed will be set up as an Emergency Committee. In the past all members of the executive committee had such matters without a coordinated effort.

Time Starts Sunday For "We, The People"

"We, The People," now in its third year as a war service program, will be heard at a new hour over the NBC network, beginning Sunday, June 18. Formerly broadcast at 7:30 a.m. EWT, the program will henceforth be heard from 10:30 to 11:00 a.m. EWT, under the continuing sponsorship of the Gulf Oil Company, and over the same network of stations.
 Mr. Boulton will continue to preside as master-of-ceremonies, with Reed King conducting the intermission on outside pickups and Oscar Bradley as musical director.

★ PROMOTION ★

D-Day Brochureized

"H-Hour-1944" is the title of NBC's new brochure detailing the network's uninterrupted 27-hour coverage of the invasion from the first unsubstantiated flash given by Berlin soon after midnight on June 6, to daybreak on June 7. By following the succession of thrilling events as they were reported minute-by-minute by NBC's expert staff of correspondents at Supreme Allied Headquarters in London and with the sea and air-borne troops, the advertising and promotion department, under the supervision of Charles P. Hammond, director, and his assistant, James M. Gaines, was able to prepare the comprehensive record of the historic day and distribute it less than a week after the invading forces had landed on the Normandy beaches.

The individual news flashes, bulletins, and reports as they went out over the NBC web, together with the name of the official or reporter who spoke and a direct quotation from the broadcast or a digest of remarks are listed chronologically in "H-Hour-1944."

Gen. Eisenhower's Order of the Day; Gen. Montgomery's message to his troops; address to their respective nationals by Gen. de Gaulle and King George VI; the prayer by Presi-

dent Roosevelt and the solemn expression of the nation's confidence in its soldiers, as read by Bob Hope on the evening of D-Day, are included in the text of the brochure.

A colored map showing the European locations of NBC's principal reporters is the brochure's center spread and photographs of the 33 NBC correspondents and directing executives of the Invasion Staff are presented in a two-page layout.

Because of its historical significance as a permanent tribute to the initiative of radio broadcasting, "H-Hour-1944" is being distributed to government officials, libraries, study groups, advertisers, advertising agencies and the 146 stations affiliated with the NBC web.

Commentary Promotion

Twenty-five hundred display cards, placed throughout the Des Moines-Cedar Rapids-Yankton territory, are advising listeners of the time and nearest station for Stanley Dixon's afternoon commentary, "Plain Talk for Plain People." Dixon, also an MBS commentator, is sponsored on a three-Cowles-station hook-up (KRNT, WMT and WNAX) by Nabisco for Premium Crackers.

The cards, distributed to grocery stores through the sponsors' district salesmen, are imprinted in large red type with the call letters of the station serving the particular area in which they are placed. Other art work on the 11 x 17-inch cards is in black. Display piece also carries 5 by 7 photo of Dixon at the microphone.

Book Marks

Fifteen words and a picture tell the whole story on the bookmark promotion piece recently released by KRNT Promotion Manager John Drake in connection with the return of the Betty Wells Book program to the Des Moines air.

"Mark 9:30 Each Morning for Betty Wells Books on KRNT, Sponsored by the New Utica" is the copy decorating the attractive 2½ x 8-inch marker. There is also a small circle cut of Miss Wells, one of the Middle West's foremost readers of best sellers. Type is bold black on light green cardboard. The markers are being distributed from the sponsor's downtown place of business, and also from the Des Moines city library.

Canning Guide Promotion

A victory home canning guide, prepared by the food editors of Better Homes and Gardens for Servel Inc., Evansville, Indiana, will be made available to the public through gas utility companies and by a free radio offer. The radio offer will be made Saturday morning June 17, on Servel's radio program, "Fashions In Rations" at 11:30 a.m., EWT. The offer will be repeated on the program June 24, at which time Miss Myrna Johnston, associate editor of Better Homes and Gardens, will be the guest speaker talking on foods and home canning.

Local-Spot Billings Increase At WMAQ

Chicago—A 12 per cent increase in local and spot sales billings at WMAQ for the first five months of 1944 over the same period a year ago, was announced this week by Oliver Morton, manager of the NBC central division local and spot sales department. Heading the WMAQ business list was placement of a 13-week contract by Peter Fox Brewing Co., through Schwimmer and Scott, for the five-minute news analysis periods by Alex Dreier, NBC commentator, Monday through Fridays, from 5:00-5:05 p.m. CWT. Contract was effective June 12.

MacFadden Publications (True Story Magazine), through Raymond Spector (New York), ordered a series of three five-minute transcribed programs for June 14, 15, and 16 from 12:55-1:00 p.m., CWT.

WMAQ renewal business was topped by an order from Henry C. Lytton and Sons through Ivan Hill Advertising Agency, renewing for 13 weeks starting June 25 its weekly five-minute news period heard Sundays from 3:55-4:00 p.m.

Boat Rides For Bonds! Slogan Of WSM Tieup

(Continued from Page 1)
 throughout community to all time highs says C. S. Baker, campaign chairman. Stone gives each purchaser of \$100 bond a 40-minute ride on picturesque Cumberland River aboard his cruiser "Grand Ole Opry," named for station's NBC hillbilly show.

Grandpa Grabhorn

Murray B. Grabhorn, manager of Blue Spot Sales, this week became a grandfather for the second time. His daughter Mary, wife of Lt. Robert J. Stewart of Glen Ridge, N. J., gave birth to a second boy, Robert DeWald.

A TELEVISION SERVICE—

offering a wealth of unique and valuable material and services for present and future telecast programming.

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Another minute passes. . . . Something important happens. . . . As it does, it's over the air on "1430." . . . War news, sports news, exclusive race news 12 to 6, minutely spotted between music.

WBYN
 THE MINUTE STATION

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

★ ★ ★ COAST - TO - COAST ★ ★ ★

—CALIFORNIA—

SAN FRANCISCO—The KPO concert orchestra conducted by Carl Kalash and a group of the station's stars including Peggy Lane, Armand Girard and John Schuler, provided entertainment for the San Francisco Advertising Club's gala program honoring Florence Gardner, its executive secretary, last Wednesday.

—LOUISIANA—

NEW ORLEANS—Tom Holbrook, early bird announcer on WWL, is now vacationing at his home in Beeville, Texas. . . . Frank Allan, staff announcer, was married last week to Irene Schaefer, a home town sweetheart from Topeka, Kansas. . . . Attending the CBS-FMB conference in Atlanta, Georgia, last week were WWL manager, W. H. Summerville, commercial manager Larry Baird, and chief engineer J. D. Bloom.

—NORTH CAROLINA—

CHARLOTTE—Audrey Summers, WBT continuity department, bedded with a severe case of bronchitis. . . . Lt. Jack Williams of the AAF, and former staff member of WBT, dropped in from Texas on furlough. . . . **GREENSBORO**—John Bosman, commentator, gives an interpretation of the news as it affects the town and people in "Your News Courier" every Wednesday.

—TENNESSEE—

MEMPHIS—Black & White Dry Goods has signed for a sked of six spots to be heard daily over WHBQ. . . . **NASHVILLE**—Lonnie "Pap" Wilson, who formerly played the guitar for Roy Acuff's Smoky Mountain Boys, and led Pap's Jug Band on the Grand Ole Opry Saturday Night programs, has completed his boot training in the Navy and visited the Opry while on leave last week. . . . **KNOXVILLE**—A public spirited citizen of this city, known only under the nom-de-plume of "Mister Civic Pride," is a weekly sustainer on WBR.

—CANADA—

ONTARIO—In keeping with its slogan "The Ontario Farm Station," CKNX has allotted a 15-minute program "Home and Country" to the Canadian Farm Women's Institute. . . . John Gordon, CKLW program director, who has been on the sick list for the past six weeks, is now doing business at his regular post. . . . CKAC, pioneer French-speaking station, operated 24 hours on D-Day to give full coverage to the Invasion. . . . Ralph Binge of CKLW's emceeing staff has been absent for the past few weeks with a throat ailment. Bruce Chick of the continuity department subbed for him.

TELEVISION DIRECTOR

Now employed producing top radio program and tele shows. 5 years with this 4-A agency on research, writing, production and direction. Now seeks position as tele director for progressive agency whose full time can be spent on building and producing top flight tele shows for wide-awake clients. Will consider free lance assignments. Draft exempt. Write—Box 843, Radio Daily, 1501 Broadway, New York 18, N. Y.

—COLORADO—

DENVER—Immediately after receiving the official announcement of the Invasion, KLZ telephoned the flash to more than a hundred of Denver's leading citizens upon request. . . . KOA is broadcasting the music of Lou Morgan and his orchestra from the Emerald Room of the Brown Palace Hotel three evenings a week. . . . **COLORADO SPRINGS**—KVOR jumped the gun of the Fifth War Loan Drive by inaugurating its own drive on D-Day. \$15,000 worth of bonds were sold. . . . **GRAND JUNCTION**—Rex Howell, station manager of KFXJ, was recently promoted to the rank of captain in the CAP.

—CONNECTICUT—

HARTFORD—Connecticut was the first state to begin the Bond Drive. Eugene Wilson, state chairman, released the announcement over WTIC on D-Day morning. . . . Mrs. Ralph Rice, wife of WNBC's assistant chief engineer, gave birth to a baby girl in the Hartford Hospital. The count now is two boys and one girl. . . . With the Invasion going full blast, WDRS has virtually dedicated its entire early morning period to news coverage. . . . **NEW LONDON**—Bill Fitler, former WNLC announcer, has joined the staff of NBC, New York.

—SOUTH CAROLINA—

COLUMBIA—The high schools of S. C. have yielded a variety of personnel help for WIS. . . . C. P. MacGinnis, director of public relations for the Columbia schools, will join WIS' announcer staff shortly. . . . Miss Christie Zimmerman, English teacher, will be another member of the program department. . . . Also, Casper Wiggins, former member of WAIM in Anderson, and now a teacher of science, comes as another WIS announcer. This station's technical staff adds Francis Smith, instructor in engineering. . . . And Don Mader, of a local radio shop. . . . This is in anticipation of what will happen to Jimmie McFarland, Marion King, Charlie Bell and Clyde MacLean, member of the technical staff.

—MASSACHUSETTS—

BOSTON—Featured on WORL's Coast Guard show recently was Dave Rubinoff, the violinist. . . . General manager C. S. Young and sales manager C. Herbert Masse of WBZ and WBZA are in Chicago this week to make a presentation to the NBC sales department of local programs open

to sponsorship over the Westinghouse stations. . . . Louise Morgan, WNAC's commentator for women, will interview Madge Evans on her show today. . . . **HOLYOKE**—Friendly Freddie Lavigne has come a cropper—his sailboat tipped over last week—and today the popular WHYD announcer is the owner of a small paper cover book "How to Sail," which was gifted to him.

—INDIANA—

FORT WAYNE—At the WOWO broadcast of "Breakfast With Uncle Sam," a rally held in connection with the Fifth War Loan opening brought in a total of \$3,500,000. . . . Rosemary Stanger, WOWO announcer, was mistress of ceremonies at the annual employees party of Bowser, Inc., which during peacetime was one of the largest manufacturers of filing cabinets. . . . **VINCENNES**—In support of the Fifth War Loan Drive, the Vincennes Steel Corporation is sponsoring the series of 48 five-minute "Treasury Song for Today" programs over WAOV. The Squibb Distillery Company has assumed 50 per cent sponsorship in the series of "Treasury Salute" programs.

—SOUTH DAKOTA—

RAPID CITY—Ruth Elizabeth Miller has been newly appointed promotion manager of KOBH. . . . **YANKTON**—WNAX is preparing for D-Day, and when report arrives for D-Day, and when report arrives, Smith, program director, Al Constantine, Russ Van Dyke and Whitey Larson, casters, were on hand and each between 50 and 75 small towns in the WNAX area apprising operators that "Now is the time to sound bell sirens," and as a consequence, WNAX was able to report 100 per cent coverage of this entire area.

—GEORGIA—

ATLANTA—In reply to an appeal for portable radios for wounded servicemen at Lawson General Hospital, listeners of WSB responded by sending in far more than the number asked. Although the request was for extra sets, one woman sent in her family's only radio. . . . WGST is sending special broadcasts from churches on Invasion Day. One of these of particular interest was sent from 4-4:30 p.m. from Druid Hills Baptist Church and by direct wire to WMAZ, Macon, and WTOC, Savannah.

WPAT

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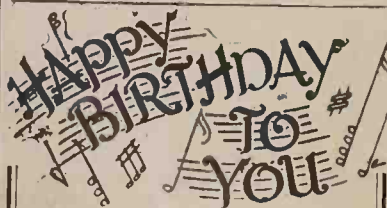
HOLLYWOOD OFFICE—6362 Hollywood Blvd.—Granite 6113
Homer O. Griffith

SAN FRANCISCO OFFICE—681 Market Street—Douglas 4475
R. S. Bidwell

SEATTLE OFFICE—Lloyd Bldg.—Elliott 7417
Robert Nichols

Sell Your Clients WPAT . . . the fastest growing
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RADIO WPAT } PATERSON, NEW JERSEY
PARAMOUNT BLDG. NEW YORK



June 15

Jacques Renard Stella Roth
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AUG 1 2 1944

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

27, NO. 54

NEW YORK, N. Y., FRIDAY, JUNE 16, 1944

TEN CENTS

AFM Loser In WLB Test

Shouse Predicts Battle For Tele Supremacy

Touching on the possibilities of a three way battle between the present broadcasting industry, the newspapers and the motion picture industry for supremacy in the postwar television field, James D. Shouse, president and general manager of WLW, Cincinnati, addressed the Television seminar

(Continued on Page 3)

FM Tele and Standard Applications Of Record

Washington Bureau—*RADIO DAILY*
Washington—Applications for four television and two standard broadcast stations have been received by the FCC in the past three days, as well as an amendment to earlier application for a standard station. Applicants for the FM licenses are the Eagle Broadcasting Co., Uniontown, Pa.; WRAK, Inc., Williamsport, Pa.; KBD, Radio Corp., Dallas, and the

(Continued on Page 6)

Ford Motor Co. Renews Seven Blue Web Shows

Chicago—The Ford Motor Co., Detroit, has renewed its seven Blue Network programs for another 52 weeks, it was announced this week by E. K. Hembower, sales manager of the network's central division. The show's schedule the Monday through Friday newscast (7:00-7:15 p.m., CWT).

(Continued on Page 2)

Policy

That NBC plans to adhere strongly to its policy of keeping effeminate male characterizations off its network, broke out anew Wednesday afternoon at the rehearsal of the Eddie Cantor show, Comedian who has worked on various network shows in the past was to appear with Cantor but material did not meet the approval of Clarence Menser, web vice-president in charge of programs.

Tele Forum Planned On Post-War Buying

A television forum revealing a bank's plans to aid post-war employment through stimulation of tele set sales will be presented over WNBT, the NBC station, on Monday at 8 p.m., with Lowell Thomas acting as moderator.

The forum will follow a dinner under the auspices of the Franklin Square National Bank at Franklin Square, L. I., at which Thomas F.

(Continued on Page 3)

Bulova Station Deals On Record With FCC

Projected sale of two standard stations and one FM affiliate by the Bulova interests was revealed in applications reaching the FCC this week. Bulova is listed as the owner of the William Penn Broadcasting Co., licensee of WPEN and WPEN-FM. He

(Continued on Page 6)

Members Of Union Ordered To Resume Disk Making For Recording Firms; Edict Okays 'Royalty' Confab

Washington Bureau—*RADIO DAILY*

Washington—Although musicians were ordered to resume recording for the three major recording companies, the decision in the AFM recording dispute announced this morning by the War Labor Board was anything but total defeat for the musicians union, led by James Caesar Petrillo. AFM was ordered to "withdraw its ban on the making of phonograph records and transcriptions," but at the same time the board ordered negotiation toward establishment of a fund such as AFM has asked. The board decided also that since individual wage increases are not involved it has no reason to rule on the legality of the contracts signed with AFM by other recording companies.

In case AFM fails to reach agreement on the setting up of the fund which is to be made up "through payments by the companies," the question will go to arbitration. The companies involved are NBC's Radio Recording Division, Colum-

(Continued on Page 7)

FCC Hearing Held On Press Station

Washington Bureau—*RADIO DAILY*
Washington—Interest in radio circles in Washington yesterday centered on an FCC hearing of a newspaper ownership application, decision on which promises to set a strong precedent for future Commission action. The case is that of WSAR, MBS Yankee affiliate in Fall River, Mass. WSAR is the only broadcast sta-

(Continued on Page 7)

Souvaine Signs Finston To Conduct Melton Show

Henry Souvaine has signed Nat Finston, musical director for Metro-Goldwyn-Mayer to conduct the or-

(Continued on Page 6)

News Of Jap Bombing Flashed By Networks

News of the bombing of Japan by the Army's new B-29 super-bomber, was flashed on all networks and stations shortly after 1:30 p.m., EWT yesterday, the press associations picking it up from Washington. NBC fol-

(Continued on Page 6)

Over 800 War Bond Appeals Aired Daily By N. Y. Stations

WTAG War-Loan Show Sells \$2,156,000 In Bonds

Worcester, Mass.— Ringing up \$2,156,000 in bond sales, the all-service revue, "Direct Hit," brought to Worcester by WTAG to open the Fifth War Loan, broke all seated attendance records at the Municipal Auditorium. With thousands turned away

(Continued on Page 2)

More than 800 Fifth War Bond Drive appeals are being voiced daily by both key network stations and New York's leading independent stations, it was learned yesterday by *RADIO DAILY* in its effort to determine an approximate participation figure. This figure includes announcements that have been prepared by the Office of War Information, and regular appeals aired on commercially spon-

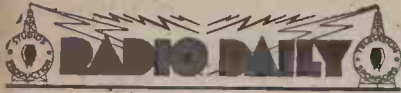
(Continued on Page 7)

2 More Tele Meets

Two television meetings have been announced for next week. On Monday at 8:30 p.m., producers will gather at 1425 Broadway to elect officers of the new Television Producers Association. On Tuesday night members of the American Television Society will gather at the Capitol Hotel, 50th Street and Eighth Avenue, New York, at 7:30 for a special "G.E. Night" meeting.

Farmer's Skit

"What the Farmer Thinks of Business," a skit produced by WLS was presented before more than 30 Chicago executives and advertising men at a luncheon meeting of the Association of National Advertisers at the La Salle Hotel. A. Seyfarth, chairman of the agricultural committee of the ANA, originated the idea of dramatizing the story.



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

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FINANCIAL

(Thursday, June 15)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., High, Low, Close, Net Chg. Rows include 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 Nat. Union Radio, OVER THE COUNTER.

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

20 YEARS AGO TODAY

(June 16, 1924)

Luella Gear, comedienne in the "Poppy," was heard in a talk on fashions over station WJZ, Aeolian Hall, New York. ... WLS, Chicago, will present a series of famous plays including a few of Shakespeare's most liked works which will be read by Anthony "Tony" Wons.

Coming and Going

LEWIS ALLEN WEISS, vice-president of Mutual and general manager of the Don Lee Broadcasting System, is expected in New York Monday for executive committee meetings at the headquarters of the network.

W. C. BOCHMAN, general manager of WCOS, Blue Network outlet in Columbia, S. C., back at the home offices following a trip to New York on station and network business.

HERBERT R. KENDRICK, station-commercial manager of WJLS, Columbia's outlet in Beckley, West Va., is visiting briefly in New York.

HERMAN FAST, general manager of WKRC, Cincinnati, is spending this week in Chicago on station business.

JOHN SHEPARD, 3rd, chairman of the board and general manager of WNAC, Boston, is here from Massachusetts for confabs at the headquarters of the American Network.

CARL J. BURKLAND, general manager of WTOP, CBS-owned outlet in Washington, D. C., a visitor yesterday at the headquarters of the network.

CHARLES L. HARRIS, station manager of WGRC, Louisville, Ky., arrived here Sunday on a business trip that will keep him in Gotham for the remainder of the week.

WOODY HERMAN and the members of his band opened an engagement yesterday at the Sherman Hotel in Chicago.

MARY BENNETT, publicity director of WAPI, CBS affiliate in Birmingham, Ala., a visitor this week at the New York offices of the network.

GERALD HASTINGS, designing engineer for NBC; ARTHUR POPPELE, construction engineer, J. A. WEISS, field engineer, and ANN GILLIS, of the network's news and special events department, are in Chicago setting the stage for NBC's coverage of the national conventions.

BENAY VENUTA, vocalist, is back from Rochester, where she participated in a War Bond rally for employes of the Eastman Kodak Company.

CEDRIC FOSTER, commentator on Mutual and the Yankee Network, left Boston yesterday for Pittsburgh, where he will dedicate a bomber donated by the Greek relief organization.

STANLEY H. MANSON, Stromberg-Carlson's manager of public relations, was in Chicago during the past week to attend the annual meeting of the National Federation of Sales Executives which was held at the Edgewater Beach Hotel.

UPTON CLOSE, commentator on international affairs who has been engaged by Mutual to report the national conventions to be held at Chicago, has arrived in Washington, D. C., and will go on to the Windy City next week.

WTAG War-Loan Show Sells \$2,156,000 In Bonds

(Continued from Page 1) after 4,000 had jammed the hall for each of two performances (June 13 and 14), and hundreds of calls requesting a return engagement, WTAG officials immediately began negotiations to have smash hit play the city again soon. Tickets were all by bond-purchase.

Headed by Sgt. Gene Autry, AAF; Comdr. Jack Dempsey, USCG, and Walter O'Keefe, radio and stage star, the show is the first all-service one in history, utilizing male and female talent from all four service branches.

Only radio station sponsoring the show, WTAG handled the entire promotional activities for the Worcester showing and underwrote all expenses for the two-day visit of almost 150 troupe members. Arrangements were under direction of David H. Harris, program-production manager. Several additional bond rallies and broadcasts with the stars and cast were arranged by WTAG.

Ford Motor Co. Renews Seven Blue Web Shows

(Continued from Page 1) "Greenfield Village Chapel Service" (Sundays 7:00-7:15 p.m., CWT) and the half-hour "Early American Dance Music" program (Saturdays 7:00-7:30 p.m., CWT). Renewals are effective July 9. J. Walter Thompson is the agency.

Stern's New Sponsor

Bill Stern and his sportscasts have been signed by Loew's Inc., for 52 weeks on a Monday through Friday basis (WEAF, 6:40-6:45 p.m.). Donohue and Coe, Inc., placed the account for M-G-M Pictures.

WQAM MIAMI THE VOICE OF TROPICAL AMERICA CBS AFFILIATE

Represented by John Blair & Co.

CKLW BEST RADIO BUY in the DETROIT AREA 5,000 WATTS DAY and NIGHT 800 Kc. MUTUAL SYSTEM

A Radio Dollar Goes Farther In Baltimore

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

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

Shouse Sees Post-War Controversy For Supremacy In Television Field

Tele Forum Planned On Post-War Buying

(Continued from Page 1)

(Continued from Page 1)
Radio Executives Club at Radio last night. Mr. Shouse was one of the speakers appearing before the video devotees. The other was Gene Buck, Ascap official, who dwelt on television's influence in the theater. Shouse thinks it will be an interesting question, indeed, if it ever develops and I do not consider it to be at all unlikely—that we encounter a head-on battle for top position in the field," Shouse said. "The present broadcasting industry, the motion picture industry, the newspapers of the country, with the set manufacturers on the sidelines, and the whole struggle being referred to the FCC."

Meeting of Minds Needed

Shouse forecast that in the battle for television supremacy that compromises and alliances will be formed. He predicted that in the working out of these alliances, the establishment of mutual relations between the film industry, the newspapers and radio stations, that industries face a tremendous problem.

"As a matter of fact," Shouse declared, "the advent of television will probably turn out to have been an excellent thing for all three of us. In recent years, the press, the moving picture and radio have tended progressively in the direction of a static condition. It will not be an easy period for any of us to go through. The only consoling factor is that eventually the public will benefit and there still, I hope, is a need sufficiently naive thinking that if the public does benefit, it will all have been worthwhile."



JAMES D. SHOUSE

Shouse sounded a note of optimism

about television development earlier in his talk when he said:

"At the risk of touching upon an extremely controversial point, I would like to say first of all that it is my personal opinion, and not necessarily an opinion which is shared by our manufacturing division (Crosley) that television may be expected to develop much more rapidly than was generally thought up to a few months ago.

Comments on FM

"For the past two or three years frequency modulation appeared to be attracting much more attention than television. This I could never fully understand. We have an experimental FM station, and I cannot help but feel that a great deal of the impetus and the preferential consideration which has been given to FM arises out of the general problem of allocation as distinguished from any need for FM on the part of the public.

"Television, on the other hand, does not represent a new way of doing the same thing that has been done before. It adds an increment and a dimension that is constructive and creative. It does not supplant a coupe with a sedan."

Indicating that the broadcaster alone may not be able to control the development of television, Mr. Shouse, enumerated several other forces that may influence the post-war developments.

Sees Manufacturers Influence

"The broadcasting industry may well find that it will not have the power of ultimate determination in the case of television. Other powerful and effective forces also find in television both a threat and an opportunity. The receiving set manufacturers represent, in the aggregate, a tremendously important power to either accelerate or to impede public demand or public acceptance. The set manufacturer will have a great deal to say as to how rapidly or how slowly home television equipment is introduced. The aggregate power and influence of RCA, Philco, Westinghouse, Zenith, our own Company (Crosley), Stromberg-Carlson and others cannot be overlooked.

The speaker then charged that FM devotees have done a great deal to influence the newspapers in believing that television will be a disturbing factor in the maintenance of their position in the advertising field.

Referring to the motion picture industry, he declared: "A third, and perhaps even more dynamic and positive threat to the present day broadcasters' ultimate domination of television, is, of course, the moving picture interests. I don't think anyone can seriously question the proper concern that the motion picture industry has indicated it is beginning to feel about this matter."

Gene Buck, formerly president of Ascap and now a member of its board of directors in an advisory capacity,

paid a tribute to the video medium as "a happy wedding of sight and sound" and expressed the opinion that the new form of entertainment, now practical in all respects, will not work to the disadvantage of the theater.

The former producer for Florenz Ziegfeld stressed television's opportunity, as well as the necessity, for the development of new talent, a necessity arising from the fact that the theater and the film companies have present entertainers pretty tied up.

Sees Present Broadcasting Useful

Broadcasting in its present form will continue to have its place in the life of the nation, regardless of video progress, Buck declared.

The speaker, one of the most polished orators in the entertainment field of the nation, pointed out to teleactors the added difficulty of memorizing an entire script as compared with the present broadcasting method of reading and reminded them that in their presentations they will be playing to an audience of millions where the artist in the theater is heard by only 1,200 or so.

Buck closed his talk by pointing to television's opportunity to develop a new and intriguing method of song presentation.

"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



Worcester, Eng., calling Worcester, S. A." "London calling." These are established features received direct on WTAG's own short wave equipment. More evidence that WTAG's a big station.

WTAG WORCESTER

From Coa

Please add unit number 18 after NEW YORK when addressing us

WOR
BAMBERGER BROADCASTING SERVICE, INC. - NEW YORK CITY, N. Y.
BUSINESS OFFICE AND STUDIOS - 1440 BROADWAY, PE 6-8000

June 12, 1944

Mr. Phil Newsom
Radio News Manager
United Press
220 E. 42nd St.
New York City

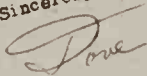
Dear Phil:

Now that we have a chance to catch our breath and look back upon the invasion coverage, we realize what an excellent job broadcasters of the United States turned in, in general. Judging by the reaction from listeners, we may all be very proud of our efforts and accomplishments.

I want to take this opportunity in behalf of WOR to thank United Press for its splendid coverage, not only for its fast reporting of spot news, but also for the excellent summaries, which enabled us to keep listeners advised on an hourly basis of developments on the invasion front. The summaries were really great. United Press did a swell job, and consequently, kept us abreast of latest developments in a more than highly efficient manner.

Congratulations.

Sincerely,



Dave Driscoll
Director of War Services
and News WOR - Mutual

DD:LP

MEMBER MUTUAL BROADCASTING SYSTEM

"REALLY

CO



UNITED PRESS

to Coast

EAT!"

PER

SAL!"

OFFICES OF
Station KGY
COMMERCIAL BUILDING
OLYMPIA, WASHINGTON

June 7, 1944

Mr. Phil Newsom,
United Press Radio,
News Building,
New York City.

Dear Mr. Newsom: When the BIG SHOW came off, United Press Radio was right in their pitching, as I knew it would be.

But I want to say that in nearly thirty years of handling news--including the past ten years in radio--I have never seen anything that even approached the UP preparation and handling of news for radio stations on Invasion Day. To borrow a Hollywood expression, it was super-colossal.

KGY swung into 24-hour operation when the first flash came, and between Mutual's coverage and that given by United Press there was never a dull moment. For 24 hours, we suspended all commercial announcements on newscasts in the interest of continuity and the sponsors, to the last man, cooperated fully.

This is just to say a feeble thank you to United Press for doing such a grand job that we were able to fulfill to our own satisfaction what we believe to be the biggest job of the small radio station--that of giving its audience the best possible news coverage FIRST.

Sincerely,

Sam L. Crawford
Sam L. Crawford,
News Editor, KGY.

World's Best Coverage of the World's Biggest News!

News Of Jap Bombing Flashed By Networks

(Continued from Page 1)

lowed up with a fill-in thereafter; WOR-Mutual carried a recording held for release and made on one of the bombers a short time ago at the factory test flight; CBS at 3:15 p.m., during the regular news period at the time put on James Stewart from the Capital. Stewart is the network's Chungking correspondent but currently in this country. At 4:00 p.m. all webs carried a special broadcast from Honolulu, which originated at Admiral Nimitz's headquarters and this told of new bombings in the Marianas.

Broadcast on WOR-Mutual was a recording made during the first flight of a B-29 just off the run at the Boeing Wichita, Kansas, factory. This was made about a month ago and at the time it was known the big super-Fortress would be taking part in an attack on the main Japanese island, and was released for broadcast after the news was out. Driscoll described the bomber as much as was permitted at the time by the War Department and Pilot Jack Peacock also was heard. Driscoll paid tribute to the men and women from the Midwest farms who comprised the greater part of the Boeing factory employees. WOR-Mutual rebroadcast the recording at 8:15 p.m., last night.

At the time Driscoll and other radio newsmen went to Wichita a recording was also made by a CBS representative and it was expected this would be heard possibly on "Report to the Nation" or some other CBS program, or a separate spot on at least a key station.

FM, Tele and Standard Applications Of Record

(Continued from Page 1)

newspaper St. Louis "Globe-Democrat."

The tele applicant was the Bremer Broadcasting Co., Newark, N. J., seeking permission to operate commercially on the Number 5 Channel. Standard applicants were Ronald B. Woodyard, Utica, N. Y., and the Northeastern Radio and Television Corp., Portland, Maine, both seeking operation on 1,450 kilocycles, with 250 watts unlimited.

James F. Hopkins, Ann Arbor, Mich., who is seeking a license to operate on 1,050 kilocycles, amended his power request from one kilowatt daytime to 250 watts. E. D. Rivers, Valdosta, Ga., licensee of WGOV, changed his application for a power boost to one kilowatt with directional antenna for night use and a frequency shift from 1,450 to 950 kilocycles to ask only 250 watts night, one kilowatt daytime, omitting his request for installation of directional antenna.

The FCC yesterday announced its decision to grant the application of KSJB, Jamestown, No. Dak., to change its assignment from 1,440 to 600 kilocycles, and to change its power from 250 watts unlimited to 100 watts night and 250 watts day, conditionally.

MAIN STREET

WITH *Ol' Scoops Daily*

Radio Vitamins for Friday!!

● ● ● That radio can combine for the public interest and at the same time maintain competitive advantages, actively demonstrated during the first days of the invasion and currently via the agreement to continue the pooling of correspondent broadcasts, was further brought out the other day..... when CBS on behalf of its key outlet in N. Y., WABC, took ads in the daily papers in which thanks were extended to the other networks and key stations in the city for joining in the "radio pool for invasion"..... the ad was a good move for the industry and approved by the other networks whose management wired CBS their appreciation and gratitude for the sentiment expressed in the full page Sunday ads. ● William Pine and William Thomas have purchased the screen rights to the NBC program, "People Are Funny"..... looks like Paramount will soon assign writers and production set to start in October. ● Benay Venuta will entertain at the first anniversary party tonight of the U. S. Army News Service at the N. Y. headquarters. ● Helena Rubinstein is making a bid for the video makeup biz. ● Raleigh cigarettes sort of laid two eggs this week, one with Hildegard as the Red Skelton replacement and the Eddie Mayehoff "Beat the Band" spot formerly headed by Hildegard..... they may get better in time, but what was what with that "Beat the Band" script and production is difficult to straighten out as to heads or tails..... the listener must have had a hard time of it..... and again, Raleigh is riding that slogan "Does your cigarette taste different lately" a little too much.

★ ★ ★

● ● ● It used to be politics credited with making strange bed-fellows but now the war is taking a goodly portion of the credit..... such as, two Zanesville, Ohio lads who worked within 10 blocks of each other at one time and after not meeting up for 10 years, meet again via the medium of an overseas network..... Floyd Mack, Mutual night manager and Jerry Bowman of the Blue network were talking on the same circuit to London and Bowman suddenly asked, "Hey, aren't you the Floyd Mack from Zanesville?"; and of course old acquaintances were on the way to be renewed. ● Rocco Padulo, CBS photographer has a layout coming in the June 27 issue of "Look" magazine, on the subject of children helping their mothers do the housework..... model for papa photographer was three-year-old daughter Barbara Ann. ● Once again the hungry public got a glimpse of glamour-boy Michael Roy, announcer for the Coca-Cola Spotlight Band show, when the program held forth from Madison Square Garden the other night..... Roy, more rotund than ever, did his stuff as would a precocious lad and when not actually announcing, pranced around the platform (between slugs of Coca-Cola) in all his glory, forgetting the many people there were really interested in the Bond Drive and—Harry James and his orchestra.

★ ★ ★

● ● ● NBC Athletic Assn. has cancelled its annual outing what with the invasion on, and instead will seek to squeeze in a little soft ball..... thus the web's athletes will meet in mortal combat the WOR "50,000 Swatts" tomorrow, 1 p.m., EWT in Central Park..... the WOR nines, composed mostly of engineers, is undefeated so far this season..... and don't forget the major baseball event of the season..... NBC has taken on a job (and ringers probably) of playing the combined trade paper press..... various factions are holding out for favorite umpires, one wants FCC Chairman J. L. Fly and NBC wants Niles Trammell..... but the umpire will be a man steeped in baseball lore from the days of the Baltimore Orioles..... he'll surprise everybody.

★ ★ ★

— Remember Pearl Harbor —

Bulova Station De On Record With

(Continued from Page 1)

has applied to sell all stock company to the Philadelphia E for not more than \$670,000. T calls for a minimum of \$620,000 the amount by which the c assets exceed its liabilities— limit of \$670,000 in all.

The Yankee Network will pu WNBC, Hartford, Conn. from and Harold LaFount for \$220,000 the amount by which assets liabilities. The top price is \$

Meanwhile, the Commission week approved the transfer of trol of KWAL, Wallace, Idaho Clarence Berger to J. R. Half the station stock was ower, for \$500.

With Commissioner Walker sending, the Commission consen the relinquishment of contr WWPG, Palm Beach, Fla. by C E. Davis. Davis has sold 125 of common stock to the Ajax C ration, for \$12,500 in cash and plus accrued interest from the of the agreement to the date of fer for a half interest in a mortgage secured by the physic sets of the licensee.

With Commissioner Craven no ticipating, the Commission denie petition of WORL and WCOP, B for suspension of the multiple-ship order, designating the W renewal for hearing.

Souvaine Signs Finstor To Conduct Melton Sh

(Continued from Page 1)

chestra for the summer replace on the Fred Allen Texaco program CBS which starts Sunday, July 9:30-10 p.m., EWT. Souvaine is ducing the show which will be "Music For America" and in add to the orchestra, stars James Me tenor and a chorus of 12 voices.

Souvaine who arrives in Hollyw tomorrow, also plans to sign a tional talent for radio and will m his headquarters at Chapman Par Los Angeles, with Ruth Lippel office manager.

Renew "March Of Time" Over 51 NBC Stat

Time, Inc. has renewed "March of Time" on NBC effe July 6, over 51 stations and will a hiatus on that date for four Program sought to wait for the in sion before going off the air and sponsor stated some time ago the decision would be forthcoming at the big push.

Agency is Young & Rubicam. T remains the same, Thursdays, 10:11 p.m., EWT.

Director Resigns

Garrett Hollihan, program direc of WMCA, has resigned to do fr lance production.

War-Bond Plugs Made Daily In N. Y.

(Continued from Page 1)
well as on sustaining pro-

WNEW, which operates 24 hours a day, makes 180 references to the War Bond Drive every day. The station discloses the program on these appeals, the station produces a "War Bond Block" in which the program emcee is a different "man of the street" who goes out to make appeals to neighbors in his street to purchase Bonds. The program is designed to cover the entire New York city area.

WQXR, which operates 17 hours a day, produces seven sustaining programs and 11 sustaining programs each day, the majority of which are dedicated to the Drive, its program announced. In addition to its regular schedule, WQXR produces a Treasury Salute program, a 15-minute production.

Language Appeals Included

Multiple language station WOV broadcasts a number of announcements daily for each day, station program revealed. However, WOV also has the two Treasury program, the Treasury Song, a five-minute program, and the Treasury Salute program, a 15-minute production. The station also has an arrangement for two Italian programs are broadcast each day around the War Bond theme. In addition, Alan Courtney, emcee of the popular "1280 Club," broadcasts approximately 15 minutes of the show's two and a half hour Bond appeals. This station operates 17 hours a day.

New York city's own station, WJLA, a non-commercial enterprise, broadcasts a schedule for 40 appeals to the public daily in behalf of War Bonds. The station operates 15 hours a day. WJLA, one of New York's most liberal-minded stations, airs appeals for War Bonds daily, Leonard J. Ryan, vice-president of the station, is announced. In addition to the announcements, WJLA presents a show shows written around the War Bond theme. Also, station produces daily an interview-slant program which originates from the Mitchell Hospital. Interviews are conducted with veterans of the air forces who are convalescing at the hospital. The station operates 18 hours a day.

Personalities a Factor

Popular personalities heard on the radio announce approximately 50 War Bond appeals every day, a station program revealed. However, these appeals include the 20 one-minute announcements prepared by the station. Nor does it include feature programs that include War Bond appeals. WJLA also presents the "Treasury Star Parade," a 15-minute program. This station operates 20 hours a day.

WJLA's participation in Bond appeals includes 10 one-minute spot announcements that are scheduled at regular intervals throughout the day. In addition, 42 announcements, or appeals, are made by such personalities

AFM Loses WLB Decision; To Confer On 'Royalty Plan'

(Continued from Page 1)
bia Recording and RCA-Victor division.

The four labor members of the board dissented—John Brophy and Van A. Bittner, CIO; George Meany and Matthew Woll, AFL. There was unanimity among public and industry members, however—Chairman William H. Davis, vice-chairman George W. Taylor, Lloyd K. Garrison, and Frank V. Morley, for the public, and J. Holmes Davis, Vincent P. Ahearn, Frederick S. Fales and Walter T. Margetts, for industry.

Prior to the War Labor Board's assumption of jurisdiction over the case, a sub-committee of the Senate Committee on Interstate Commerce had found that the dispute should be settled by collective bargaining and the Supreme Court had ruled that the controversy was a labor dispute.

7-Point Settlement Program
The board majority voted for this seven point program for settlement of the case.

1. The so-called "four employer" contracts do not require board approval.
2. The union is ordered to lift its ban on the making of records or transcriptions.
3. The parties are given 15 days in which to bargain for the amount of payments to a fund to be held in escrow pending final settlement. If no agreement is reached on the amount, the parties are to report back to the board as to their respective proposals.
4. The board then will fix the amount of escrow payments and order payment to begin.
5. The parties have 30 days to bargain on the method of distribution (by whom, to whom, for what purpose and for how long).
6. If they fail to agree, the parties then will have 10 days to bargain on the composition of an arbitration board and the specific points on which the arbitration board may rule. If there is no agreement the parties will report back to the board on their respective position.
7. The board then will appoint a

board as Ethan Allen, Lefty Gomez, Judith Allan and others on their regular daily programs. Besides announcements, WINS produces special programs that bring current war veterans to its microphone. WINS also produces the 15-minute Treasury Salute program nightly.

The networks' key stations, WABC, WEAF, WOR and WJZ, disclosed that the average figure of War Bond appeals amounted to 18 full one-minute announcements. This does not include the multiple-hour shows each key station is originating for the networks involved for the Fifth War Loan Drive, several times each week. Nor does this figure include the appeals voiced by various emcees and femcees without script aid but voluntarily.

Petrillo Defiant

Chicago—James C. Petrillo, president of the AFM, commenting here on the WLB edict directing union members to resume recording, declared that his organization will not comply with the board's order. "We're not going back to work," said Petrillo, and added, "The next move is up to the Government."

board of arbitration and outline the specific points to be settled by the arbitrators.

Stoppage of all recording by AFM musicians went into effect on Aug. 1, 1942, following a mandate given the AFM executive board by the union's convention held the year previous. Following the "strike" various negotiations were carried on, all of which fell through when James C. Petrillo, AFM president, proposed a system of fees to be paid direct to the union over and above the regular wage scale paid musicians for recording.

Eventually, the dispute was certified by the NLRB and a panel was selected to hear the case in New York. This panel was headed by Arthur S. Meyer as chairman, Gilbert E. Fuller and Max Zaritsky. Hearings started early in September, 1943 and lasted for several weeks.

Meanwhile, during the early part of the hearing, Decca Records, which had recently purchased World Broadcasting and was not a party to the WLB hearing, signed an agreement with the AFM calling for a system of fees on phonograph records to scale upward according to the retail price of the disk. No fees were asked for commercial transcriptions. Thereafter, a number of smaller companies, mostly transcription firms, signed with the AFM on similar terms. A few were recording studios also making home phonograph records.

Recording Firms Enter Case

At this point, Victor Division of RCA, Radio Recording Division of NBC and Columbia Recording Corp. became parties to the hearing before the WLB panel and hearings continued with these three petitioners. Robert P. Myers was counsel for RCA and Ralph Colin for CRC. Argument was presented for the union by James C. Padway and Henry A. Friedman. Hearings were dull at times and on other days full of fireworks, with Petrillo, himself, being heard now and then.

Panel finally closed the hearings and asked for briefs later. However, instead of the eight weeks expected to elapse before decision was made by the panel, it was mid-winter before findings were announced and recommended to the NLRB in Washington. These recommendations favored the recording companies to a great extent.

Another hearing subsequently was

FCC Hearing Held On Press Station

(Continued from Page 1)

tion in Fall River, and application is pending to transfer its license to the Fall River Broadcasting Co., wholly owned subsidiary of the Fall River "Herald News." The latter is the only newspaper in Fall River.

This puts before the Commission just such a problem as Chairman James Lawrence Fly and Commissioner Clifford J. Durr have referred to more than once in discussing concentration of control over the media of public information. Fly told the Senate Interstate Commerce Committee last year he opposes joint control when there is no competition in the city—either on the radio or the press end.

The application for transfer was filed in 1939, with the newspaper having arranged a deal to buy out Dowdy and Welch, Fall River, electrical appliance merchants. It came to a brief hearing a year later, but has been in the Commission's pending file since 1941, when the FCC decided to hold up newspaper applications.

Important question to be determined by the FCC is whether Fall River will be without radio service if it denies approval of the pending deal. Commission Attorney Sam Miller yesterday asked Mr. Welch of the present licensee corporation if he would continue to operate the station should the transfer be denied. Welch replied that he would not turn in the license, but would continue to operate the station. Attorney Charles V. Wayland appeared for the Fall River Broadcasting Co., and Howard S. Leroy for Welch.

London-Detroit Talks Set Over WJR This Sunday

Detroit—Listeners to WJR's "In Our Opinion" program Sunday at 12:30 p.m. EWT, will hear a two-way conversation between the WJR studios in Detroit's Fisher Building and London, England. The topic will be the part Detroit-made equipment and materiel played in the invasion of France.

Speaking from WJR will be George Romney, director of the automotive council for war production, and Brig. Gen. John K. Christmans, Deputy Commanding General of Ordnance Office in Detroit.

held by the NLRB, briefs were filed and then an additional three months elapsed, which caused the three recording companies to file a wire of protest to the NLRB protesting the delay. This was done on the grounds of the "unfair advantage" enjoyed by the companies which signed with the union. The board answered the wire in rather angry terms.

No official statement was issued yesterday by the recording companies, whose representatives said they wished to study the decision before commenting on it.

COAST-TO-COAST

— NORTH CAROLINA —

CHARLOTTE—WBT's general manager A. D. "Jess" Willard returned from a business trip that took him to New York and Washington. . . .
RALEIGH—Johnny New, first tenor with WPTF's "Four Tones," is at his home in Lindale, Georgia, where he underwent a tonsilectomy. He will be away from the mike for two weeks. . . .
GOLDSBORO—New York and Vermont both contributed additions to the announcer staff of WGBR last week: Harold Wimett of Vt., and Alvin George of N. Y. Wimett, incidentally, has changed his name to Harold Bryan for the ether. . . .
GREENSBORO—Margie Dunaway, director of women's activities at WBIG, is vacationing in Florida. During her absence, Peggie Leonard, publicity chief, is heard on Women Today.

— INDIANA —

FORT WAYNE—Popular WOWO newscaster Fred Holt recently addressed a meeting of the councils of the Fifth Congressional District of Ohio, held in Van Wert, Ohio. His subject was "We See Tomorrow" . . .
VINCENNES—Elson G. Sims Company, Ford dealer, has purchased seven daily 15-minute newscasts over WAOV for 26 weeks. . . .
MUNCIE—WLBC received a check in the amount of \$5 from a listener as an expression of appreciation for broadcasting the Central High School Commencement services and the talk by a Mr. Clark. WLBC returned the check with a complimentary note enclosed.

— CONNECTICUT —

HARTFORD—The staff of WNBC is wishing Ed Begley well as he moves up into the "big time." Begley is a former announcer and actor at WNBC and is slated to take the Charlie Chan role on the networks during the summer months. . . .
WDRG, just for the record, went on the air D-Day, at

3:15 a.m. EWT, just in time for the official invasion flash. . . .
NEW LONDON—Milton Warren, formerly of WLIB, Brooklyn, has joined WNLC's announcer staff. . . . Clayton Howard, a member of WNLC's technical staff, is taking a two months' summer leave of absence.

— COLORADO —

DENVER—Fred Mueller, KLZ sales manager and Frank Jamison, advertising manager of the Public Service Company, journeyed to Cheyenne, Wyoming to gather material for a special "Cheyenne Frontier Days" broadcast on the Public Service Company's "High-Lights of the Rockies" program over KLZ. . . . The Denver Dairy Council has placed a sked of daytime announcements on KOA, effective last week. Copy is live and furnished by the Bob Betts Adv. Agency, which secured contract. . . .
GRAND JUNCTION—New shows on KFXJ are: Boake Carter, Fulton Lewis, Jr., and Jimmy Scribner's one-man comic "The Johnson Family."

— ILLINOIS —

CHICAGO—WIND did a creditable job D-Day in collaboration with Mandel Brothers department store, sponsor of news on-the-hour-every-hour-24-hours-a-day show. Rog Underhill, special WIND announcer, aired the news programs from the window of the store, while an APA system carried the broadcasts to the crowds on State and Madison Streets, "world's busiest corner" . . .
ROCKFORD—"America's Town Meeting of the Air" will be the highlight of the Fifth War Loan Drive in this city when WROK sponsors the origination of the Blue Network program from this city on June 22.

— CALIFORNIA —

SAN FRANCISCO—Langendorf Bakeries is the sponsor of the new KQW news program. Agency is the Pacific Coast Advertising Company. . . . Major Gen. Paul B. Malone, distinguished military news analyst for KGO and the Blue, has just sold a second article to "Skyways," new aviation mag. It will appear in the August issue. . . . On June 6th, in keeping with the Day, KSFO devoted the first hour of the regular two-hour show, "Music In the Air," to a special musical salute of United Nation's songs. . . . Yehudi Menuhin, violinist, and Brock Pemberton, theatrical producer, headed the list of guests at the recent broadcast from the Stage Door Canteen in this city, over KPO.

— KANSAS —

SALINA—It looked like KSAL had reached second childhood when two members of the staff went home with mumps. Although both declared they had the disease in childhood, there was no explanation for puffed neck glands. The victims were traffic manager Holcyon Meyer and continuity writer Irene Strotkamp. Also on the sick list is secretary Janice Meredith. During her absence, Mrs. Paul Taff is subbing. . . . KSAL listeners now hear a variety show that originates from Walker Army Air Field in western Kansas every Monday.



why WOR can tell you things nobody else can

QUIETLY IN AUGUST 1941 WOR rang the curtain up on a new and revolutionary kind of local audience report, "A Continuing Study of Radio Listening in Greater-New York."

It was — and is — the most scientifically accurate, complete and informative study ever launched by any station anywhere.

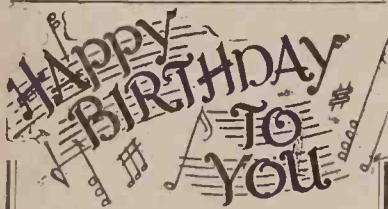
Why?

Because — planned and developed by WOR, it is conducted by unbiased, authoritative Crossley, Inc., nationally known samplers of public opinion from coast to coast.

Because — its personal interviewers talk to *all kinds* of people in *all kinds* of homes, not just telephone owners. Thus, WOR knows how your program, and all other programs, rank in the minds of a good cross-section of about 6,000,000 people who are *not* talked to by telephone interviewers.

Because — its interviewers personally talk to listeners in Greater-New York no later than 2 hours after they've heard your broadcast. They speak to listeners while the impression you've made is fresh; before they've had a chance to forget, or substitute a new impression for the one you and your program made.

The three points mentioned above give you only a sample of the scope and depth of WOR's "A Continuing Study of Radio Listening in Greater-New York." For this study uncovers the ages of listeners, too. Also their sex, and many other important elements that take the guess-work out of timebuying; bring you a greater per-penny profit on every penny you invest.



June 16

Grace Albert	Stuart Allen
Al Llewelyn	Tom Howard
Cliff Mellon	H. L. McClinton
Joan Winters	Amy Sedell
John Paul Weber	Ona Munson
Bertha Brainard	

June 17

Joan Benny	Irving Black
Sammy Fain	Red Foley
Joe Haigh	Igor Stravinsky
Grace Gibson	

June 18

Clayton Collyer	Alma Graef
Ray Bauduc	Russ Hodges
Della Grattan	Kay Kyser
William R. Goodhart	

that power-full station
at 1440 Broadway, N. Y.

WOR

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

27, NO. 55

NEW YORK, N. Y., MONDAY, JUNE 19, 1944

TEN CENTS

80 G. I. Stations Operating

NAB Asks Good Taste Medical Radio Adv.

NAB last week released its presentation before the Proprietary Association Advertising Clinic, in the Hotel Astor, New York. Featured in the presentation, which includes much material of value in selling time, were President J. Harold Ryan and Dietrich Kops, chairman of the NAB sales managers committee.

The presentation made very strong the point that radio has nothing to lose without audience, and that the audience is the key.

(Continued on Page 5)

MBS Executive Committee Meets In N. Y. Tomorrow

Executive committee of MBS will meet in New York tomorrow to discuss current problems of the network and its post-war planning on FM and television. The meeting has been called by W. E. Macfarlane, WGN, Chicago, who will serve as chairman. Committee members scheduled to attend are H. K. Carpenter, WHK, Cleveland; Miller McClintock, MBS

(Continued on Page 2)

International Group Plan European Web

By MICHAEL YULE

British Bureau of RADIO DAILY London—Radio's role in post-war Europe was discussed by A. Hubert, chairman of the Radio International Committee, Brussels, Belgium, in an address at a United Nations luncheon of the Radio Industrial Club of Scotland, recently in Glasgow. Attending the luncheon

(Continued on Page 7)

Utopian Fan Mail

Royal Arch Gunnison, Mutual's commentator on international affairs, got a nice request last week from a fan who believes in giving as well as taking. This lady, from St. Louis, sent Gunnison a note containing \$1.50 and asking a copy of his recent script proposing a rehabilitation plan for returning wounded veterans. The money, she said, would pay for the typing.

"Guest"

Paul Whiteman will appear as guest star on Mildred Bailey's opening program of her CBS series which starts Wednesday 9:30-10 p.m., EWT. Miss Bailey was brought East by Whiteman several years ago when he discovered her on the Coast and she sang with his band for some seasons. "The Rockin' Chair Lady" like all who have worked for Pops, gets the cooperating hand of an old friend.

Propose Association To Protect Radio Ads

An organization to be called Advertising Radio Protective Association will be formed shortly and probably fully consummated during course of the NAB convention in Chicago late in August, according to D. M. Gratton, head of the advertising agency which bears her name and other agencies associated with her in the proposed project.

Purpose of the new organization is to avoid duplication, plagiarized or

(Continued on Page 7)

NBC Speeds Tele Cover Of The GOP Convention

If flying conditions are favorable television set owners in New York, Schenectady and Philadelphia will witness scenes of the opening of Republican National Convention 10 or 12 hours after delegates are called to

(Continued on Page 2)

"American Style Programs" Preferred To Other Brands By Our Soldiers, Osborn Tells House Committee

Await NWLB Opinion In AFM-Disc Case

Straddled order handed down last week by the NWLB in the dispute between the AFM and three recording companies in which each side wins and loses a point, will apparently wait now on the written opinion by the board which is expected to backstop the order of last Thursday. This opinion which may qualify certain points to the advantage or disadvantage

(Continued on Page 5)

Spot Sales Stock Sold By Crosley To Watson

Stock held in Spot Sales, Inc. by the Crosley Corp. has been sold to Loren Watson, executive vice-president of the company, according to announcement on Friday by James

(Continued on Page 2)

New Station Deals Revealed In FCC Records

Washington Bureau—RADIO DAILY Washington—FEA Administrator Leo T. Crowley and Alien Property Custodian James E. Markham were revealed to have sold their interest in

(Continued on Page 6)

Washington Bureau—RADIO DAILY Washington—A circuit of more than 80 G. I. Radio stations is now operating for American troops, Army Morale Chief Major General Frederick Osborn told the House Appropriations Committee in hearings made public Friday. General Osborn said soldiers frequently told him of their great pleasure to be able once again to hear "American-style programs" and radio news. In England last summer, for instance, he said "Every unit I visited, every officer and man I talked to, told

(Continued on Page 6)

CAB To Follow FM Listening Trends

In line with its new expansion program, CAB will begin a continuing historical record of FM listening. A. W. Lehman, president, announced Friday.

All listening to FM programs and stations in 81 cities will be segregated for future reference and for the maintenance of a continuing history.

(Continued on Page 6)

New Discounts Listed In CBS Station Rate Card

New CBS Rate Card (No. 30) is being sent to the trade by William C. Gittinger, vice-president in charge of sales. The new rate structure, according to

(Continued on Page 6)

★ THE WEEK IN RADIO ★

WLB Acts On AFM-Disc Dispute

By CHARLES MANN

AS the week came to a close, War Labor Board ordered that American Federation of Musicians withdraw its ban on the making of phonograph recordings and transcriptions for the three major recording companies. The WLB at the same time ordered negotiation toward establishment of a fund such as AFM had requested. The board's decision also declared that since individual wage increases are not involved it has no

reason to rule on the legality of the contracts signed with AFM by other recording companies. The matter will go to arbitration if AFM cannot reach an agreement on the setting up of the fund which is to be made up "through payments by the companies." From Chicago, James C. Petrillo, president of the AFM, declared that his organization will not adhere to the board's order. "We're not going back to

(Continued on Page 6)

President Adams

Lotte Stavinsky, character actress familiar, Blue Network listeners, must surely value her AFRA membership. When she applied for American citizenship recently, one question asked her was, "Who was the second President of the United States?" She thought of great names, and answered, William Adams." Bill Adams is president of New York's AFRA local,



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(June 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	159 3/8	159 3/8	159 1/2	+ 3/8
CBS A	31 1/2	31 1/8	31 1/4	- 3/8
OBS B	31 3/8	31	31 3/8	- 1/8
Crosley Corp.	21 1/2	21 1/4	21 3/8	- 1/8
Farnsworth T. & R.	13 1/4	13	13	- 1/4
Gen. Electric	38 7/8	38 1/8	38 7/8	- 1/8
Philco	35 3/8	34 5/8	35 1/4	+ 3/8
RCA Common	11	10 3/4	10 7/8	- 1/8
RCA First Pfd	75 3/4	74 1/2	75	- 3/4
Stewart-Warner	16 3/8	16 1/8	16 1/4	+ 1/8
Westinghouse	104	102 7/8	103 3/4	+ 2
Zenith Radio	41 1/2	39 3/4	41	+ 1 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	28 3/4	28 3/4	28 3/4	- 1/4
Nat. Union Radio	4 3/8	4 1/8	4 1/8	- 1/8

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	21 1/2	
WJR (Detroit)	36	

20 YEARS AGO TODAY

(June 19, 1924)

One of the most extensive radio bookings ever accorded an orchestra is announced by the management of America's twin broadcasting stations, WJY and WJZ, New York. Two hundred concerts by Bernhard Leitow's Hotel Commodore orchestra will be aired between the two stations during the 1924 and 1925 season. Remote control apparatus, including permanent microphone installation in the hotel foyer will be used.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blue's **KGO** is THE Bay Area Buy!

Coming and Going

CARL BURKLAND, general manager of WTOP, CBS-owned outlet in Washington, D. C., is back at the station after having spent the latter portion of last week in New York.

CHARLES GODWIN, assistant director of station relations for the Mutual network, is back from a business trip through the South which kept him away about two weeks.

ED BROWNE, National Concert and Artists publicist, and GEORGE WIEST, producer of the "Dunninger" show, are in Chicago setting the stage for the mentalist's personal appearance there Wednesday.

E. H. SHOMO, of CBS radio sales, has returned to his Chicago headquarters following a short trip to the network's New York offices.

BERNARD DUDLEY, announcer, who has been spending a few days at East Hampton, is expected back in town today.

JOE KELLY and his precocious aggregation of "Quiz Kids" heard on the Blue Network, were in Memphis yesterday for another stop on their current Bond-selling tour.

GEORGE SUTHERLAND, program director of WFCL, Blue Network outlet in Pawtucket, who was in town for conferences at Rockefeller Center last week, has returned to his Rhode Island headquarters.

J. PORTER SMITH, president and commercial manager of WGRC, Louisville, made a flying trip to Cincinnati late this week.

JOHN T. MURPHY, of the NBC station relations department, is expected back today from Lancaster, Pa. He also visited York and Harrisburg.

CARL BRISSON currently is filling a two-weeks engagement at the Mount Royal Hotel in Montreal.

HAROLD HUTCHINS, advertising director of the Hillman Women's Group of magazines, is back in Gotham after a swing through the Midwest. He also attended the drug convention at French Lick, Ind.

MAJ. GEN. WILLIAM C. LEE, U. S. A., spent last Thursday at WPTF, Raleigh, N. C., making two transcriptions addressed to the people of France. They will be released through the overseas branch of the OWI.

Spot Sales Stock Sold By Crosley To Watson

(Continued from Page 1)

D. Shouse, vice-president in charge of broadcasting for Crosley. Shouse is president of Spot Sales and it is presumed he will continue for the time being. Short time ago Watson purchased the holdings in Spot Sales of Bill Dolph of Washington and with the Crosley purchase, he now owns 100 per cent of the company's stock. Dolph however is still an officer of the company.

Statement by Shouse follows: "Arrangements made today (Friday) have been completed under which stock owned in Spot Sales, Inc. by the Crosley Corp. was sold to Loren Watson, executive vice-president of Spot Sales." No additional comment was made.

MBS Executive Committee Meets In N. Y. Tomorrow

(Continued from Page 1)

president; John Shepard, III, Yankee network, Boston; Theodore C. Streibert, WOR, New York and Lewis Allen Weiss, Don Lee, Hollywood.

NBC Speeds Tele Cover Of The GOP Convention

(Continued from Page 1)

order in the Chicago Stadium, June 26, NBC officials announced Friday. In addition WNBC, the NBC station, plans to telecast the keynote address of Governor Earl Warren at approximately the hour it is delivered at the stadium. This will be done by filming the keynoter several days before the convention opens.

Eight More Join NAB; Membership Now At 577

Washington Bureau—RADIO DAILY

Washington—Eight additional memberships in NAB, bringing the total all-time high of 577 stations, two networks and 22 associates, were reported last week by President J. Harold Ryan. All stations not already members were invited to join two weeks ago by personal letter from Ryan.

Ryan revealed also that the 22nd annual membership meeting, to be known this year as the NAB Executives War Conference, will be held at the Palmer House, in Chicago, August 28-31.



MacFarlane was at Dieppe

Ian Ross MacFarlane was on board a British landing barge at the commando raid on Dieppe.

He lived through the German bombing, the machine gunning, and the heavy stuff from the shore batteries. Invasion to this newscaster has overtones, as a word, that are known to few men who are on the air analyzing the news. When invasion came . . . MacFarlane gave his newscasts an authenticity and understanding that will be shared by few other news analysts.

Exclusive programming like this has made W-I-T-H the station that's listened to in Baltimore. Helps it produce greatest results at lowest cost.



W-I-T-H
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

WQAM

THE VOICE OF TROPICAL AMERICA

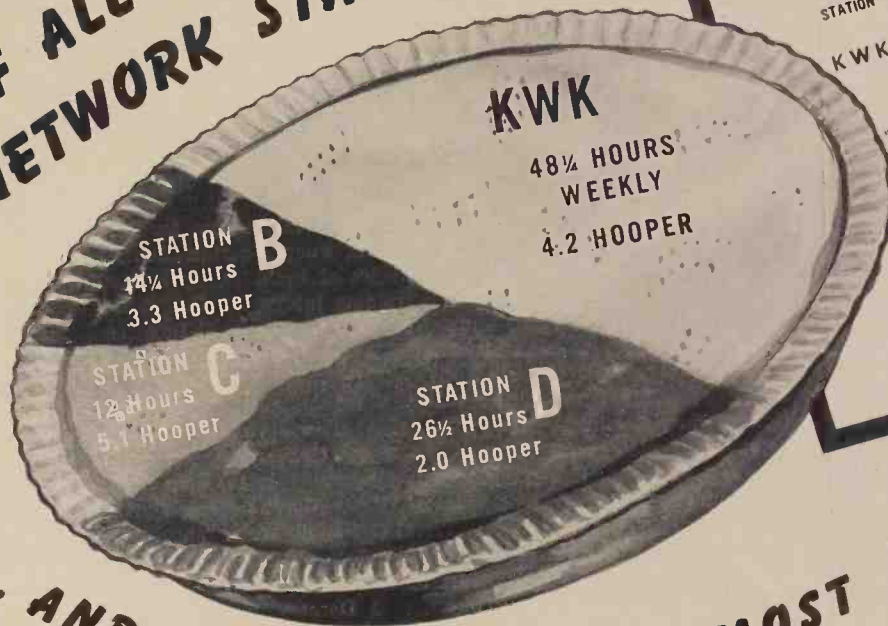
MIAMI

CBS AFFILIATE

Represented by John Blair & Co.

on locally produced shows
8 a.m. to 10 p.m. Mon. thru Fri.

*** C. E. HOOPER GIVES
KWK A 20% GREATER AVERAGE
AUDIENCE THAN THE AVERAGE
OF ALL OTHER ST. LOUIS
NETWORK STATIONS COMBINED**



STATION	Locally Produced Shows HRS. WKLY.	AVERAGE HOOPER RATING
KWK	48%	4.2
"B"	14%	3.3
"C"	12	5.1
"D"	26%	2.0

... AND KWK PRODUCES ALMOST HALF (48%)

All St. Louis network stations combined broadcast 101 hours of locally produced shows. KWK alone broadcasts 48 1/4 hours or 48% of the total.

The average Hooper rating on locally produced shows for all St. Louis network stations (except KWK) is 3.5. The average Hooper rating on KWK locally produced shows is 4.2 or 20% better than the average for all other St. Louis network stations combined.

KWK produces 91% as much as all other St. Louis network stations combined.

* All ratings, 8:00 A. M. to 10:00 P. M., from C. E. Hooper "Continuing Measurement of Radio Listeners," Monday through Friday, October 1943 through February 1944.

**ST. LOUIS
KWK
MUTUAL**

**IN ST. LOUIS THE TREND IS TO KWK
PAUL H. RAYMER CO., Representative**

ST. LOUIS
HOTEL CHASE

LOS ANGELES

By RALPH WILK

GINNY SIMMS returned to Hollywood from a week's trip to San Francisco, during which she visited three military hospitals: Oak Knoll and Letterman General hospitals and Mare Island Naval Hospital. Making informal visits, Miss Simms sang to patients in all wards of the three institutions. Appearances were arranged by USO Camp Shows and Hollywood Victory Committee.

Rupert Hughes leaves here June 21 for Chicago for political conclaves. He will report for International News Service as well as continue his NBC Saturday series.

"Duffy's Tavern" is actually dropping bombs, along with other invasion planes, on Europe. The Flying Fortress, named after the Blue Network's Tuesday comedy broadcast, is piloted by Major Walter Fulkerson.

Bill Goodwin, announcer-actor on the new Gracie Fields program, and Al Levy, manager of Frank Sinatra, are buying a vacation ranch in Tucson, Arizona. Goodwin and Levy will meet in Tucson for a shopping junket for the purchase on the latter's return trip from Kansas City, Mo., where he handled the Burns and Allen bond campaign show on June 13.

It's never been told before: that before taking up a radio career, Sharon Douglas, who plays the role of Penny Cartwright on the Joan Davis Show with Jack Haley, was one of Hollywood's most successful models, or, that Dave Street, featured singer on the program, is an accomplished dancer as well as singer, and has held dancing roles in Hollywood productions of "They Can't Get You Down," and "Rally 'Round the Girls," or, that although their arrangements of popular melodies, The Fountain-Aires, quartet heard on the Joan Davis Show, are all enthusiastic classical record collectors.

WDRG

CONNECTICUT'S PIONEER BROADCASTER

ONE STOP or 26?

You can make 26 separate trips to cover the 26 towns in the Hartford Trading Area. Or you can eliminate non-essential traveling! WDRG covers the entire area at one low cost!

USE WDRG TO
CONNECT IN CONNECTICUT



Memos of an Innocent Bystander. . . !

● ● ● Just thinking out loud. . . . closed down for refurbishing, the American Theater Wing Stage Door Canteen will reopen tomorrow night with many top-flight radio personalities among the scheduled entertainers and "help" . . . there are seven canteens, modeled on this original "morale-club," stretched across the country and this is as good a time as any to toss a **RADIOKAY** to the hundreds who have given so generously of their time and talents to this great work. . . . on the opening bill, are listed such radiolites as Gertrude Niessen, Frank Parker, Cab Calloway, Dean Hudson, Bert Wheeler, Eddie Cantor, Mildred Bailey, Hazel Scott, Barry Wood and Jerry Wayne. . . ● A most unusual musical aggregation is that of Harry Leftcourt, whose six-piece band, is heard twice weekly via Mutual from Rogers Corner. . . . of the sextette, four, namely Frank Little, guitarist, Harold Richards, saxophone, Stretch Marks, bass and accordionist Jeanne Claire, are also featured vocalists. . . ● Norman Winter, independent producer, has acquired the radio rights to Paramount's character "Kockenlacher," from its sensational "Miracle of Morgan's Creek." Bill Demarest will head East to assume the leading role. . . ● Walter "Crime Doctor" Greaza, currently doubling in the Broadway production, "Wallflower," will be seen in Warner's film version of the play.



● ● ● Staff Sgt. Billy Walter, formerly contact man for Witmark's Chicago office, is recuperating from wounds sustained when his plane was shot down over the jungles of India. . . ● Retired from the Army last April due to a training injury, Lt. Col. James Stevenson's brilliant five-minute NBC commentary on D-Day, resulted in an offer to take his talents to Hollywood. . . . however, he plans to stay in Gotham. . . ● When Joan Davis and Jack Haley leave the Sealtest Store, July 6 for eight weeks, Edward Everett Horton, who guested on this NBC show several times, will assume the managerial duties. . . . Chester Gierlach, producer at B B D & O's CBSquibb program and a composer in his own right, is completing the score of a musical titled, "Speak of the Devil," with lyrics by Bob Johnston. . . . M-G-Moguls may "angel" its Broadway opening early this Fall. . . ● Sotto voce to John McKay for that ball-game. . . . we've just obtained the services of one of the best umpires money can buy. . . ● Dorothy Jeffers, wife of former radio commentator Cpl. Jack Eigen, replaces Sherri Phillips in Dave Wolper's "Follow the Girls" currently at the 44th St. Theater. . . ● Constance Bennett wings from Hollywood next week to MBStar July 2 on "Green Valley, U. S. A." . . ● Johnny Thompson, singing-emcee at Leon & Eddie's, gave up a job as program director and chief announcer at WTTM to enter the "Bobby-Socks Derby" . . . good looks and a voice to match. . . ● Coast Guard Seaman Third Class, Giles O'Connor, who has been doing a fine job of promoting and producing morale programs for Servicemen, and who started the currently successful "Tars & Spars" unit, is making good use of his training as a CBStaffer. . . ● Eddy Howard's ear-arresting vocals and dance-compelling rhythms, is packing them in at Frank Dailey's Terrace Room in Newark.



● ● ● Next month's issue of the mag, Read, will profile Radiolite Mary Margaret McBride, whose celebration of her 10th anniversary in Kilocycle Lane jammed Madison Square Garden recently. . . ● The CBScholars??? of "It Pays To Be Ignorant," have been renewed through September. . . ● Mary Jane Higby, star of NBC's "When A Girl Marries," is spending the Summer on her house-boat. . . . this makes her the only leading player in a soapera that floats (and should stamp this item, 99 and 44/100 per cent pure).

Remember Pearl Harbor

CHICAGO

By BILL IRVIN

The Paramount picture "The National Barn Dance," featuring stars of WLS program recently was previewed for WLS executives at the Chicago office of Paramount.

William Drips, NBC director of agriculture, has been named to board of trustees, radio member of the Farm Foundation, national profit organization devoted to betterment of rural life, with headquarters in Chicago.

WKRC Returning To CBS As Affiliate June 19

Effective June 1, 1945, WKRC, Cincinnati, will become the local CBS affiliate. H. V. Akerberg, vice-president in charge of station relations, announced Friday. This means that WCKY the present Cincinnati affiliate will join another network next year. WKRC was owned and operated by CBS for eight years and was to the Cincinnati "Times-Star" November, 1939. The station was original CBS affiliate and one of 16 outlets comprising the original CBS network. WKRC was an affiliate from 1927 to 1931 when CBS bought it and it continued on the web until it was sold.

WCKY 50,000 watt affiliated with CBS in September 1939, and is owned by L. B. Wilson. WKRC operates a frequency of 550 kc. with 5,000 watt power daytime and 1,000 night. Kenneth Church is general manager.

Seeks Savannah Station

Savannah—A. C. Neff, president Neal-Blum Company, has filed an application with FCC for authority to construct and operate a new 1,400 watt station in Savannah. The proposed station would quarter in the Savannah hotel and would become an affiliate of the Blue.

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

★ AGENCY NEWSCAST ★

WILLIAM J. HEGGEN, formerly an advertising and public relations executive for the Ethyl Corporation, is joining Compton Advertising, Inc., in an executive capacity.

WESTINGHOUSE ELECTRIC AND MANUFACTURING COMPANY has named Richard C. Carr as manager of institutional advertising.

ALLAN W. KERR, has joined the sales staff of WABC, New York key station of the Columbia network. He formerly was engaged in magazine and radio advertising work.

WILLIAM S. JACK, president of Jack & Heintz, will be the principal speaker at the luncheon meeting of the Sales Executives Club which will be held tomorrow at the Hotel Roosevelt.

FRANK J. G. DUCK, formerly associated with N. W. Ayer & Son, Inc., has been added to the public relations staff of the Bituminous Coal Institute.

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if not our actual lives. As an industry we have the choice of the closest, understanding co-operation with our best customers, or of separate and conflicting ways. To differ is a bad way to fight a war or serve a public. "This meeting of our industries today is proof that we are both determined not to differ. Radio welcomes the instant and strong protest of the public against sour notes on the air because radio doesn't propose to see this superb 'host-guest relationship,' firmly set up between business and the American people, destroyed by carelessness or greed within our ranks or your own."



"It was you who said WFDF Flint urged us to enroll!"

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National Broadcasting Co.



A Service of Radio Corporation of America

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

Basks Good Taste Medical Radio Adv.

(Continued from Page 1)

Insist the rule of propriety be clamped down as such action is needed. Conclusion, NAB made the statement:

and beyond the 'party' each is putting on the air, the station host. As host, every network feels a natural to all its guests not to things that are pretty sure a lot of the guests. Things internal workings of the body in some of its less attractive moments. Things about decay odors, for instance. Sour will a party. No use denying there are plenty of sour notes in life—but the place to talk them is not in front of all the place is in a doctor's office physiology class.

sponsor who thinks he can suit the doctors by going on is going against common sense against the overwhelming opinion of public taste. Radio powerful to tamper with—no and no sponsor, has the right to the pants off the audience, or to make it feel sick.

Asks Caution in Copy

has to keep a close eye on it accepts. Not because of dietary houses who know that cheerful honesty is the most thing, but for the lonesome few who think it's foxy to make rules of common sense and taste. Radio keeps blue the air—or tries to. There may be some guy who thinks if he can get away with going off color. There will always some station that thinks it's cute to make money for sour-note broad-cast. The 'sharp' guy on the radio to write a sour note into script, or he'll ad-lib it, or he'll script a false inflection—the copy in the radio station who pack money too well will try to on thin ice in the stuff he he air. But both of them are clutter your business and our busy time they pull a fast one. As more, reaction from radio strong, and so swift, that that can do a lot of damage in a day, there are more than 32 million ladies depending on radio for their boys in camp and at the front over the world. Radio is the news—tough as it is—radio and wise sponsors are magnificently of expressive talent to help those boys—back up the war that is going to shape the future of our country.

TELEVISION DIRECTOR

employed producing top radio program and 5 years with this 4-A agency on recruiting, production and direction. Now position as tele director for progressive stations. Full time can be spent on building up top night tele shows for wide-awake audience. Will consider free lance assignments. Write—Box 843, Radio Daily, 1501 New York 18, N. Y.



Vol. 27, No. 55 Mon., June 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-curs, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Man-aging 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

(June 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	159 5/8	159 3/8	159 1/2	+ 3/8
CBS A	31 1/2	31 1/8	31 1/4	- 1/8
CBS B	31 3/8	31	31 3/8	- 1/8
Crosley Corp.	21 1/2	21 1/4	21 3/8	
Farnsworth T. & R.	13 1/4	13	13	
Gen. Electric	38 7/8	38 1/8	38 1/8	
Philco	35 5/8	34 3/8	35 1/4	+ 3/8
RCA Common	11	10 3/4	10 7/8	
RCA First Prd.	75 3/4	74 1/2	75	- 3/4
Stewart-Warner	16 3/8	16 1/8	16 1/4	+ 1/4
Westinghouse	104	102 7/8	103 3/4	+ 2
Zenith Radio	41 1/2	39 3/4	41	+ 1 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	28 3/4	28 3/4	28 3/4	- 1/4
Nat. Union Radio	4 3/8	4 1/8	4 1/8	- 1/8

OVER THE COUNTER

WCAB (Baltimore)	Bid 21 1/2	Asked
WJR (Detroit)	36	

WCAO (Baltimore) Bid 21 1/2 Asked
WJR (Detroit) 36

20 YEARS AGO TODAY

(June 19, 1924)

One of the most extensive radio bookings ever accorded an orchestra is announced by the management of America's twin broadcasting stations, WJY and WJZ, New York. Two hundred concerts by Bernhard Levitow's Hotel Commodore orchestra will be aired between the two stations during the 1924 and 1925 season. Remote control apparatus, including permanent microphone installation in the hotel foyer will be used.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blue's **KGO** is THE Bay Area Buy!

Coming and Going

CARL BURKLAND, general manager of WTOP, CBS-owned outlet in Washington, D. C., is back at the station after having spent the latter portion of last week in New York.

CHARLES GODWIN, assistant director of station relations for the Mutual network, is back from a business trip through the South which kept him away about two weeks.

ED BROWNE, National Concert and Artists publicist, and GEORGE WIEST, producer of the "Dunninger" show, are in Chicago setting the stage for the mentalist's personal appearance there Wednesday.

E. H. SHOMO, of CBS radio sales, has returned to his Chicago headquarters following a short trip to the network's New York offices.

BERNARD DUDLEY, announcer, who has been spending a few days at East Hampton, is expected back in town today.

JOE KELLY and his precocious aggregation of "Quiz Kids" heard on the Blue Network, were in Memphis yesterday for another stop on their current Bond-selling tour.

GEORGE SUTHERLAND, program director of WFCL, Blue Network outlet in Pawtucket, who was in town for conferences at Rockefeller Center last week, has returned to his Rhode Island headquarters.

J. PORTER SMITH, president and commercial manager of WGCR, Louisville, made a flying trip to Cincinnati late this week.

JOHN T. MURPHY, of the NBC station relations department, is expected back today from Lancaster, Pa. He also visited York and Harrisburg.

CARL BRISSON currently is filling a two-weeks engagement at the Mount Royal Hotel in Montreal.

HAROLD HUTCHINS, advertising director of the Hillman Women's Group of magazines, is back in Gotham after a swing through the Midwest. He also attended the drug convention at French Lick, Ind.

MAJ. GEN. WILLIAM C. LEE, U. S. A., spent last Thursday at WPTF, Raleigh, N. C., making two transcriptions addressed to the people of France. They will be released through the overseas branch of the OWI.

Spot Sales Stock Sold By Crosley To Watson

(Continued from Page 1)

D. Shouse, vice-president in charge of broadcasting for Crosley. Shouse is president of Spot Sales and it is presumed he will continue for the time being. Short time ago Watson purchased the holdings in Spot Sales of Bill Dolph of Washington and with the Crosley purchase, he now owns 100 per cent of the company's stock. Dolph however is still an officer of the company.

Statement by Shouse follows: "Arrangements made today (Friday) have been completed under which stock owned in Spot Sales, Inc. by the Crosley Corp. was sold to Loren Watson, executive vice-president of Spot Sales." No additional comment was made.

MBS Executive Committee Meets In N. Y. Tomorrow

(Continued from Page 1)

president; John Shepard, III, Yankee network, Boston; Theodore C. Streibert, WOR, New York and Lewis Allen Weiss, Don Lee, Hollywood.

NBC Speeds Tele Cover Of The GOP Convention

(Continued from Page 1)

order in the Chicago Stadium, June 26, NBC officials announced Friday. In addition WNBT, the NBC station, plans to telecast the keynote address of Governor Earl Warren at approximately the hour it is delivered at the stadium. This will be done by filming the keynoter several days before the convention opens.

Eight More Join NAB; Membership Now At 577

Washington Bureau—RADIO DAILY

Washington—Eight additional memberships in NAB, bringing the total all-time high of 577 stations, two networks and 22 associates, were reported last week by President J. Harold Ryan. All stations not already members were invited to join two weeks ago by personal letter from Ryan.

Ryan revealed also that the 22nd annual membership meeting, to be known this year as the NAB Executives War Conference, will be held at the Palmer House, in Chicago, August 28-31.



MacFarlane was at Dieppe

Ian Ross MacFarlane was on board a British landing barge at the commando raid on Dieppe.

He lived through the German bombing, the machine gunning, and the heavy stuff from the shore batteries. Invasion to this newscaster has overtones, as a word, that are known to few men who are on the air analyzing the news. When invasion came . . . MacFarlane gave his newscasts an authenticity and understanding that will be shared by few other news analysts.

Exclusive programming like this has made W-I-T-H the station that's listened to in Baltimore. Helps it produce greatest results at lowest cost.



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

WQAM THE VOICE OF TROPICAL AMERICA

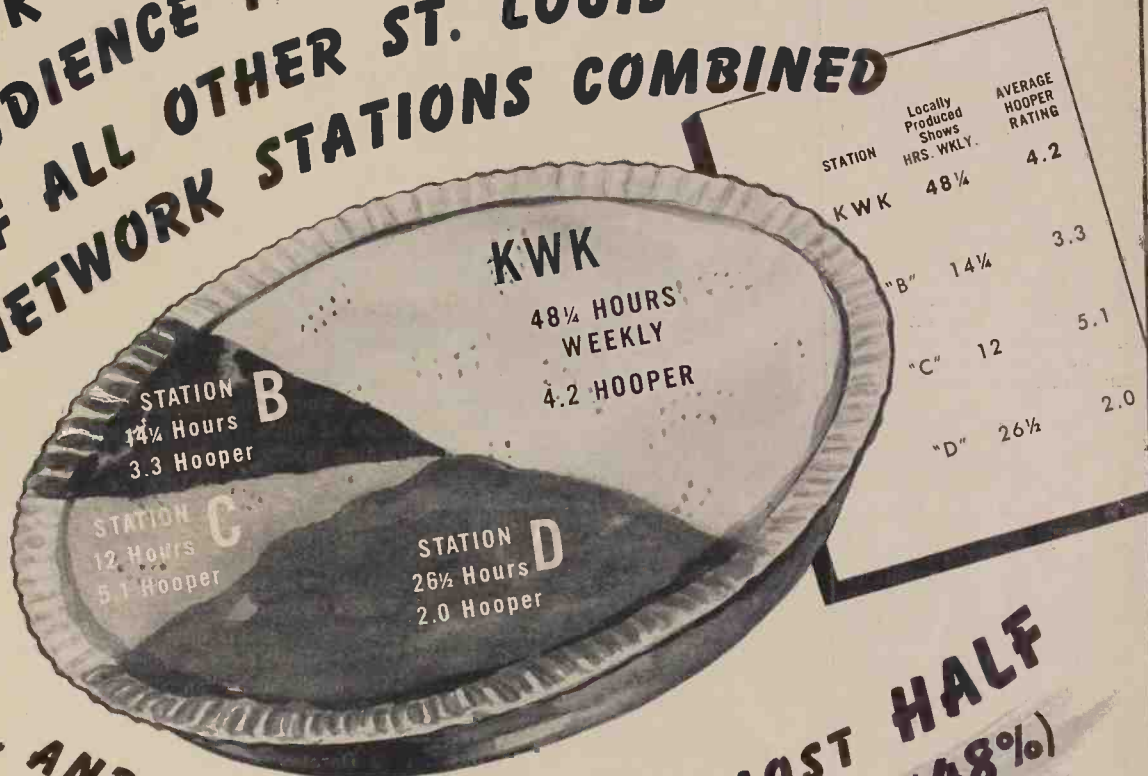
MIAMI

CBS AFFILIATE

Represented by John Blair & Co.

on locally produced shows
8 a.m. to 10 p.m. Mon. thru Fri.

*** C. E. HOOPER GIVES
KWK A 20% GREATER AVERAGE
AUDIENCE THAN THE AVERAGE
OF ALL OTHER ST. LOUIS
NETWORK STATIONS COMBINED**



... AND KWK PRODUCES ALMOST HALF (48%)

All St. Louis network stations combined broadcast 101 hours of locally produced shows. KWK alone broadcasts 48 1/4 hours or 48% of the total.

The average Hooper rating on locally produced shows for all St. Louis network stations (except KWK) is 3.5. The average Hooper rating on KWK locally produced shows is 4.2 or 20% better than the average for all other St. Louis network stations combined.

KWK produces 91% as much as all other St. Louis network stations combined.

* All ratings, 8:00 A. M. to 10:00 P. M., from C. E. Hooper "Continuing Measurement of Radio Listeners," Monday through Friday, October 1943 through February 1944.



IN ST. LOUIS THE TREND IS TO KWK
PAUL H. RAYMER CO., Representative

ST. LOUIS
HOTEL CHASE

LOS ANGELES

By RALPH WILK

GINNY SIMMS returned to Hollywood from a week's trip to San Francisco, during which she visited three military hospitals: Oak Knoll and Letterman General hospitals and Mare Island Naval Hospital. Making informal visits, Miss Simms sang to patients in all wards of the three institutions. Appearances were arranged by USO Camp Shows and Hollywood Victory Committee.

Rupert Hughes leaves here June 21 for Chicago for political conclaves. He will report for International News Service as well as continue his NBC Saturday series.

"Duffy's Tavern" is actually dropping bombs, along with other invasion planes, on Europe. The Flying Fortress, named after the Blue Network's Tuesday comedy broadcast, is piloted by Major Walter Fulkerson.

Bill Goodwin, announcer-actor on the new Gracie Fields program, and Al Levy, manager of Frank Sinatra, are buying a vacation ranch in Tuscon, Arizona. Goodwin and Levy will meet in Tuscon for a shopping junket for the purchase on the latter's return trip from Kansas City, Mo., where he handled the Burns and Allen bond campaign show on June 13.

It's never been told before: that before taking up a radio career, Sharon Douglas, who plays the role of Penny Cartwright on the Joan Davis Show with Jack Haley, was one of Hollywood's most successful models, or, that Dave Street, featured singer on the program, is an accomplished dancer as well as singer, and has held dancing roles in Hollywood productions of "They Can't Get You Down," and "Rally 'Round the Girls," or, that although their arrangements of popular melodies, The Fountain-Aires, quartet heard on the Joan Davis Show, are all enthusiastic classical record collectors.

WDRG

CONNECTICUT'S PIONEER BROADCASTER

ONE STOP or 26?

You can make 26 separate trips to cover the 26 towns in the Hartford Trading Area. Or you can eliminate non-essential traveling! WDRG covers the entire area at one low cost!

USE WDRG TO
CONNECT IN CONNECTICUT

MAIN STREET

WITH *Ol' Scoops Daily*

Memos of an Innocent Bystander. . . !

● ● ● Just thinking out loud. . . . closed down for refurbishing, the American Theater Wing Stage Door Canteen will reopen tomorrow night with many top-flight radio personalities among the scheduled entertainers and "help" . . . there are seven canteens, modeled on this original "morale-club," stretched across the country and this is as good a time as any to toss a **RADIOKAY** to the hundreds who have given so generously of their time and talents to this great work . . . on the opening bill, are listed such radiolites as Gertrude Niessen, Frank Parker, Cab Calloway, Dean Hudson, Bert Wheeler, Eddie Cantor, Mildred Bailey, Hazel Scott, Barry Wood and Jerry Wayne. . . ● A most unusual musical aggregation is that of Harry Lefcourt, whose six-piece band, is heard twice weekly via Mutual from Rogers Corner. . . . of the sextette, four, namely Frank Little, guitarist, Harold Richards, saxophone, Stretch Marks, bass and accordionist Jeanne Claire, are also featured vocalists. . . ● Norman Winter, independent producer, has acquired the radio rights to Paramount's character "Kockenlacher," from its sensational "Miracle of Morgan's Creek." Bill Demarest will head East to assume the leading role. . . ● Walter "Crime Doctor" Greaza, currently doubling in the Broadway production, "Wallflower," will be seen in Warner's film version of the play.



● ● ● Staff Sgt. Billy Walter, formerly contact man for Witmark's Chicago office, is recuperating from wounds sustained when his plane was shot down over the jungles of India. . . ● Retired from the Army last April due to a training injury, Lt. Col. James Stevenson's brilliant five-minute NBC commentary on D-Day, resulted in an offer to take his talents to Hollywood. . . . however, he plans to stay in Gotham. . . ● When Joan Davis and Jack Haley leave the Sealtest Store, July 6 for eight weeks, Edward Everett Horton, who guested on this NBC show several times, will assume the managerial duties. . . . Chester Gierlach, producer at B B D & O's CBSquibb program and a composer in his own right, is completing the score of a musical titled, "Speak of the Devil," with lyrics by Bob Johnston. . . . M-G-Moguls may "angel" its Broadway opening early this Fall. . . ● Sotto voce to John McKay for that ball-game. . . . we've just obtained the services of one of the best umpires money can buy. . . ● Dorothy Jeffers, wife of former radio commentator Cpl. Jack Eigen, replaces Sherri Phillips in Dave Wolper's "Follow the Girls" currently at the 44th St. Theater. . . ● Constance Bennett wings from Hollywood next week to MBStar July 2 on "Green Valley, U. S. A." . . ● Johnny Thompson, singing-emcee at Leon & Eddie's, gave up a job as program director and chief announcer at WTTM to enter the "Bobby-Socks Derby" . . . good looks and a voice to match. . . ● Coast Guard Seaman Third Class, Giles O'Connor, who has been doing a fine job of promoting and producing morale programs for Servicemen, and who started the currently successful "Tars & Spars" unit, is making good use of his training as a CBStaffer. . . ● Eddy Howard's ear-arresting vocals and dance-compelling rhythms, is packing them in at Frank Dailey's Terrace Room in Newark.



● ● ● Next month's issue of the mag, Read, will profile Radiolite Mary Margaret McBride, whose celebration of her 10th anniversary in Kilocycle Lane jammed Madison Square Garden recently. . . ● The CBScholars??? of "It Pays To Be Ignorant," have been renewed through September. . . ● Mary Jane Higby, star of NBC's "When A Girl Marries," is spending the Summer on her house-boat. . . . this makes her the only leading player in a soapera that floats (and should stamp this item, 99 and 44/100 per cent pure).

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

The Paramount picture "The National Barn Dance," featuring stars of WLS program recently was previewed for WLS executives at the Chicago office of Paramount.

William Drips, NBC director of agriculture, has been named to board of trustees, radio member, the Farm Foundation, national nonprofit organization devoted to betterment of rural life, with headquarters in Chicago.

WKRC Returning To CBS As Affiliate June 19

Effective June 1, 1945, WKRC, Cincinnati, will become the local CBS affiliate, H. V. Akerberg, vice-president in charge of station relations, announced Friday. This means that WKRC the present Cincinnati affiliate will join another network next year. WKRC was owned and operated by CBS for eight years and so to the Cincinnati "Times-Star" November, 1939. The station was original CBS affiliate and one of 16 outlets comprising the original CBS network. WKRC was an affiliate from 1927 to 1931 when CBS bought it and it continued on the web until it was sold.

WKRC 50,000 watt affiliated with CBS in September 1939, and is owned by L. B. Wilson. WKRC operates on a frequency of 550 kc. with 5,000 watt power daytime and 1,000 night. Kenneth Church is general manager.

Seeks Savannah Station

Savannah—A. C. Neff, president Neal-Blum Company, has filed an application with FCC for authority to construct and operate a new 1,400 kc station in Savannah. The proposed station would quarter in the Savannah hotel and would become an affiliate of the Blue.

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

Asks Good Taste Medical Radio Adv.

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 and talent to help those boys—
 back up the war that is going
 to shape the future of our country,

★ AGENCY NEWSCAST ★

WILLIAM J. HEGGEN, formerly an advertising and public relations executive for the Ethyl Corporation, is joining Compton Advertising, Inc., in an executive capacity.

WESTINGHOUSE ELECTRIC AND MANUFACTURING COMPANY has named Richard C. Carr as manager of institutional advertising.

ALLAN W. KERR, has joined the sales staff of WABC, New York key station of the Columbia network. He formerly was engaged in magazine and radio advertising work.

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National Broadcasting Co.



NBC RADIO-RECORDING DIVISION

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 Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

VISION DIRECTOR

Approved producing top radio program and... 5 years with this 4-A agency on re-writing, production and direction. Now position as tele director for progressive... here full time can be spent on building... being top flight tele shows for wide-awake... Will consider free lance assignments. Prompt. Write—Box 843, Radio Daily, 1501... New York 18, N. Y.

Over 80 G. I. Stations Operating, House Told

(Continued from Page 1)

me how much it means to them to get American radio instead of the British news and the British entertainment they had been getting on BBC."

General Osborn spoke even more enthusiastically of the G. I. reception of American radio in the South Pacific area.

"In January, when I was in the Pacific, a number of Army radio stations had just begun to operate. My English experience was repeated, but with far greater force. These men had been hearing Tokyo radio, or nothing, and their delight at hearing good American radio and news broadcasts was unbounded. Our station at New Caledonia was just going on the air and was a source of continuous interest to all the soldiers there. The stations we had ordered for New Guinea had not yet arrived, but the boys at Dobudura airfields had rigged up their own radio transmitter, and in the evening walking through the camps there you could hear radios in their tents with entertainment from our transcribed programs, with news picked up from our news service by signal corps reception, and voiced by a soldier commentator. This little station was the pride of the area. It is hard to describe how much it meant to those men, how much it seemed to tie them in with the distant outside world. Some of the other camps along the New Guinea coast entirely lacked radio reception during my visit, and this was a much expressed source of regret. The stations are there now and we have had enthusiastic letters about them."

Transmitters Inexpensive

Discussing later the expense of these stations, General Osborn remarked that Tokyo and Berlin had prepared enormously expensive transmitters for their troops and facilities which could not be duplicated today. We are getting equally good service, he said, from a greater number of small, low-powered stations.

"We already have 80 stations, and the cost of our stations is a relatively small amount, so that the budget which calls for a total of \$3,400,000 for radio equipment for use overseas, includes both receiving sets and transmitting sets. The purpose is to keep the men informed of the news of world and of the war, the strategy of the campaigns they are taking part in, and the things they should know as soldiers, and that purpose can only be accomplished by giving entertainment as all radio programs do, and then putting news and informational material in between the entertainment."

Two Join Coast Web

Los Angeles—Bob Hall, San Francisco newspaperman and RADIO DAILY correspondent, and Chet Brouwer, former radio and dramatic editor of the Fort Wayne "Journal-Gazette," have joined Milt Samuel's Pacific Blue press department.

THE WEEK IN RADIO

WLB Acts On AFM-Disc Dispute

(Continued from Page 1)

work," he said, adding, "The next move is up to the Government."

Earlier in the week, George L. Taylor, vice-chairman of the WLB, sharply criticized NBC, RCA and Columbia Recording to the effect that the board has not had sufficient cooperation from these companies in trying to settle the prolonged dispute between the major recording firms and the American Federation of Musicians. Taylor's criticism was in reply to a sharp wire from the recording companies which took WLB to task.

Suggesting the likelihood of a three-way battle among the present broadcasting industry, the newspapers and the motion picture industry for supremacy in the post-war television field, James D. Shouse, vice-president and general manager of WLW, Cincinnati, addressed the Television seminar of the Radio Executives Club.

The broadcasting industry may find that it will not have the power of ultimate determination in the case of television, Shouse said, pointing out that other powerful and effective forces also find in television both a threat and an opportunity. He charged that FM devotees have done a great deal to influence the newspapers in believing that television will be a disturbing factor in the maintenance of their position in the advertising field.

Neville Miller, former president of the NAB, was named senior deputy chief of the UNRRA Balkan mission in Cairo, Egypt, by Herbert H. Lehman, director general.

FCC disclosed that the nation's broadcasters closed the 1943 fiscal year with an increase 50 per cent greater than that of the previous fiscal year. Total broadcast income for 796 stations was \$46,481,397, for 1943.

The major networks of the country decided to continue the pooling of radio correspondents indefinitely thus bringing to the American listening public every possible advantage accruing from the combined effort.

The Fifth War Loan Drive for \$16,000,000,000 found the broadcasting industry cooperating with the U. S. Treasury Department in an all-out manner to put over the greatest campaign of all over the top. The kick-off program included President Roosevelt, Secretary of the Treasury Henry Morgenthau, Jr., and a star-studded program, the major portion of which originated from Hollywood. The program was carried by all networks and leading independent stations throughout the country.

Procter and Gamble Company, via five advertising agencies, renewed its two evening shows and seven daytime programs on NBC under 52-week contracts, effective July 3.

Joe E. Brown, Eddie Cantor and

Two AP Affiliates

Through Press Association, Inc., stations WCSH, Portland, Maine, and WAAT, Newark, New Jersey, contracted for the special AP radio wire, it has been announced.

Ralph Edwards were the recipients of the Eisenhower Medals, an annual award of the National Father's Day committee.

Financial statement of the CBC for the last fiscal year showed that the revenue for commercial broadcasting amounted to \$1,421,598, an increase of \$178,045 over the previous year, the Canadian Parliamentary Radio Committee was informed.

The Press Wireless, Inc., "Invasion Unit," under Stanley F. Grammer, the company's western European manager, is behind the European invasion front ready to speed by radio telegraph, radio telephone, radio pictures and facsimile, news of the Allied advances.

FM Broadcasters Association issued a new map which discloses that there are 44 frequency modulation stations now on the air in 38 states and that 163 FM applications are now pending FCC approval.

FBIS Chief Dr. Robert D. Leigh, referring to his locked-doors questioning 13 months ago by Eugene L. Garey, declared that it was the most disgraceful proceedings he had ever seen in Legislative history.

Broadcast Music, Inc., during last week's meeting, voted to increase the number of directors from seven to 10. Newly elected directors are: C. W. Myers, KOIN, Portland, Ore.; J. Leonard Reinsch, WSB, Atlanta, Ga.; and Robert Sweezey, Blue Network.

Tele Tales: The motion picture industry's role in video increased with word from Washington disclosing that Warner Brothers Pictures Corp., had applied for a television station, and RKO Television Corporation's revelation to expand its tele plans.

Approximately 7,000 television sets in the Eastern area will be able to see and hear the goings on of the Republican National Convention in Chicago June 26, as the result of the three-city-tele network which will cooperate with WNBT, New York.

Results of a survey conducted to learn the public's interest in television and FM in various areas of the country and Canada last week by Television Daily correspondents disclosed that John Q. Public is better informed on television and its potentialities than he is on frequency modulation.

Forty-eight department store executives from various cities attended the television seminar which was held Tuesday at the Du Mont tele studios under the aegis of Television Workshop. The discussion concerned tele's role in the post-war era.

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

WLAP Blue Affiliate

Station WLAP, Lexington, Ky., will become affiliated with the Blue Network as a basic supplementary station effective July 1. Blue affiliates now total 193.

CBS-Outlet Rate Cuts Lists New Discounts

(Continued from Page 1)

ing to Gittinger, continuing increase in station rates not pre-announced, but advantages to advertisers not now using network plan. For many advertisers Gittinger's letter accompanying new card, states that the new counts "will provide substantial larger networks at little or no cost."

A new and additional 10 per cent discount is provided on all programs using stations whose card rate is 90 per cent of the full network and additional 12½ per cent discount on all programs using stations whose card rates aggregate 90 per cent of the full network. The per cent full network discount maintained but will be granted on programs using the actual network of 125 paid stations. Advertisers using the 108 outlets comprised the full network at the time the discount went into effect will be protected for a full year through the third year of operation. The discounts are expected to provide a greater range of flexibility to advertisers in the use of network facilities.

Number of bonus stations added mentioned in Gittinger's letter concludes with the effective date of July 15, 1944, when new contracts will apply as well as those contracts which would be benefited by new discounts.

New Station Deals Revealed In FCC Record

(Continued from Page 1)

WEMP, Milwaukee, when application was filed at the FCC, Friday for transfer of that interest to Rachel M. LaFollette, wife of the Senator from Wisconsin. The cash involved \$12,500.

Senator LaFollette, Mrs. LaFollette, William B. Dolph (owner of WJLA, Washington) and Mrs. Dolph, Mrs. Petty (general manager of WHN, New York), and Mrs. Petty, Dr. Weldon Nesbitt and Melva K. Roberts will be one-eighth-owners of the station if the FCC approves the purchase by Mrs. LaFollette.

The Commission received also Friday an application from the Blue Network for an FM station in Los Angeles to operate on 43,100 kc., covering 21,024 square miles. The station also has an FM application for Chicago.

CAB To Follow FM Listening Trend

(Continued from Page 1)

tion on the total volume of listening to FM stations individually and collectively, Mr. Lehman explained.

John Shephard, III, president of the American Network, Inc., in a statement commended CAB on "progressive innovation."

International Group in European Web

Continued from Page 1)
Dutch, Polish, Norwegian, Czech, Slovakian and Yugoslavian centers.
Some for European broadcast-
in fact been drawn up, Mr.
declared. In each stage in the
normal life on the Continent
might would play an important
which problem could be at least
solved, by a service of broad-
programs framed with the
of making listeners more con-
their membership of a larger
city than the nation to which
opened to belong.
scheme for a European Broad-
Alliance has been completely
p. It could be put into opera-
immediately using existing sta-
while additional developments
added as these became neces-
conditions more stabilized.
proposals, in essence, plan the
network of long wave Euro-
stations, on an international
ad to link these by telephone
specified places where pro-
ould originate. Brussels, Berne
Vienna suggested themselves as
stations for such telephonic
television could be incorporated
network at a later date.
Europe of tomorrow Inter-
broadcasting would take the
ence over national broadcast-
It does not mean that national
is would be suppressed but
they would be coordinated. One
national authority of control was
essential in any such scheme.
and the voice of broadcasting,
agents should be able to keep
with their respective coun-
to comment on events and to
nate national culture.

Miss Hurst Begins Series On Blue Starting July 8

Miss Hurst, novelist, will be pre-
sented in a new program sponsored
by the Borden Company on the Blue
network beginning July 8. Program
will feature Miss Hurst as narrator
in a series of dramatizations of
her water's novels and short stories.
The series will be heard over 189 stations
from 10:30 a.m., EWT, Saturdays.



- June 19
- | | |
|-----------------|--------------------|
| Edna Coleman | Alden Edkins |
| Maureen Gabel | Charlotte Harriman |
| Carole Lombardo | Mildred Murray |
| Wanda Moore | Ed Thorgeresen |
| Virginia Payne | Maurice Zimm |
| Pat Buttram | |

WOMEN IN RADIO

By MILDRED O'NEILL

SIGNIFICANT to radio was the invitation extended Dorothy Lewis, NAB co-ordinator of listener activity, by Mrs. Franklin D. Roosevelt, to confer with other women leaders called to the White House last week. The meeting was keyed to the development and preparation of all women for the roles open to them in the present and postwar period, and the inclusion of broadcasting in this important conference indeed affords women of radio their golden opportunity through the educational and inspirational power of the industry.



When the news broke recently that the Continent had been invaded, many of us were momentarily shocked. But not so was a little group of gals at the Mutual news division in New York. Speculation had been running high among them for weeks, until one day during the lunch hour they decided to settle the question. Lunch was hurried through and the remaining time devoted to an old standby—a Ouiji board. Says Anita Brown, one of the group: "It came through as it always has in the past; forecast was June 5th or 6th." Oracle now being consulted on the march to Berlin.



In radio, as elsewhere in the business world, a woman usually has to work twice as hard as a man to gain recognition. One gal who knows this to be true is Winifred Pike, producer of the "Quiz of Two Cities," heard over WNAC and WEAN, Boston and Providence. "Winnie," our choice for woman of the week in radio, came to WNAC in 1941 to produce musical ETs. Many weeks she built as many as 125 shows, including those for FM stations WGTR and WMTW. Later on she became supervisor of the electrical transcription department and when Ken Wheeler donned the Khaki was appointed to replace him on the quiz show. . . . Part of her interesting job is to contact organizations in the recruitment of teams for the quiz. Winnie keeps score for the teams, directs the entire show and supervises the switching of controls from Providence to Boston, and reverse. . . . A resident of Everett, this busy young woman started out as an actress in local shows. Soon she was directing plays produced by the Malden Auditorium Stock Company. She is a member of the Boston Stage Door Canteen and has done volunteer work for the Red Cross and Boston Information Center for two years. She loves people and work—and in her "spare" time collects symphony records.



One of those "why can't I fall through the floor" moments happened to Paula Carr, femcee on WPAR's (Parkersburg) "Information Booth" program recently. A group of musicians in the adjoining studio blew the circuit that was feeding the turntables set for Paula's selections. Mistaking the control operator's signals to mean her mike was "dead," she exploded: "Why doesn't somebody tell me these things?" Too late she realized the truth but continued on with the program. The audience was brought in on the joke during Paula's next program and from comment that followed enjoyed it immensely. . . . Harriet Pressley, WPTF's (Raleigh) femcee commentator, tells this one on her "fool-proof" recipe for sponge cake given on "We the Women" recently. Among hundreds of letters that arrived was a request to "please send me fool proof your recipe for sponge cake. Twice lately I have sent for samples and nothing came but empty envelopes."



Heard and Overheard. . . . The Brandts of Brooklyn, Mae and Ruth, have done it again. The newest brain-child of this irrepressible pair is "Innocence Threadleat," spinster-detective, whose amusing comedy-mystery antics are the answer to some sponsor's prayer (they hope). . . . Mildred Russell, former assistant to producer Charles Martin, is following in the boss' footsteps. Her own radio program, originating from a New York department store, will have its airing over WJZ. Title will be revealed prior to premiere. . . . Lorraine Hall who conducts the "War Clinic of the Air" daily on WJJD (Chicago) is a proud mother. Her 20-year-old son, Ray Hallbauer, a marine aerial gunner in the South West Pacific, has been promoted to sergeant.

Propose Association To Protect Radio Ads

(Continued from Page 1)

otherwise of radio advertising copy, prevalent to great extent in spot advertising as well as in various commercials. Miss Grattan stated, that "in many instances a commercial used in selling a particular product is very promptly rewritten to sell a similar and definitely competitive product without any qualms." As a means toward inducing more original ideas for copy and at the same time protect them from plagiarism, directly or indirectly, Miss Grattan said she and other agency people with whom she has conferred, believed a protective guild of some sort would be of help. However, it was pointed out that the proposers of the new org. are open to both pros and cons in the matter.

Plan includes the creation of an agency exclusively for copyright matters to service radio programs and spot announcements and a staff equipped to handle it with a clear conception of copyright regulations, all set up with the cooperation of the radio-advertising industry. All material would be registered and protected against infringement. Service would be handled at a fixed minimum annual fee basis.

While the copyright protective service is not expected to prove 100 per cent fool-proof, it is expected to at least "engender a germ of fear and hesitancy in the minds of those who would take the line of least resistance and copy the answers from the next fellow."

Organizational meeting will probably be held in New York shortly wherein preliminary details will be lined up. Completion will probably be made in Chicago at a meeting to be called at a time when attendees at the NAB convention can be present if they so desire.

RIDING HIGH!

All the excitement of watching racing results . . . while the races are on . . . 12 to 6:30 . . . exclusively, daily . . . over your radio via 1430.



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

★ ★ ★ COAST - TO - COAST ★ ★

—NEW YORK—

SYRACUSE—Mrs. Richard Borden Covell, the former Brett Howard, promotion director at WSAI, Cincinnati, is now sales-promotion director at WSYR. . . **WHITE PLAINS**—Acting on the belief that many listeners would prefer "D" day news handled on a strictly factual basis, based on communiques, and official bulletins, WFAS set up a policy of broadcasting a summary of invasion data five minutes before each hour, and supplemented these with a two-minute bulletin each half hour. . . **JAMESTOWN**—WJTN ushered in the Fifth War Loan Drive here with a special half-hour program featuring an oratorical contest among four Jamestown high school students. . . **GLOVERSVILLE**—W. L. "Bill" Murtough, formerly of WOV and the U. S. Signal Corps, has joined WENT as chief engineer.

—MISSOURI—

ST. LOUIS—"This is KMOX reporting D-Day," was the announcement on all station breaks by the CBS affiliate all day and night on the first day of the invasion of France. It was station manager Merle S. Jones' idea. . . **KANSAS CITY**—KCMO is combatting that old gremlin of radio—the loss of listeners between programs during commercial station breaks—by plugging up-coming shows

before commercials. . . Sidney C. Walker, banking exec, was named KMBC's new treasurer, Arthur B. Church, president and general manager, announced.

—KENTUCKY—

LOUISVILLE—G. Frederick "Red" Bauer, WINN commercial manager, will address the Sales Managers Council of this city at today's luncheon on the subject of television and frequency modulation. . . New business at WINN includes a three times a week, 10-minute "Mothers of Victory" program for Baynham's, quality Louisville shoe shop. Local WAVES and their mothers are interviewed by recruiting officials. . . "Dorsa" junior frocks are now aired twice daily for Fleischer's over WINN.

—NEW JERSEY—

NEWARK—New program heard nightly, Tuesday through Saturday, at 10:45 p.m. over WAAT stars Kirby Walker, swing pianist and singer. He is new to eastern airmen. However, he has toured extensively throughout the British Isles and Australia. Present time he is a popular guest at the Stage Door Canteen in New York. . . **PATERSON**—Fifth war workers with the best war bond purchasing records in their plant will be invited each Friday to attend a part in the studios of WPAT. Each party will have has its honored guest a returning war hero.

—GEORGIA—

ATLANTA—Careful planning months in advance paid big dividends to WSB when the first invasion flash broke at 12:24 a.m., EWT, June 6. For approximately eight months a station engineer had remained on duty for the four hours and 15 minutes each day that WSB was not on the air. Add penfield, WSB night news editor, was summoned to announce the flash. Ironically enough, he was studying for his army placement when he was called. . . Bob Umbach, recently medically discharged from the Army Air Corps, credited with 37 missions, is now a member of the announcer staff of WGST.

—NEBRASKA—

OMAHA—Gordon Gray of Kansas City has been named general manager of KOIL and KFOR, Lincoln, it was announced by Charles T. Stuart, president of the Central States Broadcasting Company and Corn Belt Broadcasting Corporation, owners of the stations. Gray has been division manager of the Katz agency, radio station representative, for 13 years at Kansas City. . . Hugh Feltis, who has been general manager for KOIL, KFAB and KFOR, will devote full time as general manager of KFAB. KOIL and KFOR were separated from KFAB following the ruling of the FCC that no radio station owner may

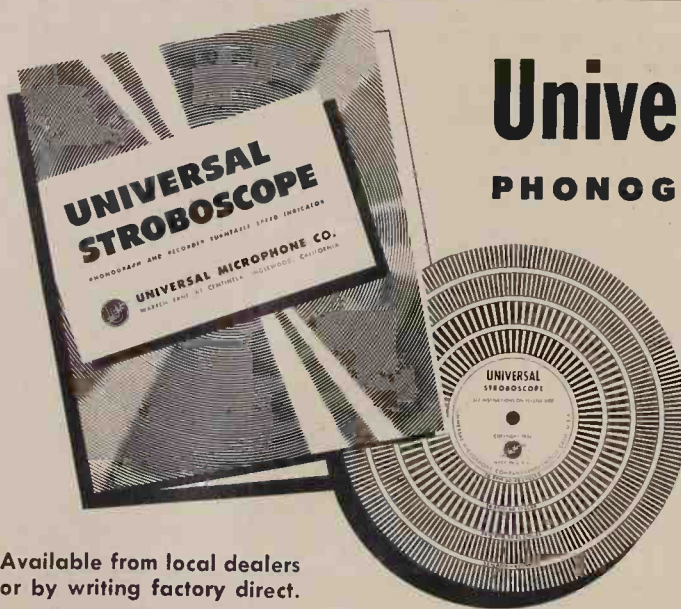
own more than one station in the same primary area.

—FLORIDA—

MIAMI—The French underground "The March of the Partisans" a "Song of Resistance," were heard first time by the public in this state when Martial Singher, Met Opera singer, gave an impromptu recital on WIOD, June 7. Singher was a guest at a friend's home in Miami. He met Barney Kent of the W. J. McCarthy Chapter, Military Order of the Purple Heart. Kent suggested Singher appear in a broadcast dedicated to the fighting men. Singher, with enthusiasm and a broadcast quickly arranged on WIOD the morning.

—MINNESOTA—

MINNEAPOLIS—Recent dramatization of the late Major Eric K. "This Above All" on Arch O'Connell's NBC show had one particularly interested listener who heard the program in the KSTP studios. She was a young Betty Knight of the Air Force, daughter of the story's author, Hugh McCarthy, chief engineer of WCCO, was elected chairman of the Twin City Section of the Institute of Radio Engineers at a recent meeting held in the studios of V



Available from local dealers
or by writing factory direct.

Yours for the asking!



Universal Stroboscope PHONOGRAPH AND RECORDER AID

This handy phonograph turntable speed indicator, complete with instructive folder, is now available gratis to all phonograph and recorder owners through their local dealers and jobbers. As a recorder aid the Universal Stroboscope will assist in maintaining pre-war quality of recording and reproducing equipment in true pitch and tempo.

Universal Microphone Co., pioneer manufacturers of microphones and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owners of phonograph and recording equipment. After victory is ours—dealer shelves will again stock the many new Universal recording components you have been waiting for.



UNIVERSAL MICROPHONE CO.

INGLEWOOD, CALIFORNIA

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

Vol. 27, NO. 56

NEW YORK, N. Y., TUESDAY, JUNE 20, 1944

TEN CENTS

Court Enjoins Musicians

CBS's War Bond Day Has Impressive Lineup

Today is "CBS War Bond Day," and a regularly scheduled program on the Columbia network is being dedicated to the all-out round-the-clock effort of the Fifth War Loan Drive. The network's day will be climaxed by a special full-hour broadcast titled "Land Is Bright," joint effort of producer-directors William N. Cagney and Robert Lewis Shayon, which will be broadcast from 10:30 to 11:30 p.m., EWT.

Among those to appear on the special program are:

(Continued on Page 7)

Mills Elected To Board Of United Artists Corp.

Win Claude Mills, has been elected a member of the board of directors of United Artists, film promoting organization. Mills, formerly president of Ascap's executive committee for many years, was more recently general manager of the Song Writers Protective Association.

Mills becomes active on the UA board effective today when the new directors hold their first meeting in New York.

AFRA Discharges Debt Owed To Actors' Equity

Actors' Equity Assn. reveals that the American Federation of Radio Artists has forwarded a check in the amount of \$16,000 which clears up a total of \$100,000 loaned to AFRA in 1937 when the organization was first formed.

Forming AFRA, Equity arranged for the loan.

(Continued on Page 2)

Blockheads

A new high in plaque presentations will be reached when the first of "It Pays To Be Ignorant" receives the Look magazine award on Friday evening June 30. The description will read "To the Outstanding Blockheads of the Networks" and the plaque will be fashioned from a solid block of hard oak wood.

Bearded

Lana Turner, the video-as-well-as-photogenic actress, was in Gotham over the weekend for War Bond rallies. With her mission completed, a retinue of friends joined her for breakfast yesterday and saw her off as she took the plane from La Guardia Field. Among those present was Mortie Gottlieb, free lance tele writer, with a two days' growth of his beard. Says he was too excited to shave when he got the invite.

Actors' Equity Study Television Outlook

Report by executive secretary and treasurer Paul Dullzell of Actors' Equity Assn. at the organization's 31st annual meeting held at the Hotel Astor, included a resume of the television situation as it may concern AEA membership, Dullzell reiterating that they were watching the developments very carefully. Also that the Joint Committee would eventually set scales.

Stating that television was beginning to be a serious factor.

(Continued on Page 6)

CBS Renews Husing Pact For Additional 2 Years

Ted Husing's contract with CBS has been renewed for another two years, beginning August 9, according to Douglas Coulter, vice-president in charge of programs. Sportscaster has been with CBS since 1937.

(Continued on Page 2)

Banker Forecasts Big Market For Post-War Tele Receivers

Donley Will Direct Sales Westinghouse Receivers

Harold B. Donley has been named manager of the Westinghouse Radio Receiver division which will manufacture and market home radio sets, FM receivers and television receivers in the post-war period, Walter Evans, vice-president in charge of the division.

(Continued on Page 6)

Judge In Minneapolis Restrains AFM Local From Meeting For Purpose Of Fomenting Strike At KSTP

Dr. Leigh Quits FBIS For 'Free Press' Unit

Washington Bureau—RADIO DAILY
Washington—Dr. Robert Leigh, first chief of the FCC's Foreign Broadcast Intelligence Service, has resigned that post to assume direction of the newly-formed Commission of Inquiry on a Free Press. This new committee, which will study news presentation by press and radio to determine the influences behind such presentation, will be headed by Dr. Leigh.

(Continued on Page 7)

Blue In Exchange Deal With Brazilian Outlets

Arrangements whereby the Blue Network will enter the international radio field, was announced over the week-end by Edward J. Noble, chairman of the board, who stated that the deal for exchange of programs with Brazilian outlets has been agreed upon.

(Continued on Page 2)

Joan Edwards Returning To "Hit Parade" Saturday

Joan Edwards will return to the "Hit Parade" on CBS this Saturday night, having recovered somewhat from a severe throat hemorrhage which she suffered last week.

(Continued on Page 2)

Minneapolis—A court order enjoining the Minneapolis Musicians Union from meeting to discuss withdrawal of musicians from KSTP's studios was issued the past week-end by Judge Paul W. Guilford, of the Hennepin County district court. The order is effective until 9:30 a.m., next Friday when union representatives must appear before Judge Guilford to show cause why the order should not be continued in force until the Regional War Labor Board hands down its decision.

(Continued on Page 6)

Canada Radio Hearing May Finish This Week

Montreal—The Parliamentary committee investigating radio which for the past month has been trying to conclude its public sittings and get down to the business of drawing up a report for Parliament, hopes to gain its objective this week.

A representative of the Canadian Association of Broadcasters, probably will be called to testify.

(Continued on Page 5)

Dr. Beverage, RCA, Cited By Signal Corps Of Army

In recognition of "a great contribution," the United States Army Signal Corps has awarded its coveted Certificate of Appreciation to Dr. Harold Beverage.

(Continued on Page 6)

Crusader

Michael Carlo Fusco, news editor of WIBX, Utica, N. Y., filed a long night letter to the New York press yesterday in which he took issue with a syndicated news article written by Grove Patterson, editor of the Toledo Blade. In the article Patterson gives high praise to the press for their war news coverage and treats radio's role lightly.



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : : Business Manager

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FINANCIAL

(Monday, June 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	160 7/8	159 7/8	160	+ 1/8
CBS A	31 3/4	31 1/8	31 3/4	+ 1/2
CBS B	31 1/4	31 1/8	31 1/4	...
Crosley Corp.	22	21 5/8	21 5/8	- 1/8
Farnsworth T. & G.	13 3/4	13 3/8	13 3/8	- 3/8
Gen. Electric	39 1/8	38 5/8	39	+ 1/2
Philco	35 3/8	34 3/8	34 1/2	- 3/8
RCA Common	11 1/2	11 1/4	11 3/8	+ 1/8
RCA First Pfd.	75 1/2	75 1/2	75 1/2	+ 1/2
Stewart-Warner	16 3/8	15 7/8	15 7/8	- 3/8
Westinghouse	108 1/2	105	107	+ 2 1/2

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	21 1/2	22
WJR (Detroit)	36	37

20 YEARS AGO TODAY

(June 20, 1924)
Letters from listeners are still coming in to WEAF, New York, approving the greater power transmission which enables outlying districts to get the station's programs. Previous power of 1/2 a kilowatt was stepped up to 4 kilowatts. It is estimated that the "University of the Air" has the largest classroom in the world with a "home attendance" of 120,000.

Coming and Going

H. K. CARPENTER, vice-president and station manager of WHK, Cleveland, is in town for the meetings of the Mutual network's executive committee.

IRENE BEASLEY, whose song program is heard Monday through Friday on a network of Columbia stations, is in Alabama today to interview coal miners as a feature of "The Land Is Bright" broadcast on "CBS War Bond Day." Lois January is subbing in the interim on the Beasley show.

CEDRIC FOSTER, commentator on Mutual and the Yankee Network, who was in Chicago yesterday to address the annual convention of the International Kiwanis Club, will broadcast his coast-to-coast program today from WGN, Mutual outlet in the Windy City.

LARRY ADLER, harmonica virtuoso now in Chicago, made an appearance Saturday on Columbia's "Visiting Hour" program from Gardiner General Hospital.

JUDITH EVELYN has left the cast of "Angel Street" to vacation in California.

GENE L. CAGLE, general manager of the Texas State Network, has arrived from Fort Worth on a short business trip. Paid a call yesterday at the headquarters of the Blue Network.

FIN HOLLINGER, general manager of KDB, Santa Barbara, Cal., and newly elected president of the advertising club of that city, a visitor to Fresno for the conference of the Pacific Advertising Assn., and to San Francisco on station business.

A. W. GREBE, general manager of WBAX, Mutual affiliate in Wilkes-Barre, Pa., arrived yesterday for a few days on station and network business.

TOM SLATER, director of special events and sports for Mutual, leaves today for Chicago, where he will cover the political conventions for the network.

PAUL MILLS, sales manager of WOWO, has returned to the home offices in Fort Wayne after having conferred at the New York headquarters of the Blue Network.

Joan Edwards Returning To "Hit Parade" Saturday

(Continued from Page 1)
when a blood clot on her vocal chords burst during her appearance at a Boston Bond Rally. Upon advice of her physician who said overwork caused the illness, Miss Edwards will confine her work for the next two months to the one radio show. She is credited with appearing at over 200 camp benefits and bond rallies during the past few months, in various parts of the country.

AFRA Discharges Debt Owed To Actors' Equity

(Continued from Page 1)
an elaborate survey of the radio field about two years prior to the organization becoming a reality. Loan was subsequently put through until such time as AFRA membership and its fees were sufficient to pay back the money advanced.

Korn Kobbler Creations

Credit for the musical production of the Korn Kobbler's latest series of transcriptions goes to Frederic W. Ziv Company. Featured with the novelty musical group are Alan Courtney as emcee, Rodd Evans and Charlie Wayne as comedians and Kay Lorraine as femme vocalist.

Blue In Exchange Deal With Brazilian Outlets

(Continued from Page 1)
and time is "unattained by any other U. S. network," in so far as Brazil is concerned. Agreement signed is between the Blue and A. J. Byington, Jr., who owns a group of stations in the South American country. Fine productions of classical and popular musical features are part of the proposed program exchange which will include shows of mutual appeal. After the inaugural period of exchange with Brazil, the Blue will work out plans for expansion to other Latin American countries.

CBS Renews Husing Pact For Additional 2 Years

(Continued from Page 1)
been with the network since Christmas Day, 1927 when he won an announcing audition over 619 applicants. His present schedule brings him to the CBS mike Thursdays 6:15 p.m., EWT in the "On Your Mark" program and Saturdays when he covers track meets.



"Worcester, Eng., calling Worcester, U. S. A." "London calling." These are established features received direct on WTAG's own short wave equipment. More evidence that WTAG's a big station.



Radio In Baltimore

What's a listener cost you?

It's very easy to find out. First, you take a station coverage. All stations have coverage maps.

Then you find out how many people listen to the 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

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.

Between 8 A.M. and 6 P.M.

WAAT delivers

more listeners per dollar

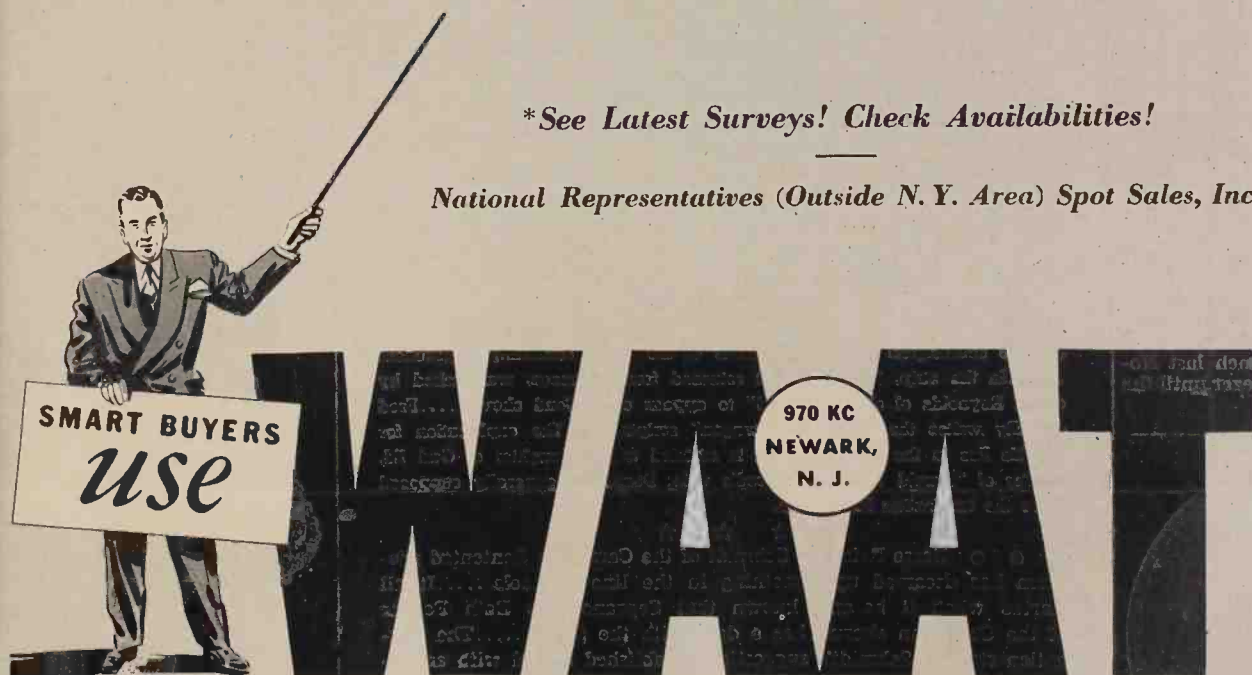
in America's 4TH Largest Market

than any other station—

including all 50,000 watters!*

**See Latest Surveys! Check Availabilities!*

National Representatives (Outside N. Y. Area) Spot Sales, Inc.



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.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

LOS ANGELES

By RALPH WILK

CARLOS RAMIREZ, M-G-M singing star, will be the regular featured soloist on the new Cass Daley-Charlie Ruggles airer.

"Parade of the States" program on KHJ Sunday at 12:15 p.m. will salute Minnesota, home of the Merry Macs and Andrews Sisters, this week. Show is scripted by Georgina Small and announced by Norman Rogers.

Helen Forrest, former vocalist with Harry James and winner of numerous popularity polls, will be Kenny Baker's first guest when he takes over Groucho Marx's "Blue Ribbon Town" for its CBS summer season on June 24.

Harry W. Flannery, CBS war commentator, won the radio's newsmen's "Invasion Date" pool at CBS. Harry picked June 7 as the most likely date.

Victor Arno, violinist in many big network airers and who has given recitals at famed Carnegie Hall, this week joined the string section of Billy Mills' "Fibber McGee" orchestra. Arno spent years in Europe as a concert violinist and is a former conductor of the Buffalo Theater, New York.

Here is another new novelty song that is going to go places on The Hit Parade. It's another butcher boy song entitled "Ma-Per Che" written by Jack Kenney and Jimmie Franklin. The song was introduced with tremendous success by Freddie (Schnickelfritz) Fisher and his orchestra. "Ma-Per-Che" is to be Fisher's next recording for Decca Records.

Santa Barbara designated last Saturday "Tom Breneman Day" in honor of the Blue Network "Breakfast at Sardi's" host, who presented his popular morning program from that city that day in support of the Fifth War Loan Drive. Mayor Patrick Maher of Santa Barbara was a special guest on the Blue Network broadcast.

The Bill Goodwins gave a wild duck dinner for his associates on the Burns and Allen program at his Toluca Lake residence. The 16 ducks were killed by the announcer-actor at his Dos Palos, Calif., ranch last November and kept in a freezer until the party.

MAIN STREET



Windy City Wordage!

● ● ● The WLS National Barn Dance believes it has the all-time champion in the fan department. . . . She is 14-year-old Rosemary Patton

Arnett, who has attended more than 600 performances by the ol' hayloft gang at the Eighth Street Theater. . . .

Rosemary paid her first visit to the Barn Dance with her mother when she was two years old and can count on her fingers the times she has missed in 12 years. For the past seven years Rosemary and her mother have occupied the same two front row seats every Saturday night. . . . Such loyalty must be rewarded, of course, and so it was on Saturday night's broadcast when Rosemary was the guest of the Barn Dancers. . . . Last week was "Baby Week at WBBM" with three stork visits. . . . First arrival was Adrienne Frances Zech, born to Betty Ruth Smith, WBBM-CBS actress and the wife of Lt. Robert Zech of the Navy. . . . Same day Robert Blake Hurleigh bowed in at St. Joseph's Hospital. His dad is WBBM's news analyst, Robert Hurleigh. . . . Third newcomer was William Michael O'Neil, born in St. John's hospital in Los Angeles to Mrs. Danny O'Neil, wife of WBBM's singing star.

★ ★ ★ Ruthie Duskin of the Quiz Kids and Paul Schulze, chairman of the board of the Schulze and Burch Biscuit Company in Chicago, have the same birthdate—June 13—a fact Schulze discovered while listening to the June 11 Quiz Kid broadcast. . . . So when Ruthie returns from the Bond-selling tour through the South she and some of the other Kids are making, she will find waiting for her a big box of Mr. Schulze's favorite cookies. . . . The difference in their ages, incidentally, is exactly 70 years. Ruthie has just turned 10, while Mr. Schulze is the oldest baking executive in the United States. . . . WBBM has come up with something new in educational features—the "Young People's Platform," devoted to discussions of the problem of juvenile delinquency by teen-agers, who certainly should have some ideas on the matter if anybody has. . . . Kids from four different high schools will take part in the weekly discussions. Student actors will dramatize the immediate problem under consideration, followed by a brief talk by each of the four students, discussion among the speakers and questions from the studio audience. . . . Russ Davis, WBBM staffer, is moderator; Gordon Van Dover producer, and Paul Brentson handles the roving mike. . . . It's a 13-week series in which the Radio Council of the Chicago Public Schools and the Chicago Youth Conference are co-operating.

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★ ★ ★ Basso Reinhold Schmidt of the Carnation Contented program has dreamed up something in the line of pools. . . . It all started when it became known that Soprano Ada Beth Peaker of the Carnation chorus, has a date with the Stork. . . . The Carnation staff, at Schmidt's suggestion, established a pool with an exclusive membership of 24—one for each hour of the day. . . . Each member has contributed a dollar to the pool. . . . Holder of the hour of the baby's arrival will collect. . . . He, however, must buy the youngster a \$25 War Bond.

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AGENCIES

JEROME S. MEYER, formerly president of the Zinn & Meyer advertising agency, has joined the staff of Norman D. Waters & Associates, New York agency, to assist in handling accounts as well as to develop vision and radio programs.

HOWARD D. STEER, Detroit advertising agency, has taken new larger quarters on the 28th floor Detroit's Book Tower.

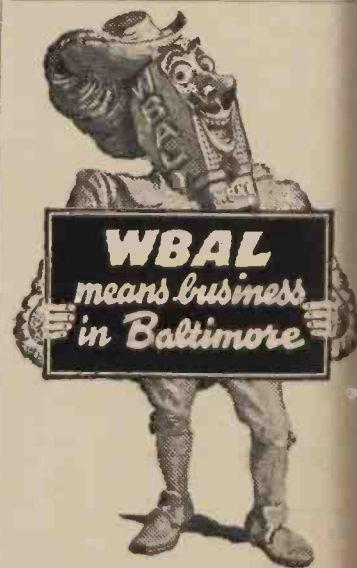
GEO. S. JONES, JR., vice-president in charge of sales at Servel, Inc., elected president of the National Federation of Sales Executives recently in their second wartime confere at the Edgewater Beach Hotel in Chicago. Jones, who has served on board of the Federation for several years, succeeds Harry C. Anderson, the A. B. Dick Company of Chicago who became chairman of the board.

BOSTON OFFICE of Batten, Benton, Durstine & Osborn, Inc., will move Thursday of this week to its new quarters in the Stalter Office Building on Providence Street.

ERWIN, WASEY & CO., INC., has been named by Zonite Products Co. to handle the advertising of Zonite and Zonitors. Edward H. Hennig will be executive on the account.

WALTER WICKER has joined the Chicago office of Compton Advertising as a member of the radio department. He will do supervisory work on the agency program. "Compton's Radio Newspaper."

HIRSHON-GARFIELD, INC., has been engaged to place the advertising of Egnog Shampoo, produced by M. Louis Products Co. Radio is included among the media to be used.



Edward Petry & Co., National Representative

KCKN
The VOICE of
GREATER KANSAS CITY
24 Hours a Day
BASIC MUTUAL
AFTER 6 P.M.

★ ★ ★
Remember Pearl Harbor

GRAM REVIEWS

CO SUMMER SHOW

Philco Corp.

Starring

Ed Whiteman and Orchestra
7 p.m., EWT, WJZ-Blue Network
Eire M. Ramsdell Assoc. Inc.

WEATHER FORMAT IS SMOOTH
EASYS LISTENING.

ie summer, Philco, in chang-
"Hall of Fame" set-up for
music as dished out by Paul
an, plus vocalists, an occa-
ing and light emceeing by P. W.
te a good move. Whiteman
have no trouble whatsoever
ying the hour show both
y and from the script angle,
hour passes in seemingly no
all. To fit the times, news has
ected, the short period going
oard assuring the listener he
ising anything somewhere else
the dial. Evelyn Knight is the
vocalist and Bob Johnstone is
losist, but used to great ex-
a foil for Whiteman's emcee-
nstone does a Steppin Fetchit
announcement for the show
ie commercials), which are
y Glenn Riggs.

hlight of last Sunday's show
the guest appearance of the old
s Five, all of the individual
s being also alumnae of the
an organization; at one time
mer they played in the band.
ere was Frankie Signorelli,
o Jimmy Lytell, clarinet; Phil
in (The Great) at the trum-
nce Grande, trombone and
Wetling, drums. They re-
ome of the old tunes such as
e Kate" and other hot numbers
early 20's. No danger of this
tion going flat on any listen-

erwise Whiteman's arrange-
and good taste in selections is
usual. His handling of the
e job is terrific. Philco credits
e along the previous lines,
being in war production now
to make things "for good liv-
er the war. Although no men-
currently made of Variety tie-
psumed the show is still under
isdiction and mention of the
will be resumed when the for-
es back to "Hall of Fame."

dian Radio Hearing
Conclude This Week

(Continued from Page 1)

Sedwick, K. C. of Toronto, the
legal adviser, will return to
and to be questioned on a brief
resented several months ago. In
ervening period some of Mr.
dick's criticisms have brought
ph from Dr. Augustin Frigon,
Beting general manager.
Dr. Frigon himself will follow Mr.
dick, and this should wind up
e ten hearings. Then the commit-
e will decide on one of the main
itions offered—division of power
etween a full-time chairman and a
erel manager.

They still smile
when you mention Peoria,

BUT...



● Time was, back in the old
vaudeville days, when the very
mention of the name Peoria
would send Chicago audiences
into gales of laughter.

They still smile when you
mention Peoria, BUT...

But the smiling isn't done by
Chicago vaudeville audiences.
It's being done by the 61% more
advertisers—that's right, 61%
more than a year ago—who
are using WENR.

And they're smiling plenty over
all the business WENR is pulling
for them in Peoria, in Green Bay,

in South Bend, in Kalamazoo and
every other market in WENR's
great primary coverage area.

For WENR is not a "Chicago
station." It's not even a Cook
County station. It's bigger than
both. It covers no less than
13,000,000 Americans in no less
than four states—in no less than
one tenth of the nation!

So why shouldn't WENR's 61%
more advertisers be smiling these
days? If you were buying the
second richest market in the
world at the lowest cost per 1000
families, wouldn't you be smiling?

61% MORE ADVERTISERS ARE SELLING
ONE-TENTH OF THE NATION...over
WENR
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

Court's Order Stays KSTP Strike Move

(Continued from Page 1)

decision in the present protracted controversy.

The order enjoined the union from meeting last Saturday or any other meeting "in which any vote shall be taken ordering musical services withheld from KSTP." Order also restrains union from "in any manner violating terms and conditions of the directive order of the War Labor Board or doing anything which would create a work stoppage in the Minneapolis studios."

Union musicians employed in the Minneapolis studios of KSTP participated in a government conducted election recently. Eight voted against strike, six voted for strike and two were not voting.

On April 24, Clyde M. Mills of the strike section, NWLB, wired Minneapolis Local No. 73, AFM, that the KSTP strike was "contrary to national policy and in violation of the no strike pledge."

Dr. Beverage, RCA, Cited By Signal Corps Of Army

(Continued from Page 1)

H. Beverage, associate director of RCA laboratories in charge of communications research, it was announced yesterday. Maj. Gen. H. C. Ingles, Chief Signal Officer, who informed Dr. Beverage of the award, said:

"Your tireless effort and valuable advice during the installation of a radioteletype circuit in the North Atlantic Route constituted a great contribution to the Signal Corps in its gigantic task of furnishing the United States Army the world's greatest military communications system."

Dr. Beverage was inventor of the "Wave Antenna," which became the standard for long-wave radio reception in America and abroad.

Time Changes On Blue Shows

Two Blue shows will shift time schedules in July. Beginning July 4, Eversharp's "Let Yourself Go" starring Milton Berle, will move from Tuesday at 7 p.m., EWT, to 10:30 p.m. Effective July 9, "The Life of Riley" will move from Sunday at 3 p.m. to 10 p.m., EWT.

ANNOUNCER WANTED

CBS—5KW—YOUNGSTOWN, OHIO

Seasoned, experienced, capable man for News, and general announcing. Not a war-time position but a permanent opportunity for the right man. Immediate vacancy. Prefer family man—over 30 years old or draft exempt. Write, wire or phone

W. P. WILLIAMSON, JR.—Gen. Mgr.
WKBN BROADCASTING CORP.
Phone 42122

Banker Forecasts Big Market For Post-War Tele Receivers

(Continued from Page 1)

post-war buying, are saving specifically for television receivers, priced by the bank at \$400, he said. Thirteen per cent are saving for automobiles, 12 per cent are enrolled in the electric washer club, 12 per cent are saving for refrigerators, and the rest for other household appliances.

Mr. Roth said that if the Franklin Square National Bank's saving plan and the customers earmarking could be regarded as a criterion there are over 1,600,000 people throughout the country who could be expected to accumulate 625 million dollars in savings earmarked for this purpose.

The bank official pointed out that if these preferences, as evidenced in this Long Island town of 10,000, can be taken as a basis for estimating the post-war product wants of the rest of the country, then 320,000 people residing in the first television market area can be expected to make similar savings for sight-and-sound receivers if the plan were available to them

through banks in their localities. This first television market includes the areas being served today with television programs by transmitters located in New York City, Albany-Schenectady, Chicago, Los Angeles, and Philadelphia, to which Cincinnati will be added within a few months after the war.

Appropriately enough, Mr. Roth's statements were made last night via television during a forum conducted by Lowell Thomas, in which officials of three large aircraft plants adjacent to Nassau County, and Scott Fletcher, field director of the Committee for Economic Development participated. The program was telecast from an NBC studio over WNBT to a group of industrial and civic leaders gathered for the occasion at a dinner meeting in the Franklin Square National Bank, as well as to the more than 5,000 homes in the New York area equipped with pre-war television receivers.

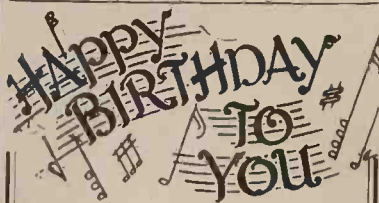
Grove Lab. Sponsors Foster News Over MBS

Cedric Foster, popular daytime commentator whose programs originate from the Yankee network's key station WNAC, will have a new sponsor on the Mutual network beginning June 26. New sponsor will be the Grove Laboratories. Foster is sponsored by 40 individual companies in addition to Grove Lab. Hal Miller will announce.

This program is one of four coast-to-coast commercial shows which originate from WNAC and carried over MBS. Others are: American Woman's Jury, sponsored by Lewis-Howe Company for NR, Nature's Remedy and Tums; 'What's Your Idea?' sponsored by Duffy-Mott; and another Cedric Foster news analysis program which is heard every Sunday night for the Employers Group.

New Blue Commercial

"Glamour Manor," a new half-hour audience participation and comedy show, sponsored by Procter & Gamble Company, will debut on the Blue Network beginning July 3. Program will be heard Monday through Friday from 12 to 12:30 p.m., EWT.



June 20

Matthew D. Crowley Ginger Grey
Joseph A. Feintuch Kenny Stevens
Bob Howard

Porter Representing Webs Gives Jap-Bombing Story

Example of the value of pooling the network correspondents was again evident Friday morning when CBS Coast engineers monitoring of Radio Chungking picked up Roy Porter (NBC) and put him on the air at 8 a.m., EWT as representing the combined networks. CBS proved to be the only network that carried him in the morning and received five minutes of eye-witness account of the bombing of Japan by the new B 29's in one of which Porter flew as passenger.

At 8:45 a.m. CBS again picked Porter up from China with a more elaborate account of the bombing and this was also carried by the Blue Network. Correspondents in Rome, London and the Allied Beachead in France were left "holding the mike," as CBS' "World News" program at 8 a.m. and later, were ditched for the Chungking account.

D-Day Listening Audience Higher Than Pearl Harbor

Comparison of listening during the evening of D-Day, June 6, and the corresponding time following Pearl Harbor, reveals that D-Day, while it lagged during some of the hours following the first news, eventually at 10-10:30 p.m., EWT, D-Day reached a high of 53.0 sets-in-use as compared to the Pearl Harbor high of 49.0. Possible however that the Pearl Harbor date which was Dec. 7, 1941 had more listeners during the subsequent hours because it was Sunday. These figures were provided by C. E. Hooper, Inc., which points out that listening at this time of the year is normally only 75 per cent as high as early December.

Actors' Equity Stud Television Outl

(Continued from Page 1)

ning to be an important factor in entertainment field when the came and stopped it in its tracks. Zell told the members that, "The industry has taken up its arms again and programs are being with increasing frequency."

Dullzell continued: "Many have worked on some of them. I rate so many people are coming with this development and its possibilities appeared to be so serious the joint committee on television by Equity, Chorus Equity Screen Actors Guild and the American Federation of Radio Artists, 1940, recently held a three day session."

"Watching Development"

"That committee" said Dullzell "wants to notify everyone concerning that it is watching the development of television, that no group of anywhere can assume the right to speak for actors about pay or conditions or work in television. These be determined only by the Joint Committee which will also decide and where to put them into effect."

"In the meantime, all members every union are asked to report their own organization whenever work in television the details where and when they worked, they did, what they were paid for and under what sort of conditions they worked. The organization in turn, relay this information to the Joint Committee which will report on developments and take such action as may be necessary. I want you to keep these instructions in mind if you do any work in that field."

Donley Will Direct Sales Westinghouse Receiv

(Continued from Page 1)

Westinghouse radio activities, announced. Donley will headquarters New York City.

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

SPECIAL SUMMER

6 Weeks' Day Courses

JULY 5 & AUGUST 2

8 Weeks' Evening Courses

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Taught by Network Professionals, for Beginner & Advanced students, includes:

- ANNOUNCING • STATION ROUTINE
- NEWSCASTING • ACTING
- CONTINUITY WRITING • DICTION
- COMMENTATING • VOICE

Co-ed. Moderate rates. Inquire! Call or Write for Booklet R.

R.K.O. BUILDING, RADIO CITY, N.Y.

Circle 7-0193

War Bond Day Compressive Lineup

(Continued from Page 1)

Program are Fred Allen, Dinah Frank Sinatra, Bob Hawk, Phil "Vox Popper" Warren Hull, easley, Sgt. Mel Allen, Danny Parks Johnson, Garry Moore, Durante, Colonel Stoopnagle, King, Del Sharbutt, Dorothy and Mrs. Ted Gamble, wife of secretary of the Treasury, and S. S. Forbes Road at the

Radio Bond Drive

"Breakfast at Sardi's," one of the top morning shows, will be the film industry's "Fifth Drive" by broadcast-coast-to-coast from the stage Varner's Hollywood Theater, Wednesday morning, June 21. The session will be by War Bond "Breakfast" originates in Hollywood and is heard over the Network.

and shipyard, with 6,000 shipyard workers. Conrad Nagel will be heard as narrator of the show "The Land of the Living."

ous portions of the program originate from Washington, Long N. Y., Detroit, Texas, Los Angeles, Iowa, Fort Benning, Ga.; Albany, Boston, Portland, Oregon. The radio presentation will include interviews with coal miners.

musical portion of this special program will include the Columbia Orchestra and a 16-voice choir under the supervision and direction of Alexander Semmler.

In addition to the foregoing, CBS is producing a special show today in the direction of Bill Slocum, special events director. The show, scheduled to take place at 4:45 p.m., will feature four winners of Congressional Medal of Honor: John Basilone of the U. S. Marines, Lt. Comdr. William Hall of the Navy, Lt. Ernest Childers, and Sgt. "Commando" Charles

These special programs, War Bond appeals will be voiced on all network programs including commercials and sustaining presentations.

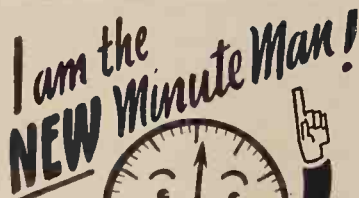
★ PROMOTION ★

Elaborate Campaign

The Blue's new affiliate, WGR in Buffalo, has conducted one of the most effective campaigns when it made its change June 1st. The following should give you an idea of what was accomplished: full page color ads in seven trade journals, 5,360 lines of color ads in four local papers, 2,000 lines black and white in the local evening paper, 11,000 lines black and white in 10 principal papers of the coverage area, 3,000 lines black and white in principal Canadian papers in the coverage area, 32 24-sheet outdoor billboards, 650 dash cards for street cars and buses, bumper strips for taxis of area, banners, 30 x 40 feet across principal street intersections, 500 inside street car and bus cards, 11 by 28 inches; 10,000 four-page color inserts for distribution at luncheon clubs and insertion in Radio Showmanship; 200 placards for window display purposes, 800 cards and danglers for stores sponsoring programs, three full window displays and 50 retail window tie-ins. All we can add is simply this: a most proficient production.

Down To Brass Tacks

WEEL, "Columbia's Friendly Voice In Boston," gets down to business in its new brochure called "The Brass Tacks of Boston Radio," in which it tells the story of the three Boston stations which are most preferred by local Boston advertisers. They are WEEL, WNAC and WBZ-WBZA. The artwork of this promotion piece is a handsome production. The heavy weight stock, with the wood-grained effect cover, into which the photographed tacks appear to be sticking, gives the theme of the brochure added interest. Bronze is the predominant color throughout.



I listen every minute to WBYN . . . and I get a minute of news, a minute of sports, of racing . . . between music all day long. I am "in the know"! Join the "Minute Station" enthusiasts today.

WBYN 1430

on the dial

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

Public Service

WQAM's role in this war for the year 1943 is clearly outlined in its new promotion piece which tells about the station's public service programs.

The numerical summary of WQAM's war effort shows that the station made 1,378 announcements for manpower in addition to its production of 102 programs for the same purpose. These were aimed at aiding the following departments: U. S. Army, U. S. Navy, Marines, Coast Guard, Civil Service, Selective Service, womanpower and miscellaneous. The station also made 1,510 announcements for the defense financing program, in addition to its production of 538 programs.

The morale announcements totalled 955, with morale programs amounting to 1,214. Home front announcements came to 1,948, with programs amounting to 2,045. These home front items were for: defense council, Office of War Information, American Red Cross, salvage, rationing and miscellaneous. Actual cash value of time and announcements amounted to \$224,955.

Dr. Leigh Quits FBIS For 'Free Press' Unit

(Continued from Page 1)

is sponsored by the University of Chicago with Henry Luce, of Time and Life, believed to be the financial backer.

Charles Hyneman, now of the UNRRA, will take over Leigh's post at the FBIS.

Dr. Leigh was for a long period head of the progressive Bennington (Vt.) College for Girls.

WNAX Presents Two More College Scholarships

Yankton, S. D.—WNAX has presented two of its scholarship to the Morningside College, Sioux City, Iowa, Phil Hoffman, station's vice-president, announced recently. These scholarships will augment WNAX scholarships already set up for Iowa State College, Minnesota College of Agriculture, South Dakota State College, Yankton College, and Nebraska College of Agriculture. Scholarships are one each for a boy and a girl in the amount of \$300 and are set up to run for a period of 10 years from time of presentation.

FLORIDA'S LARGEST

*and most
productive
market*

...now...and in the
years to come!

★
WIOD covers this
new, rich market
as completely as
Miami's magic sun

5000 Watts - 610 KC
NBC

National Representatives
GEORGE P. HOLLINGBERRY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager

Denver Delivers
MEAT

KLZ Delivers the
DENVER MARKET

KATZ AGENCY—REPRESENTATIVE

COAST-TO-COAST

— NEW YORK —

NEW YORK—Fred Barr, WWRL's former program director, while furloughing in town, dropped in to say hello at the station. . . . Paul Lukas and Eric Von Stroheim will be featured in "High Command," WNEW's Fifth War Loan Drive program, June 24. . . . Carroll Glenn, young violinist, will be guest soloist on "America's Artists Series" over WQXR, beginning July 1. . . . Alan Courtney's first War Bond show, which also commemorates his 4th anniversary with WOV, will star Charlie Spivak and his ork at the Palm Garden. . . . Slated to appear on Charlie Ruggles "Maxwell House Iced Coffee Time" are John Hodiak and Jane Powell, June 23.

— OHIO —

CINCINNATI—At a WKCR press reception given for Cugat & Company recently, the guest of honor almost didn't show up—until a hour before party time Senor X had not been invited! . . . Ann Perry, WLW singing star, has had a P-39 Aircobra named after her. . . . DAYTON—Phyllis Willer, who has just resigned from the WING staff, has joined the WAAC staff at Fort Myers, Florida. . . . COLUMBUS—"The Spirit of \$18.75" was the title of WCOL's all-employee War Bond show. Charles C. Cole and Joe Ferte presided over the variety hour. \$2,753,000 was sold in War Bonds.

— MASSACHUSETTS —

BOSTON—John Charles Thomas, singing star, highlighted Westinghouse program over WBZ last Sunday at 2:30 p.m. . . . HOLYOKE—Don Tuttle, WHYX announcer, has re-joined the staff after studying course in vocal expression at Emerson College, Boston. . . . LAWRENCE—WLAW is planning new ideas to promote sale of bonds with cooperation of community's manufacturing concerns.

— LOUISIANA —

NEW ORLEANS—Gov. James H. Davis led the audience in singing "Home On The Range" at the recent Chamber of Commerce banquet after a short address over WWL. He's author of "You Are My Sunshine" . . . The Rev. P. A. Roy, S. J., president, has announced appointment of the Rev. John W. Hynes, S. J., former Loyola University of the South, president, as faculty director of the university's WWL 50,000 watt station.

— KANSAS —

SALINA—KSAL's Ed Kihn, Herb Clark, and Ema Lou Bireline participate in "Let's Laugh," new account for Spark-o-Lite, featuring the best joke of day which wins \$1 or \$2 for submitter in five-minute show on twice daily. . . . KSAL's Community News program by its sponsor, Silver Springs Dairy, has increased sale of cottage cheese to three thousand pounds within two months of advertising.

— COLORADO —

DENVER—Cottrell's Men's Store has renewed advertising contract for the 14th year with KOA. . . . Another renewal for 52 weeks is the Kendrick-Bellamy, Denver stationery Company. . . . KOA broadcast formal presentation of the National Security Award to Colorado's Public Service Company from the Broadway Theater, Denver, recently. Fitzsimons General Hospital Band provided background music. . . . KLZ special events announcers Bob Petre and Frank Allen alternated at the mike in the hole-in-through ceremonies of Alva B. Adams tunnel of the Big Thompson water project, world's longest.

— GEORGIA —

ATLANTA—Wright Bryan, commentator for WSB and first man to return from invasion front for mike report to this nation, described the first flight of Allied planes to land soldiers on France, at 4:20 a.m., EWT, D-Day. . . . Hugh Whiteside, ex-announcer with WKPT, Kingsport, Tenn., has joined WGST staff announcers, "A Date With Dee" is an addition to the fast-growing number of programs of Rich's Inc., Atlanta Department Store, over WGST.

— IOWA —

DES MOINES—News staff of KRNT and KSO, Iowa's largest, remained at their posts during the first night of the invasion after having carried the State primary election returns during the day. They were Glen Law, Stanley Dixon, Dick Burris, George Sudermann, Don Miller, John R. Irwin, Wayne Ackley, Arnold Rosenboom, Wier Davenport, William Riley, Ralph Nash and news director Joe Ryan. . . . "Likely Listenin'," new KRNT column, is being published by 16 newspapers in Middle Iowa. It features local and Columbia network personalities.

WHEN DOROTHY WADMAN

says

"SPINACH"



... then spinach takes on new value in the eyes of thousands of Maine women!

Mrs. Wadman knows whereof she speaks. Her daily program—POINTS AND POINTERS—at 9:45 a.m., Monday through Fridays, is fifteen minutes of required listening for homemakers in the WGAN area. Recognized (throughout Southern Maine) as an authority on dietetics and home economics, Mrs. Wadman has gained an enormous following for her chatty and informative radio talks. Whatever product she advertises—whether food, new kitchen gadgets, cook books, or lunch boxes—is sure to become an overnight best seller in Maine!

If you wish to tap the rich Portland market, and that of 14 counties in Maine and 1 in New Hampshire, get in touch with us or any Raymer office! The opportunity to take advantage of Dorothy Wadman's proven selling ability can be yours—on an economical participation basis!



WALTER COMPTON

BACKGROUND FOR NEWS

add
WGOV
to his
sponsor list



Available for cooperative sponsorship on MUTUAL. Call, wire or write WM. B. DOLPH, WOL, WASH., D. C.

STATION **WGAN** PORTLAND
MAINE

5000
Watts

560
Kilocycles

Columbia Hotel, Portland, Maine

CBS Member Station

National Representative: PAUL H. RAYMER CO.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

L. 27, NO. 57

NEW YORK, N. Y., WEDNESDAY, JUNE 21, 1944

TEN CENTS

Fly Defends Work Of RID

Divisions 100 Tele Stations In Future

More than 100 active master television stations will be serving half the population of the United States within five years after the war, in the opinion of Howard L. Perdiue, district representative of electronic department of General Electric, who last night addressed the American Television Society. Address was delivered before the ATS members at the Cap-Hotel, New York. Robert B. Stone, program manager of G.E.'s tele station WRGB in Schenectady also ad-

(Continued on Page 6)

NBC Personnel Changes Announced By Carpenter

Cleveland—Announcement of several key personnel appointments as a result of the expansion program of the United Broadcasting Company was made yesterday.

K. Carpenter, former vice-president and general manager of UBC, has been appointed executive president of the broadcasting

(Continued on Page 2)

Television Speakers To Present Forecast

Effect of television on the publishing industry and its effect on the film industry will be the two topics of discussion at the Television Seminar of the Radio Executives Club scheduled for Thursday, June 22, in NBC's Studio 6B, 8:30-10:30 p.m.

The topic pertaining to the pub-

(Continued on Page 2)

Not Twins

Strange as it seems, Robert St. John and John Vandercook, noted NBC commentators and foreign correspondents, have more in common than just meets the eye. Both have beards. Both were born in the same year, attended colleges in the same state, broadcast for the same sponsor and are the same height. And each has reached a great height in his chosen field.

Seasonable?

"Christmas in July" is the title of a comedy play which will be presented by the Lux Radio Theater over CBS on Monday, June 26, at 9 p.m. EWT. Dick Powell and Linda Darnell will have the leading roles and "jingle bell" music will be furnished by Lou Bring and his orchestra.

Lucy Monroe Chosen For Blue Net Post

Lucy Monroe, nationally famous songstress of the radio, opera and concert, who during the past three years has devoted her entire time to nation-wide traveling on patriotic missions, has been appointed Director of Civic Affairs for the Blue Network, Mark Woods, president of the Blue, announced yesterday.

Miss Monroe's first assignment in her new post will be as mistress of ceremonies on the "Swing Shift Frolics," popular Blue Network program which

(Continued on Page 7)

New Long Term Contract For Fibber McGee-Molly

New contract which will carry Fibber McGee and Molly well beyond their 10th year on NBC was signed yesterday in Hollywood, by S. C. Johnson & Son, Inc., their current sponsor. Pact was inked for the client by John Louis, vice-president of

(Continued on Page 5)

CBS Replies To FCC Query On FM Stand And Policies

Two Sales Appointments Announced By Philco Co.

Appointment of John M. Otter as sales manager for the Home Radio Division and Walter H. Eichelberger as sales manager for the Refrigerator Division, were announced yesterday by Thomas A. Kennally, vice-president of the Philco sales branch.

Philco sales manager in the Middle

(Continued on Page 6)

FCC Chairman, Before Lea Committee, Says Letters Asking Budget Cut "Based On Incorrect Facts"

Educators And Mrs. Set Radio Conference

Cleveland—Radio educators and manufacturers will gather here on June 26 and 27 to attend a conference called by the Office of Education to discuss what kind of radio equipment schools and colleges will want after the war ends. Sessions will be held at the Cleveland Board of Education's WBOE studios with William

(Continued on Page 6)

Electronic Manufacturers Plan Fall Conference

Radio and electronic parts industry and trade have set plans for a Chicago conference this Fall, October 19-21, inclusive, to be held at the Stevens Hotel. Shows and exhibitions of the parts industry more or less discon-

(Continued on Page 2)

Alvin Heads News-Events For NBC Coast Division

Joseph J. Alvin, assistant manager of NBC's press department on the Coast, has been promoted to manager of news and special events for the

(Continued on Page 5)

Washington Bureau—RADIO DAILY
Washington—Appearing yesterday before the Lea committee of the House, FCC Chairman James Lawrence Fly charged that letters from the joint chiefs of staff and the Secretaries of War and Navy to the President were "based upon incorrect facts and upon a fundamental misconception of the Commission's radio intelligence work." These letters, dated in February a year ago, were first made public by Eugene L. Garey, former Lea committee counsel, and were

(Continued on Page 6)

Special GOP Pickups Scheduled From Chi.

Chicago—Campaign manager and spokesmen for the candidates will speak on NBC's special pre-convention broadcasts of the National Republican Convention which opens Monday. The first broadcast is scheduled for this Friday at 10:45 p.m. EWT. William F. Brooks, NBC direc-

(Continued on Page 6)

15 Air Force Veterans To Sell Bonds On WNEW

Fifteen young Army Air Forces combat veterans who have seen action in the skies over Germany, Italy, Africa and the Pacific will help sell Fifth War Loan Drive bonds over

(Continued on Page 7)

The Hard Way

A hand for Ben Grauer, who has been doing a solid bond-selling job in the medium-size theaters around New York. Appearing unannounced and speaking for only 10 minutes or so, Ben recently sold \$63,000 in War Bonds at five theaters: the Hollywood, Ziegfeld, Strand, Rivoli and Savoy, the latter being the little neighborhood house nestling behind Saks-34th.

(Continued on Page 7)



Vol. 27, No. 57 Wed., June 21, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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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, June 20)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Includes entries for 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, and NEW YORK CURB EXCHANGE.

KHBG Joins MBS KHBG, Okmulgee, Okla., has joined the Mutual network as a full time outlet. Station operates on 250 watts, 1,240 kilocycles.

20 YEARS AGO TODAY

(June 21, 1924) Pierre Boucheron of the Radio Corporation of America this week revealed a plan for reorganization of the 500 broadcasting stations of the U. S. into ten stations of greatly increased power which would cover the entire country. . . WLS, Chicago, is making plans to inaugurate a complete farm news and market service.

COVER THE 3rd LARGEST MARKET IN THE COUNTRY'S GREATEST STATE OVER STATION WSAY ROCHESTER N. Y.

Coming and Going

LT. PAULA AMREIN, assistant public relations officer and chief of the radio section, Sixth Service Command U. S. A., leaves on furlough today from her headquarters in Chicago for Oakland, Cal. Lt. Amrein will report back in the Windy City on July 2.

JOHN SHEPARD, 3rd, chairman of the Board and general manager of the Yankee Network, has arrived from Boston to attend the meetings of the Mutual network's executive committee.

LUCILLE MANNERS, soprano heard on NBC, is in Albany, where she will board the U. S. Treasury Department's "Showboat" which is making the trip from Buffalo through the Erie Canal and thence down the Hudson to the Statue of Liberty in the interest of the Fifth War Loan campaign.

W. E. MACFARLANE, chairman of the Mutual network's executive committee, arrived yesterday from Chicago to conduct the current sessions of the group.

JOHN L. SINN, head of the New York office of Frederic W. Ziv Co., radio productions, has left for Hollywood, where he will confer with Ruthrauff & Ryan on details for the "Boston Blackie" show which will plug Rinso on NBC as replacement for "Amos 'n' Andy." Chester Morris will be starred.

G. W. "JOHNNY" JOHNSTONE, director of news and special events for the Blue Network, leaves today for Chicago, where he will set the stage for the web's coverage of the Republican National Convention.

HAROLD PRIESTLEY is in town from WWJ, Detroit affiliate of NBC. He conferred yesterday at the local offices of the station's national representatives.

RALPH EDWARDS, HERB MOSS and AL PASCHALL leave tomorrow for Boston, where on Saturday they will broadcast another stanza of "Truth or Consequences" in the interest of the Fifth War Loan drive. Their sales record has now passed the \$10,000,000 mark, and has more than doubled their quota.

HAL SEVILLE, national sales manager of WJEL, Mutual affiliate in Hagerstown, Md., was in Cotham yesterday and paid a call at the home offices of the network.

ELMER J. WALZ is in New York. He's the sales manager of WSAY, Mutual network outlet in Rochester, N. Y.

JOSEPH C. HARSCH, a member of the CBS news staff in the Nation's Capital, is visiting at the network's offices here. His nightly "Meaning of the News" program will originate this week in New York.

Television Speakers To Present Forecast

(Continued from Page 1) lishing industry will be discussed by William Kostka, managing editor of Look Magazine. The latter will be discussed by Paul Raibourn, chairman of the Post-war Committee of Television Broadcasting Association, Inc., and president of the active experimental station W6XYZ in Hollywood. In addition to the foregoing, Raibourn is the economist of Paramount Pictures. Murray Grabhorn is the chairman of the REC series, of which Richard W. Hubbell is the coordinator.

This session follows on the heels of the prediction made by James D. Shouse, vice-president and general manager of WLW, Cincinnati, that there will be a three-way battle between the present broadcasting industry, the newspapers and the motion picture industry for supremacy in the post-war television field.

Electronic Manufacturers Plan Fall Conference

(Continued from Page 1) tinued early in the war, will bring back the spirit of the former meets by a series of luncheons, dinners, meetings, conferences and other talk fests.

Friday the 20th, will be particularly packed with meetings including National Electronics Distributors Assn.; manufacturers meeting, representatives delegates meeting, distributors luncheon, conference booth hours and the Electronics Club hours.

Each registered manufacturer will have a conference booth, all of the same size. Electronic Club is a new idea and will be fitted with a bar for the dry whistles and also as a rest lounge for additional confabs between friends.

UBC Personnel Changes Announced By Carpenter

(Continued from Page 1) company. At the same time five other appointments were made. They are: K. K. Hackathorn, former sales manager of WHK, Cleveland, as vice-president of United Broadcasting Company and general manager of WHK; R. D. Borland, former operations manager of WHK, Cleveland, as comptroller of UBC. Carl Smith, former chief engineer of WHK, Cleveland, now on leave to the army as civilian consultant, will be in charge of technical research and development of UBC. C. M. Everson of WHKC, Columbus, will continue as vice-president of UBC and general manager of the station.

Call Letters WHKK The new call letters of the station at Akron, former WCLE, Cleveland, will be WHKK and Russell Richmond, former program director of WHK, Cleveland and former manager of WRRN, Warren, Ohio, will be general manager of WHKK. It is expected that WHKK will be ready for operation in Akron by late September.

Wolly sez - SELL WASHINGTON AND YOU SELL THE NATION Sell Them on WOL Associated with Mutual Nat'l Reps. SPOT SALES, INC. New York, Chicago, San Francisco

Is Your Baltimore Radio Dollar Working Efficiently?

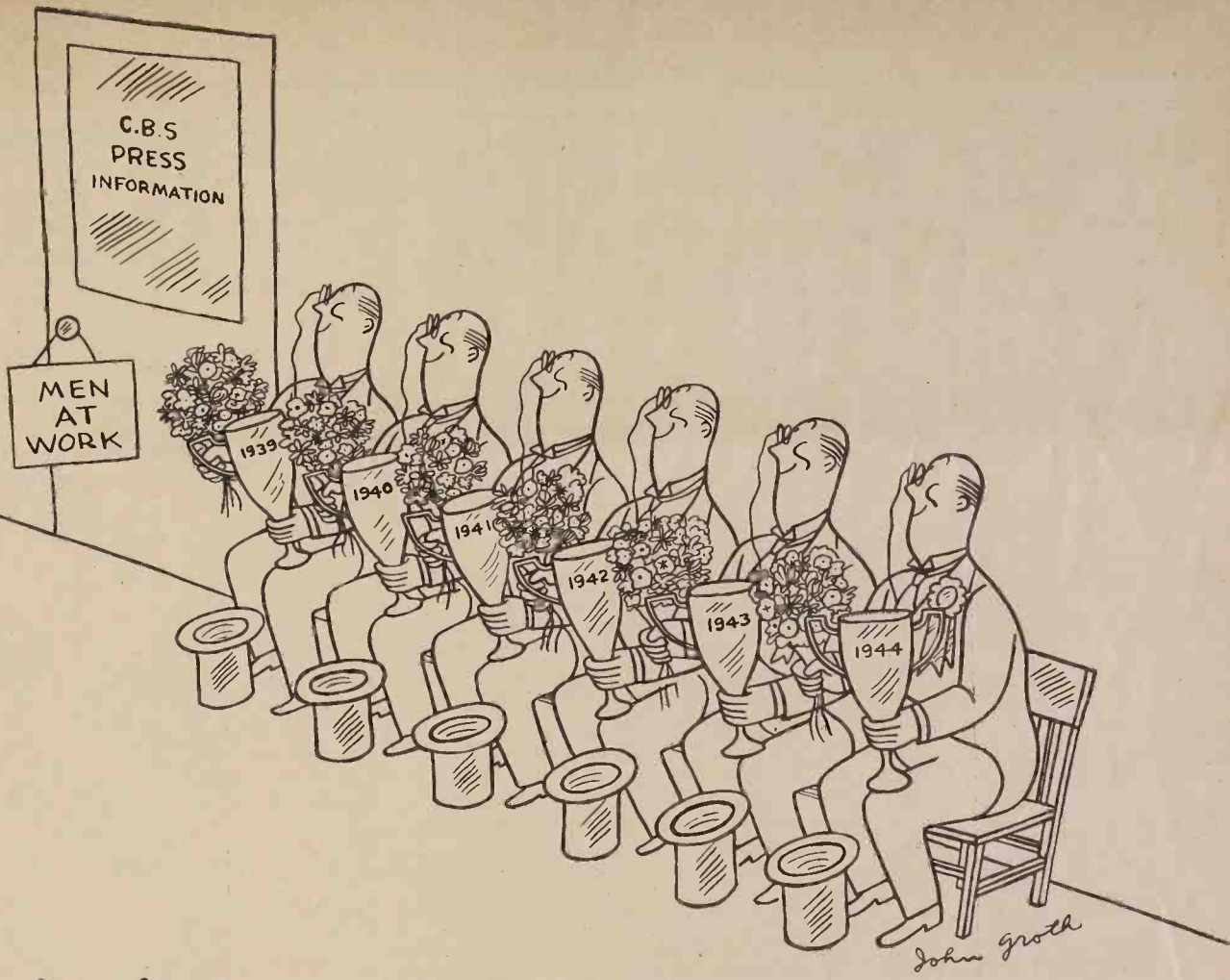
What are you getting for your money? Here's the 3-way test of your Baltimore radio dollar:

- 1. Coverage... find out how many radio homes you're getting in the Baltimore trading area. 2. Then check how many of those people are listening to the station you use at the time you use it.

3. Then divide the number of actual listeners by the cost of your program. You'll know then how hard your dollar is producing. All the facts prove that there is one station that delivers more listeners-per-dollar-spent than any other.

That's W-I-T-H... and the facts are all down in black and white. Like to see them?

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



six in a row... For the sixth consecutive year the radio editors of the U.S. declared to *The Billboard* that CBS led the nation in providing usable publicity material to the press. What's more, 81% more radio editors cast their votes this year than last... And what's more, the 276 points cast for CBS led the second network by 17%, the third network by 57%, the fourth network by 148% —yielding CBS 49 first places out of 89. (The second network won 25 points for first place; the third network won 11; the fourth network won 4.)... It would be pretty silly to deny that Press Information at CBS feels okay about this award. But maybe the reasons why it's able to serve the news-men-and-women of the country to their liking are that the PI (1) understands their "angles" — (2) has the finest stock of radio programs and performers to talk about—and (3) finds 24 hours altogether too short a workday in which to get the stuff out, and out right. But if a modest "thanks" is in order, let it be directed to the radio editors who have expressed themselves, to the artists and agencies who made the programs, and to the advertisers who sponsored them and who make them good to exploit.

This is CBS... the Columbia Broadcasting System



LOS ANGELES

By RALPH WILK

FLEETWOOD LAWTON, news commentator, will televise the news again over Paramount's Television station. Lawton, who flew to the Atlantic theater of war last year, leaves shortly for the South Pacific.

Edgar Bergen once lost a job as window decorator in a Chicago department store when another employee, asleep at his post, claimed that Bergen had hypnotized him!

Bill Hay's "Music Box" on KMPC Mondays through Saturdays, has been extended by Washington Motors under a long term contract through Smith and Bull Advertising Agency.

M-G-M and radio's "Arkansas Traveler," Bob Burns, are huddling this week. Reason: A deal is cooking whereby Bob may make one flicker a year for Leo the Lion.

When Kenny Baker replaces Groucho Marx on "Blue Ribbon Town" June 24, for the summer, Director Dick Mack will also vacation. Joe Allanbaugh, CBS producer, will direct the show during Mack's absence.

Edward Everett Horton subs for Joan Davis and Jack Haley for eight weeks beginning July 7th, on the Sealtest Village Store program, when they take their summer vacation. Dave Street's songs, Eddie Paul's orchestra and the Fountainaires continue to furnish the musical portion of the show during the summer, with Blossom (Verna Felton) Blimp and Penny (Sharon Douglas) Cartwright also remaining on the show for the summer session.

Bob Carroll, Jr. and Larry Roman, writers of the Columbia Pacific Network "Hollywood Showcase," are conducting a "showcase" of their own! Starting this week, they select the "CBS Girl of the Week," and take her to lunch! This week's winner was Doris Mack, secretary to Gordon T. Hughes, producer of "Showcase." Who'll be the lucky girl next week?

CHATTANOOGA

IS THE HEART OF A POWER EMPIRE SERVED BY

WDOD

CBS

5,000 WATTS DAY AND NIGHT PAUL H. RAYMER CO.

MAIN STREET



Notes From a Ringside Seat...!

● ● ● Tomorrow Nite's "Dinah Shore Program" is a "sho-nuff" CBS show, yet two other networks will be unofficially represented.... Comedienne Vera Vague, regular on Bob Hope's NBC Comedy series and Ransom Sherman, who'll star in "Nit Wit Court," which will Summer-replace "Duffy's Tavern," on the Blue Network starting July 4, will match gags, bon mots and rib-ticklers with Wally Brown. ● We liked Harry Wismer's sports round-up on his first Bethlehem Steel-sponsored Blue Net show, Monday at 6:30 p.m. ● Annamary Dickey, Metropolitan Opera singer, who won her spurs on the "World Of Song" program, will guestrill on that Blue Net show, Sunday. ● Jane Pickens will be the first prominent songstress to try her hand at dramatic acting, when the "Cisco Kid" MB starts its new series, July 8. ● When Allan Jones settled his Universal Pix fracas, he wired Prexy Nate Blumberg:—quote:—Remember sweetheart....no horses: unquote... ● Currently on tour entertaining the armed forces overseas, Andre Kostelanetz will return to resume his "Pause That Refreshes" program via CBS, Sunday Aug. 27.



● ● ● Two important advertising agencies are dickering for the production talents of Irving Mansfield, who in the past six years as assistant to Eddie Cantor and Fred Allen respectively, has developed a keen sense of timing and comedy. ● In fairness to all involved, this is to report that an honest effort was made to adjudicate the Henry Sylvern-MB Screen Test program controversy and a satisfactory cash settlement was agreed to.... Joseph Cherniavski will be the new batoneer for the series. ● Conducting a street rally last week at Spartanburg, South Carolina, Dunninger sold a little over 50,000 dollars worth of small-value War Bonds in 50 minutes. ● Pops Whiteman liked him so well after his first guest-appearance on "Hall Of Fame," that he signed Bob Johnston's vocalistics for the entire Summer series. ● Next month's issue of True Story Detective Magazine features an interesting article by Radiolite Ben Grauer. ● The Herb Rosenthals are awaiting the second visit to their domicile by Sir Stork. ● Victor Borge bows out of the "Basin Street" swingfest next month to fulfill a three-month booking at the Palmer House in Chicago, returning to Paul Lavalle's Blue Net Sunday niter in September for another 13-week stint.



● ● ● WDBJ, CBS affiliate down in Roanoke, Va., yesterday observed a double anniversary celebration.... the 20th anniversary of the station and the same number of years in Radio, spent by the station's manager, Roy P. Jordon who started with WDBJ the day it climbed aboard the kilocycles. ● Originally booked for two weeks, John Kirby's sweet-swing orchestra, heard four times a week via Mutual, has been signed by Ben Harriman's Aquarium Restaurant for the entire Summer. ● That new half-hour program, the "Eddie Garr Revue," which bowed in CBSunday last, deserved the laurels tossed at it by local critics.... featuring three of our favorite entertainers, Joan Brooks, Brad Reynolds and Garr, we say, the program couldn't miss. ● Jackie (Homer) Kell will make a series of personal appearances when "The Aldrich Family," vacations for the Summer starting July 13. ● Nat Novick's orchestra will be heard Friday on the CBScrewball show, "It Pays To Be Ignorant," succeeding Al Trace's band. ● Jerry Morvay's deft direction and Jay Jostyn's sympathetic understanding of the lead role in last Monday's broadcast of Arch Oboler's stirring drama, "This Precious Freedom," proved a WINSpiration to the heart and a thrill to the ears. ● Only four years on the air, Ginger (Mrs. Lanny) Grey, has come a long way.... last week the team appeared on 13 Blue and Mutual programs.



Remember Pearl Harbor

TRI-PENN MARKET

WKBO HARRISBURG

WORK YORK

WGAL LANCASTER

The PLUS Buy in the Heart of PENNSYLVANIA

NBC MUTUAL

PAUL H. RAYMER

Sales Representative

AGENCY NEWSCAST ☆

N. D. WATERS & ASSOCIATES, New York agency, has been acquired by Daly Bros. Shoe Co., which will handle the first national program for Air-O-Magic men. Seventeen radio stations carry a series of five-minute spots. Television will also be experimentally for the promotion of Air-O-Magics, on WABD in New York.

S. ATKINS has joined the advertising department of the Pacific Coast Canning Company, San Francisco, as revealed by Richard E. Atkins, president. Atkins will direct wood radio activities of the company. He was formerly associated with Russel M. Seeds Advertising Agency as assistant to John Guedel, president in charge of radio, and is now producer on "People Are People" transcontinental broadcast by Brown and Williamson Cigarette Company. Prior to his association with Russel M. Seeds, Atkins was assistant radio director for the American Cigarette Company, Los Angeles.

MRS. E. KAYE has moved her radio relations offices to 30 Rockefeller Plaza. She formerly was located at Central Park West.

Long Term Contract Fibber McGee-Molly

(Continued from Page 1)
Louis & Brorby, Inc. Jim Jordan as the above team started on the network. Jim continues as the writer of "Fibber McGee-Molly" Underwood, official of the program is the producer. Program continues as of last night and will be on the full NBC network plus stations on October 3. "Fibber McGee-Molly" starts next Tuesday. "Fibber McGee" spot for 14 stations originates in New York.

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

- LISTENER PREFERENCE (68.8%)
- LISTENER 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 SPDT SALES

LEE McCANNE, secretary and assistant general manager of the Stromberg-Carlson Company, Rochester, New York, has been elected a director for District Number II of the National Federation of Sales Executives. District Number II comprises the Sales Executives Club in New York City, Newark, N. J., Albany, N. Y., and Rochester, N. Y.

WAR ADVERTISING COUNCIL, effective June 26, will be located at 11 West 42nd Street, New York 18, N. Y., Suite 1781. The new telephone number will be BRyant 9-3641.

IRVING GENATT, associate editor of Advertising Age, has resigned to become managing editor of Confectionery-Ice Cream World, New York weekly trade journal.

ARTHUR L. PEIRSON & CO., New York, distributors of Art's Brand canned food products, has appointed Moss Associates to handle their advertising.

JOHN P. BRODERICK has been elected a vice-president of Doremus & Co. He will be in charge of the public relations department of the agency.

Alvin Heads News-Events For NBC Coast Division

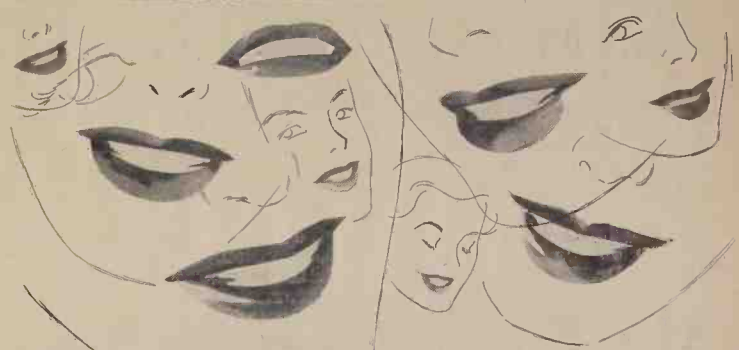
(Continued from Page 1)
network's Western Division. He succeeds Don Martin who resigned to join the Allied Advertising Agency, in Los Angeles as general manager. Before entering radio, Alvin was with the AP in the Middle West.

1430 HORSE-POWER

When it comes to radio race reports **WBYN** 1430 on the dial "comes in" first

... exclusive, minute details ... 12 to 6:30, every few minutes ... air powerful because of direct wires from all leading tracks... while races are on! Minute programming on **WBYN**

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



PRESTIGE...

the power to make people smile

Prestige is the precious business ingredient that instills consumer confidence in an organization . . . the ingredient that brings a smile to a consumer's face when he or she hears your name.

Prestige is a mighty step on the road to consumer acceptance.

Prestige doesn't "just happen." It must be earned.

Many things contribute to a company's good name, the worth of the product, the philosophy behind a company, and the effectiveness of their advertising.

An imposing list of national and local advertisers have learned that WMFM and prestige-building are synonymous in Wisconsin.

The reason is WMFM's appealing combination of crystal-clear, static-free FM broadcasting, plus distinctive, quality programs keyed to the wants and needs of the community. Another reason is the intense loyalty of the WMFM audience.

Add WMFM to your fall radio plans. Join the fast growing list of pioneers who know that WMFM programs build good will and promote sales. Write, wire or phone for availabilities.



THE MILWAUKEE JOURNAL FM STATION
Member - The American Network

Educators And Mfrs. Set Radio Conference

(Continued from Page 1)

B. Levenson, radio director, acting as host.

After an opening session in which the research on the subject will be reviewed by Dr. R. R. Lowdermilk, U. S. Office of Education, the conference will tackle its assignment through six committees: 1, radio receivers; 2, recorders; 3, speech input including microphones and cables; 4, central sound systems; 5, transcription players and 6, securing acceptance for recommended standards by manufacturers and educators. The latter committee will address itself to the question of securing action on recommendations of the other five committees.

T. A. White, chairman of the Radio Manufacturers Association Committee on amplifiers and sound equipment, will attend the conference as chairman of an RMA delegation.

This conference on "Radio Equipment for School and College Use," picks up where the FREC had to leave off a few years ago. Before the war a committee had drafted minimum specifications for a school receiver. RCA had agreed to make a sample receiver but this project had to be suspended.

With all signs pointing toward widespread use of "sound" in all its manifestations in the post-war school the Office of Education deemed the time ripe to bring equipment makers and buyers together.

Plans are being made to circulate recommendations adopted to all radio manufacturers and to schools and colleges. William D. Boutwell, director, Information and Radio, U. S. Office of Education, will chair the conference.

Two Sales Appointments Announced By Philco Co.

(Continued from Page 1)

West for the last four years, Mr. Otter joined the company in 1926. His colleague, Mr. Eichelberger, entered the organization 10 years later, after a successful career in the same capacity for the United Motors Service.

To Promote WACS

Young & Rubicam, Inc., has been awarded the contract for the WAC recruitment program for the fiscal year starting July 1, by the War Department. Appointment was made by a committee of officers on the basis of competitive proposals submitted by 16 advertising agencies, it was disclosed.

Son Wounded

Hanley "Daddy" Stafford, of "Maxwell House Coffee Time," has received word that his son, Staff Sgt. Graham Stafford, has been wounded in action. Graham, a tail gunner in a Liberator, is now in a base hospital in Italy suffering from flak wounds.

RID's Value To Army, Navy Told To Lea Group By Fly

(Continued from Page 1)

mainly responsible for the chopping of one million dollars from the budget for the Commission's radio intelligence division. They recommended that RID be transferred to the Army, a recommendation rejected by the White House.

Would Have Burdened Army

If the transfer had been made, the Army would have had to go into the business of running down all illicit radio communications, including operations by race track touts, thousands of complaints of improper radio activity from other government agencies and the public, and of tracking down sources of interference to communications, such as phonograph oscillators, diathermy machines, vacuum tube bombardiers, Neon signs and x-ray machines, Chairman Fly revealed.

The Army would also have had to make intercepts of foreign radio telegraph traffic for many civilian agencies of the government and would have had to furnish direction-finding service to lost civilian aircraft, he declared. "In short, the net result of the proposed transfer would have been either to eliminate these essential civilian activities or to place the Army in the business of policing the ether to insure the enforcement of the Communications Act of 1934, the Commission's rules and regulations and various treaties and international agreements," Fly asserted.

Calls Order All-Inclusive

"Perhaps the chiefs intended no such ridiculous results, because, as I have pointed out, their letter disclosed that it was their intention to take over only the 'military and quasi-military radio intelligence activities.' However, the executive order which accompanied their letter proposed the transfer of 'all the functions, powers and duties of the FCC in the field of radio intelligence and particularly in the conduct of direction-finding activities.'

"If, as stated in their letter (as distinguished from the executive order) it was the intention of the joint chiefs to take over only the FCC's military radio intelligence work, then there was clearly no need for an executive order; since we were doing military intelligence work only at the specific request of the Army and Navy; all they had to do was to stop asking us for assistance in the military field," Fly declared.

Other points made by Chairman Fly were:

1. That the joint chiefs made no inspection of FCC facilities nor even hinted their plan to the FCC before sending their letter.
2. That the expansion of the RID to a wartime basis was discussed by the FCC with the Chief Signal Officer of the Army and the director of naval communications.
3. That there was no duplication of military intelligence and all work

of that nature was done at the specific request of the military.

4. That the RID helped locate enemy units only at the specific request of the Army and Navy.

5. That the RID intercepted enemy Army and Navy traffic only at the request of the Army and Navy.

6. That the location by the RID of illegal transmitters (375 in the past four years) is a responsibility fixed by the Communications Act.

7. That the finding of lost military planes was done at the specific request of the military. (Emergency bearings have been furnished to 616 planes, most of them military aircraft. Many of them would otherwise have been lost. The cases handled during the last month exceeded by 250 the average number handled per month during the preceding two and one half years).

8. That the reduced appropriation will make it difficult, if not impossible, to carry on lost plane finding adequately. However, the Army has stated that it is not in a position to do this job itself and has requested the FCC to continue the emergency service.

9. That the maintenance of marine watches for distress frequencies is not an improper function as charged by the joint chiefs but is required under the act and the FCC will continue to refuse to ignore an unanswered S.O.S.

10. That the men and facilities devoted by RID to military radio intelligence work was not a "substantial drain upon available material and personnel" as charged but was a "mere drop in the bucket compared with the more than half-million men in the Army Signal Corps, plus a large number engaged in Naval communications and compared with the five billion dollars which was available in 1944 for the purchase of equipment for the Army Signal Corps alone."

11. That the RID handling of information, far from being insecure, as charged by the joint chiefs, was rated by one of their own inspectors as "excellent."

Chairman Fly submitted excerpts from letters from some 50 Army and Navy officers praising the work of the RID.

"I don't know where the House Appropriations Committee got the idea that we were doing an even million dollars worth of military radio intelligence," Fly said, "since the correct figure was about a quarter of a million. The cut in our appropriation not only makes it impossible for us to do special jobs requested by the Army and Navy but also requires a substantial curtailment of our regular activities."

Envisions 100 Tele Stations In Future

(Continued from Page 1)

dressed members of the organization. Perdue estimated that approximately 67,000,000 people will be reached by the tele outlets and figure does not include the areas served by network tele or lite outlets. As to the future of television, Perdue believed that it will require the closest teamwork between show-business, news business, advertising and manufacturer of tele equipment. He pointed out that General Electric, doing tele research and engineering and contributes the facilities of television as a proving ground to all separate industries. Perdue treated his talk with slides of war equipment, suggested tele works and satellite stations.

Stone reviewed highlights of past year's program activities, shared with WABD (Du Mont) ATS award for outstanding teleprogramming for 1943-44. Stone, garded August 6, 1943 as probably most memorable tele evening in year. Tele show that night included three sponsors—Hamilton W. Vimms and Goodrich Rubber Co. fewer than 12 sets were required to put the show on, Stone said.

Other highlights of the year included the televising of grand experiments with the presentation of news, art, music and commercials. As to future programs Stone hoped that advertising agencies would continue their cooperation in exchange of ideas on programs and even more for the purpose of developing the various types of commercials to the highest pitch of effectiveness. As for straight entertainment, he said that the GE will try to develop its program initiative to an even greater extent.

Special GOP Pickups Scheduled From

(Continued from Page 1)

tor of news and special events, supervise the program.

On Saturday, at 4:15 p.m., NBC Washington reporter Rich Harkness will present the background story on the main candidates. Technical problems of covering conclave will be described in the second broadcast at 7 p.m., EWT.

A summary of the afternoon sessions will be aired by Harkness 6:15-6:40 p.m., EWT, next week Monday through Thursday. Also this spot, Mary Margaret McBr will interview party personalities.

Carraway Joins CRA

Howard Carraway, former NBC Network producer, has joined the production department of Consolidated Radio Artists, Inc., it was announced yesterday. While affiliated with Blue, he produced the Revlon-Ge trade Lawrence show, and more recently "On Stage Everybody."

CBS Replies To FCC Query On FM Stand And Policies

(Continued from Page 1)

all of the nation's networks at the same time.

The CBS letter to the FCC is of considerable length and while its present policy is to provide duplicate service of its AM programs to FM stations owned by its affiliates, there are several qualifying clauses in the letter which leave an out eventually, in the event CBS sees fit to change its mind.

Network favors the duplicate service because if special service were made for FM it might stimulate and encourage people to buy a great many of this type of receiver and also stimulate much construction, and if by chance there should be reason to curtail FM programming the people would be left holding the bag; also should FM encourage a fast transition many people who are unable to buy FM or combination sets would be deprived of programs. It is up to the people to eventually determine what kind of broadcasting they want, says CBS.

As to the FCC's part in the matter, CBS states that the Commission

should itself seek to clarify the future status in the FM field, so that listeners may be given the type of FM programs they prefer. Because it feels that any other course would be detrimental, CBS requests that "if the Commission does not feel it proper to take action on its own motion, a hearing be held on the question and that we be given an opportunity to appear."

CBS presents considerable argument in favor of the duplicate service and also reproduces in the letter to the FCC its agreement with affiliates to always give them first choice in various matters. Thus a CBS affiliate may have the network programs for FM if such a station is owned in the same area, before it is offered to a non-affiliate. However in the event an affiliate acquires or becomes associated with an FM station in its town, before offering it the CBS programming, CBS be given "a reasonable opportunity to enter into similar arrangements with the station in question upon terms as favorable to Columbia."

15 Air Force Veterans To Sell Bonds On WNEW

(Continued from Page 1)

WNEW Monday, June 26, during a 12-hour period from 8 a.m. to 8 p.m. The day's activities, entitled "Air Forces Bond Day," will be under the auspices of the Mitchel Field Army Air Base and those on the air will come from the Pawling, New York, branch of the AAF Convalescent Center and regional station hospital, Mitchel Field. The heroes will appear on virtually every program throughout the day to tell of their combat experiences and to impress upon listeners the importance of buying war bonds. Listeners will be able to telephone their bond pledges to the veterans immediately after each broadcast.

Climaxing WNEW's "Air Forces Bond Day" will be a special edition of the "Air Force Newsreel" from 7:35 to 8:00 p.m. in which the AAF men will participate in a round-table discussion.

Those on the air represent every one of the 12 American Air Forces overseas (with the exception, of course, of the recently activated 20th Air Force). They include aerial gunners, pilots, navigators and bombardiers—men who have flown Liberators, Thunderbolts, Marauders, Havocs, Lightnings, Mitchells, etc. The majority of those to be heard during the day are air forces casualties now in the final stages of convalescence.

"Air Forces Bond Day" is being arranged by Mitchel Field Base Public Relations Office under the supervision of Captain Frederick W. Pederson in cooperation with WNEW. Private Richard M. Pack is producing the special edition of the "Air Force Newsreel" program and other material for the day's war bond campaign.

"Words At War" Signs Van Doren As Narrator

"Words At War" series' first presentation, when it moves into the "Fibber McGee and Molly" slot for the summer starting Tuesday, June 27, NBC, 9:30 p.m., EWT, will be H. E. Bates' "Fair Stood the Wind for France," with Carl Van Doren, noted writer, as narrator. Adaptations will be written by Richard McDonagh, head of the NBC script division and Gerald Holland, of his staff. Anton M. Leader will be in charge of productions.

The series, written and produced by NBC in conjunction with the Council of Books in Wartime, will be sponsored by S. C. Johnson and Son, Inc., for Johnson's Wax.

Geo. Hicks New Series

As a sequel to his excellent D-Day broadcasting, George Hicks, manager of the London newsroom of the Blue Network, will be heard in a new series, "George Hicks Reports" on the web beginning today at 4:25 p.m., EWT. The first two programs will be heard from 4:45 to 5 p.m., and thereafter beginning July 4, Hicks will be heard Tuesday and Thursday from 10:20 to 10:30 p.m., EWT.

'Trio' On Three

In addition to a pair of musical programs already in full swing, Tony Lane's "Air Lane Trio" adds a new etherwave assignment Saturday when it bows in over the 6 p.m. spot over the Mutual network, June 24. The program is currently heard Sundays at 12:30 p.m., and on the "Whispering Jack Smith" musical session at 10:30 a.m., Mondays, both on the Blue.

PROMOTION

M-G-M Promotes Nesbitt

Exhibitors throughout the country are being mailed M-G-M's special brochure on John Nesbitt, pointing up the popularity of his radio audience as a box-office factor for the promotion of his "Passing Parade" short subjects. Nesbitt is currently being heard on two major networks, NBC and CBS. His "Passing Parade" series for Chesterfield is heard on Tuesday, Wednesday and Thursday evenings from 7:15-7:30 p.m., EWT on CBS. He appears on the Westinghouse programs on NBC with John Charles Thomas every Sunday. The brochure reveals that according to latest Hooper and Crossley ratings, Nesbitt's radio audience exceeds 19,000,000 listeners.

MBS' 'Invasion'

Recipients of Mutual's new brochure are certainly seeing red, for the color theme of this promotion piece which points out this network's all-out effort to bring to its listeners all news pertaining to the Invasion, has that hue predominant throughout.

"Invasion!" in bold red lettering, titles the front page of the heavy coated stock production. Illustrations on the three subsequent pages, also invasion scenes, are in red, with paragraphs and head type alternating in red and black. Copy briefly outlines Mutual's tremendous advertising campaigns produced to project this network's role.

Lucy Monroe Chosen For Blue Net Post

(Continued from Page 1)

seeks out talent among war plant workers. She will also take an active interest in planning and presenting Blue Network artists in special war work programs.

Miss Monroe, whose 2,600 public renditions of Star Spangled Banner have made her internationally famous, has appeared before 9,000,000 people in the past six years, while travelling almost 150,000 miles singing in Army and Navy camps and hospitals, as well as in hundreds of the principal war plants of the country. She has done more to bring back the old time community sing than any other personality of the music world. Sings numbering as many as 140,000 people in a single day at the Glenn Martin plant outside of Baltimore have been part of her steady schedule. Since Pearl Harbor she has made over 700 patriotic appearances and in her new post she expects to continue with this work.

Available At Once ANNOUNCER

News. General. Production. Former program director, small station upstate New York. Background—Show business—Dramatics—Married, deferred. Write—Box 845, RADIO DAILY, 1501 BROADWAY, NEW YORK 18, N. Y.

GRAM REVIEWS

EDDIE GARR REVUE

Sustaining, on CBS, Sunday, 7:30-8 p.m., EWT. Reynolds, Bobby Tucker, Brooks and guest stars: John Brookes and Herb Poleste, directing, and Herb Poleste, directing, Ruy Newman orchestra.

GARR BACK IN RADIO WITH A SHOW OF HIS OWN.

Comedian, Eddie Garr has had his ups and downs, but possibly he was typed as being good at comedy and travesty and consequently played everybody else except himself. In this show Garr has the opportunity to expand his talents with the result that he started with all of the force and laughs and would expect to find only in the hands of comedians such as Hope, and others of the type. Old Eddie has the major portion of Garr's talents as good as to gags and if the program set by the first program can be maintained, there is no reason why he should not do well for his sponsor in the market for radio shows.

Particular good was the opening 10 minutes of material and delivery by which he clicked. Brad Reynolds an excellent tenor of course and with the mixed chorus, fine arrangement and selections by the composer the musical end was unimpeachable. Joan Brooks, also a regular on the show was heard toward the close, doing one of the typical ballads to good advantage. Brighter tune however, would be a gem.

McCormack as the guest artist through her portion of the show with Garr and the others for a definite lift. The "Kid" is really strong. An unbilled stogee did Eddie Garr, and at the close Garr named "Ed Wynn" to be his guest next week and of course Garr did his little take-off on Wynn which was sure-fire. Next week's guest will be Zazu Pitts.

The makings here of a great show the pace is maintained.

Double Or Nothing' Tour Under Way At Boston

Beginning with this Friday's broadcast on Boston from 9:30 to 10 p.m., the OR-Mutual, the newly streamlined "Double or Nothing" quiz show for cities throughout the country to entertain soldier and war plant audiences.

Both stops will be made at Buffalo (July 6), Atlantic City (July 7), at Omaha, Nebraska (July 14). With the great King continuing as quizmaster, Fred Cole as the new announcer, and John Wellington as the emcee, the show will miss the series of the following on account of his commitments: Frank Forest, Nat Brusiloff, orchestra leader, and his Havrilla, announcer.

A five-piece band under the leadership of Andy Sanella joins the "Double or Nothing" for the trip.

★ ★ ★ COAST-TO-COAST ★ ★

—MISSOURI—

ST. LOUIS—KXOK supplemented invasion coverage with frequent re-broadcasts of news from the British Broadcasting Corp. after installation of an antenna and receiving system at its Eagle Park transmitter. KMOX carried strike conference by remote control from Mayor Aloys P. Kaufmann's chambers. **KANSAS CITY**—Re-elected officers of the Midland Broadcasting Company are Arthur B. Church, president and general manager; Karl Koerper, vice-president and managing director; and Mildred Whiting, secretary.

—NEW JERSEY—

NEWARK—WAAT presented yesterday morning the Book and Authors \$100 War Bond breakfast originating in dining room of L. Bamberger & Company, with guests including Emil Ludwig, Betty Smith (A Tree Grows in Brooklyn) and Capt. Frederick Bell, USN, (Condition Red). Norman Benson of WAAT auctioned autographed manuscripts of authors' bestsellers to highest bond buyers. **PATERSON**—WPAT was one of three Metropolitan area stations to win special commendation from Treasury Department in its "Fifth War Loan Campaign Book" for effective and original series of programs publicizing the Fourth Bond campaign.

—PENNSYLVANIA—

PHILADELPHIA—Fred Knight of the WIBG announcer staff has been Classified 1-A. Stoney McLinn, WIP sports announcer, turns his "Sports Parade" into an auction for the V War Loan. He'll auction off baseball bats, balls and tennis rackets which formerly belonged to nationally known athletes. Dan Park, former KYW sales staffer, is a captain in the U. S. Army Air Corps. **PITTSBURGH**—It's an engagement for Mitchell B. DeGroot, Jr., WCAE's publicity director, to Louise Bloch of Chicago.

—MASSACHUSETTS—

BOSTON—Bobby Norris and his Victory Orchestra supply the background music for Ted Cole, romantic baritone, heard on WNAC. **HOLYOKE**—Frank Stevens has joined the WHYN announcer staff. Before his induction, Stevens was associated in radio at Massachusetts and Pennsylvania. **WORCESTER**—Latest recruit for the armed forces from WTAG is Elmer Blum, control room operator, who

will be inducted into the army shortly. **LAWRENCE**—Over 100,000 people witnessed the Fifth War Loan Parade held under the auspices of WLAW. War Bonds totalling \$1,100 were donated by the station to the various uniformed groups and floats.

—MARYLAND—

CUMBERLAND—WTBO's announcing additions include Walter Tyrrell, from WINX, Washington, and Monroe Benton, ex-OWI, New York; new continuity editor, Georgia Deems, formerly of WINS continuity staff. Station's new chief engineer is David Jeffries, former OWI technical division.

—MINNESOTA—

ST. PAUL—KSTP welcomed to studios visiting mayors and their wives during recent State's Mayors session in Minneapolis. Director of public service Dorothy Spicer interview city chiefs in special program. Renewal by KSTP of five-a-week sked of Class "B" station breaks for Kream Shampoo for another 130 broadcasts.

—LOUISIANA—

NEW ORLEANS—WWL originated radio kick-off ceremonies of Fifth War Bond Drive last week with "Victory Volunteers Varieties" program, aired by New Orleans Radio Stations. **SHREVEPORT**—With approval of FCC, The Shreveport "Times" will control KTBS and the four-man partnership of John C. McCormack, Allen D. Morris, George D. Wray and P. E. Furlow will take over KTBS. **CBS-KWKH** has begun broadcast of new summer series, "The Pause That Refreshes On the Air," on Sunday afternoon at 3:30 for Coca-Cola Company. Stars Eleanor Steber, young American soprano of the Metropolitan Opera, and Percy Faith, noted Canadian-born conductor.

—ALASKA—

FAIRBANKS—KFAR, Northernmost station in Western Hemisphere, has named Al Bramstedt, previously assistant manager, as manager. He succeeds William (Bud) Foster who will leave July 15 to become full-time war correspondent for NBC in North Pacific area.

—NEW YORK—

SYRACUSE—WSYR has loaned merchandising manager Stewart Boyd to Manufacturer's Association for recruiting workers for local defense plants. Will originate programs from outside WSYR studios. **PLATTSBURG**—WMFF is airing "Hats Off To The Navy" show of local Camp MacDonough midshipmen every Wednesday eve, begun in late May.

—SOUTH DAKOTA—

YANKTON—Art Smith, program director, and Whitey Larson, news analyst, will cover completely both the Republican and Democratic conventions for WNAX. Jack Paige, promotion chief of WNAX, was appointed South Dakota's Radio Chairman for the Fifth War Loan Drive. Bob Smith has been added to WNAX's new merchandising department.

—SOUTH CAROLINA—

COLUMBIA—Bill Hedgepath's alertness on invasion evening gave WIS listeners an all-night coverage. He's new announcer, formerly of WDNC at Durham, N. C. Pfc. Richard L. Goode, former announcer and production manager at WCOS, is in England with the Special Service Office of a division.

—NORTH CAROLINA—

ASHEVILLE—WWNC devoted all of June 14 to sale of war bonds throughout Western North Carolina. **GREENSBORO**—Fighting careers of GI's famous in American history are being dramatized in the new series, "Citizen Soldiers," over WBIG, that of Davey Crockett, defender of the Alamo, the first. **GOLDSBORO**—WGBR beat all in carrying the State election returns.

—CALIFORNIA—

LOS ANGELES—William B. Ryan, general manager of KFI-KECA, and Walter Wanger, film producer, were appointed by Dr. Wilton L. Halverson as consultants in health education to the State Board of Public Health. **OAKLAND**—Bert Winn, program director of KROW, arranged the broadcast of the Radio Workshop Class of Oakland Technical High Evening School, presented over KROW through Milton Yockey, principal of the school. **SACRAMENTO**—Bob

Weeks, KFBK technician, became proud father of a baby son. **BAKERSFIELD**—Alan senior of Kern County Uni. School, is working vacation combination operator-announcer. KERN transmitter.

—CONNECTICUT—

HARTFORD—WNBC has extended half-hour afternoon program, Bob "Platter Express" featuring personal appearance interviews with stars appearing at the State Theater. M. man, editor and publisher of the "Courant," described the community action to invasion of northern when interviewed by WNBC producer Ralph Kanna at request of "D-Day."

—FLORIDA—

MIAMI—First day sale of bo WIOD's Fifth War Loan Drive \$57,900. Station furnished equipment and emcee while the vicinity's organizations sponsored the show. Day noon program during the campaign. **ST. AUGUSTINE**—J. Brown, general manager, WFOY sales increase of 133 per cent for May. WFOY's Invasion Drive one of prayer, with leading of the Jewish, Protestant and Catholic faiths presiding for two hours each hour until Pres. Roosevelt. Prayer to the Nation at ten p.

XAVIER CUGAT'S MEXICO

ALBUM
COLUMBIA RECORDS
SET C-98

ALL RECORDS
IN THIS
ALBUM MAY BE
PERFORMED
UNDER
BMI LICENSE



BMI

NEW YORK CHICAGO HOLLYWOOD

HAPPY BIRTHDAY TO YOU

June 21

Ruth Allen Jack Arthur
Gene Austin Zelman Brouoff
Mack Gordon Gail Laughton

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

L. 27, NO. 58

NEW YORK, N. Y., THURSDAY, JUNE 22, 1944

TEN CENTS

FCC Okays Radio Relays

Staff Deferments Being Investigated

Washington Bureau—**RADIO DAILY**
Washington—Finally having completed investigation and testimony on the FCC's Foreign Broadcast Intelligence Service and Radio Intelligence Division, the Lea committee yesterday turned again to the subject of staff deferments for FCC employees. Former Committee Counsel Eugene L. Gray had made charges of widespread deferment for FCC employees whose skills did not merit deferment.

(Continued on Page 6)

Chicago Radio Stations to Carry School Program

Chicago—Both AM and FM radio will carry the commencement address of Dr. William H. Johnson, superintendent of the Chicago public schools, to 18,500 eighth grade graduates in Chicago today through arrangements of the Radio Council. WBEZ, FM station operated by the Chicago Board of Education and WND, independent AM station, will present the speaker, George Jennings, acting director of the Radio Council, announced.

Ferry Resigns OWI Post; Frederick Is Successor

Washington Bureau—**RADIO DAILY**
Washington—Resignation of Robert A. Ferry as assistant director for operations of the OWI Domestic Branch, effective July 2, was announced yesterday by George W. Kelly, Jr., branch director. David M. Frederick, chief of the Office of Production, is expected to succeed Ferry.

(Continued on Page 8)

Woman Newscaster

Waterbury—Helen L. Morris, WATR, Waterbury, Conn. who recently began a five minutes daily news broadcast for Bond Bread, believes she is the only woman newscaster in Connecticut. She is heard Mondays through Fridays at 8:55 a.m. The program is timed to meet the needs of housewives and factory workers who worked the night shift.

Man Among Men

Greensboro—Major Edney Ridge, manager of WBIG, Greensboro, N. C., plugged his phone and went into seclusion yesterday when the United States district court authorized him as marshal to place on auction 5,000 pair of confiscated women's nylon hose on Friday at 10 a.m. The major has been besieged by women callers and sought privacy before tomorrow's nylon free-for-all.

Mexico Tele Interest Revealed In Survey

By ARTHUR GEIGER

(Staff Correspondent, **RADIO DAILY**)

Mexico City—Nine out of ten Mexicans classified themselves as potential customers for television receivers in the course of a **RADIO DAILY** poll of public opinion in this capital.

Conducted in the form of sidewalk interviews of passersby in the heart of the city's business district, the survey showed that popular interest in radio's newest arm has already

(Continued on Page 6)

CBS Gets Exclusive On All-Star Ball Game

The Major Leagues' annual All-Star baseball game will be aired exclusively over the Columbia network on Tuesday, July 11, from Forbes Field, Pittsburgh, beginning at 8:55 p.m., EWT, under sponsorship of

(Continued on Page 2)

Classy WAVE Recruiting ETs Scheduled Over 450 Outlets

Press Wireless Carries Wordage From Front

In the first use of the direct radio transmission service, over 100,000 words were received from the beachhead of Normandy in New York from Press Wireless mobile transmitter, operating since Tuesday, June 13, under authority of the United States

(Continued on Page 2)

Grants Experimental Permits To AT&T To Try New Type Of Transmission At Stations In New York, Boston

KJBS Sale Approved; Other Action By FCC

Washington Bureau—**RADIO DAILY**
Washington—The FCC yesterday announced its approval of the purchase of KJBS, San Francisco, by Senator D. Worth Clark of Idaho, William L. Dolph, Glenna G. Dolph and Mrs. Leroy Marks all of whom are owners of WOL, Washington, Herbert Pettet of WHN, New York, Edward

(Continued on Page 7)

Quiz Kids Celebrate 4th Birthday June 25

Fourth anniversary of the Quiz Kids program will be celebrated Sunday, June 25. The youngest and oldest of the Kids will appear on this broadcast: Sparky Fischman, four; Claude Brenner, 15; Joel Kupperman, eight;

(Continued on Page 2)

U. S. 'Hams' Salute China; V.-P. Wallace Brings Gifts

Washington Bureau—**RADIO DAILY**
Washington—The State Department has revealed that Vice-President Wallace took with him to China an exhibit of wartime manuals and pub-

(Continued on Page 2)

Experimental work on a new type of radio relay or booster transmission, possibly useful for FM and television, was authorized yesterday by the FCC, with a grant of licenses to the American Telephone & Telegraph Co., for two new stations in Boston and New York. These two Class 2 (experimental) sta-

(Continued on Page 5)

Rocket-Plane Attack Heard Via Recording

Recordings made overseas continue to bring to U. S. radio audiences best actual sounds of warfare, with the latest pooled broadcast by a network correspondent to put on a hot recording being Edward R. Murrow (CBS) whose description and accompanying flight and explosion noises, of one of the German rocket bombs was heard over CBS yesterday morning. Other

(Continued on Page 5)

Ascap Board Of Appeals; Personnel For Next Year

Results of Ascap's Board of Appeals election will be certified to the board of directors' meeting when it next sits, by Sam H. Seft, chairman

(Continued on Page 7)

Legion of Merit

Major Charles Vanda, formerly of the CBS production department and now in the U. S. Army with Strategic Services, has been awarded the Legion of Merit by the direction of the President. Major Vanda received the honor for services rendered in the Middle East. He flew to Egypt from Italy to receive award. He had been production man for CBS western division.



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

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FINANCIAL

(Wednesday, June 21)

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.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio.

OVER THE COUNTER

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

Coming and Going

DON GILMAN, vice-president of the Blue Network in charge of the Western division, is in town. He'll leave next Tuesday on the return trip to the West Coast with a stopover scheduled during the Republican Convention in Chicago.

J. E. CAMPEAU, general manager of KKLW, Windsor, Ont., has arrived in New York by way of Detroit for confabs with the national representatives of the station. Also visiting is LARRY GENTILE, cousin of Don Gentile, America's one-man air force.

LESTER GOTTLIEB, publicity director of the Mutual network, has left for Chicago to attend the Republican Convention after which he will go on to the West Coast. He plans to be back in about three weeks.

WALTER ABEL, Paramount film star, arrived in town yesterday for a vacation and to fill radio commitments. He'll be heard at the 'Stage Door Canteen' tomorrow and on 'Armstrong's Theater of Today' on Saturday. Both programs are CBS features.

GEORGE SCHECK, co-producer of the 'Swing Shift Frolics' on the Blue Network, has left for Fort Wayne and Detroit on a business trip in connection with the show.

CHARLES L. HARRIS, station manager of WGRG, left New York yesterday afternoon for the home offices in Louisville. He had been in town for about 10 days.

CHARLES E. DENNY was in conference here yesterday with the national representatives of his station. He's the general manager of WERC, Erie, Pa.

ARTHUR PERLES, assistant director of press information for CBS; ALBERT BRYANT, manager of the network's mail file and mimeograph department, and ROCCO PADULO, Columbia photographer, left yesterday for Chicago in the vanguard of the web contingent covering the Republican Convention. ETHEL KIRSNER and RICHARD FERNALD, of CBS press information, will leave for the Windy City today.

JOSEPH R. BRANDY, president of WSLB, Ogdensburg, N. Y., and BOB BINGHAM, program manager of the station, are spending a few days in Gotham on business.

LESTER J. SMITH, of the Yankee Network's special events department, has left Boston for Chicago, where he will report the coming political convention over WNAC and the network. He also will interview prominent New England delegates to the confab.

JOHN W. ELWOOD, sales manager of KPO, San Francisco affiliate of NBC; ALFRED W. CRAPSEY, sales manager of the station, and RAY BAKER and WALTER TOLLESON, Jr., network salesmen, have returned to the station from Fresno, where they attended the convention of the Pacific Advertising Assn.

DALE CARNEGIE, whose 'Little Facts About Well-Known People' is heard Thursdays over Mutual, will vacation for eight weeks following tonight's program. During that time he will be replaced by Tiny Ruffner.

WALLACE A. WALKER, station manager of WJHP, Jacksonville, who spent a portion of last week in New York, has returned to his Florida headquarters.

CBS Gets Exclusive On All-Star Ball Game

(Continued from Page 1)

The Gillette Safety Razor Company. In case of rain, the contest will be broadcast the following afternoon, starting at 1:15 p.m., EWT. It will be shortwaved to the armed forces overseas, and the Columbia outlets in Honolulu, Hilo, Toronto, Montreal.

U. S. 'Hams' Salute China; V.-P. Wallace Brings Gifts

(Continued from Page 1)

lications on American radio. They were sent by the American Radio Relay League to the China Amateur Radio League. The China Philharmonic Orchestra at Chungking, which had requested American musical scores, received from the vice-president sheet music for six symphonic selections including Gershwin's 'Rhapsody in Blue.'

Quiz Kids Celebrate 4th Birthday June 25

(Continued from Page 1)

Harve Fischman, 13; Richard Freeman, 10. During the four years, they have been entertained by Mrs. Roosevelt in the White House, named the most popular quiz show by newspaper editors, made six movie shorts, and have been recognized from the floor of the United States Senate and heard three Senators pay them tribute.

The show's first broadcast took place June 28, 1940. It is currently heard on the Blue, sponsored by Miles Laboratories and handled by the Wade Agency.

Press Wireless Carries Wordage From Front

(Continued from Page 1)

Army Signal Corps, D. K. deNeuf, vice-president in charge of traffic for the firm, announced Tuesday.

20 YEARS AGO TODAY

(June 22, 1924)

John Ringling, circus proprietor, and Tex Rickard, prizefight promoter who is associated with him in conducting the bouts at Madison Square Garden, will soon erect a super Madison Square Garden on the car-barn site bounded by Eighth and Ninth Avenues and Forty-ninth and Fiftieth Streets. This bodes well for sports lovers who have enjoyed fights aired over WMSG from the arena.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blue's KGO is THE Bay Area Buy!



That's why...

ALL PHILADELPHIA

has formed the habit of dialing 1400 regularly.

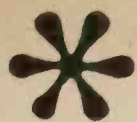
THAT'S WHY SPONSORS BUY TIME ON

WDAS

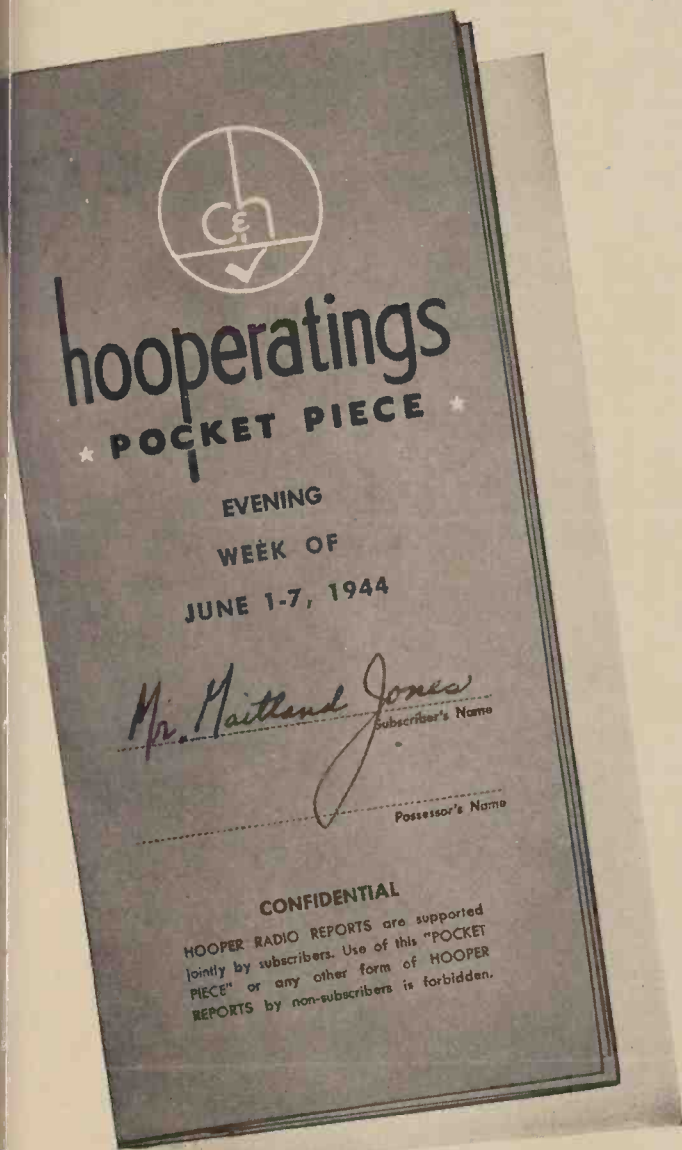


WITH IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY - REED



Footnote on D-Day Listening



- * 51% greater total listening on the night of June 6 than on a normal Tuesday evening (May 16).
- * NBC averaged **DOUBLE** the audience of any other network . . .
- * NBC had **45%** of the total audience of all networks and stations combined.
- * NBC's increase of listeners was **DOUBLE** that of any other network
- * **MORE** evidence that NBC is "The Network Most People Listen to Most"

National Broadcasting Company

America's No. 1 Network

A Service of Radio
Corporation of America



CHICAGO

By BILL IRVIN

THE Elgin Watch Company, Elgin, Illinois, will drop its current "Adventures of Nero Wolfe" series, heard Fridays over the Blue, and beginning Sunday, July 23, will sponsor a weekly series entitled "Keep Up With the World." The new half-hour show to be heard Sundays from 9:30-10:00 p.m., CWT, will consist of dramatization of the material obtained by Freeling Foster, author of the "Keep Up With the World" column in Collier's magazine. The final Nero Wolfe program will be Friday, July 14. J. Walter Thompson agency, Chicago, handles the Elgin account.

WLS, through its Washington legal representative, Philip G. Loucke, has filed an application with the FCC for an FM license, it was announced this week by Glenn Snyder, general manager and vice-president of the station.

Coincidental with the Fifth War Loan, Wiebolt Stores, Inc., will observe its own special "Bond Sales Day" today. Families of Wiebolt servicemen are entertained at a live broadcast of "Your Neighbor" program, followed by breakfast at the M & M Club in the Merchandise Mart. The same day, L. N. White, advertising manager of the store, will be a guest of Elizabeth Hart on the latter's program from 12 noon-12:15 p.m. Employees of the store have set a goal of \$1,500,000 on bond sales in their present effort.

WLS news editor, Julian Bentley, will broadcast direct from the site of the National Political Conventions next week at the Chicago Stadium several times daily during the regular WLS news program, it was announced by Glenn Synder, vice-president and general manager of WLS. Art Page, WLS farm program director, will review proceedings on WLS "Dinnerbell Time," which will originate in the Stadium at various times during both conventions.

WKY HAS EVERYTHING FROM "A" TO "Z"



IS FOR STAFF

They're all big leaguers . . . WKY's writers, producers, announcers, artists, engineers . . . the people who give WKY its plus.

WKY

OKLAHOMA CITY

The Katz Agency Representatives

MAIN STREET



California Commentary!

● ● ● Henry Hoople, a transplanted Chicagoan, recalls a sustainer, the NBC Jamboree, which had such performers as Don McNeil, Bill Thompson, Sylvia Clarke, a former vaudeville headliner, Larry Cotton and Ray Shields' orchestra. The newcomer to the Southland is a Windy City radio veteran and wrote and produced "Hoople's Hour," in addition to acting in the show. He was also associated with "The Blue Frolics." ● Another newcomer, Chet Brouwer, former radio and theater editor of the Fort Wayne Journal-Gazette, discloses that Edwin C. Hill, the commentator, worked on the Journal-Gazette several years ago, as did H. Allen Smith, author and columnist. Brouwer, who made several trips to Hollywood to interview former Hoosiers prominent in radio and films, is a new member of the Pacific Blue press department, succeeding Noel Corbett veteran Hollywood and San Francisco publicist, who will do free-lancing continuity writing.

Los Angeles

● ● ● Our old Y.M.C.A. tennis-playing friend, Dale Issenhuth, who is now conducting the San Diego naval base band, dropped in at NBC to visit many of his former music associates. Dale played saxophone for Ray Noble, Meredith Willson and T. Peluso. Lester Spencer, Arthur Gault and Jack Henderson are among ex-members of major bands, who are with Dale's outfit at the naval base. By the way, Dale found time to win the tennis championship at the base. ● Carlos Drake, who edited and published the Pine-Cone at Carmel, Calif., recently joined Paul Snell's staff at the Steve Hannagan office here. ● Jac Willen, Columbia Pacific trade press contact, is vacationing at Palm Springs, following Charles Levin's return to his duties at Columbia Square. ● Frank Morgan, having completed his radio season, is vacationing in Mexico City. This is his first vacation in eight years. A bad case of hives kept Gordon Jenkins from sleeping one night and resulted in the band leader completing the writing of "San Fernando Valley," Gordon told a group of scribes at a luncheon.

● ● ● Kay Kyser took a lot of good-natured kidding from Bob Hope, Bing Crosby, Bob Burns and other close associates, because he had not informed them in advance of his plans to marry Georgia Carroll. Kay told the boys that he was doubtful that Georgia would say "Yes" and that he was as surprised as anyone. On Kyser's "College Of Musical Knowledge," he introduces Georgia, his singer, as "and now, our stop, look at and listen to girl—Georgia Carroll." Following the wedding, Kay received the following wire from his 84-year-old mother, of Rocky Mount, North Carolina: "We will stop and look, but from now on, you will listen." ● Lt. Art Carter, of the Marines, who was a popular radio publicity photographer before entering the service 15 months ago, is here on a furlough from the South Pacific. Lt. (j.g.) James Brown, who deserted the NBC master control desk for the Navy, is now headquartering in Washington, D. C.

● ● ● The King Sisters report excellent business at their San Fernando Valley Vogue shop, which handles dresses and millinery. Yvonne King is the hat designer, with the Andrew Sisters among the best customers at the new store. The King Sisters will be the vocalists with Phil Harris, who is Kay Kyser's Summer replacement on "The College Of Musical Knowledge." Sgt. Paul Masterson sends an interesting report of life in Noumea, New Caledonia, where he is now program director of a station and has an hour show of his own every day. His friends are wondering whether he will be satisfied to do an opening, close and a couple commercials when he returns to Hollywood.

—Remember Pearl Harbor—

SOUTHWEST

COL. H. L. LANDERS, retired, military expert heard over WOA San Antonio, and stations of the Texas Quality Network twice weekly on "War Expert Views the News," is now making two appearances weekly at the San Antonio Aviation Cadet Center where he lectures to convalescents. The paper of the Brookes General Hospital at Fort Sam Houston carries an article by Col. Landers each week which has the same title as his broadcasts.

Interstate's College Capers of the Air broadcast which is part of the regular weekly "It's Showtime" program, heard over the Texas Quality Network, is being scouted by national headquarters of the USO, according to Charles J. Freeman, director. Stars selected will be placed in national USO entertainment units.

As a special feature of its "Voices from Home" program, heard for a quarter-hour Mondays through Saturdays, KNOW, Austin, is offering listeners an opportunity to record their voices for rebroadcast to their men in the service.

Because KSAM at Huntsville operates day-time only, the station could not go on the air with the first invasion news, but some 500 residents of the area were telephoned to by KSAM staffers and notified of the invasion just after flash was received.



Available from local dealers or by writing factory direct.

UNIVERSAL STROBOSCOPE

This handy phonograph turntable speed indicator, complete with instructive folder, is now available gratis to all phonograph and recorder owners through their local dealers and jobbers. As a recorder aid the Universal Stroboscope will assist in maintaining pre-war quality of recording and reproducing equipment in true pitch and tempo. Universal Microphone Co., pioneer manufacturers of microphones and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owners of phonograph and recording equipment. After victory is ours—dealer shelves will again stock the many new Universal recording components you have been waiting for.



AGENCIES

PATRICOF, one of the best-known of Gotham's femmes, has joined the radio staff of Hannagan organization to work under Dick Mooney.

H. FIDLER, for 15 years with J. Walter Thompson Company in San Francisco, Hollywood, and New York, has resigned June 15th. Fidler has served in relations, radio production, advertising, account and branch management, and as organizer and manager of the Thompson film department. It is understood that he will devote all of his time to Television Pictures, Radio and records, headquartered in New York where he will shortly open his office.

W. MILES has resigned from Alber Associates to join Hiltner, Inc., a new publicity organization, as account executive. He will specialize in network commercial and independent picture accounts. Miles was with Alber Associates for six years.

W. SMITH, FRENCH & COMPANY, INC., Detroit and New York agency, has added Capt. James Lillis to its creative staff. Lillis was with BSF&D after 18 years of experience in appliance and automotive advertising. He first entered radio advertising in 1924 when he became associated with De Forest Radio Television Corporation of Detroit, pioneers in the industry. Lillis returned to civilian life from overseas in the present war where he served as a captain in the Canadian army.

W. FASHION ACCESSORIES has signed with Rill Associates for their fall schedule.

Royal To Speak

W. Royal, NBC vice-president in charge of International Relations, will address the Radio Advertising Club, June 27, on "Freedom to Listen." Part of the address will be devoted to changing aspects of international

Permit AT&T To Experiment With New-Type Transmission

(Continued from Page 1)

tions are to be terminal points of a proposed wide-band, point-to-point radio repeater circuit capable of relaying telegraph and telephone communications, frequency modulation, facsimile or television broadcasting.

The Commission authorized the use by the AT&T of 12 bands of frequencies (each ranging from 11 to 23 megacycles in width) in the ultra- and super-high frequency range. This is a departure from the usual practice of authorizing specific frequencies rather than band of frequencies.

The FCC pointed out that the AT&T facilities were to be used only for experimental and not for commercial purposes, although commercial traffic may be diverted to these facilities for test purposes only, provided that other adequate facilities, over which such traffic would normally be carried, remain available during such diversion. However, no charge may be made for transmission of television and FM on broadcast programs which takes place in whole or in part over these facilities.

The stations were authorized for unlimited time operation, with power of 10 watts, in the following frequency bands:

1,914,040 kc to	1,925,960 kc	Inc.
1,974,010 kc to	1,985,990 kc	Inc.
2,193,900 kc to	2,206,100 kc	Inc.
2,253,870 kc to	2,266,130 kc	Inc.
3,993,000 kc to	4,007,000 kc	Inc.
4,052,970 kc to	4,067,030 kc	Inc.
4,292,850 kc to	4,307,150 kc	Inc.
4,352,820 kc to	4,367,188 kc	Inc.
11,489,250 kc to	11,510,750 kc	Inc.
11,689,150 kc to	11,710,850 kc	Inc.
12,288,850 kc to	12,311,150 kc	Inc.
12,488,750 kc to	12,511,250 kc	Inc.

On the New York-Boston project it is proposed to use microwaves which are shorter than have heretofore been used for commercial telephony.

The principal purpose of the trial is to determine by practical operation in commercial service the relative advantages and disadvantages of this new radio relay system for transmission of long distance messages and television programs, compared with transmission by the familiar wires and cables and the recently devel-

oped coaxial cables. Relative costs represent only one of the factors to be determined, it is said; others include the relative quality of transmission, flexibility under actual operating conditions and dependability.

Tele Webs Forecast

Last October, Ralph R. Beal, research director of RCA Laboratories, made a statement in which he predicted the development of a radically new form of "lighthouse" radio relay station by RCA which will make relaying of television programs a relatively simple matter. He envisages that unattended stations located 20 to 50 miles apart will not only link television stations into national networks but will open up a new era in international communications, through development of trunk lines over vast areas.

It is known too that General Electric, Philco and Westinghouse has been greatly interested in the prospects of relay or booster stations and have done some experimental work along those lines.

Spokesmen for AT&T yesterday were careful to point out that the Bell Laboratories and engineers were operating entirely independent of other groups in the present development and experimental work. They said that construction of the stations in Boston and New York hinged on the availability of materials and engineers now engaged in war activities.

Rocket-Plane Attack Heard Via Recording

(Continued from Page 1)

webs or key stations not only carried the broadcast but repeating it later in the day and evening. This was particularly true of WOR-Mutual. Understood that motion picture newsreel men were seeking an okay to transmit the sound to their film.

Recording used by Murrow was made somewhere in Southern England on U. S. Navy film recording equipment on one of the Amertype Recordograph film recorders. Murrow also was on a bombing mission and the actual orders and sounds of bomb bays opening, etc. were all heard clearly.

Murrow, on his broadcast asked: "Would you like to hear a recording of some of the night music of southern England? It sounds worse than it is, but this is a noisy war..." Murrow then described the alert, all-clear, gunfire, rocket plane passing, all of which was heard and then the motor cut out, followed by the explosion.

New Program Director

Boston—Edd Stearns, Jr., a veteran of several major battles of the South Pacific and former NBC news and special events staffer, has become affiliated with the Yankee Network as a director of production at WNAC, Yankee's key station.



Page One Award for WMCA

presented by the Newspaper Guild of New York

* NEW YORK, June 10, 1944—Station WMCA tonight received a Page One Award from the Newspaper Guild of New York because of its outstanding record among independent stations of alert and constructive public service.

- ★ FIVE STAR FINAL
- ★ NEW WORLD A-COMING
- ★ CHRISTMAS OVERSEAS
- ★ N. Y. TIMES NEWS
- ★ WAKE UP, AMERICA
- ★ SEDITION TRIAL broadcasts
- ★ LABOR ARBITRATION
- ★ WE HOLD THESE TRUTHS

wmca

First on New York's Dial—570

★ First radio station ever singled out for Newspaper Guild recognition!

WQAM THE VOICE OF TROPICAL AMERICA

CBS AFFILIATE

MIAMI

Represented by John Blair & Co.

Mexico Tele Interest Revealed In Survey

(Continued from Page 1)
reached unprecedented heights south of the Rio Grande.

A majority of those questioned admitted that their enthusiasm over television's possibilities has been greatly stimulated by Dr. Lee de Forest's current project to found what is described as "the world's first commercial television station" in this country.

Resent Theater Admissions

Another reason frequently cited for the increased attention being paid television by the man-on-the-Mexican-street is his resentment against the "prohibitive cost" of local motion-picture entertainment.

"The better theaters charge four pesos a person even for standing room," it was pointed out. "This means that the average Mexican family—which has at least three or four children—may spend the equivalent of five dollars for a night at the movies. It would certainly be more economical in the long run to invest in television equipment."

Despite the overwhelming approval of television demonstrated by the survey, considerable skepticism was expressed as to its "practicality." No less than 60 per cent of those willing to consider buying a set added that their final decision would depend upon such factors as "whether results are satisfactory," "the cost of receivers," and whether there would be "a sufficient variety of stations offering good programs."

Reception Important Factor

The prevailing reason for negating such a purchase was "dissatisfaction with the quality of reception." The most common objections were that "the image is too small" and that "you can't lose yourself during a program of this type as you can at the movies." Some also thought it wiser not to purchase a set until "Mexico is in a position to provide first-class programs."

Among both groups could be noted a strong tendency to compare television with motion pictures. Many turning thumbs down on television said they would prefer to subscribe to a "rent-a-movie" plan such as that promised by a British firm for the post-war period. Under the terms of this proposal, projectors and screens would be sold at a "nominal figure" to Mexican families who agreed to rent the latest British-made films over a definite period.

While the RADIO DAILY quiz likewise covered FM sets, answers were in general too vague to permit definite conclusions as to their sales possibilities in Mexico. Not five per cent of those queried had heard of this improvement and nearly all stated their desire to test such receptors before giving an opinion.

Ickes For "M. Of T."

Interior Secretary Harold I. Ickes will appear on the "March of Time" program today to make "an announcement vital to American car owners."

PROGRAM REVIEWS

CHARLOTTE GREENWOOD

The Pepsodent Co.

WEAF-NBC, Tues., 10-10:30 p.m., EWT

Foote, Cone & Belding

MISS GREENWOOD'S FIRST RADIO SERIES REVEALS HER STILL A FINE COMEDIENNE.

One of the old-time comedienne, Miss Greenwood did her stuff as would be expected of a tried and true trouper. In this script series she plays herself—Charlotte Greenwood, as one of the inhabitants of the small town of Cranston, and the lives and doings of its people. Show seems to be built okay, what with Mat Malneck's orchestra; vocal group called, Three Hits and A Miss; Shirley Michael as Jane, Miss Greenwood's "sister"; Sara Berner, as Veronica; Arthur Q. Bryan, as one of the characters; John Laing, announcer; Ray Singer and Phil Leslie, producers and John Guedel and Martin Broones, writers. Jack Carson, comedian, was the guest star. Credits for Pepsodent were about the same in quantity as may be heard on the Bob Hope show for which this program is a summer replacement. There is the singing commercial and the straight one that usually follows, about three in all.

As to the story and the logic of running this particular material, it remains to be seen what happens. Listener was sort of left holding the bag on the story which presumably is to be continued and the subsequent sequences not being separate episodes. For sure the listener was not informed. (For that matter the agency itself was no place to prove it). At any rate Miss Greenwood gets the idea of "dressing a soldier" for the benefit of the War Bond Drive. The audience invited to the place would be asked to bid on each piece of equipment in war bonds so that when he is fully dressed, starting from birthday suit plus drawers, they would know how much it costs Uncle Sam to outfit a man.

All of which sounds like a good idea, but took too long in building up. Thus the usual confidence with a nitwit sister is exchanged and she keeps the secret by telling everybody in town and the AP. Which was to be expected for the benefit of the story. Yarn gets away and the neighbors and newspapers phone from all over the country, exaggeration is rampant. Army won't lend a soldier for the stage model and a New York newspaper volunteers a movie star. This star is Jack Carson and eventually he is on the stage and the auction starts.

At the close of the program the subject has been clothed only in shoes and pants. (One wonders if he about faced while pulling the zipper). So far it all sounds like a travesty on the War Bond Drive, and presumably the program's intentions are good; but nothing on the show said so positively.

Miss Greenwood's work is good also that of other artists with the possible

"AMERICA AND MUSIC"

Sustaining

Sunday, June 18, 2-2:30 p.m., EWT

WNEW

Narrator: John Tasker Howard

Writer: Milton Robertson

Producer: Ted Cott

The title "America and Music," when we first read about it, hinted strongly that this series would strike an auspicious note as far as uncovering American music heretofore kept unwittingly from music lovers' ears. We thought for sure we'd be in for some interesting compositions we had never heard before, also some of our favorite composers' rarely played compositions, but the first program took us by dismay. Listeners heard the same "traditionally American" music that can be heard on any other program under a less beguiling title. In short, we feel we've been gypped, despite the fact that the program notes indicate that John Tasker Howard, curator of the American music section of the New York Public Library, "coordinated" the series. True, the works of Victor Herbert, Edward MacDowell, Ethelbert Nevens, John Phillip Sousa and Stephen Foster were there. However, their compositions were not their best, at least not the best for those composers represented in the first broadcast of the series.

The first program, sub-titled "Overture In Postage Stamps," with continuity written around the five composers in whose honor postage stamps were issued back in 1940 upon the recommendation of President Roosevelt, gave us the innocuous "Pan Americana," with a similar rendition by the U. S. Maritime Service orchestra. The second item on the program gave forth with the much overplayed and perhaps over-rated "To a Wild Rose," and another, "Swanee River." The word Hackneyed can almost be applied here. Surely, were Herbert and MacDowell to have a say in the matter, they'd have selected (we're sure) compositions that reflect their affluency and versatility. Then again, of course, musical producers are of the opinion that summertime listeners do not want to have their listening powers taxed too much. We're of the opinion that musical producers select what's at their finger tips and don't take the trouble to dig down in the abundant heritage.

The basic idea of this program, to play music that is truly representative of our own composers, is a good one. However, if subsequent programs will continue to bring to listeners carbon copies of this program, the John Tasker Howards will be wasting their time. Outside of this remediable deficiency, continuity and production were nicely handled.

weak sister being the terrible dialectician who certainly is no Minerva Pious. Offhand, if the program was ours, at this particular time, we'd be worried about that first script and the good taste of the subject material.

Draft Deferments Being Investigated

(Continued from Page 1)
implying that the agency was for draft dodgers.

Commissioner E. K. Jett, chief engineer, testified at length regarding deferments requested engineering department employing including RID, and Russell Sh. FBIS senior administrative told of deferments in FBIS.

Both witnesses detailed the charges, answering them in and presenting considerable evidence to show that the FCC has no way out of its way to seek exemption from military service for its employees. Routine requests were made for temporary deferment for several unskilled workers, as was done at other government agencies, but bulk of the Garey charges shown to be extravagantly wrong.

"The paramount consideration requesting deferment for FBI men" was "the availability of replacements," Shepherd said. Included news editors, analysts, translators and broadcast men. Shepherd revealed the difficulty had in obtaining qualified people to fill these jobs, revealing that applicants examined for these positions in a 14-month period, on appointments were approved by Civil Service Commission.

Deferments "Limited"

He reported also that when made his charges last August, one of the 206 male employees of were deferred "in the true sense." Others in the Class II, he said, included six over 38, three with deferments which had expired, two Pearl Harbor fathers, and 11 serving overseas.

Under today's Selective Service regulations, he pointed out, deferments are "in the true sense" limited to men under 30. Only six employees in the 18-30 age group are deferred, five of them over 25 years old, two serving overseas. The one over 25 is a Thailander 21 years old, does all FBIS monitoring in Thai Burmese dialects. He is actually replaceable," Shepherd said, for news of the Burmese campaign.

In addition to these figures on E. K. Jett reported that the other deferments in the Commission as of July included 10 men under 25 in RID, 52 men between 25 and 29 in RID, nine men between 25 and 29 in engineering work. These are the Commission deferments, and total 77. Of the 77, he added, 25 serving overseas.

Joins CBS Staff

Joseph E. Warden, real estate man, has replaced John Carey as manager of building service operations of Columbia Broadcasting System, it announced yesterday by G. Stan McAllister, director of Construction and Building Operations for the network. Carey has resigned at CBS to become assistant to the executive vice-president of the Carrier Engineering Corp. of Syracuse.

Recruiting ETs Cream Of Talent

(Continued from Page 1)
 ent whatsoever was donated
 Recordings were produced
 he radio Section of Third
 District, Public Relations Office,
 New York. CRC was al-
 usual government payment
 rials, etc. Otherwise the
 have the approval of the
 ARA, and the OWI.

Station playing the disks,
 see each week, will receive
 te press book with stories
 program, mats, glossy prints
 uctions for cooperating with
 ruiting offices. Each district
 cent Office—one in each
 tie in with stations, news-
 and local merchants for the
 promotion.

disks played for the trade
 CRC by Navy men proved
 in every detail, one being
 eyes in a dramatic script by
 loway; not too heavy but of
 ce as directed by Earl Mc-
 Murray handled the music.
 was a regular Morton Gould
 ngleton show on the lighter
 wn George Gallup doing the
 ng. Both were of the high-
 of recorded program.

ies will include Eddie Can-
 Sinatra, Barry Wood, Mor-
 ney, Fred Waring, Guy Lom-
 olifton Fadiman, Ray Block,
 man, Russell Bennett, Mark
 and others. Also Jeanne
 Harry Cool, Dorothy Stick-
 al Howard Lindsay, Kate
 ed Collins and Jack Miller
 as the industry's leading an-
 de.

These indications are that many
 in 450 stations will play the
 rding records in behalf of
 VE recruiting. Typical example of
 on cooperation is word from
 H. N. Y. that three stations
 ll play the same disk on the
 e at three different times in
 reach the greatest number
 isters for each disk.

Board Of Appeals: Personnel For Next Year

(Continued from Page 1)
 the election committee. Standard
 representatives will be: John
 Howard; popular writers,
 Rose and Abel Baer.

Representing standard publishers:
 Sagstack, of Clayton F. Summy
 Co. popular publishers: Lester
 of Santly-Joy, Inc. and Wil-
 nickenbauer of Jewel Music

atched amendment to alter the
 law dealing with appeals failed
 pas for lack of necessary two-
 ds vote.

General Manager

Bois Idaho—Walter E. Wagstaff is
 the general manager of KIDO,
 org to the announcement by
 G. Phillips, station's owner.



Pacific Coast Survey!

An insight into the FM and television thinking of people in the Pacific Northwest is gained from a revealing survey conducted by Arden X. Pangborn, managing director of KGW-KEK, Portland, at the instigation of "Televuepoints." Mr. Pangborn, a veteran newspaperman as well as radio executive, assigned members of his staff, to question 25 typical men and women on the subject of FM and television. The report follows:



"The most surprising thing developed was the apparent lack of any real understanding of FM on the part of either men or women. In view of the tremendous promotional job that has been done for FM, we expected to find more than four of the 10 men and three of the 15 women who would have some conception, at least, of what FM is. However, 12 of the women and six of the men said they did not know in what way FM was different from standard or AM broadcasting. From those who had heard of FM, we asked the question, "In your opinion what is the greatest benefit to be derived from its use?" None of the people contacted were quite sure what the advantage of FM might be.

"Strangely enough an entirely different picture prevailed among the same interviewees in the field of television. In every instance to the question, 'Are you interested in television?', the answer was, 'Yes.' It was the general opinion of those surveyed that television would afford the greatest development in radio in the post-war period. Practically all expressed a desire to own a television set after the war, although a slight majority added the stipulation that it must not be too costly. Four of them stated they would not buy a television receiver before there was a television transmitter in the area, although this was not one of the questions asked.

"An interesting side-light was the comment of two housewives that they would not be particularly interested in trying to hear, see and do housework all at the same time, and that television would never replace morning serials in their present day listening habits. While the sample in this survey was not large enough to offer any very statistically reliable results, it was interesting that among those chosen there was a 100 per cent familiarity with the rudiments of television and only a 29 per cent understanding of FM."



Television is looking forward to the Republican and Democratic national conventions in Chicago as excellent visual subject matter and six of the nation's nine stations now transmitting programs will carry films of the political gatherings. Most ambitious of the tele film coverage planners is WNBT, NBC outlet in New York City. WNBT will utilize the services of the new video producing organization, RKO Television Corporation. RKO is sending seasoned Pathe News cameramen to Chicago this week to set-up for the Republican convention opening next Monday. Special tele films will be flown to New York daily for showing on WNBT. Other New York stations who will clear their schedules for special convention programming next week will be WCBW, CBS outlet, and WABD, operated by the Allen B. Du Mont Laboratories.

Stork News

Stanley Florsheim, manager of the Blue's cooperative program department, became the father of a second girl on June 16, his birthday. Joan Susan was born at the Lenox Hill Hospital.

Hunt Goes To MCA

Betty Lee Hunt, formerly with Consolidated Radio Artists, has been appointed the publicity director of Music Corporation of America, Inc., it was announced yesterday. Miss Hunt succeeds Lois Keller.

KJBS Sale Approved; Other Action By FCC

(Continued from Page 1)

Franklin, KJBS, manager, Elizabeth Bingham, wife of radio lawyer Herbert N. Bingham, and Alice H. Lewis, wife of radio commentator Fulton Lewis, Jr.

The price for 19-year old station is \$200,000. It operates on 1,100 kilocycles, with 500 watts power to local sunset and is not affiliated with any major net. Seller was Julius Brunton & Sons.

At the same time, the Commission renewed the KJBS license.

The Commission also set for hearing the application of WNLC, New London, Conn., to change its frequency from 1,490 to 1,240 kilocycles. WNLC also has applied for a new FM station, the application being received only yesterday.

Announcement was made also of the grant of a construction permit for a new 250-watter, on the 1,340 band, to the Alabama Broadcasting Co., of Sylacauga, Alabama. This grant is subject to the condition that the permittee install approved frequency modulator and frequency monitor when the equipment is available.

The Commission ordered a consolidated hearing in the application of KNOE, Monroe, La., for a new station, and KMLB, Monroe, for a frequency shift to 1,440 kilocycles. KMLB is now on the 1,230 band. The KNOE permit was voted in February of this year.

Applications for new low-powered stations were received from the Mississippi Broadcasting Co., Jackson, Miss., for operation on the 1,240 band with 100 watts unlimited, from the Patterson Broadcasting Service, Birmingham, Ala. for operation on the 1,340 band with 250 watts unlimited, and from the Henderson Radio Corp., Henderson, N. C., for operation on the 890 band with 250 watts daytime.

'Double Or Nothing' Plugs 'Christmas Holiday' Pix

"Double of Nothing" which originates in Boston tomorrow will salute "Christmas Holiday" over its 227-station Mutual hookup. Picture is a Universal release. Program will select contestants this week from those attending Harvard, MIT and other schools in the Boston area. Servicemen in Boston will get a preview of the film prior to the broadcast.

KMOX Convention Cover

St. Louis—KMOX, has completed plans for direct coverage of the Republican National Convention. Station will carry direct broadcasts from the convention floor Mondays through Fridays noon to 12:15, 5 to 5:15 afternoon and 10:15 to 10:30 evening. From Stevens Hotel Sundays 10:30 to 10:45 night Mondays through Saturday 7:45 through 8:15 morning. News editor Francis P. Douglas; news commentators, W. R. Wills and Katherine Darst will report for KMOX.

★ ★ ★ COAST - TO - COAST ★ ★

— OKLAHOMA —

OKLAHOMA CITY—KTOK opened its new live GI show at Tinker Field in early June, with sales manager Frank Lynch the emcee. It's "Passin' The Buck," the old Army game with a quizzer twist... KTOK, in conjunction with 14th anniversary of Standard and Humpty Dumpty Grocery Stores, featured display advertising in the city's 10 largest stores of nationally known grocery items with the programs they sponsor... **TULSA**—Camp Gruber's weekly half-hour broadcast of "Behind The Dog Tag" aired every Sunday afternoon on KVOO.

— PENNSYLVANIA —

PHILADELPHIA — WDAS' Nathan Fleischer, famous Yiddish news-commentator started his third year for same sponsor, Bond Bread, last Thursday... **PITTSBURGH**—Margaret (Pat) Hilker has replaced Helen Baughman, now Apprentice Seaman in WAVES, in WCAE continuity branch.

— DISTRICT OF COLUMBIA —

WASHINGTON—CBS Far East Correspondent James Stewart described over Columbia web last Thursday afternoon the U. S. air bases in China from which the Super-Fortresses began their assault... WWDC welcomed New York's Bob West into radio as announcer... WINX bowed in last Thursday with summer series of six forum discussions of "Washington Meeting," from 8:05-8:30 p.m., with Fowler Harper, Department of Interior solicitor, as moderator.

— MASSACHUSETTS —

BOSTON—WBZ-WBZA's new three-nights news program by Elmer Newton Eddy for Raytheon Manufacturing Co. of Waltham started Monday. Broadcast for 26 weeks, begins at 11:05 p.m.... **WORCESTER**—WTAG's newcomers are Bob Fuller as announcer and Virginia Gaskell as program script editor... **HOLYOKE**—WHYN broadcast most of Holyoke High School's graduation exercises last Sunday afternoon.

— TENNESSEE —

MEMPHIS—WHBQ is devoting all available time since joining city's Mutual to sponsoring 184 programs for Fifth Bond Drive... **NASHVILLE**—Charlie Cummins, honorably discharged from armed forces, is WLAC's new announcer. WLAC has signed local boy Al Powell to musical staff as tenor... **BRISTOL**—June 15, WOPI's 15th birthday, was devoted entirely to bond sales. Bristol Civilian Defense Council took part with evening house-to-house solicitation.

ANNOUNCER WANTED

Experienced, draft exempt, good selling voice and personality. Send all particulars first letter to KSO-KRNT, Des Moines, Iowa.

— INDIANA —

FORT WAYNE—Over 40 unusual station breaks were produced and transcribed by Fred Freeland, WOWO-WGL production manager, with staff personnel and talent urging listeners to "Buy More Than Before"... **VINCENNES**—In presence of high Army and Navy officers, WAOV broadcast presentation ceremonies of the Army-Navy "E" to the Vincennes Steel Corp. and fed it to WGBF, Evansville.

— UTAH —

SALT LAKE CITY—"This Is America," dramatizing American history in a weekly 15-minute program, has been renewed by the Beneficial Life Insurance Company over KDYL... KUTA program director Frank McIntyre is rejoicing over birth of eight pound son... KSL's vice-president and manager, Ivor Sharp, has applied to the FCC for transfer of ownership of KSUB in Cedar City to give Southern Utah's listeners better programs.

— TEXAS —

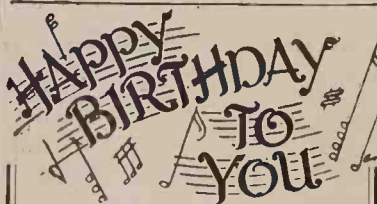
SAN ANTONIO—Howard W. Davis, owner and operator of KMAC, and president and general manager of KPAB, Laredo, was re-elected president of the San Antonio Council of Presidents at recent regular meeting... **FORT WORTH**—KGKO is spotlighting Ted Graves at the organ in series of broadcasts sponsored by the Texas Electric Service Company daily... **AUSTIN**—KNOW is starring each Tuesday at 5:15 p.m., Esther Buffer as "Jean" on the Stautz Story Book programs, presenting special stories for youngsters.

— NEW JERSEY —

NEWARK—WAAT will air America's "Billy Sunday of the Air," the Rev. Walter A. Meier of St. Louis, at 5:30 p.m. every Sunday with start of International Lutheran Hour... **ASBURY PARK**—WCAP's chief announcer George Baxt was signed as script writer and narrator for five half-hour shows weekly of Concert Hall show backed by Charms Candy Company over WCAP. Series for 26 weeks, started this month.

— CANADA —

MONTREAL—CKAC's publicity agent Paul M. Gelinhas has set unusual record for script writers of comedy shows with 429 half-hour scripts in 16 months... **BRITISH COLUMBIA**—CJAT's unexpected rapid growth of recording library has necessitated addition of another control room and renovation of offices.



June 22

Phil Duey Joe McGarrigle
Herbert Spencer Stephen Wilhelm
Thomas B. Roach

— VIRGINIA —

RICHMOND—Rudolph W. Raabe has returned to WRVA's control room as supervisor after two-year stay at WRNL as chief engineer... **NEWPORT NEWS**—Michael Brown new announcer at WGH... **DANVILLE**—F. Ambert Dail, pioneer of WBTM, visited colleagues while en route to new assignment as USAAF member.

— NEW YORK —

SYRACUSE—WSYR has announced appointment of Mrs. Brett Covell as promotion director... **BUFFALO**—WBEN will present Phil Baker with Patsy Kelly on Barry Wood's Variety Show at 10 p.m. this Saturday... **SCHENECTADY**—Special film of invasion of Western Europe was televised last Saturday eve as part of NBC's special television show.

— CALIFORNIA —

SAN FRANCISCO—Jack Moyles, veteran of KPO-NBC artist staff, headed Radio City artists' list in recent 100th show for servicemen by Red Cross Cookie Brigade... Jane Lee, head of KPO's daily Woman's Magazine of the Air, was emcee for Monday eve's program for Pacific Area Red Cross volunteers... **SANTA BARBARA**—Mary Baciu, secretary to KTMS Manager Lou Kroeck, heads War Activities Committee of community's business and professional women's clubs.

— NORTH CAROLINA —

CHARLOTTE—WBT welcomed back station producer Vernon Hyles from recovery of emergency appendectomy... **RALEIGH**—John Crabtree's dedication of songs to bond buyers added inducement for listeners of WPTF's "Amor Amor" show... **GREENSBORO**—Graham "Pappy" Caviness, hot fiddler, added to well-known Ramblers program.

— COLORADO —

DENVER—KLZ won local advertising club's award for producing year's best radio script written by staff writer John Prince and produced by Pete Smythe... Columbia Pictures publicity man Paul Britton now KLZ continuity writer.

— CONNECTICUT —

HARTFORD—WDRG will have both AP and UP service after July 1. John Barry, of WAAB, Worcester, has replaced Everett Jess on WDRG announcing staff... Sinatra-Crosby feud on platters expanded to second quarter-hour afternoon show on WDRG.

— NEW YORK —

NEW YORK—In commemoration of the Fifth War Loan, for the duration of the drive, WMCA is matching dollar for dollar every bond purchase made by one of its listeners on the station. Announcements to this effect are being made on all programs. In addition WMCA also will carry War Bond appeals by veterans of Air Force combat units overseas who are now convalescing in New York. These appeals will be heard throughout the day's schedule for the duration of the drive.

— CALIFORNIA —

LOS ANGELES—Twentieth-Century Film Corp., through the Western Advertising Agency, sponsored a five-day campaign of one-minute announcements, KNX calling attention to their mature release "Home In Indiana." Fredericks of the agency placed count through William Reid, KNX executive... The May Company, the Milton Weinberg Advertising Agency placed a four-day campaign for ment on KNX. Handled by Miss R. C. Lockman arranged for the through Friday 100-word announcements.

— MISSOURI —

ST. LOUIS—Rosamond V. educational director of KMOX discussed the programs of CBS "American School of the Air" as guest at the meeting of the Commission on Radio Education for FM station... Vacation time at KMOX employees program director (Tiny) Renier, Martha Jean S. Virginia Stricklin, Marjorie and Wallace St. Vrain headed greatly appreciated rest.

Ferry Resigns OWI Post Frederick Is Successor

(Continued from Page 1)
gram Co-ordination, will take over with designation of a chief for OPC to be announced later.

Ferry has been connected with since April, 1943, and formerly chief of the Office of Program Co-ordination. Frederick joined OWI in January of this year.

Ferry entered Government service from the advertising industry. erick is former publisher of "The

WBYN THE 'MINUTE' STATION
SALUTES NEW YORK'S MOST
IMPORTANT MINUTE!

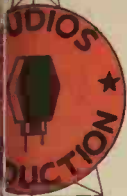


For Availabilities:

WILLIAM NORINS, Gen. Mgr.
Station WBYN, Brooklyn, N. Y.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



L. 27, NO. 59

NEW YORK, N. Y., FRIDAY, JUNE 23, 1944

TEN CENTS

Plan International Web

News Tele Planning With Conservativeness

Adopting a conservative attitude on development of television, Paul Brown, Paramount Pictures executive and television authority, spoke before the Radio Executives Club television seminar in New York last night, gave 400 video devotees an insight into the motion picture industry's approach of the new art. Brown, speaking on "The Impact of Television on Motion Pictures," headed the seminar platform with William Kostka, managing editor of (Continued on Page 6)

Aluminum Company Buys Fall Time On Blue Web

The Aluminum Company of America, through Fuller & Smith & Ross Agency, has signed a 52-week contract with the Blue Network, effective early in the Fall, it was disclosed yesterday. The time purchased for Sunday 3:30-4 p.m., EWT, over the entire web. The agency declined to give any other information except that the half hour will be used for a dramatic show.

Person Being Considered For Radio Hall Of Fame

Los Angeles—Philco-Hall of Fame program is dickering with Al Jolson to emcee and star on the weekly one-hour series beginning in September. Offer resulted from the enthusiastic public and critical reaction to the Mammy singer's work on the Hall of Fame program of this season. Paul Whiteman and his orchestra. (Continued on Page 2)

Gourmet Special

One first-rate cook, complete with chef's accoutrements, will be auctioned off to the highest War Bond bidder for one night only by WOV. The New Yorker who wins will have the services of Giuliano Gerbi, member of WOV's newsstaff. Gerbi's culinary gifts have been compared to those of Escoffier and the noted Oscar. Deadline for bond orders is Mon., June 26, midnight.

Money Is Nil

During Eddie Cantor's last appearance of the season, Wednesday night, all concerned were waiting for the arrival of Lee Bristol, vice-president of Bristol-Myers, sponsor of the program, to make his customary annual appearance in the show. The minutes slipped by as the show almost came to a close. Three minutes before "curtain" time, Bristol, who pays \$22,000 a week for the show, appeared in the engineering room with a working permit from AFRA—allowing him to say his piece.

Net 'D-Day' Coverage For National Archives

Washington Bureau—RADIO DAILY Washington—NBC's coverage of "D Day" will be preserved for posterity in the National Archives. Frank E. Mullen, NBC vice-president and general manager, has had recordings made at the request of John G. Bradley, chief, division of motion pictures and sound recordings of the (Continued on Page 2)

New Business, Renewals Reported by NBC In Chi.

Chicago—Renewal of Kraft Music Hall and return to the network of Smiling Ed McConnell and his Buster Brown Gang were announced this week by Paul McCluer, sales manager for the NBC central division. Kraft Music Hall, starring Bing Crosby. (Continued on Page 4)

Strong Convention Coverage Sends Radio Bigwigs To Chi.

Twenty years after covering its first political convention, radio in preparation to cover the sixth such series will bring to the American public an over-all picture second only to the job of covering the European invasion early this month. At no time in the industry's history have so many individual outlets as well as the major networks taken such an interest in the political situation, possibly made mandatory through the public's interest in the fourth term situation as well as the wartime convention (Continued on Page 7)

Blue Network Brazilian Deal Forecasts World-Wide Expansion Program; Other Nations Considered

Blue network officials have taken the first steps toward the establishing of an international network in the consummation of a deal for four basic affiliates in Brazil. The web's postwar planning program includes expansion of foreign radio affiliations to include other South American stations, stations in Mexico, Australia and Europe.

The expansion program coming as a sequel to Edward J. Noble's announcement last week that contracts had been signed with the Alberto J. Byington, Jr., stations in Brazil embodies an ambitious plan to establish the frame work for a world-wide network. Highlights of the web's plans are included in a statement entitled "Basic Plan for Blue-International." This statement declares:

"First foreign country to be selected for this plan is Brazil because it is the largest and most important republic of all the other Americas. Second, there are a great number of privately owned U. S. industrial concerns (Continued on Page 6)

Army To Honor Radio Through NAB Award

Washington Bureau, RADIO DAILY Washington—A certificate of appreciation for the outstanding contributions of the radio industry toward the building up of Army communications will be awarded NAB by Major General Harry C. Ingles, chief signal officer, it was revealed yesterday. The (Continued on Page 6)

Kaltenborn Scholarship Goes To L. I. Youth

David Bruce Wilson, of Garden City, Long Island, became the first recipient of the Hans V. Kaltenborn Scholarship for Harvard College student. (Continued on Page 2)

Says Competing Web Would Benefit CBC

Montreal—Joseph Sedgwick, K. C., counsel for the Canadian Association of Broadcasters, offered the opinion that a mutual network of private stations competing with Canadian Broadcasting Corp. would make for better broadcasting in Canada. Appearing before the Commons Parliamentary Radio Committee to answer questions on a brief he had presented to the (Continued on Page 2)

Turn-About Hitter

Royal Arch Gunnison, Mutual commentator, can burn the candle at both ends and in so doing bring light to both sides of the earth. Twice a week Gunnison goes over to the OWI offices; on one of the days he broadcasts to the Pacific area telling of events in the European theater; the next day he tells the European section what's what in the Pacific.



Vol. 27, No. 59 Fri., June 23, 1944 Price 10 Cts.

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

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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, June 22)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Fransworth 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).

20 YEARS AGO TODAY

(June 23, 1924)

Tomorrow will be a banner day for G. W. (Johnny) Johnstone. After two years with station WEAJ, Johnny has received his first publicity assignment and will go with Graham McNamee to the Democratic Convention starting in New York's Madison Square Garden tomorrow.

ANNOUNCER WANTED

CBS—5KW—YOUNGSTOWN, OHIO

Seasoned, experienced, capable man for News, and general announcing. Not a war-time position but a permanent opportunity for the right man. Immediate vacancy. Prefer family man—over 30 years old or draft exempt. Write, wire or phone

W. P. WILLIAMSON, JR.—Gen. Mgr. WKBN BROADCASTING CORP. Phone 42122

Coming and Going

WILLIAM B. DOLPH, general manager of WOL, Washington, D. C., will leave over the weekend for Chicago and the Republican convention. Mutual newscasters heard over WOL who also will go to the Windy City include MRS. RAYMOND CLAPPER, FULTON LEWIS, JR., WALTER COMPTON and MADELINE ENSIGN.

JAMES V. McCONNELL, manager of NBC national spot sales, is expected back today from a trip to Boston and Schenectady. After only a day at the home offices he will tie himself off on his vacation.

HENRY J. TAYLOR, Blue Network commentator, has joined the analyst contingent converging on Chicago for the Republican convention.

GENE TRACE, program director of WKBN, CBS outlet in Youngstown, Ohio, is visiting briefly in New York.

PHIL NEWSOM, radio manager of United Press, leaves today for Chicago, where he will cover the convention where UP plans to be strongly represented.

BERNARD DUDLEY will spend today and tomorrow in Boston conferring with executives of the Yankee Network.

CHU CHU MARTINEZ, specialist in Spanish-American songs, was in Syracuse yesterday, where he entertained at the statewide convention of Democratic women held at the Onondaga Hotel.

PAUL OLIPHANT, program director of WLAC, CBS affiliate in Nashville, has returned to Tennessee following several days at network headquarters in New York.

CLAIR H. SHADWELL, assistant manager of WELI, Blue Network affiliate in New Haven, paid a call yesterday at the web's Rockefeller Center offices on his way back to Connecticut after having been away for two weeks on vacation.

BOB HAWK, of the CBS "Thanks to the Yanks" program; JULIE WITMARK, Hawk's manager; KENDALL FOSTER, Wm. Esty producer; LYNN GARDNER, songstress; BURL IVES, singer of folk-songs, and MEL SPIEGEL, of CBS press information, leave Sunday for Greensboro, N. C., where they will participate in that city's Fifth War Loan Drive. From there, they'll go on to Winston-Salem for another show.

BEN GRAUER leaves today or tomorrow for Chicago to cover the Republican convention.

GUY LOMBARDO and the members of his band are expected back today from his current theater tour.

HAROLD H. MEYER, station manager of WSRR, came in from Stamford yesterday to spend some time with officials of the Blue Network, with which his station is affiliated.

EDWIN C. ALLEN, general manager of WIBA, Madison, has arrived from Wisconsin for a few days on general business.

Jolson Being Considered For Radio Hall of Fame

(Continued from Page 1)

chestra have already been inked for the Fall show.

Jolson, who is under contract to Columbia Pictures as a producer, will probably sign for the air show, if arrangements can be made to broadcast from Hollywood, so that he can also fulfill his studio commitments.

Says Competing Web Would Benefit CBC

(Continued from Page 1)

committee in March, Sedgwick said he visualized a mutual network competing with the CBC for audience, artists and network to the mutual advantage of all concerned. He added that the CBC refused to grant licenses for television and this might conceivably hold up experiment and development in Canada and declared he thought there should be a right to appeal to an impartial judicial body on a CBC ruling of this type.

Kaltenborn Scholarship Goes To L. I. Youth

(Continued from Page 1)

established last year by the radio commentator, it was announced by Henry J. Davenport, chairman of Long Island's Harvard Club scholarship committee.

Music Show Sponsored

Los Angeles—Barker Bros. has signed a 52-week contract with KMPC for "Say It With Music" show, heard from 9:45 to 10:00 a.m. Monday through Friday, beginning July 3rd. Bill Hay will act as narrator, which puts him on two shows at KMPC, the other being "The Music Box" heard from 7:00 to 8:00 p.m. Monday through Saturday. The latter show is sponsored by Washington Motors.

Special WOR Show

WOR in cooperation with the local War Finance Committee will present tonight beginning at 8:30 o'clock a two-hour broadcast featuring variety entertainment and military heroes to help the Manhasset community meet its quota of \$480,000 for the Fifth War Loan Drive.

Net 'D-Day' Coverage For National Archives

(Continued from Page 1)

National Archives. The records, 72 in number, of one half hour each have been received by Mr. Bradley. They are a 36-hour word picture of the NBC invasion coverage from the time of the first bulletin was broadcast from the web's news room on Tuesday, June 6, at 12:41 a.m., EWT.

Toscanini To Conduct

Arturo Toscanini has interrupted his summer vacation to conduct the NBC Symphony orchestra in the first of two War Bond concerts in the General Motors program over NBC, Sunday, 5 to 6 p.m., EWT.

Stork News

Pvt. and Mrs. Pierre Weis are the parents of a new daughter, their first, Ann. Pvt. Weis, who is stationed at Fort Benning, Georgia, was before his induction into the Army, station representative for Lang-Worth Feature Programs, Inc.

How do you buy time in BALTIMORE?

Is it on power alone? Population alone? Or do you look at the cost-per-listener? 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.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY - REED

Making War Words

SHOUT!



Richard McDonagh, head of NBC Script Division, and writer Gerald Holland of his staff, confer with director Anton M. Leader, NBC producer and distinguished author and editor Carl Van Doren, who will introduce and present each program of "Words at War."

NBC created . . . "WORDS AT WAR" to dramatize today's important war books—to give significant, timely writing the tremendous audience it deserves. For more than a year the program has been broadcast by NBC in co-operation with the Council on Books in Wartime.

NBC produces . . . "WORDS AT WAR" as a forceful contribution to public enlightenment. The dramatized essence of today's best war writing draws praise from public and press: ". . . *The kind radio needs,*" said *Variety*. ". . . *boldest, hardest hitting program of 1944,*" said *The New York Times*—commenting on a typical production, "Assignment: U.S.A."

NBC sold . . . "WORDS AT WAR" as a summer replacement for radio's top-ranking "Fibber McGee and Molly." Not only critics and listeners recognize the program's value; S. C. Johnson & Son, Inc. has invested its radio time and its sponsorship in the series.

LISTEN TO "WORDS AT WAR"
Tuesdays at 9:30 p. m. EWT start-
ing June 27, 1944 . . . a 13-week
series for S. C. Johnson & Son, Inc.

NBC creates, produces and sells fine radio. "WORDS AT WAR" is a good example of NBC's imaginative origination . . . NBC's pace-setting program standards—two among many reasons why NBC is "The Network Most People Listen to Most"

National Broadcasting Company

America's No. 1 Network

A Service of Radio
Corporation of America



LOS ANGELES

By RALPH WILK

GRACIE ALLEN, accompanied by Margaret Ettinger, trained out Tuesday (20) for Chicago, where she will act as special feature reporter for North American Newspaper Alliance at the Republican Convention, which begins June 26.

Arlene Harris, the "human chatter-box" heard regularly on Al Pearce' Blue Network "Fun Valley" series, each Sunday, was busy last week at the Universal Studios, where she played a role in "Be It Ever So Humble," now in production at that studio.

Lewis Allen Weiss, executive vice-president and general manager of the Don Lee Broadcasting System, is in New York to attend board of directors and committee meetings at Mutual-Don Lee's New York offices. On his way back to the coast, he will stop at Chicago for the Republican national convention.

When Glen Hardy, KHJ-Done Lee's news man goes on vacation July 1, it will be to the High Sierras. Hardy loves to fish, and plans to head for Dinky Creek for stream fishing and Shaver Lake for trolling, both near each other in the Sierras. Bob Freed will take over while Hardy's away.

The Les Tremaynes hold weekly swing conclaves at their San Fernando Valley ranch—latest meeting featured old piano of boogie-woogie king, Joe Sullivan.

McNeill Turns Actor For Kellogg Playlet

Don McNeill, emcee of the Blue Networks' "Breakfast Club," will have a starring role in a real "legit" to be presented by the Kellogg Company, one of the sponsors of the "Breakfast Club." The dramatic playlet is titled "The Grains Are Great Foods" and will be presented at the Blackstone Hotel for more than 400 home economists attending the AHEA convention in Chicago. New idea in nutrition education, the show was "premiered" in New York City with Tom Shirley, announcer on another of the Kellogg shows, "Jack Berch and the Three Suns," taking a major role. The Kellogg Company has revised the playlet for amateur use by civic and nutrition groups throughout the country.

New PA Office

Opening of a new regional bureau at Jacksonville, Florida, to furnish special regional news to stations in Florida exclusively was announced last week by Oliver Grambling, assistant general manager of Press Association.

JOHN TILLMAN

CBS Announcer

Now serving in the Army of the United States



MAIN STREET



Radio Vitamins For Friday !!!

● ● ● They say if you get around town enough and frequent some of the busy restaurants you will run into someone who didn't go to Chicago to attend the GOP Convention. . . . at any rate there will be no dearth of radio folk at the shindig. . . ● Real sponsor in the flesh was on the air Wednesday night when Lee Bristol of Bristol-Myers appeared on Eddie Cantor's show himself after being impersonated earlier on the program. . . . Bristol bade farewell to Cantor, was heckled by the "Russian" Bert Gordon. . . . and assured all hands they would be back under the same auspices in the fall. . . . Cantor meanwhile announced he would spend the summer playing the Purple Heart Circuit. . . . All wished good luck to Allan Young, taking over the spot as summer replacement beginning this Wednesday night on NBC. . . . smart move on the part of the client in meeting his listeners personally, as it were. . . ● When Cass Daley, comedienne on the "Maxwell House" iced coffee time show now on CBS, for the summer, had her first job in a Philly hosiery mill. . . . she entertained the other workers by doing her stuff during lunch hour. . . . the plant foreman heard some of the impersonations and Cass soon went into show business. . . . Sunny Skylar, song writer and vocalist on WOR-Mutual and also on the Mary Small revue on the Blue, has written a theme song for the dramatic show "Cisco Kid," with Bob Stanley doing the music. . . . title is "Cisco Kid Rhumba."



● ● ● Ruby Newman, orchestra leader on the Eddie Garr show, new sustaining feature on CBS, flies in from Detroit Sundays, or commutes, as the case may be, because his band is playing an engagement in that city and the radio show is in New York. . . ● Frank Silva, who was sponsored for years doing sports over WSAW and WHAM, Rochester, N. Y. is now connected with the Radio Branch, Public Relations, broadcasting section of the War Dept. . . . he will continue to announce sports from the Capital on occasion. . . ● Rush Hughes, at KWK, St. Louis has a great bond selling stunt. . . . large wooden tracks lead up to a huge picture of Hitler some 500 yards down the track, or so. . . . on a little flat-car is mounted a 500-pound aerial bomb and every time a War Bond is bought the bomb rides closer to Hitler. . . ● Morton Gould has been presented with an inscribed wristwatch by the YMCA in appreciation of his "Symphony On Marching Tunes," commissioned by the organization. . . . it had a world premiere by the New York Philharmonic-Symphony the other Sunday afternoon. . . ● John McKay is interviewing prospective alternate umpires for the forthcoming classic between NBC and the combined trade press. . . . John already has a line on an old-timer who really knows his stuff. . . . no monkey business will be tolerated by this old Oriole either.



● ● ● Gen. Sir Bernard Montgomery's "wireless sets" in his traveling General Headquarters cost around \$235,000. . . . the radio of a divisional headquarters, which enables the staff to communicate with every unit while on the move, costs about \$370,000. . . ● Army Service Forces of the Special Service Division continues to do a good job with the V-Discs. . . . excellent little feature is the Hit Kit, which gives the words of popular tunes plus a few old timers, always favorites. . . . only hitch is not every far-flung area manages to get the discs. . . ● Toscanini is back on NBC for a War Bond concert under GM auspices this Sunday. . . ● he will be heard in the fall for his usual run, same place, same time. . . ● Now that William Bendix in his hilarious "Life of Riley" show is moving down to the 10:30 p.m., EWT time on the Blue, a great many new listeners are in for a treat. . . . sensationally good.



Remember Pearl Harbor

CHICAGO

By BILL IRVIN

THROUGH Olian Advertising Company, Chicago, Schoenhofen-weiss Co., began sponsorship Paul Harvey, news commentator station WENR, Monday, June 19. Harvey will be heard Monday through Friday, 10:00-10:15 p.m., CWT. Contract is for 52 weeks.

Mrs. John W. Bricker, wife of Governor Bricker of Ohio, Republican presidential aspirant, will be guest of June Baker's home management program on WGN 9:45 a.m. to 10:00 a.m., CWT, Monday, June 26, opening day of the Republican Convention at the Chicago Stadium.

James Stirton, Blue Network national division program manager, is vacationing in Minnesota.

New Business, Renewals Reported By NBC In Chicago

(Continued from Page 1)

by, was renewed for 53 weeks by Kraft Cheese Company, division of National Dairy Products Corporation, through J. Walter Thompson Company, with a station line-up increase from 88 to the full network starting July 20. Program is on Thursdays, 8:00-8:30 p.m., CWT in Hollywood.

Smiling Ed, a radio song and character veteran of a score of years, be back on NBC with a juvenile program on September 2 when Brown Shoe Company of St. Louis through Leo Burnett Company, launches a 30-week contract on 12 stations. Show will be heard Saturdays, 9:00 to 9:30 a.m. CWT in Chicago.

Atlas Brewing Company, Chicago has signed a WBBM contract to sponsor "Jobs For G. I. Joe," a Sunday evening series, for 52 weeks, starting June 25, 9:30 to 10:00 p.m. CWT. Olian Advertising Company, Chicago is the agency. Program has approval of the War Manpower Commission and all servicemen will be placed through that agency. Two or three honorably discharged veterans will be interviewed on each program and interested employers will be requested to call the WMC. Talent line-up includes Jimmy Hilliard's orchestra, the King's Jesters, male trio and Janette, WBBM songstress. O. Neuwerth will direct.

"Vic & Sade" Sponsors

Effective July 3, sponsorship of western and southern stations in the "Vic and Sade" NBC network of stations will be taken over by Procter & Gamble's White Laundry Soap.

Young Woman Available

College graduate seeks production work with small New York outfit. Experience in production, publicity and public relations. Write RADIO DAILY, Box 846, 1501 Broadway, New York 18, N. Y.

TO ALL OF THESE PEOPLE,

The Blue Network

GIVES CREDIT and THANKS

... for a great job and wholehearted cooperation which made possible our complete coverage of D-Day news.

IT is now history—how The Blue's newsroom sprang to action at the first invasion flash, at 12:40 AM EWT, Tuesday, June 6—and how, from that moment on, The Blue and its affiliated stations gave America the bulletin-by-bulletin story.

But we don't want to revert to that: what we want to do is to record our deep-felt thanks to all those who have helped us.

First of all, we want to pay tribute to our London staff: to George Hicks, whose stories have been among the most dramatic to come out of this gigantic military operation; and to Arthur Feldman, Thomas Grandin, Herbert Clark, Harold Peters and Ted Malone, all of whom contributed their stories to the over-all picture.

We want to thank Walter Kiernan and Paul Nielson; William Hillman and Henry Taylor; Leland Stowe and Leon Decker who broadcast from New York not only the dispatches but their analyses and interpretations of fast-breaking events: our thanks also to David Wills, Baukhage, Martin Agronsky and Ray Henle from Washington.

We owe a debt of gratitude to UP and AP and INS; also to BBC. We are likewise grateful to the Navy and War Departments for their cooperation. And we wish to thank our contemporaries—NBC and

CBS and MBS—for being together in the "Pool Broadcasts"—for permitting us to use much of their material and also for using those dramatic George Hicks broadcasts made from the gun turret of a U. S. warship.

We want to thank G. W. Johnstone and Thomas Velotta, director and assistant director of Blue News and Special Features, and our newsroom staff; also our engineers and all those behind-the-scenes people who worked without letup in order that the news might go through.

To our stations we want to express our thanks—not only for their cooperation but for the words of encouragement which they phoned and wired and wrote us.

And we want to thank our advertisers and agencies who have cooperated so willingly in allowing our people a free hand in scheduling programs for the best possible news coverage—even when it meant we had to cancel out their programs or change their formats or break into their broadcasts with bulletins and flashes.

If we have done a stand-out job (and legions of our friends have told us that we have) it has only been because we have had the cooperation and encouragement and devotion and understanding of all the people we have mentioned.

The Blue  *Network*

AMERICAN BROADCASTING SYSTEM, INC.

Views Tele Planning With Conservativeness

(Continued from Page 1)

Look magazine, who dwelt on the effect of television on the publishing industry.

Discusses Theater Possibilities

"There is one phase of the motion picture field where television is going to definitely apply," Raibourn declared. "This is the theater itself. It is possible, of course, that we may have purely television theaters, as we now have news theaters, but there is reason to doubt that it is a probability."

The speaker said that large screen television so far "has not exhibited satisfactory picture quality for continued theater use due to insufficient screen brilliance." He pointed to Scophony's electronic opacity tube, popularly known as the Skiatron or dark trace tube, and RCA's electrostatic control of micrometric suspensions as current large screen developments. More will be known about these scientific contributions when the present wartime emergency is past, he added.

Touches on Rivalry

Alluding to the prospects of rivalry between the motion picture industry and the broadcasters in the development of television, Raibourn said:

"Motion picture film, as can television, can be used for advertising, for direct selling, for propaganda, for education, and for any form of transfer of intelligence and information from one person to another. We thus arrive at the conclusion that, basically, it is motion picture film versus electrical television which represent intrinsically different media and that if there is any real question of 'who' will shove 'who' around, it is a problem of Eastman Kodak, Dupont, and Anso as against the Telephone Company, Radio Corporation, General Electric, Philco and Du Mont rather than broadcasting companies as against so-called motion picture companies. These two latter groups are probably more likely to help each other than to hurt each other as they build talent for each other and make it popular.

"Motion picture companies may make films for television and television may supplement feature film fare in theater programs. On the other hand, television might displace 16 mm. movies in the home or schools in a reasonable period of time and thereby destroy the dream of the film manufacturing companies of an ever expanding market."

Kostka Gives Views

The national application of television in the competitive post-war world will stimulate the publishing medium in the same way the movies proved to be a hypo to newspapers and magazines, Mr. Kostka prophesied. "If television becomes a great educational force, it will eventually lead televisioners to seek further information in printed material, such

International Web Forecast By Blue Net Brazilian Deal

(Continued from Page 1)

which have wide distribution of their products throughout Brazil.

"After a reasonable period of operation between the Blue Network and Brazil, studies will be completed with a view of making similar arrangements with radio stations in other foreign countries. Consideration will be given to Mexico, Argentina, Chile, Venezuela, Cuba, Canada, England, Australia, China, Portugal, Spain. When the war is concluded, certain European countries will be included in our foreign coverage."

Basic Plan in Brazil Deal

The detailed agreement made with the Brazilian stations, according to Blue spokesmen, will be substantially the same arrangement which will be offered stations in other countries.

Highlights of the agreement include:

"The Blue Network will operate as exclusive sales agents in the United States for the radio stations owned and operated by you and you will act as exclusive sales agent for the Blue Network in Brazil.

"Agreement will continue for an indefinite period and may be cancelled by either party upon one year's prior written notice."

The principal objects of the agreement is to provide for the interchange of commercial radio programs. Sustaining, programs, however, will be carried from time to time.

For the time being exchange of programs between the Blue and the Brazilian stations will be on a transcription basis.

In stipulating ET's the agreement asserts:

Will Use ET's

"In view of the uncertainty at the present time of the quality of point-to-point transmission of musical programs between the United States and Rio de Janeiro, as well as the possible low quality transmission of program services from Rio de Janeiro to other points in Brazil by land lines or by point to point, it is agreed that high grade transcriptions produced in New York and shipped to Rio de Janeiro via air express, will offer the best results for rebroad-

as books, magazines and newspapers," he pointed out.

Many newspapermen feel that in the long run television is likely to be a greater competitor of radio than of the publishing industry, Kostka declared.

"If advertising by television results in greater sales, the firms sponsoring that advertising will eventually have more revenue to spend and will increase their total appropriations. If television fails to sell more merchandise, if it proves to be more expensive per item sold, it cannot be an important competitor of either radio or publishing," Mr. Kostka asserted in conclusion.

casting over your stations in Brazil. This will apply particularly to symphony programs, operas, large popular orchestras, etc. Programs of immediate interest such as speeches or news can be transmitted by point-to-point service."

Objectives Stated

The objectives of the Blue in developing an international network are outlined as follows:

"The Blue Network will provide radio broadcasting facilities in foreign countries for United States manufacturers who desire to advertise their products in the appropriate language used in such localities.

"The Blue Network will act as the exclusive international representative in the United States for certain carefully selected radio stations in foreign countries on a basis of 15 per cent. The foreign stations (as an affiliate of the Blue Network) will represent the Blue Network as far as radio broadcasting is concerned within their immediate territory."

The four Byington stations in Brazil that have become Blue affiliates and will start functioning for the American network on August 1st are: Radio Cultura da Campos, Call letters—PRF-7, Mario Ferraz Sampaio, manager, Campos, state of Rio de Janeiro; Radio Club of Brazil, PRA-3, Dr. Julio Barata, president, Rio de Janeiro; Radio Cruzeiro do Sul, PRB-6, Dante Ancona Lohes, manager, Sao Paulo and Radio Club Paranaense, PRB-2, Curitiba, state of Sao Paulo.

Governmental Approval

Approval of the South American expansion plans of the Blue have been given by Secretary of State Cordell Hull, James Lawrence Fly, chairman of the FCC, and by Nelson R. Rockefeller, co-ordinator of Inter-American affairs, following conferences with Mark Woods, president of the web.

The international expansion plan as adopted by the Blue is being handled by Donald Withycomb, director of the web's international department. Withycomb has held a series of conferences in New York with Jose Rocha Vaz, personal representative of Alberto J. Byington, Jr., owner of the Brazilian stations.

Gilman In New York For Blue Web Meeting

Don Gilman, vice-president in charge of the Western Division of the Blue Network, is visiting New York this week and will remain until next Tuesday to discuss network's post-war plans for expansion of facilities on the Pacific Coast with executives in the Home Office.

Under consideration are plans for permanent building in Los Angeles to serve as central point for Blue operations on Pacific Coast; and remodeling of building housing KECA in Hollywood.

Army To Honor Ryan Through NAB Award

(Continued from Page 1)

award is a new award by the Army and the first such certificate given Major Edwin C. Armstrong, inventor of FM about three weeks ago.

The citation recognizes the excellent cooperation and patriotic service" of broadcasters throughout the nation in the recruitment of personnel for the signal corps. This aid instrumental in making American military communications secure none in the world.

There will be a formal presentation of the award to NAB President Harold Ryan in the near future. The certificate names NAB and commends the agency for its help but the intent is that NAB be honored only individually but also as the representative of broadcasters throughout the country—in this case, members and non-members.

Staff Of Summer Institute Announced In Chicago

Chicago—Joseph A. McDonald of New York, assistant general counsel of the National Broadcasting Company, will come to Chicago to meet two addresses in connection with the opening of the third annual Northwestern University Summer Radio Institute in Evanston, Ill., Monday, June 26th. McDonald will speak informally at an institute dinner at the Orrington Hotel in Evanston at the close of registration Monday and the following day will officially open the institute with a discussion before the student body on "World Systems of Broadcasting."

Other speakers who will discuss various phases of broadcasting before the class in public service programs are: C. L. Menser, NBC vice-president in charge of programs; Edward McCrossin, Jr., legal counsel for NBC central division; Arthur Jacobs, production manager for the central division; Frank Chizzini, manager NBC Chicago radio recording division; William Weddell, assistant sales manager for the central division; John F. Ryan, manager of the central division press department; Howard Luttgens, chief engineer; John Gill, manager of WOW, Omaha; Harry Hester, free-lance writer; Elizabeth Hart, WMAQ announcer, and Edger Bill, general manager of WMEF Peoria, Ill.

Sweetheart Soap Expands To Full Network July 1

Manhattan Soap Co. will expand its Blue Network stations to the complete network on July 26, with "Scrambled Amby," an audience participation show, heard Wednesdays 7-7:30 p.m. EWT with a repeat to the far west at 10:30 p.m. Program has been heard on seven NBC Coast stations the past year for Sweetheart soap. Agency Franklin Bruck Advertising Corp.

Radio Coverage for Republican Meet

GOP CONVENTION CORRESPONDENTS

Radio personnel accredited by the Republican National Committee and the Radio Correspondents Association for the GOP national convention opening Monday in the Chicago Stadium follows:

(Continued from Page 1)
Beginning Monday when the convention is called to order more than three-score networks and stations will have their own staffs on the job doing shows, apart from the primary broadcasts scheduled for the week-end. Although a regular schedule has been set for pickups from convention floor a great many additional programs will be broadcast both television and standard radio castings, with some networks set to cancel numerous commercials to make way.

Mutual Cancels 10 Shows
Mutual has already cancelled 10 commercial shows over Monday and Tuesday, with the prospect of more being cancelled as conditions warrant. All cancellations will be from 7 p.m., EWT on Monday, when the Laboratories, Kellogg Co.; Kelly Bros., Lewis-Howe Co. and General Cigar Co. give up their time. The last mentioned show is usually broadcast 10-10:15 p.m., EWT. Tuesday Mutual has so far cancelled from 1-2 p.m. and these include two Grove Laboratory shows, Kellogg Co. and Lewis-Howe. MBS will also break in any other commercials or suspend to bring on special developments.

William Harrison E. Spangler, chairman of the Republican National Committee has made arrangements with Mutual for coverage of certain shows, a strong array of correspondents and reporters will be interviewed—all important political figures throughout the course of the gathering.

Vandenberg on CBS
CBS will start the ball rolling with Arthur H. Vandenberg, who is expected to make an important presentation address over the network "The People's Platform," tomorrow night. Later Gov. Bricker of Ohio will be heard 10:45-11 p.m. Other exclusive CBS broadcasts will include: Monday 5:15-5:30 p.m., EWT Mrs. Eleanor Roosevelt, National Committeewoman from Maine, and assistant manager of the party's national committee on women's activities. This originates through WBBM. On Tuesday the network will carry Mrs. Corbin, of Kentucky, chairwoman of the Young Republican National Federation. Otherwise CBS will broadcast the regular 1-2 p.m. and 10-11 p.m. EWT originations from the convention hall. On Monday how the opening session will be broadcast 12:30-1:30 p.m., EWT as will be the case on all webs. Progress of the balloting will be

NBC
Lowell Thomas, Irene Kuhn, Albert Dale, John McKay, Sidney Elges, Ben Gross, Joseph Meyers, Burroughs Prince, John Cooper, Don Hollenbeck, Adolph Schneider, Marshall Smith, Louis Sherwin, Mary Davis, Electra Ward, Niles Trammell, Frank Mullen, Frank M. Russell, William F. Brooks, Ann Gillis, Carleton Smith, Richard Harkness, Thomas E. Knode, H. V. Kaitenborn, Ben Grauer, Robert St. John, George McElrath, G. Hastings, A. Popelle, Sid Desfors, Everett Bragdon, J. A. Weiss, John A. Hilton, Harry A. Woodmen, Suzanne Cretinon, Don Fischer, Kenneth Banghart, William McAndrew, Morgan Beatty, James Boozer, Bertha Prasse, Harry C. Kopf, H. C. Luttgens, F. C. Schnepfer, H. D. Royston, C. A. Cabasin, H. R. Maule, M. W. Rife, G. J. Deville, F. E. Golder, W. Schooley, A. E. Scarlett, B. F. Fredendall, W. F. Lanterman, T. E. Schreyer, John Thompson, John Epp, Baskett Moses, William E. Drips, Jules Herbubeaux.

CBS
Bill Henry, Francis Douglas, W. R. Wills, Katherine Darst, Quincy Howe, Dr. Wallace Sterling, Cedric Adams, James Cruisenberry, Alvin Steinkopf, Gene Read, Earl Horrikan, Robert Hurlleigh, Ruth Ashton, Hildegarde Gaus, Shep Charlot, Al Bryant, Rocco Padulo, Margaret Miller, Earl Gammons, Paul W. White, William J. Stocum, Jr., Robert Trout, John Charles Daly, Harry Flannery, Henry Grossman, David Davis, Benjamin Russ, Arthur Perles, Richard Fernald, Robert S. Wood, Earl James, John M. Whitman, Ethel Kirsner, Helen Sioussat, John Harrington, Arthur Casey, A. E. Jocelyn, Jack Burnett, James Beloungy, H. Leslie Atlas, J. L. Van Volkenburg, Walter Preston.

Blue
Earl Godwin, William Hillman, Ray Henle, Martin Agronsky, Drew Pearson, H. R. Baukhage, Pauline Frederick, Leon Henderson, Bryson Rash, Henry J. Taylor, Harry Wismer, Edward J. Noble, Mark Woods, Edgar Kobak, Kenneth Berkeley, G. W. Johnstone, Raymond Gram Swing, Helen Buchalter, John J. Madigan, George O. Milne, Thomas J. Dolan, W. Trevarthen, P. Simpson, I. Garbo, F. Walworth, C. M. Hutson, E. R. Borroff, Merritt R. Schoenfeld, James L. Stirton, Gene Rouse, E. C. Horstmann, Eli Henry.

heard Thursday from the Stadium 1-2 p.m. and if not completed the 10-11 p.m. period will continue the results of the balloting. Bulletins will of course be heard on all stations and webs during the interim, all according to how important the developments are.

Keynote on Tuesday
Convention key note speech will be heard Tuesday at 1 p.m. EWT when Spangler introduces temporary chairman Gov. Earl Warren of Calif. at 10 p.m. At 1 p.m. the same day, permanent chairman, Rep. Jos. Martin of Mass. will take over and at night Herbert Hoover is scheduled to talk, with Rep. Claire Boothe Luce set to follow him in a discussion of national and international issues. Rep. Luce however, has gone on record as being against following Hoover's long talk, and has taken issue with Spangler on the matter. Tuesday night, it is expected the Republican nominations for the presidency will begin.

NBC will do considerable coverage with a daily tele stint, having lined up several Republican celebrities and as in the case of the Blue Network, top executives will be on hand to aid

Mutual
Fulton Lewis, Jr., Leo Cherne, Upton Close, Wick Evans, Fred Morrison, Theodore Granick, Julia Maddox, Cecil Brown, Alexander Griffin, Mrs. Raymond Clapper, W. E. MacFarlane, E. M. Antrim, Miller McClintock, Theodore C. Streibert, William B. Dolph, Benedict Gimbel, Madeline Ensign, Tom Slater, A. Opfinger, Lester Gottlieb, John Whitmore, Frank Schreiber, M. H. Newton, Robert Irving, Ray Dady, Bruce Hayward, Bill Amundson, George W. Lang, Clyde White, Jay Ferree, Robert Siebold, Karl Michael, James Buckley, John Brickhouse, John Holbrook, Dale O'Brien, Thomas Foy, Stanley Kramer, James Hanlon, A. C. Kaufman, River Beaman, Alice Lewis, Walter Compton, Maxine Davis, Lewis Allen Weiss, Marie Tesson, Adolph N. Hult, Carroll Marts, Marcia Winn.

Stations
WLW, Cincinnati—William Dowdell, George Gow, Arthur Reilly, James Cassidy, William Barlow, Gordon Graham, James D. Shouse, E. K. Bauer, M. R. Hackett, David Conlon.
WJTB, Baltimore—Ian Ross MacFarlane, Louise MacFarlane.
Richards-Fitzpatrick Stations (WJR, WGAR, KMPC)—George Cushing, Ralph Worden, William Neel, G. A. Richards, Leo Fitzpatrick, Gene Carr.
Cowles Group (KSO, KRNT, WNAZ, WMT)—Joseph V. Ryan, Stanley Dixon, White Larson, Arthur Smith, Sid Pearlman, Glen Law, George Sudermann, Dick Burris, John Irwin, Doug Grant.
KNX, Los Angeles—Dr. Wallace Sterling, also accredited to CBS.
KSD, St. Louis—George M. Burbach, Harold Grams, R. L. Herchert.
KDKA, Pittsburgh—Donald B. Hirsch.
KGER, Long Beach, Cal.—Merwin Dobyns, Evalyn Dobyns.
KGFV, Lincoln, Neb.—George W. Kline.
KGLO, Mason City, Ia.—Wade S. Paterson.
KGNO, Dodge City, Kan.—J. C. Denious.
KMA, Shenandoah, Ia.—Earl E. May, Owen Saddler.
KMOX, St. Louis—Francis Douglas, W. R. Wills, Katherine Darst, also accredited to CBS.
KPAS, Pasadena, Cal.—J. Frank Burke, Laura K. King.
KPRO, Riverside, Cal.—W. L. Gleeson.
KSTP, Minneapolis-St. Paul—John J. Verstraete, Walter Miller, Stanley Hubbard.

KTMS, Santa Barbara, Cal.—Marshall Keig, Louis F. Kroeck.
KVOA, Siloam Springs, Ark.—Storm Whaley.
KXOX, St. Louis—C. L. Thomas.
WOR, New York—Wick Evans, Theodore Granick, also assigned to Mutual.
WAAF, Chicago—Gene S. Himebaugh, John D. Stanley.
WBT, Charlotte, N. C.—Jack Knell.
WBBF, Rock Island, Ill.—Leslie C. Johnson.
WICA, Ashtabula, O.—Alfred Newkirk, Walter Walrath.
WING, Dayton, O.—Ronald B. Woodyard.
WINS, New York—Guenther Reinhardt.
WIP, Philadelphia—Alexander Griffin, Benedict Gimbel, also accredited to Mutual.
WIZE, Springfield, O.—Reggie Martin.
WJJD, Chicago—Robert R. Hansen.
WLA V, Grand Rapids, Mich.—Richard F. Connor, Roy Kelly.
WLS, Chicago—Julian Bentley, Ervin Lewis, Arthur C. Page, Harold Safford.
WOV, New York—Thomas B. Morgan.
WOW, Omaha—O. M. Ingoldeby, Mike M. Meyers.
WRJN, Racine, Wis.—Harry LePoidevin.
WROK, Rockford, Ill.—William R. Traum, James W. Rodgers.
WSPA, Spartanburg, S. C.—Walter J. Brown.
WTMJ, Milwaukee—Jack E. Krueger.
WBNS, Columbus, O.—Jack Price, W. I. Orr.
WCFL, Chicago—Hugh Douglas.
WIND, Chicago-Gary—Fred Willson.
WEER, Buffalo, N. Y.—Cy King, Paul E. Fitzpatrick.
WTAD, Quincy, Ill.—W. Emery Lancaster.
WBBM, Chicago—James Cruisenberry, Alvin Steinkopf, Gene Read, Earl Horrikan, Robert Hurlleigh, also accredited to CBS.
WCCO, Minneapolis—Cedric Adams, A. E. Jocelyn, also accredited to CBS.
WJLN, New York—Herbert L. Pettey.

News Services
Ask Washington—Merlin Stonehouse, Hugh Grauel, Eleanor Block.
Press Association—Joseph H. Torbett, James Bornmann.
Transradio-Press—Rex Goad, Betty Lersch, Ann Corrick, Harold Parr, Dan Williams, Milton Fishman.
Yankee News Bureau (serving Yankee Network)—J. R. Reed, Robert Meyers, Stanley Peyton.
West Virginia Network—Malvina Stephenson.
BBC—Anthony Wigan, William Newton, Clement Fuller, Annette Ebsen, John Salt, Stephen Fry.

in carry out full coverage. Technical staffs are no small part of the regional and national network attendees, with CBS sending out its network operations engineer Henry Grossman, plus field technicians Dave Davis, Ben Russ and Earle James

from New York. James Beloungy, central division operations engineer and chief engineer of WBBM will be on hand to assist, along with members of his staff. Similar groups have made the journey for the other major networks of the nation.

AVAILABLE
Public relations man, deferred, desires supervisory position, small station in New York City, evenings, all day Saturday and Sundays. Write—
Box 847, RADIO DAILY
375 BROADWAY, NEW YORK 18, N. Y.

JOHNNY MERCER'S BEST SELLING NOVELTY

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CAPITOL SONGS, INC.

NEW YORK • RKO BUILDING • DAVE BLUM-MICKEY GOLDSEN
HOLLYWOOD • 1483 NORTH VINE STREET • DAVE SHELLEY

★ ★ ★ COAST-TO-COAST ★ ★ ★

— PENNSYLVANIA —

PHILADELPHIA—WIP will use fascinating "Walkie-Talkie" in new series of six shows in cooperation with Signal Corps and Treasury Dept. next Monday afternoon... **KYW's** general manager Leslie W. Joy returned to "good ole days" as singer in remembering WRS' general manager Lee B. Wailes' birthday with an ode... **WPEN** interviewed producer Gerald Savory of the play "There's Always Juliet" that opened Bucks County Playhouse last Friday.

— TEXAS —

DALLAS—WFAA airs "The Songs of Jerry Wayne" twice weekly, backed by Gulf Oil Co. Show includes Peg La Centra, Dan Seymour and Gullspray orchestra... **HOUSTON**—Lone Star Chain continues "Women in Wartime" sponsored by Gulf Brewing Co. for another year, on Monday, Wednesday and Friday a.m. for quarter-hour... **FORT WORTH**—KGKO Radio Frolics gaining new listeners quickly. Presented from studio Saturday afternoon for half hour, show stars local talent.

— TENNESSEE —

MEMPHIS—WHBQ manager Bob Alburty entertained local M-G-M officials, employees and managers of Loew's theaters in preview of new Mutual series, "Screen Test," at Hotel Gayoso... **KNOXVILLE**—In WBIR management changes, John Hart replaced John Ballard as executive director, and Garry Marable moved into Hart's post of commercial manager... **WNOX** chief announced Tys Terwey has resigned to go overseas for OWI.

— WASHINGTON —

SEATTLE—KIRO will use Associated Recorded Program Service beginning with July 1... Station's new announcer is Warren Brown... **YAKIMA**—Every employee endorsed KIT's manager Jim Murphy's idea of buying "Special Invasion Bond" on D-Day... KIT's new continuity head comes to radio with newspaper and publicity background.

PICTURE OF THE WEEK



Despite strenuous schedule of Invasion coverage and Fifth War Loan activities, staff of WCOP, Boston, continued in their campaign to aid the Boston Salvage Commission in the collection of waste paper. Engaged in the proceedings are Frances Lescoe, traffic manager; George Michael, program director and Joseph Brooks, announcer.

— WISCONSIN —

MILWAUKEE—"To WTMJ-WMFM, for meritorious service to music" is inscription on plaque awarded the two stations by the Wisconsin Federation of Music Clubs during last program of "Starring Young Wisconsin Artists" series in early June... **SHEBOYGAN**—WHBL's staff addition is Paul Bartell, honorably discharged from Air Corps... **WAUSAU**—WSAU staff announcer Don Wilson has entered radio advertising.

— OHIO —

CINCINNATI—WLW's shortwave broadcasts of overseas' interviews with local service men and women has become very popular... **WCKY's** new promotion manager is Wells F. Bruen, son of late Frank

J. Bruen, widely known sports executive... **DAYTON**—WING's jovial duo, Charlie Reeder and Jack Wymer, presented special show of their popular daily "Sunny-side Up" at Tuesday's anniversary dinner of May Company in Van Cleve Hotel.

— LOUISIANA —

NEW ORLEANS—WWL announcers are participating in the city wide Public Address System, War Bond Campaign conducted by the community's War Bond Headquarters... **SHREVEPORT**—"The Swap Shop," one of radio's most unusual programs, has moved to new time, Saturday, 12:45 to 1 p.m. over KWKH... **KTBS'** new 20-minute summary of news, "Review of The Week's News," is heard Sunday afternoon at 3:30.

— NEW JERSEY —

NEWARK—WAAT's announcing has added Carl Frederick formerly on stations in Pennsylvania and Virginia... **PATERSON**—WPAT will present the second of its current series of actual parties "Bond Party of the Week" Highlights 100 employees of Wright Corp. as host to M/Sgt. Bob Baker, turned crew chief of a B-17 in the Pacific.

— MASSACHUSETTS —

BOSTON—Guesting on WORL Club was Arlene Francis interviewed by Bob Perry... **WEEI** will return tomorrow morning "The War between the States" for the Fifth Bond Drive with its Peggy Kile interviewing Aunt Susan Tokes of Chester, Virginia. Latter will serve ham and chicken fry this Saturday for 1,000 residents for the... **WORCESTER**—Dan Hyland is new staff spieler at WAAB.

— UTAH —

SALT LAKE CITY—Over 300 attended local mock breakfast presented by Mothers with other Women's Clubs... **KUTA** last week at Newhouse... **S/Sgt. Emerson Smith** substituted for Breneman at mike... **KDYL** features the spot descriptions of all Child Care Centers in Saturday afternoon series "Point With Pride"... "Valley Funners" is KDYL's new series of public service programs, sponsored by local Council of Women. Suggests summer spots for vacationing boys and girls.

— VIRGINIA —

RICHMOND—Mallory Freeman WRNL's new assistant manager... **Warde Adams** advanced to acting production manager... **DANVILLE** Gigantic War Bond Auction Sale outside city's capitol is WBTM's contribution to Fifth Bond Drive... **WBTM's** program director W. P. Fernan is vacationing.

'NBC And You' Is Net's New Employees' Manual

NBC, under the title "NBC And You," has put out a 124-page manual of the company's organizational structure which is designed to acquaint the network's employees with the functions of its branches, departments and personnel services.

The manual opens with a brief history of NBC and the broadcasting industry, details about each of the network's departments, the six owned and operated stations that comprise "Our Castles In the Air" and the present status and future prospects of television. "The Policies and Practices" of the company, as they apply to employer-employee relations, is given extensive treatment in a 30-page section. A folded insert, attached to the back inside cover of the manual shows on one side all NBC affiliated stations with their interconnecting wirelines and on the reverse, an organizational chart of the company.



June 23

Peggy Langer Mary Livingstone
Pick Malone Maxine Keith
Claude Reese

June 24

Ed Aaronoff Frank Bastone
S. Kirby Ayers Lois Ravel
Harry M. Baldwin Clellan Card
Tom Wildman

June 25

Leo Cohen Martin Gosch
Doug Largen Smiley Whitley
Cliff Soubier



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



L. 27, NO. 60

NEW YORK, N. Y., MONDAY, JUNE 26, 1944

TEN CENTS

Radio Set For GOP Show

O'Dea Files Action WNEW-WOV Swap

Action has been started in the Supreme Court of New York County by Richard O'Dea, one of the officials of the Wodaam Corp. which owns and operates WOV against Arde Boya, and Milton Biow, officials of Water New York Broadcasting Corp. which owns and operates WNEW. Summons has been served on Biow but no complaint, according to Warren & McGroddy, attorneys for O'Dea, to the fact that time was short and it was desired to keep the action within the court's jurisdiction; (Continued on Page 6)

Women Leaders To Speak On CBS Bond Program

Mrs. Franklin D. Roosevelt, Mrs. Winston Churchill and Mrs. Henry Morgenthau, Jr. will be heard with other American and British women engaged in war industries over CBS' special Fifth War Loan Drive broadcast tomorrow (WABC 5 to 5:15 P.M. EDT). The British Prime Minister's wife will speak from London while the American guests will come from the New York studios; (Continued on Page 3)

N.Y. Board Of Education And NBC Complete Plans

The first cooperative enterprise between the Board of Education and NBC as part of their collaborative plans in radio education announced last May, three local schools won awards in the contest of 12 weekly broadcasts of "Drama Time" aired (Continued on Page 3)

Classic Correction

Press department of WABD, New York tele station, sent out the following under caption of "Correction": "The film presentation at 8:45 on Wednesday night, June 28th over Du Mont television station WABD will be a Sharpe & Dohme picture, 'Passport to Health' instead of 'Passport to Hell' as erroneously set forth in the program sent out June 20th."

Test Case Against Recording Companies

Action was filed in the New York Federal Court last Friday by Alla Bartlett and Clifford Herbert, surviving daughter and son of composer Victor Herbert, and Alan MacDonough, surviving son of the collaborating composer, who wrote "Toyland," against Decca, Inc., and the Columbia Recording Corporation, and naming another party defendant Witmark & Sons, music publishers.

The plaintiffs charge that the song (Continued on Page 6)

Sesac Signs Web Pacts; Gough To N. Y. Offices

Sesac, which has just completed new five year contracts with both NBC and CBS for use of the Sesac catalogue, has brought in Emile Gough to succeed Leonard D. Callahan who has resigned. Callahan is (Continued on Page 2)

Broadcasters Invade Chicago Stadium With Veritable Maze Of Equipment To Cover Today's Opening

By BILL IRWIN
RADIO DAILY Staff Correspondent

Chicago—"These are the conventions that, literally, will be heard 'round the world,'" said Arthur M. Wirtz, general manager of the Chicago Stadium, referring to the elaborate broadcasting set up for the Republican and Democratic National conventions.

The biggest job Wirtz faced in making convention arrangements was planning space for representatives of more than 800 newspapers, press associations, radio stations and the four major radio networks.

In addition to the four national networks—NBC, CBS, Blue and Mutual—seven independent radio stations will broadcast

convention proceedings direct from the stadium. Moreover, there will be a corps of 60 correspondents representing other stations throughout the country who will transmit news and feature stories to their stations by telephone, telegraph and mail.

In all, the convention hall will bristle with 150 microphones placed (Continued on Page 6)

FCC Asked To Change ET Announcem't Rule

Washington Bureau, RADIO DAILY
Washington—Admitting that the proposed new FCC rule regarding announcement of transcriptions is desirable, the NAB last week asked for deletion of the final sentence, which reads, "At least once every hour the (Continued on Page 7)

Guest Juries Planned For Mutual's Women's Show

Guest juries from Pittsburgh, Los Angeles, San Francisco, Syracuse, Chicago, New York, Cleveland and Oklahoma City will supplement Mutual's (Continued on Page 2)

NAB Asks WAC Drive Be Limited To Radio

Washington Bureau, RADIO DAILY
Washington—Pointing out that the WAC recruitment campaign has fallen far short of its goal, NAB has proposed to Young & Rubicam, agency handling the WAC program for the War Department, that the entire sum appropriated for the campaign this year be spent in radio. Lewis H. (Continued on Page 7)

★ THE WEEK IN RADIO ★

Blue's International Planning

By CHARLES MANN

MOST pertinent event of the week were the preliminary steps taken by the Blue Network to establish an international network, in closing a deal for four basic affiliates in Brazil. This network's post-war planning program is expected to be comprised of foreign radio affiliates in other South American countries, in Mexico, Australia and Europe. The four Brazilian stations to function with the Blue, starting August 1, are

located in Rio de Janeiro and Sao Paulo.

Networks and independent stations alike have made elaborate plans to cover the GOP convention which begins today. In many cases, commercial shows are being cancelled in order to bring to radio listeners uninterrupted talks from the convention scene in Chicago.

FCC granted licenses to the American (Continued on Page 5)

Good Anywhere

Henry Sylvern, radio composer, is no film star but he seems to be well on his way to becoming the movie man of the year. He's musical conductor of M-G-M's "Screen Test Preview" heard three weekly on Mutual, holds similar assignment on Skouras (20th-Fox) Theaters "This Is Our Cause" and is negotiating with Paramount to batonere a forthcoming series.

Defer Lea Sessions

Washington—Sessions of the Lea committee investigating the FCC have been postponed at least until Congress reassembles in August. Whether public inquiry will resume at that time is uncertain, with a strong possibility that it will hold over until September. Committee Attorney John Strica will take over the examination and investigation formerly conducted by E. L. Garey.



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : Business Manager

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FINANCIAL

(June 23)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	159 3/4	159 3/4	159 3/4	+ 1/8
CBS A	32 1/2	32 1/4	32 1/2	+ 1/4
CBS B	32 1/2	32	32	+ 3/8
Crosley Corp.	21 1/2	21 1/4	21 3/8	+ 3/8
Farnsworth T. & R.	13	12 7/8	13
Gen. Electric	38 7/8	38 1/2	38 5/8	- 1/8
Philco	34 7/8	34 5/8	34 3/4	- 1/4
RCA Common	11 1/4	11	11 1/2
RCA First Pfd.	75 1/2	75 1/4	75 1/2	- 1/4
Stewart-Warner	16	15 3/4	15 3/4	- 1/4
Westinghouse	106 1/4	105 3/4	106	+ 3/8
Zenith Radio	41 3/8	41	41

NEW YORK CURB EXCHANGE

Nat. Union Radio	4 3/8	4 1/8	4 1/4	+ 1/8
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OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	163 1/4	173 1/4
WCAO (Baltimore)	21 1/2	
WJR (Detroit)	36	

20 YEARS AGO TODAY

(June 26, 1924)

General Henry T. Allen's talk on "My Four Years in the Rhineland," over local air waves, promises to be rich in anecdote and adventure. General Allen was in charge of the Army of Occupation in the Rhineland... WJZ keeps a guest book which is autographed by all notables who appear at the station.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blues KINGO is THE Bay Area Buy!

Coming and Going

CLARENCE L. MENSER, vice-president of NBC in charge of programs, left Saturday for Chicago, where he will supervise the taking of television films at the Republican convention as part of the network's coverage. He will remain in the Windy City throughout the convention week.

BOB BINGHAM, general manager of WSLB, has returned to the home offices in Ogdensburg, N. Y., after having spent the latter part of last week in New York conferring with station representatives and network executives.

PHILLIP MERRYMAN, director of facilities development and research for NBC, is in Wilkes-Barre, Pa. conferring at WBRE, affiliate of the network.

LUCILLE MANNERS, soprano heard on NBC and now aboard the Treasury Department "Showboat" sailing down the Hudson on a Bond-selling voyage, has reached Kingston, N. Y. They are scheduled to warp in at the Statue of Liberty on July 4th.

HENRY V. SEAY, sales manager of WOL, Washington, D. C., was in town Friday for talks with the national representatives of the station.

BENAY VENUTA, vocalist, has opened her Summer home in Greenwich, Conn., where she will remain until the late autumn.

ROI OTTLEY, writer of the "New World A-Coming" series on WMCA, is leaving shortly for the European invasion front on special newspaper assignment. The program had its final broadcast yesterday. Tentative plans call for a resumption in the Autumn.

GEORGE O. MILNE, chief engineer of the Blue Network, and TOM DOLAN, traffic manager of the web, have arrived in Chicago to augment the very complete coverage which the Blue has arranged for the Republican convention.

DEWEY LONG, general manager of WELI, New Haven, was a visitor Friday at the offices of the Blue Network, with which the station is affiliated.

ALEX L. HILLMAN, publisher of magazines in the entertainment field, has returned from a business trip to Washington, D. C.

ROBERT S. WOOD, director of news and special events in Washington for CBS, and BILL HENRY, network Capital reporter and chief correspondent of WTOP, left Friday for Chicago and the Republican convention.

J. TED BRANSON, publicity and promotion manager of KFEQ, St. Joseph, Mo., arrived in Gotham the latter part of last week. Looked in Friday at the headquarters of his national representatives.

Guest Juries Planned For Mutual's Women's Show

(Continued from Page 1)
Mutual's court room drama "The American Woman's Jury" (Mondays through Fridays, 1:45 to 2 p.m., EWT) beginning Thursday, July 6. Originating in Boston, the program will switch to the aforementioned cities near the finish of each broadcast. Other cities will be selected later.

Cuff Will Address Retail Sales Convention

Samuel H. Cuff, general manager of Du Mont Television, of WABD, will explain tele techniques that display directors should know about in "Television—Its Use in Retail Selling" to the thousands of retail executives visiting the city for Market Week (June 26-30) this Thursday afternoon at two o'clock, at Pennsylvania Hotel. The New York branch is cooperating with the Display Manufacturers (NADI) in staging this show.

Sesac Signs Web Pacts; Gough To N. Y. Offices

(Continued from Page 1)
is reported, is accepting a government post.
Gough, who has been head of the Sesac West Coast operational staff, will head up the staff from New York offices and also handle some of the details formerly in the hands of Callahan. Gough was formerly with the Hearst organization before joining Sesac and was head of the Hearst radio activities and sales organization.

Dunninger To Appear

Dunninger, master metalist, will be starred in the Fifth War Loan Benefit on Tuesday evening, July 11 at Town Hall under the joint sponsorship of Saks Fifth Avenue and Revlon in his first personal appearance open to the public. He appears each Wednesday (Blue Network 9 to 9:30 p.m., EWT) in the Kem-Tone Miracle Radio Show. Ticket allocation is currently in progress at Saks Fifth Avenue.



MacFarlane Leaves For Republican Convention

Countless millions will hear the Republicans pick a presidential candidate at Chicago in July. Baltimoreans will hear all that, but they will also hear the intimate behind-the-scenes activities of their own elected delegates!

The networks will cover the highlights. But Ian Ross MacFarlane, the world-traveled war correspondent and exclusive news analyst for W-I-T-H, will broadcast the hot-off-the-griddle-story behind the Maryland story, direct from Chicago to Baltimore.

It is programming like this that has made this successful independent station "The People's Voice in Baltimore."

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."



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

NEW BUSINESS

DAI, San Antonio; Butay Prod- Co. (Raindrop Water Softener), transcribed announcement daily, through Glasser-Gailey; Dairyland (Dairy Products), 100- or 20-word announcement daily, through Marion Johnson; Flit Co. (Flyspray), one min. ann. daily, through McCann- son; Kellogg Co. (Cereal), chain k announcement, six announce- ments per week, through Kenyon & Hardt; Plough, Inc. (Mexsana), one break announcement, six per cent, through Lake-Spiro-Shurman; Co. (Dye), one one-minute ET, per week, through Earle-Ludgin; Wrigley Co. (Chewing Gum), one-minute announcement per week, through Ruthrauff & Ryan; U. S. Steel Co. Subsidiaries (Fencing), 15- minute newscast, six per week, through BBD&O; Folger Coffee Co., 15-minute transcribed program, five per week, through Grant Agency; Gulf Refining Co. (Gulfspray), 15- minute transcribed program twice weekly, through Young & Rubicam; Producers Creamery (Dairy Prod- uct), 15-minute program, one per week, through Glenn Adv. Co.; Singer Oil Co. (Gasoline), two 15- minute programs per week, through Conn-O'Donnel Advertising gency.

Joan Brooks Gets Another Featured Singing Role

Joan Brooks, Columbia's star song- uest, becomes a regular member of "Viva America" cast Thursday, June 29th. Joan is also featured on the new Eddie Garr show heard on CBS Sundays. Her new show, "Viva America," is produced by the Short- wave Department of CBS and is broadcast simultaneously through- out the United States and Latin America.

Weeks Cultural Arts Centers For Canada

Montreal—Representatives of 16 national cultural associations have urged the Dominion Government to appropriate ten million dollars to assist in establishing community cul- tural and arts centers, claiming less consideration is given the arts in Canada than in any other country. They suggested the establishment of a government department to super- vise cultural activities, and extension of such national services as Canadian Broadcasting Corporation, the National Film Board and the National Art Gallery.

Canfield Promoted

Los Angeles—Homer Canfield was appointed assistant manager of the Information-Press Department of NBC's Western Division, it was an- nounced by Harold J. Bosk, press department manager. Canfield re- places Joe Alvin, who on June 21 took over as manager of the news and special events department at NBC's Hollywood Radio City.

N. Y. Board Of Education And NBC Complete Plans

(Continued from Page 1)
on WNYC and WNYE, late last week. They included Jamaica High, of Queens, for best produced profes- sional script; Lafayette High, of Brooklyn, for best original script written by a student; and Fort Hamil- ton, of Brooklyn, for best adaptation of short story by a student. The judges were Hilda Watson for NBC, Muriel Leahy, of Grover Cleve- land High, for Speech teachers, and Alex Brook, of James Madison High, for English teachers.

PA Bureau At Fargo

Opening of its 23rd regional news bureau at Fargo, N. D., was an- nounced by Oliver Gramling, assistant general manager of Press Association.

Women Leaders To Speak On CBS Bond Program

(Continued from Page 1)
Helen Sioussat, CBS director of talks, is producer of the program to be written and directed by William N. Robson.

WINS Will Air Game

The Fifth Bond Drive ball game involving the Yankee, Dodgers and Giants at the Polo Grounds will be aired tonight by WINS, it was an- nounced last week by J. G. Spang, Jr., president of the Gillette Safety Razor Company, the sponsor. Bill Slater and Don Dunphy will an- nounce the play-by-play of the fray for which admittance is only by purchase of bonds as a feature of the Fifth War Loan campaign.

AGENCIES

BURTON DAVIS, consultant in the War Finance Division, Treasury Department, is now on temporary as- signment in the New York Informa- tion Office of the radio section of war finance, working with Julian Street, Jr. Street opened the Information Office June 6 as a service to adver- tising agencies and networks, and shortly thereafter his staff had to be augmented. Davis was tapped for the Treasury the day after Pearl Harbor, worked in the Special Events Section, was Chief of Motion Pictures and last year spent six months in Brazil as an advisor to the Brazilian govern- ment on War Bond promotion.



Most Likely Candidate in 1944, and 1948!

Hartford already has more than its share of votes as this year's choice market for advertising investments. And the advertising placed here today will continue to bear divi- dends in the post-war years to come.

With or without war industry, in good times or bad, Hartford is

always a leading market!

Invest your advertising dollars in Hartford. And invest them to best advantage in radio, on WDRC. Get effective and complete coverage of this entire trading area—at one low cost!

Connect in Connecticut by using WDRC!



BASIC CBS

Connecticut's
Pioneer
Broadcaster

LOS ANGELES

By RALPH WILK

CASS DALEY, star of CBS "Maxwell House Iced-Coffee Time," takes off July 1st for the Douglas plant in Long Beach (Calif.) to take part in the aircrafters "Wings for Invasion" drive. Cass will christen a big Douglas C-47 with the title bestowed upon her by Bing Crosby as a rib at her raucous voice. The ship will be called "The 'Whispering' Cass Daley."

Carlton Morse, writer-producer of radio's "I Love a Mystery," last week needed a talking doll for his current CBS chiller drama, "The Thing Wouldn't Die," but the sound effects department was unable to locate one in the toy stores. Thereupon Morse sponsored a search via a Hollywood newspaper and offered a \$25 War Bond for the use of a mama-doll in good talking condition.

Eugenia Clair, who had her operatic debut in "Aida" with Nelson Eddy in Philadelphia years ago, after training under Maestro Tanara of Milano, Italy, has been doing a grand job of keeping the world informed about the doings of Hollywood's "Smart Set" in her "Eugenia Clair Presents" program, 3:15 p.m. Tuesdays and Thursdays over KMTR.

Dinah Shore, top girl singer of radio, switches networks to NBC when her program returns to the air October 5. The show, now airing over CBS, leaves the air for the summer June 29. Upon her return, Dinah will occupy the 8:30 to 9:00 p.m., EWT spot now held by the "Aldrich Family."

Edgar "Cookie" Fairchild, musical director of the Ginny Simms show, was originally signed by Universal as musical supervisor for Deanna Durbin in "Can't Help Singing" but now has been elevated to the rank of musical director for the film.

SHARE OUR NEWS TICKER!

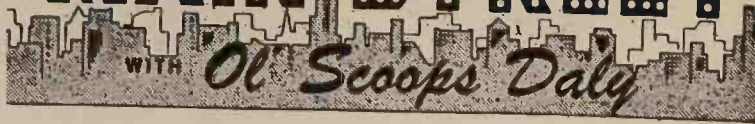


If you had your own A.P. and I.N.S. news ticker, you couldn't do more than read it whenever a flash comes over the wires... That's what we do for you on WBYN. Every few minutes, news, sports, race results transmitted... "Always in the know if dial is always 1430"

THE MINUTE STATION

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

MAIN STREET



Gossip from GOP-land!

• • • The town is swarming with commentators, news analysts and radio political experts who are analyzing and summarizing all over the place.... Among the top-flight spieles who are on hand for the Republican proceedings are Drew Pearson, Fulton Lewis, Jr., Lowell Thomas, Earl Godwin, H. V. Kaltenborn, Upton Close and Robert St. John.... We should add another name to that list, Leon Henderson, former OPA boss and now a sponsored analyst.... They, along with the small army of announcers, engineers and technicians, make up almost as big a group as the delegates themselves.

Chicago

• • • Don McNeill, who is described in Blue Net publicity as America's "witty waker-upper who each weekday adds luster to the dawn's early light," rounded out his 11th year as emcee of the Blue's Breakfast Club with Saturday's broadcast.... Fitting tributes, of course, were paid to the boss by other members of the Breakfast Club troupe, including Songstresses Nancy Martin and Marion Mann, "Howling" Sam Cowling and Maestro Harry Kogen.

• The Quiz Kids also observed a radio anniversary, completing four years on the air as of Sunday's broadcast.... Which reminds us that 15-year-old Quiz Kid Claude Brenner, who was graduated last week from Lake Forest, Illinois, Academy with top honors, is leaving for Boston this week to enroll in the Massachusetts Institute of Technology, where he has a scholarship.... Not bad for a youngster who came to this country from South Africa only five years ago. Claude's ambition is to be an aeronautical engineer.

• • • Handsome Curt Massey, photogenic baritone, made his first television appearance Friday over WBKB, the Balaban and Katz tele station. . . • Ruth Perrot, former WBBM-CBS actress, according to West Coast reports, is busy on her first movie, "New Faces".... Merritt R. Schoenfeld, assistant general manager of the Blue's Central Division, has been fishing in Wisconsin the past week trying to get a little relaxation (as well as fish) before the national political conventions hit the city.

• • • Ed Browne, Dunninger's NCAC representative, scurrying around town trying to get celebrity autographs for the Fifth War Loan poster which was used on Dunninger's broadcast last Wednesday night from here.... The poster was large enough to be unwieldy and Ed was debating whether to take it to the celebrities or have the celebrities come to the poster when someone had the bright idea of toting it out to the all-star Bond rally in Soldier Field.... Ed lugged it out there and in one fell swoop got the autographs of Jack Benny, Rochester, Lana Turner, Orson Welles, Sec. of the Treasury Henry Morgenthau, Jr., and several other notables. . . • Cecil B. DeMille, who is in town for the Republican convention, was on hand for the premiere Friday night of his new movie, "The Story of Dr. Wassell".... C. B. also made a guest appearance on the Blue's Meet Your Navy program Friday from Great Lakes. . . • French names in the news are going to be correctly pronounced in the future by NBC Central Division commentators, announcers and news editors if the series of eight half-hour French lessons being offered by the network have the desired effect. Mme. Jeanne Brochery of the University of Chicago is running the course.... William Ray, manager of the Central Division news and special events department, points out that of all errors made in pronunciation, those in French are the most glaring.

— Remember Pearl Harbor —

SAN FRANCISCO

SHORTWAVE listening post recently installed by KROW, Oakland, served the station with timely scoops during the Normandy invasion. During the initial stages, KROW secured first hand reports on the cessation of German resistance on the French beachhead, a Tokyo broadcast of Goebbel's statement, and General Eisenhower's address which was broadcast direct.

Shipbuilders of the Pacific Boat Company in Alameda, have joined the swelling ranks of other radio equipment builders of northern California now hearing the noon edition of the KSFO news. The home-visit invasion-force started picking up news broadcasts at 12 noon on Sunday.

It was a repeat performance in Frisco, when he addressed a special seminar of advertising students at Stanford University recently. Baker filled the same assignment year, telling students about the immediate and post-war possibilities of radio advertising.

KPO's first war baby is the eleven-pound boy born to Mrs. Montgomery Mohn on May 25th. The mother, Natalie Park of the NBC Pacific Coast serial "Hawthorne House." Father was a member of the KPO staff before entering the Army.

sell
Durham
N. C.'s
3rd city
cheaper
with
WDNC
COLUMBIA NETWORK
★43 pop. 60,000
Represented by Howard H. Wilson Co.

THE WEEK IN RADIO

Blue's International Planning

(Continued from Page 1)

Telephone & Telegraph Com- for two new stations in Boston New York which will be used experimental purposes on a new of radio relay or booster trans- sion, with emphasis on its use to and television. These two Class 2 (experimental) stations are to be main points of a proposed wide- d, point-to-point radio repeater uit capable of relaying telegraph telephone communications, fre- quency modulation, facsimile or tele- on broadcasting.

James Lawrence Fly, chairman of FCC, appeared last week before Lea committee of the House and urged that letters from the joint staffs of the Secretaries of War and Navy to the President be based upon incorrect facts and in a fundamental misconception of the Commission's radio intelligence work. These letters of a year ago were first publicized by Gene L. Garey, former Lea committee counsel, and were mainly responsible for the slice of one million dollars from the budget for the Commission's radio intelligence division.

To avoid duplication and plagiarism, an organization to be known as the Advertising Radio Protective Association will be formed soon and presented at the NAB convention in Chicago in August for official recognition.

More than 80 G. I. radio stations are now operating for American troops, Army Morale Chief Major General Frederick Osborn informed the House Appropriations Committee, pointing out that the American soldier prefers the American style programs to any other.

CAB will start a continuing historical record of FM listening in conjunction with its new expansion plans, it was announced. This survey system will include 81 cities.

The Blue network appointed Lucy Monroe, noted radio songstress, director of civic affairs for the network. Miss Monroe has devoted the past three years to nation-wide traveling on patriotic missions.

In replying to the FCC's letter of May 23, 1944, requesting a statement of policy and method of operation relative to FM broadcasting, together with an outline of the network's plans in this field, CBS said its policy is to provide duplicate service of its AM programs to FM stations owned by its affiliates.

Dr. Robert Leigh, first chief of the FCC's Foreign Broadcast Intelligence Service, has resigned that post to assume direction of the newly formed Commission of Inquiry on a Free Press. This new committee will study news presentation by press and radio to determine the influences behind such presentation.

Tele Tales: In touching upon the suppositions of rivalry between the motion picture industry and the broadcasters in the development of television, Paul Raibourn, Paramount Pictures executive, told the REC Television seminar that television might displace 16 mm. movies in the home or schools in a reasonable period of time and thereby destroy the dream of the film manufacturing companies of an ever expanding market. He pointed out that the problem of rivalry will really be between Eastman Kodak, Dupont and Ansco versus the Telephone Company, Radio Corporation, General Electric, Philco and Du Mont, rather than the broadcasting industry against the motion picture companies.

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

ANNOUNCER WANTED

Experienced, draft exempt, good selling voice and personality. Send all particulars first letter to KSO-KRNT, Des Moines, Iowa.



Can your Advertising afford a Summer Vacation?

Some advertisers still argue that the thermometer is a barometer for business. They say,

"When the temperature goes up everybody goes away"

... Well, that is with the exception of some

six million people in the bustling, victory-producing Philadelphia Trading Area.

Engineers tell us that it takes six times as much power to start a

flywheel as it does to keep it moving. When

advertising is stopped there is a similar waste. Each time

your advertising is suspended you have to begin all

over again. If you take a nap, you are sure to be caught

napping. The competition for business is continuous. Your

competitor is just waiting for this opportunity to

take advantage of your customers. To those advertisers who are desirous of a continual increase in

sales, summer or winter, WFIL offers an unusual

opportunity. Without any waste circulation, WFIL more

than adequately covers the tremendous Philadelphia

Trading Area. And the steadily increasing numbers of

listeners ... the rising number of advertisers, new to this

station, blend to make WFIL truly "Philadelphia's Most Progressive Radio Station."

A BLUE NETWORK AFFILIATE



REPRESENTED NATIONALLY BY THE KATZ AGENCY

WFIL

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

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

O'Dea Files Action On WNEW-WOV Swap

(Continued from Page 1)

Court has granted O'Dea additional time in which to file the complaint. Suit it is understood, revolves around the exchange about two years ago of the frequencies and power between WOV and WNEW. This was brought about by Bulova who owned interests in both stations. Originally, when WNEW was formed about 10 years ago, several small New Jersey stations were combined and O'Dea owned one of them. He was given an interest in WNEW which paid him a fixed annual sum. Following the increases in power and changes in frequencies that resulted from the Havana Treaty, WOV was on a frequency of 1,130 kc. and WNEW on 1,280 kc. Switch in frequencies and power were made and this resulted in each of these two outlets taking the other's power and frequency. Thus WOV now operates six days per week to midnight on 1,280 kc. and 5,000 watts power; WNEW full time on 1,130 kc. and 10,000 watts. WHBI in New Jersey has the WOV frequency on Sundays. This was part of the advantage accrued to WNEW when it made the swap.

WOV Sold to Mester Bros.

O'Dea in moving from WNEW to WOV, according to a spokesman for Bulova continued to receive \$17,500 annually as per agreement, and at the time it was believed all was in accord and the FCC okayed the move. Recently however, Bulova as majority owner of WOV sold the station to Mester Bros. with the understanding that O'Dea's contract must be continued and he to receive his annual share of the money as a stockholder. This is now before the FCC and O'Dea has filed a request to intervene and attend public hearings.

Just what the complaint when filed will aver is not yet known but it is believed that a considerable sum in damages will be sought. O'Dea's attorney's merely stated, "It will not be peanuts."

Sanford Cohen, is attorney for Arde Bulova and White & Case, represent Milton Biow.

Short Wave Costs

Montreal—Cost of the new short-wave transmitter at Sackville, New Brunswick, which is expected to be ready for operation by the beginning of 1945 was \$229,921 up to March 31 this year, the Canadian House of Commons Radio Committee was informed. The figures are shown in the balance sheet accompanying the financial statement of CBC.

Cohan Anniversary

Honoring the 66th anniversary of the birth of George M. Cohan, Frank Black will conduct Soloists Lucille Manners and Ross Graham and the Cities Service chorus and orchestra in a medley of the composer's best loved tunes on the "Cities Service Concert," Friday, June 30, 8 p.m., EWT.

Radio Converges On Chicago As Convention Opens Today

(Continued from Page 1)

in strategic locations throughout the huge west side area. A radio staff totaling more than 300, including announcers, commentators and technicians, will be on hand to handle the succession of broadcasts.

Networks Booths Set

The four networks have been assigned broadcasting booths commanding a full view of the convention hall. In addition, each network will have a studio in the basement of the Stadium for special broadcasts direct from the Stadium. The networks also have fitted up broadcasting studios in their Stevens Hotel suites for convention roundup broadcasts and round table discussions by their corps of commentators and political experts.

NBC with about 30 microphones on the floor of the convention will feed all the networks on broadcasts originating from the convention floor.

Each network is represented in the cluster of microphones on the speaker's platform.

Typical of the elaborate network setups are these statistics on the Blue's physical equipment, both at the Stadium and in the networks' Stevens Hotel suites. This includes a score of more microphones, seven clocks, 31 telephones, two switchboards, four operators, 12 amplifiers, a crew of 12 engineers and 23 miles of wire.

The Blue's sixth floor suite at the Stevens houses its news and special events staff, and includes a fully equipped broadcasting studio, a workroom for the network's commentators and a room for teletype equipment.

Not only will sound broadcasting bring the speeches and the balloting procedure to listeners from coast to coast, but television set owners in New York, Philadelphia, Schenectady and Albany will be able to view the colorful convention scene as televised by NBC's transmitter WNBT atop the Empire State Building.

NBC's Tele Coverage

NBC's plan for handling the television coverage of the convention is an innovation. Prevented from making direct visual pickups from the Stadium by the non-existence of coaxial cable or radio relays between Chicago and New York, the network will film important phases of the convention and fly the films to New York, where they will be speedily developed and rushed to station WNBT for immediate telecasting.

NBC's convention coverage will begin with a television program over WNBT, scheduled one hour before the network goes on the air from the Stadium today. At that time, WNBT will transmit a special film sequence, the first of its kind produced in connection with a national political convention. Similar television procedure will be followed nightly during the convention, with one exception. After opening night, television set owners, who listened to the sound broadcast of the previous

day's sessions will, 24 hours later, see an exclusive film sequence of the same activities and personalities on WNBT.

Wire Recorder Used

A new instrument—the magnetic wire recorder—makes its appearance on the convention scene this week at the Stadium. It will be used for the first time in covering a political convention by Mutual Broadcasting System and the National Broadcasting Company.

The device records sounds on a wire for reproduction purposes. It will be used to record speeches and events for subsequent broadcasting. One evident advantage will be in recording broadcasts that might be interrupted for war bulletins. The convention program thus could be saved for future re-broadcasting.

Mutual's use of the recorder will be in the nature of official tests for the device in cooperation with the electronics department of General Electric which manufacture the wire recorder under a license granted by the Armour Research Foundation, Chicago.

Schenectady Tele Cover

Schenectady—Beginning tonight, WRGB, G. E. tele station, will relay motion pictures of the Republican National Convention in Chicago. This program will be shown every evening until the convention is over. In case it lasts until Saturday WRGB will carry it at that time and announce it on the Thursday and Friday programs.

Special KSD Coverage

St. Louis—Supplementing its regular NBC convention coverage, station KSD has its own staff of commentators, newsmen and engineers in Chicago to broadcast special convention features for the St. Louis audience.

In Chicago for KSD is the station's commentator, Dr. Roland G. Usher, chairman of the department of history of Washington University. The station will also broadcast reports by veteran correspondents of the St. Louis Post Dispatch Washington Bureau, members of the Post Dispatch editorial staff and the paper's Missouri state political correspondent.

Tulsa, Okla.—KTUL, Tulsa, and KOMA, Oklahoma City, are covering the Republican National Convention by direct wire three times daily from the floor of the convention for the duration of confab. Glenn Condon is at the microphone.

Walker Gets Three More

Three additional stations have engaged the Walker Company as their national representatives. They are: KSL, Portland, Oregon; KBWD, Brownwood, Texas, and WSLB, Ogdensburg, N. Y.

Test Case Against Recording Companies

(Continued from Page 1)

written in 1903 by Victor Heppner for which they secured renewal in 1931, was infringed upon by Decca and Columbia recording companies by manufacturing mechanical phonograph records and distributing and selling them unlawfully to general public.

This action is a test case, where the copyright owners want to determine their status on their renewal rights if they are entitled to the provisions which call for mechanical rights established in 1909. They charge that more than a million records have been sold without authorization. The plaintiffs have a temporary injunction restraining both from putting out any more recordings of the song.

WJZ Stages Campaign For Fifth War Loan

A photography exhibit, a Columbia broadcast and an invasion transcription will be utilized by WJZ to promote the sale of war bonds in the Fifth War Loan Drive, it was announced by the station.

This station will play host to employees of the Homelite Corporation of Port Chester, N. Y., in the evening of June 28 for the broadcast of "See Boswell Presents" at the Lyric Theater. Each employe will receive a ticket to the show with the purchase of a bond. Homelite employes will be brought to N. Y. on chartered Westchester Special of the New Haven Railroad and will be taken on a tour of Radio City after the show.

The War Finance Committee of U. S. Treasury requested that transcription of the invasion of France as seen by George Hicks, manager of the London newsroom of the Blue Network, be used to promote the drive at the National Cash Register Bond Rally at Times Square. The transcription was Hicks' first broadcast, made on a warship stationed off the Normandy coast and heard in the United States under the pooled plan of operations.

"Graflex Sees the War" is the name of the exhibit of more than 100 official Army Air Corps, Navy, Marine, Coast Guard and OWI photos WJZ is sponsoring at B. Altman & Company Fifth Avenue department store throughout the drive.

WJZ's Victory Troop will present a special show in the near future which will be open to purchasers of War Bonds and stamps.

Renews "What's Your Idea?"

Renewal of Imogene Wolcott "What's Your Idea?" program over network of 57 Mutual stations for another 52 weeks was announced by Duffy-Mott Company, sponsors through the Al Paul Lefton Company Inc., Philadelphia. Program is heard Mondays, Wednesdays and Friday from 11:45 to 11:55 a.m., EWT.

NAB Asks WAC Drive Be Limited To Radio

(Continued from Page 1)

Director of broadcast advertising, wrote the agency last Tuesday sending a copy to the War Department.

NAB released today the text, strongly enough calling the letter an "open letter" after holding it for six weeks in order that it might not be "sent" to the press earlier than today. They very congratulated the agency on its reappointment to handle the WAC campaign, at the same time pointing out that WAC recruitment figures are not rising fast enough to bring the corps to its authorized strength within the next year, this despite expenditure of about a million dollars a half dollars.

Probably you've guessed the general. Avery wrote; "Why not try to do it in the coming fiscal year? Not here and there but everywhere. It is just part of the appropriation, but not of it." Radio is ready and willing to cooperate in the campaign, he said. That doesn't mean that all radio stations will accept money for the promotion of WAC recruitment. Many are and important radio stations, for reasons best known to themselves, will prefer to continue to provide the service without cost and to the best of their exceptional abilities. But they, and the balance of the 875 commercial radio stations that accept WAC advertising, can make this year's campaign an outstanding success. They can push the drive a long way toward 200,000 enlistments—if they actually attain the goal.

Plenty Done Free of Charge

"I can almost hear you ask: 'But haven't the radio stations been contributing announcements and programs in support of this vital war campaign?' Indeed they have—without thought of compensation. Only three or four (out of 875) have written to gripe mildly about the discrimination against radio.

"The radio stations of America have done everything they have been asked to do to promote WAC enlistments, and they have done a great deal more, too. Each month more than 400 radio stations file reports with NAB, listing their voluntary cooperation with various government programs of war information.

"Why do we believe that a concentration of this campaign over the radio would achieve the goal of the War Department? Because that is the kind of record radio has established in recruitment campaigns in this war.

"That's why, gentlemen, we ask not \$500,000 nor for \$1,000,000—but for \$500,000 (or whatever the appropriation may be). We'll stand by the radio does in this vital phase of the prosecution of the war."

Wedding Bells

Chicago—Russel M. Seeds Company, Chicago, is consolidating their Time Department by the marriage, June 25th, of June Rollinson and Hub Jackson. They will leave for a short cruise on their boat after wedding.

WOMEN IN RADIO

By MILDRED O'NEILL

Trans-Continental Hop!

ILLINOIS—Highlighting radio's coverage of the Republican National Convention starting in the Windy City today will be daily on-the-spot broadcasts by two celebrated feminine voices. WOR's Martha Deane and Mary Margaret McBride of WEAF have made the trip from New York to Chicago to bring the woman's viewpoint of a turbulent, national convention to their thousands of followers. The appearance of prominent personalities at the microphones of Martha Deane and Mary Margaret McBride are frequent occurrences, and many new names will have been added to their long lists of guests when the convention is over. Beside interviewing headlining personalities, they will interpret for "Mrs. Housewife" at home the colorful activity of this history-making political session.



NEW YORK—The microphone of New York City's own station, WNYC, shone brightly last Thursday in the reflected glory of eleven of our most famous women commentators. Occasion was the third anniversary of the Nazi attack on the Soviet Union and the simultaneous start of a drive by the Russian War Relief Society for clothing for Russian refugees. This pageant of radio femininity consisted of Bessie Beatty (WOR), Charlotte Adams (WQXR), Nancy Craig (WJZ), Margaret Arlen (WABC), Adrienne Ames (WHN), Helen Post (WNYC), Alice Hughes (WMCA), Laverne Tinker (WWRL), Marguerite Temple (WABF), Adelaide Hawley (WEAF), Olympiada Tronova (Sec'y USSR Consulate), all of whom took part in the program appropriately titled "New York to Moscow—A Woman's Message."



CALIFORNIA—Sylvia Young, program director and manager of the Hollywood office of Keystone Broadcasting System, left New York last week, after a combined business and pleasure trip, and is back at her desk piling into the maelstrom of work that accumulated during her absence. In a seventh heaven of bliss is Sylvia, who is sold on her work and sold on sunny California. This young femme executive went with Keystone over three years ago, shortly after the net was formed, starting as assistant program director. Very soon promotion came for her and now she programs 84 package shows weekly.



CANADA—The first woman to be appointed to the post of Talks Producer by the Canadian Broadcasting Corporation in the region that is the Province of Quebec is Joan Dangelzer. Joan's work consists of obtaining mike talent in the Province, but she puts special effort into finding French-speaking people with some knowledge of English who are, by way of the microphone, introduced to the Dominion of Canada. In this role she is known as Joan Darcy and her weekly interviews with Canadian women of French origin are eagerly looked forward to by an extensive listening audience. Joan took her Doctorate of Letters at the Sorbonne, Paris, on a French Government scholarship and prior to the appointment by CBC, taught French and German, was a free-lance writer, and was with the overseas branch of the OWI French section.



NORTH CAROLINA—Margaret Banks, music director at WIBG (Greensboro), writing on "Wartime Use of Music," thinks we need spirited, martial music "that stands up to the job it has to do." An accomplished musician, composer, teacher, author (she has an article in the Congressional Record), and the mother of two sons in the service, Mrs. Banks also directs the WIBG Concert Ensemble. WIBG is proud of its first, and only, music director.

FCC Asked To Change ET Announcem't Rule

(Continued from Page 1)

licensee shall announce which of the programs other than those specified in Sub-section A presented during the previous hour were broadcast by means of electrical transcription."

The exceptions would be delayed programs and programs where without the announcement listeners would naturally believe they were hearing live talent. Robert A. Bartley, For NAB, wrote the Commission last week that he objects to requiring the announcements even once an hour because:

Objections Listed

- (1) "There appears to be no public demand or necessity for such a requirement.
- (2) "Compliance would defeat the objective of eliminating unnecessary announcements.
- (3) "Compliance would require an unwieldy and irritating announcement which would be heard only by the listeners tuned in at the exact time the announcement is made who would be to some extent at least, different listeners from those who heard the recording.
- (4) "The provision would in effect require free commercials, as it would be necessary to repeat the name of the sponsor in order to identify the transcription, whereas such would not be the case in the event of a live commercial announcement."

Army Honors WJR

Detroit—WJR, Detroit, has been awarded a citation by the U. S. Army Sixth Service Command at Chicago for the part the station played in the Army's air raid warning system. Accompanying the citation, which was signed by Commanding General H. S. Urand, has a letter which said:

"Inclosed is the Sixth Service Command citation awarded station WJR for distinguished service in furthering the war effort."

From Pearl Harbor until March of this year, when the Army discontinued the air raid warning system, WJR was on a 24-hours-per-day, seven-days-per-week basis.

Frances Williams Guesting

Chicago—Frances Williams, musical comedy star back from entertaining servicemen overseas, will be the first guest on NBC's new "Fitch Summer Bandwagon" highlighting Les Brown and his orchestra Sunday, July 2, (7:30 p.m., EWT). Tom Reddy will continue as emcee of the 11-week broadcast.

KGO Gets Newsroom

KGO, Blue owned and operated station in San Francisco, has established its own newsroom, with Henry Orbach as the manager, it was announced recently by G. W. Johnstone, director of news and special features. Until now, KGO has shared facilities with NBC in the Bay area.

★ ★ ★ COAST - T O - COAST ★ ★ ★

— CALIFORNIA —

LOS ANGELES—Chuck Collins will feature songs and records on new 15-minute show "Collins Calling" contracted by Washington Co-Op Egg and Poultry Association of Seattle, Wash. for 52 weeks on 15 stations of Pacific Coast Blue Network. Starts on July 1. Paul F. Van Dusen is new assistant purchasing agent for Hoffman Radio Corp. **OAKLAND**—"An American Rhapsody" highlighting 1,200 voices and 200 instrumentalists from 15 schools, was aired on KROW as public service event.

— NORTH CAROLINA —

CHARLOTTE—Alonzo Squires, conductor of "Breakfast With Squires" on WAYS, married in early June. WBT Farm Editor Grady Cole keeps busy sked. Opens station at 5 a.m. and leaves it at midnight. **RALEIGH**—Betty Lou Hamilton, new to radio, replaced Flora Norris at WPTF. Later is in Washington, D. C. **GREENSBORO**—Odell Hardware Company saluted for its 300th consecutive War Bond announcement on WBIG.

— IOWA —

DES MOINES—KSO has been sold to Kingsley H. Murphy of Minneapolis, one of the owners of WTCN in Twin Cities. KRNT's listeners and organizations have opportunity at cash in new "Harvest Bread Cookery Quiz" on Saturdays at 2 p.m. **WATERLOO**—KXEL has added Trevor Kelford to its news staff.

— MICHIGAN —

DETROIT—WWJ's recent changes are: Earl Gormaine replacing script chief William K. Clark now with CBS; and Walter Koste of production department leaving WWJ's staff to study for a Ph. D. in cinematography at University of Southern California on June 30. Rita Powers handles "Women's Edition" new type of women's show at WJLB heard every week-day.

— MISSOURI —

ST. LOUIS—"Music to Remember" returned to airways on KMOX. Cast: Marion Sexton is emcee, Ben Field and his orchestra for music, Lewis Shumate is vocalist, and Gordon Carter is producer. **KANSAS CITY**—KMBC long-time official marketcaster Bob Riley continues daily reports now from station.

— OHIO —

CINCINNATI—WKRC's "The Johnson Family" goes on new time Monday, July 3 (4:15 p.m., EWT). Jimmy Scribner, show's star, congratulated by many listeners on birth of Jimmy Junior. WLW's new Ohio representative for merchandising department is William C. Steinbeck. **DAYTON**—WING's fine "Home Front Night" program entertained Camden residents at studios recently. Emceed by WING program director Lin Mason, show raised funds for service-men gifts.

— PENNSYLVANIA —

PHILADELPHIA—WIBG's new addition to engineering staff Nice Winter should the control room cool during hot summer days. KYW's Leroy Miller devoted 15 minutes of his six-day "Musical Clock" broadcast to a transcription for soldiers of New Guinea. **PITTSBURGH**—KDKA engineer Orville H. (Dutch) Mills has rejoined Merchant Marines as radio operator. Previously he had 3½ years in that branch. Bob Prince will bring the "Morning News" to WCAE listeners for Oswald & Hess.

— TEXAS —

SAN ANTONIO—"The Morning Call" is WOAI's new program idea, directed at ladies. Doris Daniels, Martha McNeel and Fraye Gilbert chat informally over coffee cups. K TSA's news staff has added Lt. Col. William F. Neithammer (USA Retired) heard three days weekly on "Views of the News". **FORT WORTH**—KGKO has spot campaigns for another year for Butane Equipment Co. of Dallas.

— DISTRICT OF COLUMBIA —

WASHINGTON—Radio Committee of local War Finance Division of Treasury Dept., composed of all six Capital stations, presented last Wednesday set of records to Treasury Department. "Victory Volunteers" is WWDC's program to boost the Fifth War Loan Drive. WINX has eliminated or adapted all commercials to encourage bond buying and urgent need for blood plasma since D-Day indefinitely.

— WASHINGTON —

SEATTLE—KIRO has begun "Freedom's Hero" featuring stories of "free men

fighting for the right to stay free" for current bond drive. Sponsored by Weisfield & Goldberg Jewelers. "Calling All Girls" is KIRO's new series of programs appealing to "teen-agers." This Saturday a.m. broadcast is backed by The Bon Marche. **YAKIMA**—KIT's new arrivals: Jimmy Agostino, announcer; Colleta Wardall, front office; Renee Payette and Vernon Cary, continuity. KIT sends its newsy mimeographed paper "Blathermouth" to its members in the service.

— SOUTH DAKOTA —

RAPID CITY—KOBH program director and commercial manager George E. Bruntlett was commissioned Lieutenant (j.g.) in U. S. Navy. He left KOBH on June 15. New faces at KOBH are John Birdsell as newscaster, Don Wilson as program director and announcer, and Dave Robinson as operator.

— CONNECTICUT —

HARTFORD—Lt. Ray Barrett, ex-chief announcer at WDRG, visited colleagues upon return from England. Commentator Jack Stevens has returned to WDRG mike from vacation.

— NEW YORK —

NEW YORK—At WBYN, Bonita Granville's cousin, Dick Granville is disc jockey, going to post Monday through Saturday a.m. on "Musical Merry Go Round". WMCA will air "Songs by Dean Martin" starring Broadway's new discovery of the year, on Tuesday and Thursday p.m. beginning June 29. WNEW will guest star Joseph T. Sharkey, vice-chairman of the New York City Council, on its "City Hall Story" this Thursday at 7:45 p.m.

— KENTUCKY —

LOUISVILLE—WINN observed 4th birthday with special transcribed program dramatizing various departments of the station for its listeners. Claude Fraul is WINN's new music librarian. "Music You Like to Hear" is being sponsored for second year on WINN by Louisville Home Federal Savings and Loan Association.

— NEW YORK —

SYRACUSE—Air Cooled M Corp. is sponsoring "Your Coffee Hour" on WSYR every Sunday afternoon, featuring 12-piece orchestra conducted by Murray Bernthal, narration by Don Lyon. So Madeline Sandall, Theo Gagas and Jessie Armour alternate each Sunday. **YONKERS**—Yonkers War Council thanked WFAS of White Plains for airing four roundtable panel the Committee on Safeguarding Military Information.

— WEST VIRGINIA —

WHEELING—WVVA's new announcer is Joseph A. McQuay, formerly of gantown's WAJR. **CHARLESTON**—WCHS sending out copies of the "Student's Prayer" in response to its listeners. **PARKERSBURG**—WPAR 9.9 Corning Glass' employees taste of broadcasting for closer employer-employee operation with workers' "Variety" show.

— MASSACHUSETTS —

BOSTON—Warren Saunders joined WCOP's announcing staff in honorable discharge from command unit of Canadian Army. Bowd College's 150th anniversary was aired on WBZ and WBZA with WGAN Saturday. **WORCESTER**—"Student Matinee," weekly variety show written, produced and directed by local high school under WAA supervision, moved to new time, Friday, 7:30 p.m. on WAAB.

— INDIANA —

FORT WAYNE—New to WOWO is announcer Bob Young. 1,200 guests in four states attended 7th birthday WOWO's "Modern Home Forum," making show one of its greatest successes. **VINCENNES**—Gulf Oil Corp. has placed two weekly quarter-hour platters starring Jerry Wayne and Peg La Central WAOV for 16 weeks.

ANNOUNCER WANTED

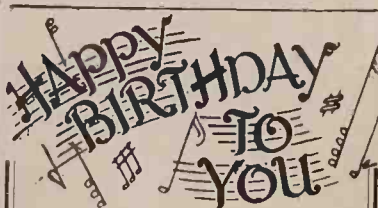
CBS—5KW—YOUNGSTOWN, OHIO

Seasoned, experienced, capable man for News, and general announcing. Not a war-time position but a permanent opportunity for the right man. Immediate vacancy. Prefer family man—over 30 years old or draft exempt. Write, wire or phone

W. P. WILLIAMSON, JR.—Gen. Mgr.

WKBN BROADCASTING CORP.

Phone 42122



June 26

Octavus Roy Cohen Al Lowe
 Mary Mason June Marshall
 Arthur Pryor, Jr. Bob Nolan
 John M. Sayre Robert I. Ross
 William Wirges Fred Weber
 Irving Diamond



"Lady, your health is perfect! Wadda I care — WFDF says I'll be drafted tomorrow."

WCBM
 A QUALITY STATION
 with MASS APPEAL
 in a
 RICH MARKET
WCBM
 BALTIMORE
 THE BLUE NETWORK STATION
 JOHN ELMER
 President
 GEORGE ROEDER
 Gen. Mgr.
FREE & PETERS
 EXCLUSIVE NATIONAL REP.

Radio Covers Convention

Mass-Radio Interest Shows Large Increase

Washington Bureau, *RADIO DAILY*
 Washington—Newspaper interest in radio has zoomed since the lifting of the freeze on newspaper applications to the FCC last winter. At that time commission records revealed that 273 licenses—AM, FM and tele—were either under direct control of newspapers or were controlled by corporations which were affiliated with newspapers. Since then another 300 applications or pleas for rein-

(Continued on Page 5)

Private Pack's Own Pooling Gives Scoop To All Webs

Aggressiveness of Private Dick Pack, former WOR publicity head now stationed at Mitchel Field, L. I., brought the first radio interview with aviation casualties reaching American soil, to radio listeners Sunday night. Private Pack upon learning at some D-Day casualties were being flown to Mitchel Field from Normandy arranged for recordings to be made. He interviewed Lt. Col. Michael Murphy, one of the injured

(Continued on Page 2)

Carr Gets Advertising Post With Westinghouse Co.

Richard C. Carr has been named manager of institutional advertising at Westinghouse Electric and Manufacturing Company, C. Edward Penney, assistant to the president, announced yesterday. Mr. Carr will be responsible for the company's institutional copy, commercials for the

(Continued on Page 2)

Originality

Credit Jo Ranson, director of publicity and special events at WNEW, New York, with originality in sending out invitations to an Air Corps-Bond Rally affair. Ranson enclosed the colorful shoulder patch of the 5th Air Force in the South Pacific with his letter. Stunt was a part of the "Air Forces Bond Day" at WNEW with the press invited to meet combat flyers.

Courtesy

Pittsburgh—When WCAE transmitter towers were wrecked during the tornado which hit the Pittsburgh area last Friday night rival stations, KDKA, KQW, WJAS and WWSW carried spot announcements explaining reason WCAE was not being heard throughout the evening. Even the newspapers were impressed with this fine example of radio co-operation.

Gottlieb Leaves MBS; Joins Y & R Agency

Lester Gottlieb, publicity director for Mutual Broadcasting System, has resigned to accept the post of radio publicity director with the Young & Rubicam agency. He succeeds Bill Thomas at the agency and will take up his new duties around July 15.

Gottlieb, who came to Mutual with the creation of the network, was

(Continued on Page 5)

FCC Adopts New Form For Construction Permits

Washington Bureau, *RADIO DAILY*
 Washington—The FCC has adopted a new application form to be used when filing for a construction permit for a non-commercial educational broadcast station, it was announced over week-end. This form supersedes Form 309 and Supplemental Form 313

(Continued on Page 3)

Equipment For Civilian Use Not Obtainable, Mfrs. Told

Contest Winner To Appear On 'Hour Of Charm' Sun.

"The Undiscovered Voice of America," selected from 10,000 non-professional voices, will appear next Sunday evening on the NBC network on the Phil Spitalny "Hour of Charm" broadcast, at 10 o'clock. The "Hymn of the Evening," "We've a Story to Tell to the Nations," will be

(Continued on Page 2)

Four Networks And Many Independents Broadcast Opening Day's Session Of GOP Gathering In Chicago

By BILL IRVIN

RADIO DAILY Correspondent

Chicago—When the networks turned their attention to Chicago yesterday for the opening day schedule of broadcasting from the Republican National Convention at the Chicago Stadium, it was the sixth time radio has played a part in a GOP nominating session. The first was in 1924. The well-

(Continued on Page 6)

Black Market Set Biz Brings OPA Roundup

Nine radio dealers in Greater New York were cited by the Office of Price Administration yesterday for black market operations in injunctions obtained in the federal courts of Brooklyn and Manhattan.

Daniel P. Woolley, regional OPA director, declared that the dealers were merchandising defective radio

(Continued on Page 3)

WGAR Has New Policy For Ads And Religion

Cleveland—WGAR has published and is currently circulating a new statement of general policies relating to program material and advertising copy which takes a stronger stand than the NAB code on at least

(Continued on Page 5)

WCKY Manager Speaks Before Chi. Club Wed.

Cincinnati—The radio industry is a whispering gallery of rumors, doubts and disbeliefs of most present-day surveys Red A. Palmer, manager of

(Continued on Page 2)

Convention Tele Cover Inaugurated By WNBT

WNBT, NBC's television station, produced its first program at 2 p.m., EWT, last night in conjunction with the opening of the Republican National Convention. The coverage of the Chicago scene will continue all week until the adjournment of the Republican meeting and will resume again with the Democratic meeting

(Continued on Page 6)

Raymond Nelson Named V.P. Of Storm Agency

Raymond E. Nelson has been made a vice-president of Charles M. Storm Co., Inc., advertising agency, it was announced yesterday. He will con-

(Continued on Page 5)

Blue Net Stripper

Chicago—H. R. Baukhage, Blue analyst and traditionally impeccable dresser, had one of the air-cooled booths at the convention here. Suddenly the system misfired. Chicago's summer oozed into the booth and the fastidious Baukhage raiment started coming off: coat, collar, tie, vest. At last report the Baukhage shirt had only one button still unopened.

(Continued on Page 3)



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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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, June 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel & Tel	160 3/8	160	160 3/8	+ 1/2
CBS A	32 7/8	32 1/2	32 7/8	+ 3/8
CBS B	32 1/4	32	32 1/4	+ 1/4
Crosley Corp.	21 3/4	21 3/8	21 3/4	+ 3/8
Farnsworth T & R	13 1/4	13	13 1/4	+ 3/8
Gen. Electric	38 3/4	38 3/8	38 1/2	+ 1/4
Philco	35 1/4	34 7/8	35	+ 1/4
RCA Common	11 1/4	11	11 1/4	+ 1/4
RCA First Pfd.	75 3/4	75 3/8	75 3/4	+ 1/4
Stewart-Warner	16 3/8	16	16 3/8	+ 1/8
Westinghouse	106 3/4	105	106 1/4	+ 1 1/4
Zenith Radio	41 3/4	41 1/2	41 3/4	+ 3/4

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	21 1/2	
WJR (Detroit)	36	

20 YEARS AGO TODAY

(June 27, 1924)

The second annual Radio Conference, in drawing up recommendations which afterward were incorporated in the regulations of the Department of Commerce, prescribed that no stations be assigned frequencies less than ten kilocycles apart... Will B. Johnstone's Mid-week Review of local broadcasts in the "Evening World" is a widely read feature.

there's **NO QUESTION** about SELLING KANSAS when you hire: **WIBW** The Voice of Kansas TOPEKA

Ben Ludy, GEN'L. MGR.

Coming and Going

KINGSLEY HORTON, assistant manager—director of programs and sales at WEEI, CBS-owned station in Boston, is visiting briefly in New York.

J. B. FUQUA, general manager and sales director of WCAC, Augusta, is in town from Georgia for conferences at the Blue Network and with the station's national representatives.

WAYNE THOMPSON, erstwhile announcer of WPTF, Raleigh, N. C., is spending a week in New York prior to reporting for Navy V-12 training.

TONY HARDT, in New York for the past two months as associate producer on the Eddie Cantor program and for home-office conferences at Young & Rubicam, left yesterday for Hollywood.

THAD HOLT, president and general manager of WAPI, Columbia network outlet in Birmingham, Ala., is spending several days in New York.

WALLACE WALKER in town from Jacksonville this week renewing old friendships around the trade.

PERRY COMO, singing star on CBS heard every Sunday night, is in Detroit for an engagement of one week at the Michigan Theater.

BEN LUDY, general manager of WIBW, has arrived from Topeka, Kan., on a business trip that will keep him here about 10 days.

JAMES MAHONEY, Western manager of Mutual's station relations, who has been traveling through the middle West during the past two weeks, has now arrived back at the home offices.

EDWARD D. CLERY, general and commercial manager of WIBG, Philadelphia, in Gotham yesterday. Paid a call at the headquarters of the station's national reps.

JAN GARBER and the members of his orchestra are at Treasure Island, Cal., for the broadcasting of tonight's program in the "Spotlight Bands" series heard over the Blue Network.

LEW KENT, program director of WMAZ, Macon, Ga., has arrived for a short stay on station and network business and for talks with the station representatives.

CARL ALEY, station and commercial manager of WHKY, Hickory, N. C., a visitor yesterday at the Blue Network, with which the outlet is affiliated. He plans to remain until the end of the week.

WCKY Manager Speaks Before Chi. Club Wed.

(Continued from Page 1)

WCKY, Cincinnati, declared today on his departure for a meeting of the Chicago Radio Management Club, Wednesday in the Windy City basing his beliefs on several months of study of the survey situation Palmer took with him to the Chicago meeting four points of criticism and a plan which he will offer as a solution.

In an address before the Chicago Club Palmer will level his fire at existing surveys for the size of their samples which he charges does not represent a true cross section of the listening audience, their lack of proper supervision, their absence of public inspection and the procedure by which they are made.

His plan to correct these shortcomings will be revealed for the first time at the Chicago meeting.

Carr Gets Advertising Post With Westinghouse Co.

(Continued from Page 1)

Westinghouse radio programs, public relations production department and for other printed advertising matter. He joined the company in October, 1943, coming from the Libby-Owen-Ford Glass Company where he was manager of the war housing division. Carr is a graduate of Yale University with a bachelor of science degree.

Contest Winner To Appear On 'Hour Of Charm' Sun.

(Continued from Page 1)

dedicated to the officers and men at Camp Silbert, Alabama. "The Singing Cinderella" will sing solos as a regular member of the All-Girl Orchestra during the following 13 weeks.

Pvt. Pack's Own Pooling; Gives Scoop To All Webs

(Continued from Page 1)

and with the aid of Dan Ehrenreich, WOR night studio manager, made four records of the cutting and rushed them around to the network studios. They were heard on WOR, WABC-CBS, WJZ on Sunday and repeated on WOR last night.

Mel Allen Promoted

Fort Benning, Ga.—The promotion of Cpl. Mel Allen to the grade of Tec. Sergeant has been announced at the headquarters of The Infantry School at Fort Benning, where he is on duty in the radio section of the Public Relations Office.

daily trips to the RACES by AIR!

Aqueduct	every few minutes —result reports
Suffolk Downs	every few minutes —result reports
Delaware Park	every few minutes —result reports
Arlington	every few minutes —result reports

WBYN track 1430 on the radio 12 to 8:30 exclusive news

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

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 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



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Equipment For Public Unobtainable—WPB

(Continued from Page 1)

method of tube distribution is rating reasonably well in view of fact that military requirements keeping civilian supplies below demand and that the demand for replacement tubes is higher than in peacetime. Under the present tube distribution system, which has been in effect since January, tubes are interchanged among manufacturers so that each manufacturer has a stock of all types. The manufacturers then supply each distributor with tubes on a pro-rata system based on the distributor's purchases by tube type in 1941.

Smith Explains Channeling

Wesley L. Smith, chief of the communications recovery section of the radio and Radar division, explained to the committee the operation of the section in channeling idle and excess stocks of electronic components in the hands of contractors or producers back into the war production team.

Get Overseas Exchange Programs For Canadians

Montreal—Canadian invasion troops in France will be able to hear many of their favorite Canadian radio programs as a result of arrangements made by the Canadian Broadcasting Corporation with the British Broadcasting Corporation. Details of the new plans were announced by Mr. Augustin Frigon, CBC acting general manager.

Immediately on the heels of the first invasion assault, and as a result of several weeks' advance planning, BBC transmitter went into operation early in the morning of June 7th and began broadcasting a 15-hour schedule of British, Canadian and American programs to the Allied troops in Normandy.

Farm-Battery Supply Short Of U. S. Army Requirements

Washington Bureau, RADIO DAILY

Washington—Military demands for dry cell batteries are still 30 per cent above production, despite the tremendous increase in production, Stanley B. Adams, director of the WPB Consumers Durable Goods Division, has written hardware merchants and other dealers in farm radio batteries. Thus it is unlikely that batteries for farm radios will be any more plentiful for some months to come.

Batteries Critical Products

"Within the past year, dry cell batteries have become one of the most urgent and critical products in our war production program," Adams said in the letter; "Military requirements exceed production of batteries by an estimated 30 per cent. To meet the most urgent needs for the types of batteries used in war equipment, such as 'walkie-talkies,' buoys, submarine detectors, direction finders, 'bazookas,' field telephones and more than 50 other items used in direct military operations, it has been necessary to expand the dry cell battery industry more than three times its peacetime size.

"The needs of our boys overseas are supplied by the same manufac-

turers who are capable of producing farm radio batteries. Substantial increases in farm radio batteries within the next two or three critical months would seriously affect our military program. What we are attempting to do at present is to hold what production of farm radio batteries we now have.

Skilled Workers Needed

"We realize that the present production of farm radio batteries is not sufficient to meet the minimum essential needs of civilians. We realize, too, that people who are unable, for lack of batteries, to tune in on important radio messages, may be handicapped in their efforts to participate in vital war programs. Therefore, along with our expansion program in military batteries, WPB is taking steps to expand the production of farm radio batteries where it will not affect military production.

"You may wonder what is holding up production. It is not material or machines, but workers. The industry is short many hundreds of workers, and the most strenuous efforts are being made to recruit them."

Adams added that he hopes for increased production by Fall.

Black Market Set Biz Brings OPA Roundup

(Continued from Page 1)

sets assembled from surplus parts which were alleged to have been sold to families of war workers and service men for as much as 300 per cent above ceiling prices. The firms were charged with failing to place the ceiling price, manufacturers identification tags on the radios. Rebuilt sets, costing \$35 to \$40 were sold as high as \$165.

Tele Workshop Signs Meisner To Direct Plays

Sanford Meisner, formerly director of the Group Theater, joins the staff of the Television Workshop for a presentation of "The Petrified Forest" over WABD-Du Mont, Sunday, July 2.

The addition of Meisner to the staff is in line with the Workshop's policy of encouraging outstanding talent in other fields to experiment in this new medium, with Irwin A. Shane, executive director, lining up directors, writers and performers for future endeavors. Tony Ferreira is adapting the script. Planned for future telecasts are "Fumed Oak" by Noel Coward, and "Winterset" by Maxwell Anderson, well known as stage and film production.

FCC Adopts New Form For Construction Permits

(Continued from Page 1)

and is numbered 340. Form 309 continues to be used for several classes of broadcast stations other than standard band.

Form 340 is expected to be more convenient, and at the same time to supply the Commission with additional information concerning the service planned and the technical equipment proposed to be installed by the station.

CBC Plans Own Paper For Radio Program Lists

Montreal—CBC will issue a national publication of its own, E. A. Weir, its commercial manager informed the Parliamentary Radio Committee Friday, giving as reason the abbreviated listing of even the most important and expensive programs in daily newspapers, which he contended did not give listeners an idea of the importance of these programs. Regarding this, Montreal "Star" comments: "Mr. Weir suggests that it is lack of cooperation on the part of the press that will eventually lead to the issuance of a national publication by the CBC itself. It is an ill wind that blows nobody any good, and listeners will therefore consider it a fortunate chance that a fancied slight by the press of the Dominion should force the CBC to a step which the latter might, with advantage to all concerned, have taken long ago."



Olive Kachley
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

WKY HAS EVERYTHING

WKY
OKLAHOMA CITY
The Katz Agency
Representative

IS FOR TALENT

WKY brings in the best and keeps it busy, producing more local shows than any station in this part of the country.

FROM "A" TO "Z"

LOS ANGELES

By RALPH WILK

WITH the Kay Kyser crew members intact, Phil Harris, will sub for the Ol' Professor during July and August when Kay takes his first vacation from NBC's "College of Musical Knowledge" in six years. Sully Mason and Ish Kabibble will continue to occupy their featured spots with the format remaining unchanged.

Norman Nesbitt, formerly of KHJ, and now free-lancing, and Ed Jorgenson have teamed up for a news and analysis series to be heard on KFI, Sundays at 10:30 p.m. Sponsored by Thrifty Drug Stores, account is being handled by Hillman-Shane and Breyer Agency.

Lou Bring, maestro of the Gracie Fields show, this week subs for Pianist Mark McIntyre on Billy Mills' "Fibber McGee" band.

Gale Page, well-known radio actress, was signed this week as the femcee and permanent leading lady of the new "Star Playhouse" format which will be heard at 12:30 p.m., PWT beginning July 3.

On August 8th, Langendorf moves "Red Ryder" to the Don Lee Tuesdays-Thursdays-Saturdays, 7:30 to 8 p.m., originating from KHJ for 52 weeks. Account is handled through the Pacific Coast Advertising Agency in San Francisco.

Two of Hollywood's feminine scripters, Audrey Kuthe and Isabel Draesemer, are responsible for KHJ-Don Lee's comedy drama, "The Merry Moons of San Fernando Valley," heard Mondays through Fridays. Each script fulfills a three-fold purpose; it's a complete story in itself, it carries continuity for the entire series, and it provides valuable household tips to listeners.

Vocalist Marie Austin is being auditioned for a transcontinental airer on which she will sing Western novelty numbers. She recently completed featured singing roles in "Boss of Boomtown" and "Trail to Gunsight" at Universal studios.

Comedian Jerry Lester holds the distinction of having been chief mirthmaker on the radio shows of "the big three" in the crooning department—Rudy Vallee, Bing Crosby, and the Sinatra show till it recently bowed off the air for the summer. Now at Slapsy Maxie's in Hollywood, Lester leaves July 5th for opening July 12th at the Roxy Theater in New York.

Songstress Yvette has been signed for two guest appearances on "Duffy's Tavern."

For SALES APPEAL
For VOICE APPEAL

CALL

JOHN NEAL

Exclusive: Frances Kaye,
30 Rockefeller Plaza
N. Y. C.

Columbus 5-3580



MAIN STREET



Notes From a Ringside Seat...!

● ● ● For the next few weeks Radio will present what may be called "Americana Today".....for instance even now the GOPersonnel in Chicago are keeping news-hawks, commentators and newscasters on the alert.....broadcasts from overseas battle fronts are thrilling messages of American successes.....Fourth of July will naturally presage new hope, determination and co-operation on the part of John Q. Public..... As part of the state's Fifth War Bond Drive, Governor Herbert O'Connor of Maryland has invited the "Voice of Firestone," to NBCast its July 3 program from the stage of the Lyric Theater via WBAL..... with Everett Sloane in the leading role, the NBCavalcade of America returns to Gotham Monday with "My Friend McNair," a stirring drama based on our historic Liberty Bell.

● Dick Powell will guest star on Johnny Mercer's "Music Shop" July 6.

● Vera Massey blonde vocalovely has been CBSigned for a television series.

● If the Colonel Sloopnagle brand of comedy maintains the level reached last Saturday (4:00-4:30 p.m.) this CBSshow directed by Herb Polesie, is a cinch to find itself a sponsor. ● The Brad Reynolds (she is the former Conover Model, Geta Fry) are rehearsing lullabies.

★ ★ ★

● ● ● Anita de Mars, program manager of WABF writes..... quote:—Dear Ol Scoops; you mentioned Norman Winter in your column Monday. I went to High School a hundred years or so ago with a Norman Winter. Could it be the same man? It is an unusual name. The High School was in Chicago, the year of 1910 to 1914.....he was tall, dark and handsome then! Probably has a paunch and gray hair now.....but I would still like to know if it is the same Norm Winter.....unquote;— (Norman Winter, is you is or is you ain't?)... ● Comedian Tim Herbert of the stage success, "Follow The Girls," will swap gags with the Hotel Taft Maestro today on the "Luncheon With Lopez" MBSshow. ● Mary Jane Higby, star of the NBC strip, "When A Girl Marries," hasn't forgotten her Latin.....sez Jane, "today it looks like de Gaulle is being divided into three parts." ● Moe Gale has appointed Joe Rines, musical director of "Abie's Irish Rose," as vice-president and supervisor of the Gale, Inc. Radio Department..... Rines, who started his radio career with the Yankee Network in 1920, will continue his duties on the NBCComedy. ● Four months ago, Mort Lewis walked into Jack Goodman's (Ad. Manager of Simon & Schuster) to sell a book based on his Blue Net show, "Awake At The Switch"..... Instead, Goodman sold Lewis a radio idea, "The Worms Turn," which Mort developed and which will be auditioned by The White Owl Cigar people..... P. S. Add another "switch"..... Jack Goodman will be the program's emcee.

★ ★ ★

● ● ● She describes herself as "a bum singer with a five-note range," but her personality and ability to entice interesting guests (proven in the past on her WINS programs), precludes the fact that starting next Monday at noon, WEAJ will have added a distinct across-the-board feature, when the former Chicago Society gal, Maggi McNellis begins chatter-patter about Hollywood and Broadway in general and Radiolites in particular.

● Dick Gilbert, WHN disc-jockey, believes lightning strikes in the same place.....some time ago he invited Mark Warnow to appear on his program and at the finale of the show, Warnow became one of Dick's sponsors.....recently Harold Hersey, editor of "Band Leaders" accepted Gilbert's invitation to appear as guests.....not only did Hersey follow with a two-page lay-out on the Gilbert show but also became a sponsor (can't blame Gilbert if he should attempt to obtain as a future guest, John D. Rockefeller?).

★ ★ ★

Remember Pearl Harbor

PROGRAM REVIEW

"THE DOCTOR FIGHT"

Schenley Products

CBS-WABC,

Tues., June 20, 9:30-10 p.m., EW

Biow

Narrator: Raymond Massey

Writer: Arthur Miller

Producer: Devere Engelbach

A doctor's life in the armed forces is not the snap most civilians seem to believe it is and the mission of new dramatized series sponsored Schenley Products, producers penicillin, is proving just that—it isn't.

This program took CBS listeners on a special trip with a glider doctor (also the name of this play, incidentally). The special trip, about which you should know by now, was made in a glider to the coast of France the eventful day of June 6. Arthur Miller's play was overly garnished with narration and not enough story on the human interest angle. The suspense of the play was spasmodic for the simple reason Miller failed to weld characterization and incident at the point of making the situation hand more compelling.

In brief, the story began with Raymond Massey in the role of the narrator, a somewhat thankless job inasmuch as his speeches, although vividly written, contained a great deal of the action that should have been injected into the play. Following the narration, which he read effectively, the story unfolded showing the doctor as he accompanies the men in the front lines of battle, what he must go through to reach wounded men, the thick of fire without the protection of armament and yet protect himself and his kit containing the priceless blood plasma, sulpha drug and penicillin.

We'd like to say it's a good play because of the meritorious purpose behind it, but we must admit we were more enchanted with the beautiful background and transitional music composed by the very capable Vladimir Selinsky. Engelbach's production and direction was flawless. Performances turned in by Ralph Bell, Albert Alley, Bill Quinn, William Lazar and the rest were good.

Format of this series also allows for a high ranking official in the service to make a dedicatory speech to doctors home and abroad. This talk is given at the end of each program.

Tele Association Plans Technical Tele Lectures

Newly elected officers of the Television Producers Association met last night to arrange for a course of lectures which will cover technical and production subjects pertaining to television. Participating officers were Bud Gamble, president; Edwin Woodruff, 1st vice-president; Bob Emery, 2nd vice-president; Doug Allen, secretary; Jay Strong, treasurer. Benjamin Gollay was appointed attorney for the organization.

Mass-Radio Interest Shows Large Increase

(Continued from Page 1)

Applications have been received from newspapers. The bulk of these applications are for FM facilities, with few newspapers seeking tele licenses. The "Post-Dispatch" and the "New News" are the only newspapers listed to be seeking television licenses, although there is a tele application in from WGN, Chicago, which is owned by Col. Robert R. McCormick, publisher of the "Chicago Tribune."

Among the FM applicants are the New York "Times," which recently purchased WQXR, New York; The "Herald," Ia., "Telegraph-Herald," Worcester (Mass.) "Telegram," which already has an FM station in Worcester and seeks another in Boston; The Louisville "Courier-Journal" (experimental), the Cedar Rapids, "Gazette"; The Port Angeles (Wash.) "Evening News-Gazette"; Sharon, Pa., "Herald"; The "Tribune"; The Wausau, Wisc., "Herald"; The Utica, N. Y. "Server-Dispatch"; The "Toledo Blade"; The New Orleans "Times-Picayune"; The St. Louis "Globe-Democrat"; The St. Louis "Star-Gazette"; The Milwaukee "Journal"; Birmingham "News"; The Philadelphia Record"; The Wooster, Republican"; Hearst Radio, N. Y., The Owensboro, (Ky.) "Messenger and Inquirer."

Many Licensed For AM

A number of the newspapers listed above already hold AM licenses. There have been three purchases of stations by newspapers in large numbers in recent months—the New York "Times" deal for WQXR, the Philadelphia "Bulletin" deal for WEN and the Washington "Post" purchase of WINX. The latter two are yet to be approved by the FCC. An old application for the transfer of WSAR, Fall River, Mass., to the Fall River "Herald" was heard this month by the Commission, and there would be a decision there soon as well. This is an important case, since approval by the Commission would mean joint ownership for Fall River's newspaper and radio station—which is strongly opposed by at least 100 members of the FCC.

PROMOTION AND MERCHANDISING MAN WANTED

Cowles Station KRNT will have opening mid-July for promotion and merchandising manager. Want energetic, draft-free man who knows publicity, promotion and merchandising, who can write and knows rough layouts and can direct an efficient, established department. If interested send complete details experience, references, salary requirements to Craig Lawrence, Iowa Broadcasting Company, Des Moines, Iowa.

★ AGENCY NEWSCAST ★

FRITZ BLOCKI, radio package producer and free lance writer-director, has moved to larger offices at 420 Madison Avenue. The phone number is the same as before, Plaza 9-6180. He has taken space with Wolf Associates and will continue to operate his own business from there.

RUTHRAUFF & RYAN, INC., has been appointed by Korkoff, Ltd., to handle the advertising of Djer-Kiss toiletries. The same agency has also been named to place the account of V. Vivaudou, manufacturers of Mavis talcum powder.

FRANCES E. KAYE, has been engaged by Consolidated Radio Artists, Inc. as press counsel and has established offices at 30 Rockefeller Plaza where she will also continue as a free lance publicist.

MAXINE KEITH, radio writer and producer, has been named radio director of the Caples Company.

DOHERTY, CLIFFORD AND SHENFIELD, INC., has moved to the Empire State Building. This will be the permanent address of the agency, but until their offices are completed on the 52nd floor, they will temporarily be located in Room 1210.

WGAR Has New Policy For Ads And Religion

(Continued from Page 1)

two major subjects—religious programs and certain advertising of internal proprietaries.

On the latter subject WGAR is now on record against the acceptance of any laxative advertising because of numerous borderline cases which arise from this type of advertising. "It is our thought," John F. Patt, WGAR vice-president and general manager, stated, "that it is to the best interest of radio to leave this type of advertising to other media."

In reference to religious programs, WGAR refuses to sell time to any religious organization but will continue to make free time available on an alternating basis to representative religious faiths.

KDKA Tops Record Of War Bond Sales

Pittsburgh—The KDKA bond-wagon, carrying 50 station entertainers and office personnel, broke all records for its three-year Pennsylvania, Ohio, West Virginia trek, last Saturday night, when more than \$430,000 in cash sales were recorded at Clearfield, Pa.

Program Cancelled

"Great Moments In Music" will not be presented tomorrow, in order to permit messages to get through from the Republican National Convention in Chicago. This program is heard over the CBS network 10-10:30 p.m., EWT.

PUBLICITY CLUB OF NEW YORK has elected officers as follows: president, William P. Maloney, director of publicity for BBD&O, Inc.; first vice-president, Mae Wagner Carlyle, promotion director, Dictograph Sales Corporation; second vice-president, Ted Baldwin, Columbia Pictures Corporation; recording secretary, Amy Blaisdell, director of publicity, Helena Rubinstein, Inc. Board of directors consists of Carl Helm, Josephine Le Sueur, Caroline Phillips, Paul Haase, Herbert Askwith, Kathrine Wellingbrook, Donald Dolles and Austin J. Scannell.

TOM HICKEY, formerly of the "New York World-Telegram" and "Daily News," is now associated with N. W. Ayer & Son, Inc., in its New York office.

FRANKLIN BRUCK ADVERTISING CORP., New York, has been named advertising agency for the Literary Guild of America, beginning July 1st.

DUANE JONES COMPANY has named Gerald O. DaCosta as production manager. DaCosta, associated for the past 15 years with Marschalk & Pratt Company, is an expert on paper, electrotyping and engraving.

Gottlieb Leaves MBS; Joins Y & R Agency

(Continued from Page 1)

formerly in the publicity department of WOR. He is credited with many radio public relations innovations and is held in high esteem by Miller McClintock, president of Mutual, and other network executives with whom he has been associated.

While no successor to Gottlieb has been chosen it is probable that Christopher Cross, Gottlieb's assistant, will get the post. Cross, author, newspaperman and radio writer, has been associated with Mutual for the past three years.

Ray Nelson Named Storm Agency V.-P.

(Continued from Page 1)

continue in his capacity as director of radio and television of the organization.

Nelson came to Charles M. Storm Company last year from WOR, New York, where he had been a program director and supervisor of the station's television activities. Before that he was associated with the National Broadcasting Company, station WEVD, New York; WEBR Buffalo, and WJAY, Cleveland.

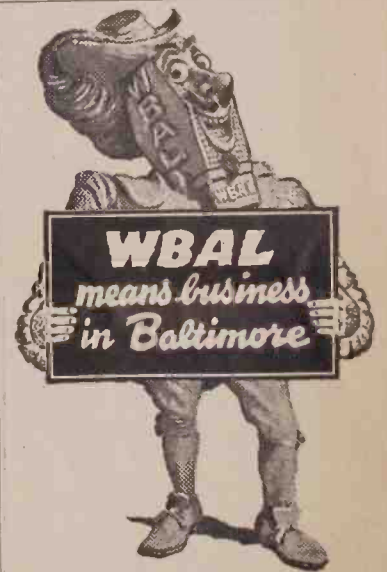


RAYMOND E. NELSON

"Our Town" Radio Rights Bought By Superman, Inc.

Radio rights to the stage play "Our Town," by Thornton Wilder, were assigned to Robert Maxwell Associates, radio division of Supermen, Inc. Major Wilder's sister, Isabel and Johanna DeWitt will do the scripts and the present plan is to bring the story up to date via descendants of the principal characters in the original play.

Show will probably be offered as a 15-minute daytime strip with Parker Fennelly in the narrator role created on the stage by Frank Craven. Rest of cast includes Ann Seymour, Jackson Beck, Ted Osborne and Montgomery Clift. Production will be by Robert Maxwell, producer of "Superman," "Hop Harrigan" and "Creep By Night."



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R.K.O. BUILDING, RADIO CITY, N.Y. CIRCLE 7-0193

Four Webs And Many Independents Broadcast Opening Of GOP Confab

(Continued from Page 1)

planned radio coverage began functioning with the first broadcast direct from the opening session of the convention at 11:15 a.m., CWT. The four major networks were busy over the week-end preceding the convention opening, with a series of special broadcasts featuring party personalities, round-table summaries and roundups by newspaper and network political experts.

On Sunday afternoon Mutual rounded up 16 newspaper correspondents and aired their respective views on the convention's probable Presidential nominee.

One-Eyed Connolly Challenge

Another Sunday afternoon special was the interview Bill Slocum, Jr., CBS special events director, conducted with Andy Frain, head of the ushering service bearing his name. Frain offered to buy Slocum "a suit of clothes" if "one-eyed" Connolly, dean of gate-crashers, made good on his boast—on a previous broadcast—to attend the convention without benefit of an admittance ducat. Connolly, said Frain, "won't even get on Madison Street."

One of the calmest network execs on the convention scene is Paul White, CBS news director, who is directing not only the CBS convention staff here but also via teletype the network's invasion coverage in New York. Despite such two big projects, White goes his way calmly and unhurried.

NBC, in line with its plans for television coverage of the convention, filmed both the morning and evening sessions yesterday and flew the films to New York for telecasting over its WNBT transmitter.

Two of the contingent of network commentators to whom covering a political convention is not old stuff are Mrs. Raymond Clapper, widow of the late columnist and commentator who was killed in a plane crash in the South Pacific, and Leon Henderson, former OPA boss, now a sponsored Blue Network speaker. Henderson's presence produces many a raised eyebrow among the assembled Republicans. Almost as many, in fact, as would the presence of Willkie himself. Mrs. Clapper is doing a daily five-minute commentary on convention doings for Mutual.

First convention pickup from the

"Jim" Watson Heard

Chicago—Ex-Senator James E. "Jim" Watson, venerable octogenarian political leader from Indiana, presented a "convention summary" in a special feature program from WIND's Chicago studios 8:45 to 9:00 p.m. last night. He reviewed his forty years in the House and Senate, his close friendship with several presidents and political greats such as the late "Uncle Joe" Cannon.

Stadium came yesterday at 12:30 p.m., EWT, when all four networks carried the voice of Harrison E. Spangler, chairman of the Republican National Committee and chairman of the convention arrangements. Spang-

Smith Backers, Note

Chicago—When the official organist at the Chicago Stadium was asked to supply a melody for the opening of NBC's "Convention Rehearsal" program Saturday at 6 p.m., EWT, he swung into the tune familiar to all voters in 1928, "East Side, West Side." NBC let it ride.

ler called the convention to order and Gov. Dwight E. Green of Illinois was introduced. Gov. Green extended greetings from the city and state to all the delegates.

At 10 p.m., last night, Spangler introduced the temporary chairman, Gov. Earl Warren of California, who delivered the convention keynote speech.

Martin on All Webs Today

Today at 1 p.m., EWT, all networks will carry the address by Representative Joseph Martin of Massachusetts. Tonight the speeches of former President Herbert Hoover and Representative Clare Boothe Luce of Connecticut will be broadcast beginning at 10 p.m., EWT.

Reading of the Republican party program is scheduled for broadcasting at the opening session of tomorrow at 1 p.m., EWT. In the evening, beginning at 10 p.m., EWT, the networks will carry the nominations for the Presidency.

Final sessions of the convention on Thursday will be carried by all networks. Balloting will be reported on at 1 p.m., and if the convention is still in progress at the 10 p.m. period.

CBS Staff Large

A staff of 36 men and women, ranging from news analysis and reports to special events broadcasters and technicians are here under the personal direction of Paul White, director of news broadcasts for the network. White is assisted by Bill Slocum, Jr., CBS director of special events and Bob Wood, the web's Washington news chief. Bob Trout, CBS reporter and analyst, and John Daly, recently returned from Italy are the chief announcers.

The proceedings are being described over CBS by analysts Bob Trout and Quincy Howe; and reporters Bill Henry, John Daly and John Harrington.

Special events, including interviews with important personages and broadcasts direct from the convention floor, are handled by Slocum, and Shep Chartoc and Jack Burnett of WBBM, CBS Chicago station.

Addresses by prominent Republicans will be arranged by Miss Helen Sioussat, director of talks.

In addition to the aforementioned CBS personnel, several affiliated sta-

tions have assigned their own reporters and analysts to the convention for on-the-spot coverage.

WBBM, Chicago, has assigned James Cruisenberry, news editor, and analyst Alvin Steinkopf. Station KMOX, St. Louis, is sending Arthur Casey, program director; Francis Douglas, news editor; W. R. Wills, analyst, and Katherine Darst, reporter. Station KNX, Hollywood, will have Wallace Sterling as its convention representative. Station WCCO, Minneapolis-St. Paul, is sending A. E. Jocelyn, manager and Cedric Adams, famed Star-Journal columnist and radio commentator.

Detroit Coverage

Detroit—WJR, Detroit is giving its listeners some special coverage of the GOP convention in Chicago during every newscast from the Detroit studios. George Cushing, news editor, is cut in from Chicago via WJRS direct line for convention news. Cushing then returns the program to Detroit and the local newscaster resumes.

CAB Ratings On Net Sked Available Twice Monthly

Audience ratings for radio programs broadcast on limited network schedules will be available twice a month for pro-rata costs, the Co-operative Analysis of Broadcasting announced last Friday. This new feature of CAB service is considered another step in its expansion program which has already multiplied its service to members considerably in recent months.

The new move is made possible by the expansion of its interviewing schedule into 81 cities twice a month compared to the standard service of 33 cities sampled previously.

Robt. H. Lochner, NBC, Heads German Section

Robert H. Lochner, NBC International Staff member for three years, was appointed chief of the German section of the Network's International, Fred B. Bate, manager, announced last week. Son of Louis P. Lochner, noted war correspondent and NBC news commentator at San Francisco, Robert acquired German background while with his father who covered Berlin. He will continue to write, produce and announce programs in German that are short-waved to Europe.

WNYC's Dance Series

Frankie Carle and his orchestra, newest sensation in popular music, will open WNYC's summer broadcasts of "Dancing Under the Stars" this Thursday, beginning at 9:30 p.m., on the Mall at Central Park. Other "name bands" will follow and WNYC will air the show on Fridays also in August.

Convention Tele Cast Inaugurated By W

(Continued from Page 1)

in the same city later in the week. Preceding the telecasting of motion pictures which were shown by four crews in the Chicago Stadium today was the premiere of "The Republican Party on Parade." This reel traced the history of the Republican Party, its conventions and candidates from 1860 to the present. It began with sketches by Theodore Nast, dean of American political cartoonists, who created the elephant the symbol of Republicanism.

Old Newsreels Shown

Following a quick sight-seeing "tour" through Chicago, the program moved on to the personalities of the GOP. Included were historic reel clips of Governor William W. Aldrich; Senator Hendricks; George Peck; Bull Moose leader; Chauncey D. Brown; President William McKinley (on the day before he was assassinated); President Theodore Roosevelt; President William Howard Taft; Chief Justice Charles Evans Hughes; Elihu Root; Senator Lodge; President Warren G. Harding; President Calvin Coolidge; Governor Morrow (Kentucky); Secretary of State Frank B. Rowland; Vice-President Charles G. Dawes; President Herbert C. Hoover; President Charles Curtis; Governor Alfred M. Landon; John Hammon; Senator Robert Taft; Senator Charles McNary; Senator Wendell L. Willkie. Highlighted, too, were Governor Thomas E. Dewey, Lt. Governor Stassen, Governor Earle Warren and Governor Bricker. The Republican conventions were traced extensively.

The shots taken today and telecast on arrival included the call to order of the convention, the singing of "Star Spangled Banner," the invocation, Governor Dwight H. Green's welcoming address, close-ups of practically all state delegations, the selection of 400 news men and women and all the color which surrounded these quadrennial meetings. They were beer and pop sellers, perspicacious delegates, lobby demonstrations, hotel room caucuses.

The telecasts were also picked up and rebroadcast by WPTZ in Philadelphia, and WRGB in Schenectady.

"Slogan" Persists

Chicago—Hildy Gauss, secretary to Paul White, CBS news chief, entered the Stevens Hotel dining room for a hasty breakfast yesterday morning. She was tagged at the door by G. Henry "Slogan" Smith, author of GOP battlecries who has managed to attend the last nine Republican conventions. "Slogan" has been trying unsuccessfully to get air-time ever since radio first covered the national political shindigs. His startling resemblance to President Roosevelt (Smith eagerly asks everyone to study his profile) hasn't helped him any in the GOP camp. At last report, "Slogan" still was shadowing Hildy.

GOP GLEANINGS

Chicago—Coolest spots in the overheated crowded Chicago Stadium are the network's air conditioned booths high over the speakers platform. While 1,054 delegates on the floor and 20,000 lucky ticket holders in the gallery swelter in the humid air, they envy the network boys behind the shielded fish bowl of their comfortable quarters.

☆☆☆

G. W. "Johnny" Johnstone, proxy of the Blue's News and Special Events Staff, wandering around the lobby of the Stevens Hotel in powder blue slacks and loose-hanging collarless shirt.

☆☆☆

When a mimeograph machine in NBC's Press Room at the Stevens Hotel talked while running off an important story, CBS next door offered the use of its machine. But then, as a gag strictly for the record, the Columbia Broadcasting System operator ran off one copy of the release on its own distinctive letterhead, making it a real collector's item.

☆☆☆

Michigan Boulevard pedestrians were surprised Friday to hear "Our Gal Sunday," CBS daytime serial being wafted on the lake breezes which cool the Chicago main stem. Here's how it happened: Governor Bricker was to address his campaign workers Saturday. Two loud speakers were installed on the roof of a low set-back of the hotel to carry his speech to an anticipated overflow turnout on the boulevard and in Grant Park across from the hotel to test the loud speakers, Henry Grossman, who heads the CBS engineering contingent, obliged the workmen by feeding "Our Gal Sunday" into the loud speakers from a radio receiver on the network headquarters at the hotel.

☆☆☆

With taxicabs at a premium in Chicago. New Yorkers who have to collect their way four miles to the Stadium put their feeling this way:

"It's just the same as though the Convention were being held in London during a subway strike."

☆☆☆

The following wire was received by Paul White from Ed Murrow, CBS London: "Just wishing you and your crew good shouting during the convention. Anticipate hospitality more dangerous than buzz bombs. Regards."

☆☆☆

Republican Gubernatorial nominee in Indiana, Ralph F. Gates, attorney-banker, is scheduled speaker on the second of a series of "convention summaries" on station WIND tonight. Gates, typical "county seat lawyer" from Columbia City, Indiana, home town of the late vice-president Marshall, has held all GOP organization offices from precinct committee man to state chairman.

☆☆☆

Gracie Allen, in Chicago to cover the Republican conclave for Nana, stopped in at CBS convention headquarters in the Stevens Hotel to interview Mrs. Bricker. It started conventionally enough but soon Gracie and Mrs. Bricker were exchanging pix and unusual remarks of their children.

☆☆☆

A staff of 12, including correspondents and members of the editorial department of the St. Louis "Post-Dispatch," is broadcasting special features for KSD, the "Post-Dispatch" station. KSD has its own booth at the convention with direct wires from Chicago.

☆☆☆

Bill Slocum, Jr., CBS chief of special events, almost became the first casualty of the Republican convention. Bill, seated on the speakers platform in the Chicago Stadium, leaned over the railing to make sure CBS wires were okay when he lost his balance and did an incomplete one and a half over the railing. Stroke of good fortune landed him upright in his chair.

COAST-TO-COAST

—NEW YORK—

NEW YORK—M/T. Sgt Gene Ward, former New York "Daily News" sports writer, will emcee WNEW's new series of "Combat Correspondent" dramatic portraits, beginning this Thursday, 9:45 to 10 p.m. Broadcasts built around combat correspondents of the United States Marine Corps... Colonel Arthur Levitt and Lt. Col. Aaron Mellniker, two military legal experts, will help solve Johnny Doughboy's domestic problems on WNEW's new broadcasts of "Legal Assistance for G. I. Joe" begun last Sunday, 9:45 to 10 p.m.... Senator Alben W. Barkley will deliver a special address on WHN, Thursday evening from 8:30 to 9 o'clock on the 158th anniversary of the Society of Columbian Order. Another speaker is Judge Edward J. McCullen who will read a message from Pres. Franklin D. Roosevelt.

—PENNSYLVANIA—

PHILADELPHIA—WFIL has registered sale of its own three shows to three of the largest advertisers in the community. Sears Roebuck & Co. is signed for a tentative 26-week run once weekly of "Crosstown Quiz." Lit Brothers (department store) is backing "Junior Music Hall" on a 52-week basis. And, Lousol's (women's specialty shop) sponsors a late evening 15-minute news period. PITTSBURGH—Local boys, injured in combat overseas, reviewed their experiences in WWSW's 5th Bond Drive last Friday a.m., in interviews with Fred Joyner, the new program director, and Marie Wilk, director of their FM station, WNTI.

—ARIZONA—

PHOENIX—"Boxcoe," whose lavish care included trips to Nanard Kennels operated by Nan Douglass of KOY, could be a find for the recruiters for Army's canine corps.

—CANADA—

MONTREAL—CKAC's sales promotion and personnel manager Andre Daveluy took his vows with Paulette Cloutier, also of Montreal, yesterday. She has been his secretary for the last 3½ years.

—CALIFORNIA—

LOS ANGELES—Bu-Tay Products Company, makers of Rainbow water softener, has signed for a weekly five-minute news spot on the "Blue Newsroom Review" Wednesday, June 14, 1:45 p.m., PWT, over a 15-station Pacific Coast Blue web... OAKLAND—KLX has announced regretfully the death of Howard Wilson, its sales manager, and one of radio's pioneer salesman. Age was 55... INGLEWOOD—"Micro Topics," bi-weekly publication of Universal Microphone Co., is reprinting the series of full page "History of Communications" ads which is appearing in RADIO DAILY each month.

—COLORADO—

DENVER—Sealy Mattress Co. of Colorado, through the Ted Levy Advertising Agency, has renewed for third year schedule of one-minute announcements on KOA. 52-week contract begins July 14... Mary E. Miller has joined the KOA staff as

secretary to its sales dept., while Dick White has returned from a Tenn. school to its guest relations staff.

—INDIANA—

FORT WAYNE—WOWO's Boosters' Club has formed softball team, calling themselves the "Bobby Sox" ... KOKOMO—WKMO, local CBS outlet, has sold every one of the features provided by the Treasury Department for the 5th Bond Drive Kokomo, Indiana and Howard Counties will celebrate 100th anniversary of the Fourth of July... VINCENNES—156 quarter-hour programs of Lou Childrie, "Boy From Alabama," were added to sked on WAOV, by sponsor Iglehart Brothers, Inc., of Evansville, unit of General Foods, Inc.

—CONNECTICUT—

HARTFORD—"Radio Voice of Religion" observes its 500th anniversary this Sunday. Begun in 1934, broadcast has been presented weekly under direction of educational director Sterling V. Couch ... Hartford Electric Light Co. is sponsoring "Connecticut Heroes," a thrice weekly five-minute afternoon feature on WDRC. Stars interviews with local returning war veterans.

—NORTH DAKOTA—

VALLEY CITY—Mayor Curtis Olsen's recent talk on KOVC about traffic regulations and juvenile delinquency has resulted in city-wide cleanup... KOVC reports almost all of the local residents listened to the broadcasts presented as public service event.

—FLORIDA—

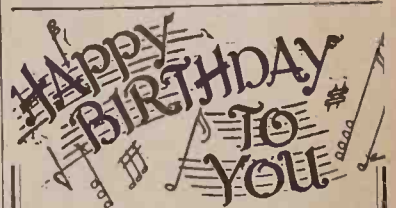
MIAMI—WIOD's program and commercial departments under leadership of James LeGate, general manager, are helping materially in the success of the 5th Bond Drive in Dade County. Bond sales have netted \$170,000 during first week.

—GEORGIA—

ATLANTA—"Camping Trails" is new summer program by Rich's Inc., Atlanta department store, rapid expansion of radio programs. Announced by Tom Maxwell, narrated by Ted Anthony, and written by Gene Sample, on WGST, Mondays, Wednesdays and Fridays.

—ILLINOIS—

ROCKFORD—Promoting its local and Blue Network newscasts, WROK has printed and distributed 10,000 post-card size schedules of news programs. In "calendar" form, cards have been used in station mailings and sent through hotels, restaurants service clubs and other organizations.



June 27
Seymour Heffer Milton Mabie
Mrs. W. T. Bramblett



History of Communications Number Seven of a Series

EARLY COMMUNICATIONS BY AIR



While electronics use the ether and other media, one of the most speedy methods of communications in the early days was through the air by carrier pigeon. With a finely printed note fastened to the leg, these birds faithfully reached home to bring in the latest news events and stock market reports.

Today news commentary reaches into your homes in a flash of a second via electronic voice communications making use of the various types of Universal broadcast microphones. This being a modern age, the battle front is brought into the homes of the informed peoples of the democracies via military microphones such as those now being manufactured by Universal for the Allied Armed Forces.

< Model 1700-UB, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobber



UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

L. 27, NO. 62

NEW YORK, N. Y., WEDNESDAY, JUNE 28, 1944

TEN CENTS

Films Receive Radio Aid

Convention Coverage Continuing Unabated

By BILL IRVIN
RADIO DAILY Correspondent

Chicago—Serving the nation with news reporting such as has not accorded any similar gathering before, radio continued yesterday, the second day of the Republican National Presidential Convention, to bring to American listeners first hand news of the vital conclave. Through the medium of the four major networks, as well as numberless independent stations, not only the actual speeches of speakers and delegates have been brought into the home but im-

(Continued on Page 7)

"Lili Marlene" Copyright Vested In Gov't Of U. S.

Washington Bureau, RADIO DAILY

Washington—James E. E. Markham, then Property Custodian, yesterday handed basic American copyrights in the German marching song, "Lili Marlene" were vested by Custodian, July 7, 1943.

The tune became popular with allied troops during the rout of

(Continued on Page 6)

Westinghouse Web Buys \$800,000 In War Bonds

Philadelphia—Total of \$800,000 in War Bonds was purchased by the Westinghouse Radio Stations, Inc., of the stations comprising the network, Lee B. Wailes, general manager, announced yesterday. The headquarters office purchased

(Continued on Page 2)

Cohan Tribute

"Family Hour" Sunday program of July 2, will be dedicated to the memory of the late George M. Cohan whose birthday was the Fourth of July. Among those to be heard on the show will be Eileen Farrell, Reed Kennedy and Jack Smith. The orchestra will be under the baton of Al Goodman. The program is aired on CBS, 5:54 p.m., EWT.

Stradivari Tribute

"The Magic of the Violin," composed by Kent Cooper, general manager of the Associated Press, which will be played by Paul Lavalie and his Stradivari Orchestra on his program, Sunday July 2 (12:30 p.m. EWT, NBC) was written in observance of the 300th anniversary of the birth of Antonio Stradivari, great violin maker. Lavalie's orchestra is made up of Stradivari instruments.

Envisions FM-Tele Receivers in Future

By extending the tuning range of an FM receiver to make available the sound channel of television to FM owners, the American public's interest will be stimulated enough to want to purchase the television "picture boxes," Leonard Cramer, vice-president of Du Mont Television, told the press gathering at the Television Press Club luncheon held yesterday

(Continued on Page 6)

Broadcasts Bring Talks To Nation's Teachers

Pittsburgh—A report by leading educators to thousands of teachers throughout the nation on the proceedings of the national convention of the National Education Association will be broadcast through the facilities of KDKA over the NBC network Wednesday, Thursday and

(Continued on Page 2)

Mexico Ban On U. S. Radios Forecast In Decree By Gov't

Lt. David Levy's Services Requested By Treasury

The Treasury's War Fiance Committee in N. Y. has requested the Navy for the services of Lt. (j.g.) David Levy as radio consultant on the Fifth War Bond Drive. Levy was producer-director of the CBS "We, the People" program before entering the Navy.

Broadcasters, Through Treasury Dept., Extend Assistance To Theaters For "Free Movies Day"

Sees Set-Export Jump In Post-War Britain

Montreal—Britain expects to export 50 per cent more radio receiving sets than she did before the war, Hugh Dalton, president of the British Board of Trade is reported in London despatches as saying. Speaking in praise of the British Radio industry, he said it has defeated "all the wiles of the enemy" in the war and "will

(Continued on Page 6)

Blue Stations Get New Spot Business

An impressive amount of new business has been placed through the spot sales department of the Blue Network on WJZ, New York; WENR, Chicago; KGO, San Francisco; and WMAL, Washington, D. C., Blue Spot

(Continued on Page 6)

Hutchinson And Films Sked For Tele Seminar

Thomas H. Hutchinson, production manager of the RKO Television Corporation, will address the Radio Executives Club Television Seminar

(Continued on Page 2)

Radio will be utilized on the night of July 5, the eve of "Free Movie Day," to announce to the public that on the following day participating theaters will admit anyone on that day who purchases or makes application for a war bond, it was announced by R. J. O'Donnell, national chairman of the "Fighting Fifth" campaign as he heralded "Free Movie Day" on July 6.

Six hundred and sixty commentators on network affiliates will receive

(Continued on Page 4)

Invasion Troops Hear Top U. S. Radio Shows

Washington Bureau, RADIO DAILY

Washington—Twenty-eight hours of America's top radio shows—minus commercials—are reaching invasion troops weekly, it was learned here yesterday. In addition, 13½ hours of special Army programs including "Command Performance," are beamed out of England. Total broadcast time to invasion troops is reported to be

(Continued on Page 2)

Tele Broadcasters Elect Two Affiliate Members

Election of the Theater Guild and the RKO Television Corporation to affiliate membership in the Television Broadcasters Association, Inc., was

(Continued on Page 2)

Auction Camera

The speed graphic camera used by Photographers Mate S. Scott Wigle of Detroit, Michigan who obtained the first picture of the invasion on the Normandy beach was auctioned for war bonds to the highest bidder listening to Dave Elman's WOR-Mutual "Victory Auction" Saturday night. The camera has been flown by the Air Transport Command to Elman in N. Y.

(Continued on Page 6)



Vol. 27, No. 62 Wed., June 28, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : : Business Manager

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

Hutchinson And Films Sked For Tele Seminar

(Continued from Page 1) on the subject of "Studio Production Technique," Thursday, June 29, in NBC's Studio 6B, 8:30-10:30 p.m. In addition to Mr. Hutchinson's talk, two films entitled "Magic in the Air," a General Motors production, and "Sightseeing At Home," a G. E. movie, will be shown. Murray Grabhorn is the chairman of the REC series and Richard W. Hubbell is the coordinator.

20 YEARS AGO TODAY

(June 28, 1924) The mention of Al Smith's name at the Democratic Convention in Madison Square Garden brought on an uproar which lasted seventy-five minutes. This is the longest ovation ever given any individual... In the opinion of experts on broadcast technique, the convention has uncovered another benefit from radio. Present-day oratory, being unsuit. able to a mike, is being replaced by higher standards of public speaking.

Broadcasts Bring Talks To Nation's Teachers

(Continued from Page 1) Friday, July 5-7 (7:30-7:45 p.m., EWT—not heard on WEAFL). Since the convention attendance is limited, these broadcasts will permit thousands of teachers over the country to learn what decisions are made and what views are presented at these very important educational gatherings.

Tele Broadcasters Elect Two Affiliate Members

(Continued from Page 1) announced at the organization's board meeting. Armina Marshall administrative assistant of the Theater Guild and Ralph B. Austrian, executive of the RKO Television Corporation, have been appointed to serve on the program committee of TBA. The program committee is headed by Worthington C. Miner, director of TBA and manager of the television program department of CBS.

Westinghouse Web Buys \$800,000 In War Bonds

(Continued from Page 1) \$300,000; KYW bought \$200,000 worth; WBZ bought \$100,000 worth; KDKA bought \$100,000; WOWO bought \$100,000.

FINANCIAL

(Tuesday, June 27)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	160 7/8	160 1/2	160 7/8	+ 1/2
CBS A	33 1/8	32 3/4	33	+ 1/8
CBS B	32 1/2	32 3/8	32 1/2	+ 1/4
Crosley Corp.	22 1/4	21 3/8	21 3/8	- 1/8
Farnsworth T. & R.	13 3/4	13 1/4	13 3/8	+ 1/8
Gen. Electric	38 5/8	38 1/8	38 1/8	+ 3/8
Philco	35 3/4	35 1/8	35 3/8	+ 3/8
RCA Common	11 1/2	11 1/4	11 3/8	+ 1/8
RCA First Pfd.	75 1/2	75 1/4	75 1/4	+ 1/2
Stewart-Warner	16 1/2	16 3/8	16 3/8	+ 1/4
Westinghouse	106 3/4	105 1/2	105 3/4	+ 1/2
Zenith Radio	42	42	42	+ 1/4
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	29	29	29	- 1/4
Nat. Union Radio	4 1/2	4 3/8	4 1/2	+ 3/8
OVER THE COUNTER				
Stromberg-Carlson			Bid 16 5/8	Asked 17 3/8
WCAO (Baltimore)			21 1/2
WJR (Detroit)			36

Invasion Troops Hear Top U. S. Radio Shows

(Continued from Page 1) over 120 hours weekly now, with heavy reliance on the basic music library of 16-inch discs recorded by the War Department from special concert performances, radio shows and movie sound tracks. This library now includes about 750 platters, all turned by GI's. BBC news and features are used as well as live entertainment by United States troops. A group of radio artists from this country is believed scheduled to go to London and perhaps beyond this summer to do live shows for the boys.

Also Heard in Pacific

This program is basically the same as that heard by troops in the Southwest Pacific, the BCI theater and elsewhere throughout the world. All broadcasting is under direction of local commands, and the proportion of strictly American material varies. Troops in Britain, it is reported, hear about half American and half British programs over the American Forces Network, a web of low-powered GI transmitters each of which covers a radius of 25 to 30 miles. The 28 hours of transcription are chosen from the top-rated shows of American radio, and include all classifications of programs. Major emphasis seems to be upon comedy and popular music, but there is nearly as much variety as is heard at home.

Notable exception is the "soap opera," which somehow doesn't get into France. These discs are flown by the Air Transport Command regularly, and have the highest priority to insure timeliness.

France Getting Many Receivers

At this writing it is not believed that there is any GI broadcasting in France. Receivers are pouring in, however, and a good portion of our troops there are now able to tune in British transmission of GI shows. Not every soldier of course, has a set, but public address system are used in some encampments and captured enemy equipment is sometimes pressed into service.

GI news service is handled at top speed, with Army news service feeding the stations by wire. The invasion announcement went out on GI programs on the Pacific coast—beamed to the South Pacific—even before OWI had it on news broadcasts, it is reported.



MacFarlane Travelled with Monty

The British garrison had been driven out of Tobruk. Beaten and battered back to El Alamein MacFarlane waited with the 8th Army for Rommel's drive for Suez. The world waited for the news that the British had lost Egypt.

MacFarlane saw the miracle of the 8th Army's response to Montgomery's order, "attack." It is this background of living and fighting with Monty and his men that gives MacFarlane's broadcasts about the British on the invasion front so much force, so much truth.

It is this once living where news is made that helps MacFarlane call the news that is to come, with such uncanny accuracy.

Ian Ross MacFarlane is another W-I-T-H exclusive.

SPORTS
MUSIC
NEWS

W * H * N

50,000 WATTS DIAL 1050

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.

W-I-T-H
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

Announcing

the removal of our New York offices to

501 MADISON AVE.

under the direction of John L. Sinn



Thanks to the following firms for whom we are currently producing the following shows:

Ruthrauff & Ryan
Kenyon & Eckhardt
Morse International
McCann Ericksen
Wm. Esty Co.
Parents' Institute
Parents' Institute
Press Association
Press Association
BBD&O
Ruthrauff & Ryan
Hershey's Creamery
Lang, Fisher & Stashower
Mitchell-Faust

Musical Showcase
The Jack Berch Show
Songs of Good Cheer
Mary Ellen Baker
The Korn Kobblers
Calling All Girls
Parents Magazine of the Air
Eye Witness News
War Correspondent
Old Corral
Boston Blackie
Manhunt
Say It With Music
They Give Their Lives

Beau Brummell Ties
Kellogg's All Bran
Vick's
NBC Bread
Piel's Beer
Calling All Girls Magazine
Parents Magazine
Associated Press
Associated Press
Ft. Pitt Beer
Lever Brothers
Hershey's Ice Cream
Carling's Beer & Ale
Peter Hand Beer

In our new offices our expanded facilities and increased staff will continue to serve these and other clients with intelligently conceived and expertly produced radio and television programs.

NOW IN PREPARATION:

- ★ THE DAMON RUNYON SHOW
- ★ HOLLYWOOD QUIZ
- ★ THE KAY LORRAINE SHOW
- ★ MYSTERY HOUSE

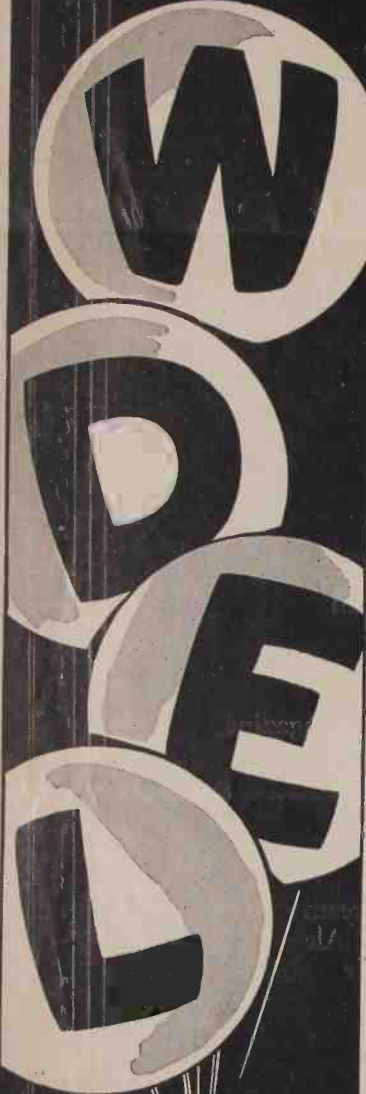
FREDERIC W. ZIV COMPANY

CINCINNATI

NEW YORK

HOLLYWOOD

WILMINGTON
DELAWARE



1150
KC

5000
WATTS
DAY & NIGHT
NBC
Basic Network
Station

Sales Representative
PAUL H. RAYMER

MAIN STREET

WITH *Ol' Scoops Daily*

Memos of an Innocent Bystander . . . !

● ● ● Funny how things will right themselves . . . for instance we were a bit surprised two weeks ago, to learn that friends of ours were involved in a difficult situation and said so in print . . . we're happy to learn and "give a happy ending" to the story, which deals with the Henry Sylvern-M-G-M Screen-Test MBSeries . . . all parties concerned have agreed to terms and starting tomorrow, Sylvern will resume batoneering this Mon, thru Fri. musical program for the next 49 weeks . . . Josef Cherniavski rates a bow for a swell pinch-hit conducting job during the negotiations . . . ● Garry Moore, the Camel Ciggie comic, will make his screen debut in Edward Small's production, "Brewster's Millions," which starts rolling August 1 . . . and will star in a second production now in preparation by David O. Selznick . . . ● Mr. and Mrs. Joe Barnett (she's Rosaline Green, radio actress) welcomed Sir Stork who left a future actress . . . ● Jean Sincere, Radiolite and Ingenue in the recent Broadway success, "Arsenic and Old Lace," will get an M-G-M-MBScreen-test tomorrow . . . ● That baseball game for the championship of Gotham's Kilocycle Row, between John McKay's NBC pressers (not pants) and the trade press News Hawks, will take place Saturday, July 22 at 2:30 p.m. . . . Ed Barrow, of the New York Yankee Baseball Club told us we may use the Yankee Stadium providing every ball-player????? buys an extra War Bond.



● ● ● In the past two years, we've received hundreds of letters from execs, artists and people representing all branches of the Radio Industry but this morning was the first time we have ever received a letter from a source, without which there can be no stars . . . good old Gus H. Fan—er er beg pardon, in this case it is Susie Q. Fan personified by, Katherine Caruthers, president of the Woodhaven, L. I. chapter of the National Kate Smith Club . . . writes Prexy Caruthers: quote:— . . . and while Miss Smith has been on the air for 13 years, she's only had a studio audience for the past nine years . . . and I've been present at every broadcast sponsored by General Foods, in the first seat, front row, not only for the eight o'clock show but also at the repeat . . . May 5th, starting her 14th year I was called on the stage and given 14 beautiful roses because she (Kate Smith) knows that I've followed her career from the first program . . . guess that puts me in the same class as Rosemary Patton, The National Barn Dance Fan . . . yours very truly . . . (signed) Katherine Caruthers . . . unquote;— . . . thus, on behalf of the recipients of the constant worship and adulation of the many thousands of "Katherine Caruthers", a RADIOKAY to the latter and may their numbers increase.



● ● ● Pvt. Bill Koblenzer, formerly a producer with the Ed Wolfe Office, is in Gotham on furlough from Sheppard Field, Texas, where he writes, produces and announces weekly morale programs via KWFT . . . ● Don Marcotte, NBChicago Music Head, huddling with Frank Heffer and Johnny Romaine in New York . . . ● Two film companies are interested in Don Reid, heard mornings on the "Mirth & Madness" musicale, NBConducted by Irving Miller . . . Dean Martin, who starts a new series of twice-weekly songfests via WMCA, used to be a pretty fine welter-weight boxer under the name of "Kid Croquet." . . . ● The now-famous George Hicks "invasion description broadcast" which was recorded by the Blue Network, was sold at a War Bond Auction Monday, at the Washington, D. C. Army Air Force Exhibit, to James Ward who purchased a \$100,000.00 Bond in honor of his Paratrooper son, James, Ward, Jr. . . . ● Though she's now national radio director for the Caples Company, Maxine Keith will continue her up-to-the-minute MBSeries of programs, "From Me To You," every morning.

— Remember Pearl Harbor —

Radio-Films In Tieup On 'Free Movie Day'

(Continued from Page 1)

special material publicizing the motion picture industry's "Movie Day." These announcements, prepared by Martin Starr, radio director of "Fighting Fifth" War Loan Committee, will be scheduled for inclusion in local radio programs on the afternoon and evening of July 5, two days before the end of the drive. This will be in addition to special announcements which will be made on several major network shows on the night of July 5.

The radio announcements will constitute the greatest radio barrage ever given to a motion picture industry War Loan drive.

The "Free Movie Day" campaign will also utilize national newspaper publicity, which will come over wire services on July 5, in addition to local publicity mentioning theaters taking part in the event.

The announcement on the network broadcasts will read as follows: "Tomorrow, July 6th, the motion picture industry will celebrate 'Free Movie Day.' This means that in countless theaters throughout the country you who purchase a war bond at your favorite theater will be admitted free. Read your newspaper or call your favorite theater for further information."

The aim is to have 100 per cent participation in making July 6, not only the biggest day of the Fifth War Loan drive, but to achieve a record for one day for all War Loans to date.

Ralph Edwards' Replacement

Chicago—"Authors Playhouse," a ready a longtime NBC feature (Friday nights, 11:30 p.m., EWT), will replace "Truth or Consequences" program during this summer for nine weeks beginning July 8. In a separate unit the broadcast will present each week repeat performances of outstanding "Author's Playhouse" scripts already dramatized in the Friday series.

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

KOA FIRST IN DENVER
50,000 WATTS
850 KC

REPRESENTED NATIONALLY BY SPOT SALES

True Confessions
is the 4th
Largest Selling
Magazine on the
Newsstands
of America

1. LIFE 2. McCALLS 3. LADIES HOME JOURNAL

Blue Stations Get New Spot Business

(Continued from Page 1)

Sales, New York, announced yesterday.

On WJZ, the Berkshire Mills, of Reading, Pa., will participate in Nancy Craig's "Woman of Tomorrow," Monday through Friday, beginning Sept. 4, through Geare-Marston, Philadelphia; and the Golden Brand Food Products Co., of Philadelphia, for Cream-Wipt salad dressing, will take part in Ed East's "Breakfast in Bedlam," Monday through Friday, started Monday, June 26, through J. M. Korn & Co., of Philadelphia.

Renewals were made by the J. C. Eno (U. S.) Ltd., of Bloomfield, N. J., for Eno Effervescent Saline, of "Hollywood Academy Award," half-hour dramatic program on once weekly, for 13 weeks effective July 10, through Atherton & Currier, New York; and the Quaker City Chocolate & Confectionery Co., of Philadelphia, for five station breaks weekly for 26 weeks starting July 7, through Earle A. Buckley.

Campbell Soup Signs

Wesson Oil & Snowdrift Co., of New Orleans, La., has added two more announcements weekly to present schedule begun June 20 and continuing to end of present agreement in September, through Kenyon & Eckhardt, New York.

Campbell Soup Co., of Camden, N. J., has signed for 17 daytime chain breaks weekly from June 13 through August 2, through Foote, Cone & Belding, New York; while the Continental Baking Co., of New York, for Wonder bread, has agreed to one daytime announcement weekly effective July 5, through Ted Bates.

On KGO, the Band Leaders Magazine will sponsor the "Nite Club" Monday through Friday, beginning July 10 for one month, through Ralph H. Jones Co.; as the Colgate-Palmolive-Peet Co., of Jersey City, N. J., for Super Suds and Palmolive soap, will back nine one-minute announcements weekly started June 12 for the rest of 1944 alternating schedule for the two products, through William Esty & Co.

Illinois Phone Renews

On WENR, the Illinois Bell Telephone Co., of Chicago, has renewed the six one-minute announcements weekly for 26 weeks effective July 3, through N. W. Ayer & Son, New York.

On WMAL, the Lorstan Studios, of Washington, D. C., will sponsor the five five-minute programs of "Here's Looking at You" weekly for 13 weeks begun June 26 through Louis F. Herman Agency, Washington; and the Newspaper Institute of America, of New York, will have the special Sunday News Package of three 15-minute sessions and one 10-minute news period Sunday, beginning July 9 for 52 weeks, through Kaplan, Siesel & Bruck, New York. The Nehi Corp., of Columbus, Ga., has renewed for another year the "Pin Money" program, Monday through Friday effective June 5, through BBD&O.

Mexico Ban On U. S. Radios Forecast In Decree By Gov't

(Continued from Page 1)

by limiting purchases from countries abroad.

Placing sweeping control of imports in the hands of the Ministry of the Interior, the regulations proscribe the entrance into the country of certain articles without the Ministry's approval.

Although the list of articles to come under the ban has not yet been made public, it is expected to be topped by "luxuries" like radios.

A condensation of the text of the measure follows:

- (1) Importation will be subject to the restrictions established by this decree.
- (2) A list of articles subject to restriction will appear in the "Official Daily" (a government publication), together with whatever changes may be considered convenient.
- (3) Any item will be subject to restriction from the date of its listing.
- (4) The list of restricted articles will be drawn up by the Ministry of the Interior.
- (5) Only the Ministry of the Interior will be privileged to authorize importation of such articles.

terior will be privileged to authorize importation of such articles.

(6) In the case of merchandise destined for the use of the Federal government, States, Territories, the Federal District, municipalities, public organizations, or their dependencies, permits will have to be obtained by the entity in question from the Ministry of the Interior.

(7) No person may import, sell, receive, or contract for restricted merchandise without the Ministry's written consent.

(8) Institutions of credit are forbidden to finance operations involving restricted imports without the Ministry's written permission.

(9) Violators of this decree will be fined up to 10,000 pesos, depending upon the circumstances.

While ostensibly designed "for the duration of the state of emergency," the decree is interpreted locally as "protection" against a sudden rise in Mexico's foreign purchases as soon as increased quantities of goods become available.

Billings Gets Promotion With Time-Life-Fortune

John Shaw Billings managing editor of Life magazine, will become editorial director of Time-Life-Fortune publications on July 10, including "The March of Time" on the screen and on the air, Editor-in-chief Henry R. Luce announced yesterday. Daniel Longwell executive editor of Life since its first issue in 1936, will succeed Billings as managing editor on the same date.

Crystal Production Record

Accomplishment of producing one million "Type X" crystals for installation in Army Signal Corps equipment in record time was announced by H. E. LeRoy, Camden, N. J. Works manager of RCA's Victor crystal manufacturing department, in a ceremony broadcast on the plant's internal system. The millionth crystal, in a gold-plated container, was presented to Col. Eugene V. Elder, commanding officer of the Philadelphia Signal Corps Procurement District.

New WOR Director

Robert W. Dowling, president of the City Investing Company, was elected to the Board of Directors of the Bamberger Broadcasting Service, Inc., at its regular meeting yesterday Alfred J. McCosker, president, announced.

Rep. Halleck On WIND Today

Chicago—Hon. Charles A. Halleck, member of Congress from Indiana, and chairman of the National Republican Congressional Committee, will be the featured speaker on WIND's "Convention Summary" program today.

"Lili Marlene" Copyright Vested In Gov't Of U. S.

(Continued from Page 1)

Marshal Rommel's Afrika Corps in the African campaign.

Markham said several licenses for publication of "Lili Marlene" had been issued by his office, and that requests have been received recently for the right to make phonograph recordings of this song. He pointed out that since the Alien Property Custodian is the copyright owner, anyone wishing to exploit the song here must first obtain a license from him. "Such licenses are non-exclusive," Markham explained, "and will be issued to those applicants who qualify under the regulations of the Office of Alien Property Custodian."

Sees Set-Export Jump In Post-War Britain

(Continued from Page 1)

occupy a very conspicuous place" in the conversion of industry from war to peace production.

Envisions FM-Tele Receivers in Future

(Continued from Page 1)

at the Hotel Bedford. With a comparatively large number of the state television video receivers in hands of the public, greater interest will automatically result in the demand for the better and more expensive type television sets, Cramer pointed out.

Sees All Purpose Unit

"If I know my American manufacturers, many of them will have seen this logical trend and will have designed their AM-FM radio with a view to covering television sound channels for later use with low priced television screens. What I propose is technically sound and valuable—a feature which can help radio, and prevent the postponement of radio purchases by those who otherwise would want to wait for television," Cramer said.

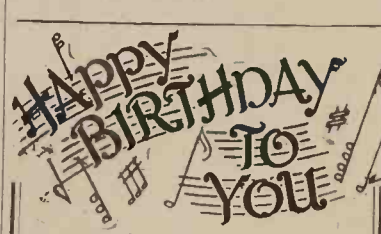
With reference to color television he predicted that the transition from black and white to color can parallel the same change that is being made from AM to FM radio today.

"Color television will come in experimentally like early FM. At some point in the future, the same television programs will be transmitted simultaneously in black and white and in color," Cramer said.

Better Sets Later

After the American public has had a taste of the \$50 "picture box" attachments, it will want to pay \$400 or \$600 or \$1,000 for the television receiver that will give them great satisfaction in reception, he declared. In his assertion, Cramer emphasized that he disagreed with Tom Joyce of RCA who recently priced tele receivers at \$200 a piece. "I think that would be low for a good sight and sound receiver alone—and it obviously does not take into consideration the public demand for a complete home entertainment unit—that is, AM and FM radio, television and phonograph combined," Cramer said in conclusion.

Mr. Cramer was introduced to the gathering by Clifford Denton, chairman of the program committee, and of the "Daily News." This was the sixth and last monthly meeting, with the next meeting scheduled to take place September 26th.



HAPPY BIRTHDAY TO YOU

June 28

William A. Abernathy Ann Lear
 Frank Chase I. Leonard Reinsch
 Forrest Clough Richard Rodgers
 Kelvin Keech



Wolly sez

IN WASHINGTON THERE'S A BILLION DOLLAR MARKET AT YOUR FINGER-TIPS

... Sell Them on

WOL

Affiliated with Mutual Nat'l Reps. SPOT SALES, INC. New York, Chicago, San Francisco

Radio Convention Coverage Continues To Serve Nation

(Continued from Page 1)

... developments and trends have made apparent considerably before the country's press has had time to record them.

... an example, there is the refusal of Governor Warren of California to accept the nomination. Following a prepared and polished speech Monday, newspapers of the nation claimed the West Coast executive "natural" for second place on the ticket. Yet even as these predictions were being read in the papers, Governor Warren announced on the Monday night—and for the first time—that pressure of state business would prevent him from accepting the nomination. His words were recorded during an interview with Fullinwider, Jr., Mutual network commentator.

Mrs. Farley Heard

Two days of the Convention have passed and the delegates have seen a lot of those "beeg mug" transmitters that the networks trot out when they want on-the-spot interviews. Reasonably far few celebrities have shown up with something to say. NBC did Mrs. James A. Farley looking for the Republican camp but at the suggestion of a companion, the wife of the former Democratic leader decided she has nothing to feed into the little portable transmitter so early awaiting her words.

...rs. Charles W. Weis, one of New York's delegates-at-large made a statement during an interview with Morgan Beatty that was a realer-maker in the studio. "You know," quipped Mrs. Weis, as she stepped into a network microphone that reached millions of homes, "you know, Beatty, this is entirely off the record, but I hope we never have a man president."

Joe Martin a Favorite

One of the radio men's favorites is permanent chairman Joseph W. Martin, Jr., because he cooperates fully. When RKO's television crew wanted him to deliver part of his address a day in advance from the Speaker's rostrum, he not only agreed but arranged for the cameramen that he would wear the same suit and tie that he

would wear on Tuesday when he faced the delegates, in order to make the filmed speech seem like the McCoy.

NBC Coverage Complete

Following the plan of operations worked out by William F. Brooks, NBC director of news and special events, the network's staff of news commentators and analysts are coordinating their action to bring to listeners a complete story of the Republican National Convention at the Stadium.

In the NBC booth, high above the speaker's rostrum, Brooks sat before the main control board and manipulated switches to bring in one commentator after another as the center of interest moved around the great auditorium. With him were Carleton D. Smith, general manager of WRC, Washington, D. C., commentator Richard Harkness and announcer Ben Grauer.

Kaltenborn On Rostrum

H. V. Kaltenborn and Ann Gillis, assistant to Brooks were on the speaker's platform and Morgan Beatty added comments from his place in the radio gallery.

Yesterday, NBC followed generally the format of Monday's program periods. Second day sessions opened at 12 noon with Harkness, Lyon, Kaltenborn and Banghart adding their impressions to direct pickups from the speaker's platform at that time. Net carried the address of Rep. Joseph W. Martin, Jr., as permanent chairman.

A convention roundup by the staff of commentators will originate at the NBC studio in the Stevens Hotel at 5:15 p.m., followed at 5:45 by Lowell Thomas; at 6:15 by Morgan Beatty and Charles Lyon, and at 6:45 by Kaltenborn.



Play 'Em or Pay 'Em is another WTMJ program that delights its audience . . . delights its sponsors.

Six days a week, from 5:00 to 5:25 P. M., a Radio City orchestra matches wits with the listeners by trying to play any song requested by listeners. If they can't play it, the sender is awarded a War Stamp.

Ad-libbing, good, clean fun and real musicianship have combined to give this WTMJ participating program a solid listenership.

By building audiences through such programs as Play 'Em or Pay 'Em, WTMJ has become Wisconsin's most skillfully programmed, most listened to, most "selling" station.

To effectively cover Milwaukee and much of Wisconsin, your radio plans must, obviously, include WTMJ.

This is the REAL MINUTE STATION!



Out in the trenches . . . hot on the trail of the Germans, the Japs . . . that's where every minute counts most.

War Bonds in Your Name

Denver Delivers WAR MATERIAL

KLZ Delivers THE DENVER MARKET

WTMJ

THE MILWAUKEE JOURNAL STATION

Basic N.B.C. Station

National Representatives, Edward Petry and Company, Inc.

COAST-TO-COAST

—PENNSYLVANIA—

PHILADELPHIA — "Newsical Clock," announced by Bill Faren of WFIL, is new full-hour program for WFIL's morning listeners, effective July 3, Monday to Saturday... "The Caravan" with Donn Bennett for Valley Forge Beer and Ramshead Ale on KYW continues gaining popularity and sales momentum with each mythical visit to a war-working community... **YORK** — Authors Edna Ferber, Vincent McHugh, John Roy Carlson and Ogden Nash were interviewed last week by Mack Edwards, WSBA assistant program director, on WSBA during their current bond selling tour.

—TEXAS—

DALLAS—Conro Mfg. Co. has contracted for one year's series of three 15-minute programs of news and Western songs each week on KGKO, featuring The Texas Prairie Boys and Peg Moreland... During current bond drive, and following weeks, the Republican National Bank is sponsoring three 15-minute Treasury Star Parade" programs weekly on KGKO... **FORT WORTH**—Series of announcements have been placed on KGKO by the Direct Mattress Co. for one year.

—TENNESSEE—

MEMPHIS—Latest sponsorships of a news period by Southern Watchmakers and Sears-Roebuck brings WHBQ's total to 17 sponsors presenting 92 commercial newscasts weekly... **KNOXVILLE**—Addition to WBIR's announcing staff is Bill Lane, a University of Tennessee student.

—MISSOURI—

ST. LOUIS—Newest name at KXOK is announcer Robert Terry, formerly freelance announcer in Hollywood... KXOK miker Jack Hankins is the father of a daughter born June 20.

—NEBRASKA—

OMAHA — Thursday's broadcast of "America's Town Meeting of the Air," presented from KOWH at Joslyn Memorial, will be sponsored by the Radio Council of the local area, of which Mrs. W. F. Ottman is the head... Supt. of Schools H. M. Corning has accepted KOWH's offer to continue the series, "We March with Faith," next fall in a letter of appreciation to the station for making the program available to the schools.

—NEW HAMPSHIRE—

PORTSMOUTH—WHEB has shown an increase of 84.6 per cent for the first four months of 1944 over the same period

of last year, reports General Manager Bert Georges. WHEB came under the new ownership of Mayor Charles M. Dale, of Portsmouth, last November. The station became an affiliate in January.

—MASSACHUSETTS—

BOSTON—WBZ announcer Frank Waldecker gave up his vacation to emcee bond drive of East Springfield plant of the Westinghouse Electric and Mfg. Co... Ray Rich, producer of Mutual's "American Woman's Jury," Yankee's "Thanks to America," and other Yankee programs, is vacationing in the White Mountains of New Hampshire... **HOLYOKE**—WHYN climaxed its bond drive last Thursday, 8:15 to 8:45 p.m. with a 30-minute broadcast originating in the main lobby of the Holyoke Savings Bank. Military heroes and civic leaders took part in ceremonies.

—NEW YORK—

SYRACUSE—Former WFBL transmitter chief Jim Kelly raised to captain month ago, with the U. S. Army Signal Corps on the Hawaiian Islands... 1st Lt. Bob Aller, N. Y. State Guard, readying communications section he's in charge of, for the State Guard Camp at Camp Smith, Peekskill, N. Y... **BUFFALO**—"Writer's Clinic" composed of members of WGR's and WKBW's staffs is new innovation at BBC. Purpose is promotion of writing and presenting better radio dramatic plays.

—OHIO—

CINCINNATI—"Wings for Victory" was the title of the half-hour broadcast on WLW recently in salute to the Ferrying Division of the Air Transport Command on its second birthday. Commanded by Brigadier General William H. Turner, their headquarters is here... **DAYTON**—Under the leadership of Ronald B. Woodyard, executive vice-president of WING, this station's listeners will hear the Ohio happenings of the GOP Convention by the joint forces of WIZE Springfield, WCOL Columbus, WKRC, Cincinnati, WKBN Youngstown and WHK Cleveland.

In Kansas City



the Swing is to WHEB

... AND IT PAYS advertisers who are wedded to WH schedules. 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 • Great Bend • Emporia
 Missouri Kansas Kansas Kansas Kansas



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

PROMOTION AND MERCHANDISING MAN WANTED

Cowles Station KRNT will have opening mid-July for promotion and merchandising manager. Want energetic, draft-free man who knows publicity, promotion and merchandising, who can write and knows rough layouts and can direct an efficient, established department. If interested send complete details experience, references, salary requirements to Craig Lawrence, Iowa Broadcasting Company, Des Moines, Iowa.

MONTHS: MARCH-APRIL, 1944 — KANSAS CITY

HOOPER STATION LISTENING INDEX

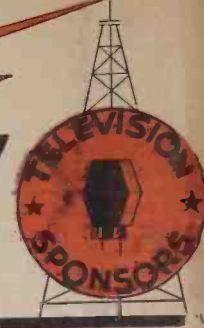
TOTAL COINCIDENTAL CALLS — THIS PERIOD 14,288

	Station A	Station B	Station C	Station D	WHB	Station E
MORNING INDEX MONDAY THRU FRI. 8-12 A.M.	6.4	9.5	27.6	17.0	33.1	4.7
AFTERNOON INDEX MONDAY THRU FRI. 12-6 P.M.	12.4	6.6	17.2	29.7	27.0	5.5



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



27, NO. 63

NEW YORK, N. Y., THURSDAY, JUNE 29, 1944

TEN CENTS

Convention Report Ended

Reservation Rush As GOP Meeting Ends In Chi.

Chicago—A rush for railroad and plane reservations to New York followed the closing session of the Republican National Convention last night with most news and special agents men hoping for a short respite before the Democratic National Convention opens here on July 19th. Among the first to make reservations were Paul White of CBS, G. W. "Johnny" Johnstone of the Blue, Bill Calkins of NBC, and Lester Gottlieb of Mutual. H. V. Kaltenborn, dean of radio commentators, was among the

(Continued on Page 7)

Palmer Asks Surveys Modeled After A.B.C.

Two plans, each directed at establishing a standard of measurement in radio similar to that set up in the newspaper field by the Audit Bureau of Circulation were advanced by Fred A. Palmer, manager of WJAZ, Cincinnati, in an address yesterday before the Chicago Radio Management Club.

Palmer struck out at the methods used

(Continued on Page 6)

Finders Keepers, Quiz, Will Debut on NBC, July 3

"Finders Keepers," quiz show with a new twist, debuts on NBC Monday, July 3, and will be heard Mondays through Fridays at 10:30 a.m., EWT. The show was conceived and written by Marjorie Fisher and will feature

(Continued on Page 2)

First Of Many

To NBC fell the honor of broadcasting Governor Dewey's first words as Republican Party candidate for the Presidency. The New York executive, flying from Albany to Chicago following his nomination yesterday, stopped at Cleveland and aired a few words at 6:16 p.m. on Elmer Peterson's news commentary. Dewey paid tribute to Gov. Bricker and State of Ohio.

Presidential Radio Voices

Acting on the assumption that President Franklin D. Roosevelt will be the Democratic Presidential candidate, RADIO DAILY yesterday took a poll of expert opinion in the radio press gallery at the Chicago Stadium on the comparative values of President Roosevelt's and Governor Thomas E. Dewey's radio voices. Result follows:

H. V. Kaltenborn: "Radio voices are less important in time of crisis than in time of peace. Both Roosevelt and Dewey have radio voices to translate ideas. At this time the American people are more interested in ideas than in vocal performances."

Bob Trout: "Dewey has a quiet sincere voice. You might say he belongs to the post-Roosevelt group who have taken a leaf from the President in the matter of radio technique. The President probably was the first one to recognize the importance of radio and to make a study of it."

Richard Harkness: "This is the first time Roosevelt has run against a man with a voice in the same league with his. A fine radio voice has been considered one of Roosevelt's chief political assets and now will see what a man can do running against him with almost the same type of microphone appeal."

Bill Slocum: "Dewey trained to be a singer and as a result has unusual control of his voice. Although a New Yorker he hasn't the typical New York voice, but rather a pleasant, Midwestern speech. But radio was made for Roosevelt."

Morgan Beatty: "I think it's fairly even on the radio appeal of the Roosevelt and Dewey voices."

John Daly: "Dewey has a good run-of-the-mill voice, while Roosevelt's is superb. Great voice, great talent as speaker."

Paul White: "Dewey has a better radio voice than any other Republican candidate to date. But President Roosevelt's voice by now is an American institution."

Harry Wismer: "Roosevelt has the greatest voice for persuasive salesmanship that has ever been heard on the air."

Ian Ross MacFarlane: "Dewey has a good radio voice. Time will tell if he has the Roosevelt radio appeal."

G. W. "Johnny" Johnstone: "Roosevelt's is definitely the voice."

Ray Henle: "Roosevelt has best all-around radio personality, but Dewey is best GOP radio personality the party has ever come up with."

William Hillman: "I'll stick with Henle. Dewey is by far the best the GOP ever had on the air."

Martin Agronsky: "Just a slight margin of difference, but I'll take Roosevelt."

Drew Pearson: "Dewey will emphasize clearly, but lacks polish on the air."

Earl Godwin: "Twelve years of radio is a lot."

Webs Making Plans To Cover Confab Of Democrats

By BILL IRVIN

RADIO DAILY Correspondent

Chicago—The overall radio coverage of the Republican National Convention in Chicago this week was satisfactory to the news chiefs of the major networks who were on the scene to direct the operations of their respective staffs. With the exception of a few minor technical changes and the elimination of the inevitable bugs that cropped up during the four or five days the networks devoted themselves to the Republican meet-

(Continued on Page 7)

FCC Hearing Okays Station Transfers

Washington Bureau, RADIO DAILY

Washington—Sale of WELI, New Haven, Conn., from the Bulova interests to Harry C. Wilder and the Central New York and Troy Broadcasting Corp. was approved yesterday by the FCC. Arde Bulova, Harold A. LaFount, Herman Stutz and F. V. Goldstein are listed as transferees, with

(Continued on Page 6)

WCBW's First Live Tele Play Tomorrow Night

CBS' television station WCBW will produce its live play "The Favor," Friday, June 30, 9:15-9:30 p.m., EWT, as part of the regularly scheduled two-hour show which begins at 8 p.m. Worthington Miner, manager of CBS Television, has adapted the script

(Continued on Page 2)

Dedication

Approximately 14 hours of American music will be broadcast by WQXR in its observance of Independence Day, July 4th. Among the composers to be represented on this occasion will be William Billings, Stephen Foster, Deems Taylor, Aaron Copland, Leonard Bernstein, Roy Harris, Ferde Grofe, Earl McDonald, Howard Hanson, Randall Thompson and George Gershwin.



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

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FINANCIAL

(Wednesday, June 28)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Chg. Lists various stocks like Am. Tel. & Tel., CBS A, CBS B, etc.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists stocks like Stromberg-Carlson, WCAO, WJR.

Stork News

Ward and Mrs. Wilson are the parents of a new son, born June 22nd at the Astoria Sanitorium, Long Island. Wilson is the emcee on WHN's "Gloom Dodgers." The son will be known as Ward Wilson, Junior.

20 YEARS AGO TODAY

(June 29, 1924)

Alfred N. Goldsmith, Fellow of IRE, and chief broadcast engineer, Radio Corporation of America, has written an article about a new unit of time already familiar to radio engineers. It is called the micro-second, or millionth of a second, during which fundamental events in radio occur... WLS, Chicago, is the first station on the air each day with weather information.

RADIO TIME SALESMAN WANTED

WSNY, Schenectady, has unusually splendid opportunity for one good, experienced salesman. Right man can make \$100 or more per week without knocking himself out. Permanent. Wire for appointment and come on.

Coming and Going

BEN A. LAIRD, general manager of WOSH, Blue Network affiliate in Oshkosh, Wisc., in New York for conferences at Rockefeller Center.

JOHN COOPER, newest addition to the foreign staff of NBC, has arrived at his assigned post in Honolulu.

TOM TINSLEY, president and station manager of WITH, Baltimore, left yesterday for the home offices following a brief stay in New York.

KINGSLEY HORTON, assistant manager-director of programs at WEEI, CBS-owned outlet in Boston, has returned to Massachusetts following a brief visit at network headquarters in New York.

MILTON ESTES, featured on the "Tar Heel Farm Journal" over WPTF, Raleigh, N. C., is back at the station following a quick trip to Kentucky.

LOIS JANUARY, star of WABC's "Reveille Sweetheart" program is heading for Chicopee Falls, Mass., where she will entertain the troops at Westover Field. Yesterday and Tuesday she participated in a War Bond rally at the Bridgeport (Conn.) Brass Company.

GABRIEL HEATTER, commentator on Mutual, is now making his analyses of the news from his Summer home at Whisconjier Hill, Brookfield Center, Conn.

ED NORTON, chairman of board, WAPI, CBS affiliate in Birmingham, Ala., visiting in New York City at the offices of the web.

GEORGE DENNY, founder and producer of "America's Town Meeting of the Air" heard over the Blue Network, is in Omaha, where today will be broadcast the fifth in the current series of Bond-selling programs. The July 6 stanza will come from Salt Lake City.

WCBW's First Live Tele Play Tomorrow Night

(Continued from Page 1)

originally written for theater presentation. The leads will be played by Joseph Julian and Lesley Woods.

Mrs. Beulah Lewis has been appointed an assistant producer and Lucille Hudiburg has been made an assistant producer-director at WCBW. Mrs. Lewis is the wife of Mort Lewis, noted radio producer. Miss Hudiburg was formerly associated with WGN, Chicago and NBC.

'Finders Keepers,' Quiz, Will Debut on NBC, July 3

(Continued from Page 1)

Julie Conway as vocalist, Irving Miller's orchestra and Bob Sherry as master of ceremonies. Audience participants will be asked to find mistakes in dramatic sketches and errors in the words of Julie Conway's songs and for their mental alertness will receive "finders keepers" awards. Ira Avery will produce the show.

Bloom Addresses Sales Meet

Aaron S. Bloom, treasurer and commercial recording director of the Kasper-Gordon Studios, Inc., Boston, yesterday addressed sales managers of the National Supply Association at the Hotel Commodore, New York City. Mr. Bloom spoke on radio as a media for the plumbing and heating supply trade.

RALPH MINTON, publicity director of WIP, Philadelphia, in town this week for talks with officials of the Mutual network, with which the station is affiliated.

JOSEPH C. BURWELL, president and station manager of WMBS, CBS outlet in Uniontown, who spent the early part of this week in New York on station business, has left for his Pennsylvania headquarters.

AARON S. BLOOM, recording manager of Kasper-Gordon Studios, Inc., program producers, is in town from Boston.

HUGH B. TERRY, station manager for KLZ, CBS affiliate in Denver, Colo. is in New York for brief confabs at network headquarters.

JACK ROBINSON, who has been sound effects man at KPO-NBC in San Francisco, has arrived in Hollywood to take up his new duties as a member of the network sound staff in the film capital's Radio City.

BOB HAWK, of the CBS "Thanks to the Yanks" program; JULIE WITMARK, Hawk's manager; KENDALL FOSTER, Wm. Esty producer; LYNN GARDNER, songstress; BURL IVES, singer of folk-songs, and MEL SPIEGEL, of CBS press information, who have been in Greensboro and Winston-Salem participating in the Fifth War Loan drive, are expected back in New York today or tomorrow.

EDWIN C. ALLEN, general manager of WIBA, Madison, has left New York on the return trip to Wisconsin following a few days here on general business.

J. TED BRANSON, publicity and promotion manager of KFEQ, St. Joseph, Mo., who has been in Gotham for about a week on station business and for talks at the Blue Network, plans to leave today on the return trip to the home office.

Canada Set-Ban Lifted; See Little Aid To U. S.

Montreal—Lifting of the restrictions on United States imports announced by Hon. J. L. Ilesley, Minister of Finance, in his budget speech this week is not expected to have more than a very slight effect on the inflow of American radio receiving sets owing to their scarcity and production restrictions in the United States, whence most of the radios Canada imports originate. The Canadian price ceiling on most articles likely otherwise to be imported is as a rule lower than that in the United States so that merchants will not find it profitable to import.

The restrictions were imposed in 1942 to strengthen the exchange position and it has not improved to such an extent that their continuance, Ilesley said, is longer justifiable.

PROMOTION AND MERCHANDISING MAN WANTED

Cowles Station KRNT will have opening mid-July for promotion and merchandising manager. Want energetic, draft-free man who knows publicity, promotion and merchandising, who can write and knows rough layouts and can direct an efficient, established department. If interested send complete details experience, references, salary requirements to Craig Lawrence, Iowa Broadcasting Company, Des Moines, Iowa.



MacFarlane gives Maryla the Convention news... DIRECT!

In addition to its regular, extensive news coverage, W-I-T-H sees its famous news commentator Ian Ross MacFarlane—to the R publican Convention. And for good reason.

Ian Ross MacFarlane tells Maryland people about Maryland delegates and Maryland activities

It is this constant thinking in terms of its own listeners that enables W-I-T-H to deliver more listeners per dollar spent.

Ian Ross MacFarlane is heard four times a day on W-I-T-H. Because of his long European association he has an uncanny ability to call the turn on news events.

MacFarlane broadcasts exclusively for W-I-T-H.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-RE...



A Market Built For Two.....

TEAMED together, the two great New York markets reached by WOV, give this important station a continuous, balanced listener audience every hour of the night and day ● In the daytime, WOV dominates metropolitan New York's Italian-speaking audience with a Pulse rating that reports as high as 76% coverage of the 520,000 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 MCGILLVRA, NAT'L REP.

WOV
New York THE KEY TO TWO MARKETS

PROGRAM REVIEWS

"I SUSTAIN THE WINGS"

Sustaining
NBC-WEAF, Sat., June 24,
11:30-12 p.m., EWT.

Writer: Lt. Elmo Israel

In checking through our files, we find that the program "I Sustain the Wings" was never reviewed by this particular department. Since time, as well as paper, is of the essence, we shall be brief in demonstrating our enthusiasm.

This program, as you know, originally featured Captain Glenn Miller and his men. Since we're sure the "captain" didn't change his style any, his music must have been just as easy to listen to as when he was a mere civilian. Now that the program has undergone a change of personnel, it was suggested that it be reviewed in this column. Sgt. Harry Bluestone and his men are carrying on capably where the captain left off.

"I Sustain the Wings" is one of the most unpretentious song shows we've ever heard on the air. And true to the Fifth War Loan Drive, the format provides for a sincere message injected for the purpose of driving home the necessity for purchasing war bonds. In this case it had an equally inspired reading given by Lt. William Holden, formerly of the cinema. Unlike most programs today, it has no fatuous announcer who effervesces for the sake of hypnotizing the listeners to their kilocycles. Last but not least, we were happy about the musical selections—all except the one and inescapable "San Fernando Valley." But one miss is not a bad batting average.

Ed McKeever Husing Guest

Edward McKeever will make his first radio appearance since being named head football coach of Notre Dame University when he is heard tonight on the Ted Husing "On Your Mark" program on CBS from 6:15-6:30. In addition to being head football coach, McKeever is acting athletic director at Notre Dame. He was made head football coach several months ago replacing Frank Leahy, now serving with the Navy. He and Husing will discuss Notre Dame's wartime sports program in relation to the national college sports picture.

ANNOUNCER WANTED

CBS—5KW—YOUNGSTOWN, OHIO

Seasoned, experienced, capable man for News, and general announcing. Not a war-time position but a permanent opportunity for the right man. Immediate vacancy. Prefer family man—over 30 years old or draft exempt. Write, wire or phone

W. P. WILLIAMSON, JR.—Gen. Mgr.
WKBN BROADCASTING CORP.
Phone 42122



Sunkist Sidelights!

● ● ● T'other day, Fox Case, Columbia Pacific director of special events and public relations, made a hit with Three Los Angeles residents.

Los Angeles

He had the mother and grandmother of Seaman 1st Class Jack Shannon Jordan come to KNX to listen to a closed circuit interview between young Jordan, who with two other Coast guardsmen had saved 16 soldiers in the English channel in the invasion operations, and Charles Shaw, a CBS London reporter. Case also had a record made of the interview for the seaman's father, who is ill at a local hospital. Speaking of hospitals, the 500 patients at the California Lutheran are listening to "Hollywood Showcase," inasmuch as Bob Carroll, a patient there, looks forward to the show. He and Larry Roman are the co-writers of the show. ● Immediately following the final "Duffy's Tavern" show of the season, Charles "Finnegan" Cantor left for New York to bring his wife and daughter to the Coast. He was also written out of the "Life of Riley" program, so that he could make the trip East.



● ● ● Helen Mack recently produced one of the "Corliss Archer" programs for her husband, Tom McAvity. She is the regular producer of "A Date With Judy." By the way, Tom is one of the best golfers in California and participated in the semi-finals of the Southern amateur golf tournament. ● The boys on Radio Row agree that the promotion of Joe Alvin to head of NBC's Western division and special events department could not have happened to a nicer guy. Joe has been busy directing radio activities of the Southern California Fifth War Loan Drive. ● Betsy O'Crotty, who has been a member of CBS's publicity, production and accounting departments, has joined the SPARS and is taking her basic training in Florida. ● Hollywood Playhouse will be the home of "Glamour Manor," starring Cliff Arquette, and Doris Radar of Benton and Bowles, is here from New York to publicize the new Blue show, as well as "Maxwell House Iced Coffee Time," heard over CBS.



● ● ● The moment Don Leslie, Kay Kyser's new baritone, appeared before a Kyser Bond rally audience in San Francisco he was given a thunderous ovation. This intrigued Kyser, who soon learned that Leslie, who had been a pharmacist's mate in the navy for 17 months, had been a patient on the navy hospital ship, "Solace," and that hundreds of his former fellow patients were members of the Bond audience. Incidentally, the rally resulted in the sale of \$10,500,000 worth of Bonds. ● When Bob Hall and his bride, Teresa Elizalde, formerly of Washington, D. C., arrived from San Francisco to occupy their new Hollywood apartment, they found it in excellent shape. Due to the lack of help, the members of the Pacific Blue publicity department had cleaned up the apartment themselves. Milt Samuel, head of the department, tossed a party at his home in honor of Bob, who has joined his fold, Chet Brouer, another new Blue drum-beater, and Noel Corbett, who left Samuel to become a free-lance writer.



● ● ● When Bob Hope made his guest appearance on "Johnny Mercer's "Music Shop" he still wore his pirate's makeup from Goldwyn's picture, "The Princess And The Pirate." Barney McDevitt, enterprising press agent, "smuggled" a barber's apron, razor and clippers into NBC, and much to Bob's surprise, he found his old pal, Bing Crosby, ready to work on him as a "barber." ● Lt. Col. Thomas H. Lewis, of the Morale Service division, Army Service Forces, is still thrilled over the reception he received when he returned from overseas trip. He was greeted by Major Meredith Willson and 25 members of his band, playing appropriate music, with one of the boys singing a special song of welcome.

—Remember Pearl Harbor—

SOUTHWEST

THE Howard W. Davis copyri program for Starkist Flo Toothpaste originating at his station, KMAC, San Antonio, is being heard on 20 stations thro out the country. Davis is owner operator of KMAC, as well as of the Starkist Company and president and general manager of K Laredo. Program titled "Name Tune" is heard once and, in cases, twice daily on the stations. In line with Dallas' "Star Operetta" season this summer, Mercantile Bank is presenting a teen-minute program on KGKO Friday night titled "Starlight Selections" featuring artists from the Cas. Selections are from the current etta.

Top among local time buyers Skillern's Drug Stores, with out in Dallas. There are a total of programs aired weekly over W KSKY and KRLD. Programs w are on the air every week-day clude ballad songfests, drama, tery, sport reviews and world ne

Josephine Dickinson, formerly gram director of WING, Dayton, been added to the continuity staff WOI. Jane Austin, well-kno food expert and household consu is being heard over KRLD, in a quarter-hour program Mondays thro Fridays, sponsored by Sears, Roebu

A 30-minute broadcast emana from the Baylor Theater in W each week given by service men fr Camp Hood. Programs are aired o KWBU, voice of Baylor Univers Corpus Christi, by way of spec lines from the theater and are emc by George Hall.

"Men At Sea" Series

The "Men At Sea" series, dramat ing the true experiences of t American Merchant Marines, will place "The Great Gildersleeve" th summer for seven weeks, beginni Sunday, July 16 (NBC, 6:30 to 7 p. EWT). Written by top script write like Miss Dorothea Lewis, Peter Ma tin, Stanley Richards, Milton Geig and Arnold Marquis, these dramat stories will be the official show of th Maritime Commission and the W Shipping Administration to recru experienced seamen.



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.

We gratefully acknowledge the compliment
of Boston's Radio Editors in voting

WNAC

"Tops in Publicity in the Boston Area"

CLASS OF SERVICE This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.	BY DIRECT WIRE FROM WESTERN UNION NEWCOMB CARLTON CHAIRMAN OF THE BOARD A. N. WILLIAMS PRESIDENT	1223	SYMBOLS DL = Day Letter NT = Overnight Telegram LC = Deferred Cable NLT = Cable Night Letter Ship Radiogram
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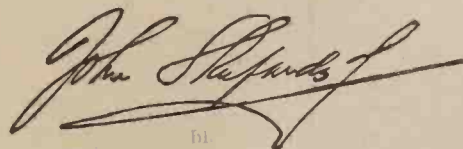
The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

WUAD83 DL:
=EJ NEW YORK NY JUN 21 135P LINUS TRAVERS
=RADIO STATION WNAC=

=STATION WNAC HAS BEEN VOTED TOPS IN THE BOSTON AREA BY YOUR
LOCAL NEWSPAPER RADIO EDITORS IN THE BILLBOARD SEVENTH ANNUAL
RADIO PUBLICITY SURVEY=

=LOU FRANKEL.205P..

— and thank you, Billboard,
for conducting the survey.



WNAC

Key Station of THE YANKEE NETWORK
Member of the Mutual Broadcasting System
Represented Nationally by Edward Petry & Co., Inc.

FCC Hearing Okays Station Transfers

(Continued from Page 1)

the price \$220,000 in all—including \$185,000 for the station and \$35,000 for all stock in the Halco Realty Company.

Licensee of WSYR

Wilder has been in broadcast management for 12 years, and owns 37½ per cent of the stock in the Central New York Broadcasting Corporation, licensee of WSYR, Syracuse, which operates with five kilowatts on the 570 band. He owns 51 per cent of the Troy Broadcasting Co., licensee of WTRY, Troy, which broadcasts with one kilowatt on the 980 assignment. WELI is on 960 kilocycles with 500 watts day and one kilowatt night.

The Commission announced also its approval for the reorganization of the ownership set-up of KKC, Visalia, Calif., with the Visalia Publishing Company disappearing as owners. The Visalia Publishing Company interest is transferred to stockholders, with Morely M. Maddox and Charles A. Whitmore taking its place as partners. J. E. Richmond, Percy M. White-side and Homer W. Wood continue as the other partners.

Permission to construct a new 250-watt on the 1,230 band was granted John R. Fetzer, Michigan broadcaster now serving here as chief of the radio branch of the Office of Censorship. The new station will be in Grand Rapids.

WIRE Plea Refused

The Commission also approved the transfer for a 12-year period of WCSC, Charleston, S. C., from the South Carolina Broadcasting Co., to John M. Rivers. Rivers will pay \$1,200 monthly, of \$172,800 over the 12-year period. Commissioner Walker dissented.

WIRE, Indianapolis, was refused permission to reinstate its application for a new station on the 1,490 band, with 250 watts unlimited, at the same time, applications for a new 250-watt, daytime only, on the 1,050 assignment, from the Washtenaw Broadcasting Co., and James F. Hopkins, both in Ann Arbor, Mich., have been set for consolidated hearings.

With Chairman Fly dissenting, the Commission approved the application of the Fort Myers, Fla., Broadcasting Company to change the call letters of its station from WAAC to WINK.

An FM application for non-commercial operation was granted the University of Kentucky, Beattyville, Ky. The transmitter will operate with 500 watts on 42,900 kilocycles.

Sept. 13 Hearing Set

The FCC has set September 13, for the initial hearings on the use of radio in railroad operations, and appointed a committee composed of Commissioners Walker (chairman), Case and Jett to preside.

The Commission points out that these preliminary hearings are to develop information which may be of assistance and guidance to all parties in carrying out further installation of radio on railroads.

Palmer Asks Radio Surveys Patterned After The A. B. C.

(Continued from Page 1)

in the current system of conducting radio surveys, Palmer declared that "there is a real need for something better and more trustworthy than we now have, something that commands confidence and not fear."

After he outlined his plans, Palmer suggested that the National Association of Broadcasters research committee, which has been studying the survey situation, make public its report now "so that we can give it a lot of careful thought before the NAB convention."

In both plans advanced by Palmer, independent bureaus of five persons would be set up, but their functions would differ, depending on which proposal was accepted. Under each plan, the bureau, comprising one representative from the NAB, representing the stations; one from the station representatives representing the agencies, and one from the ANA, representing the national advertiser or client, would be set up. Under plan one, this bureau would establish a standard method of measurement and the minimum number of contacts in each market.

"It would be up to this bureau to decide whether to use coincidental telephone, door-to-door direct mail or a combination of several methods," Palmer said, "At any rate, it would establish the minimum number of contacts by which a rating is established and in my opinion, that minimum number should be at least equal to the number of stations in the market. "This independent bureau," he con-

tinued, "shall have the authority to employ a checking service so that while a survey is in operation, a representative can inspect any part of it, from the beginning, when the telephone numbers are first selected, to the final tabulation. He can inspect the number of contacts per unit hour; he can check the supervision and he can see that the survey is accessible to any interested party."

Under plan two, the same independent bureau of five members would be established and, according to Palmer, they would establish procedure and minimum requirements for each market. "The entire work from there on," he pointed out, "would be handled by the Western Union Telegraph Company. Prior to the war, that company actually made telephone surveys and door-to-door surveys. It already has trained supervisors. Its offices are located in public locations, where anybody could drop in and fully observe a survey in progress.

"Anyone could obtain a standard, approved Audit Bureau of Radio survey on any market in the United States merely by calling Western Union. It is estimated that there is being spent for surveys in this country in approximately 33 markets between three and five million dollars annually. If we can adopt a standardized plan and avoid duplication, it is my opinion that there could be surveyed more than a hundred markets throughout the country at no additional expense."

WBZ's Radio Workshop Opens In Boston, July 6

Boston—WBZ's radio workshop, designed to acquaint teachers and educators with broadcasting problems and techniques, will begin its first of eleven sessions July 6th, at the Hotel Broadford studios, it was announced by C. S. Young, general manager of the New England Westinghouse stations. This is the first course of its kind to be conducted in New England.

Guest Speakers Scheduled

The following guest speakers are scheduled to participate in the lecture: Sterling Fisher, assistant public service counselor, and Mrs. Doris Corwith, assistant to the public service counselor, both of NBC in New York; Miss Dorothy Lewis, coordinator of listener activities for the NAB; Lee B. Wailes, general manager; Gordon Hawkins, program supervisor; F. P. Nelson, director of television and shortwave, and W. B. McGill, supervisor of advertising and promotion, all members of the Westinghouse Stations, Inc., headquarters staff in Philadelphia. Dean Howard M. LeSourd of Boston University and Albert D. Hughes, radio editor of the Christian Science Monitor, will be other guest lecturers.

News Programs Popular With Sponsors At WOR

The public's intensive interest in news programs was indicated last week at WOR's sales department with the signing of two new accounts and some renewals.

Henry Gladstone, WOR newscaster and commentator, received three of the renewals, each one for 52 weeks. He will continue his 12:30 p.m., news period on Monday, Wednesday and Friday for Peter Paul, Inc., beginning July 3. His 12:30 p.m. news report on Tuesday, Thursday and Saturday has been renewed by the Manhattan Soap Company, makers of Sweetheart Soap, effective July 4, for another full year. Gladstone's third renewal, begun June 22, came from the General Cigar Company, Inc., for White Owl Cigars, for his Monday and Thursday evening quarter-hour commentaries.

The Ward Baking Company, for Tip Top Bread, will back Alois Havrilla's 15-minute morning program of Associated Press news on Tuesday, Thursday and Saturday for 48 weeks, starting July 29. Sponsoring his Monday, Wednesday and Friday editions for 35 weeks, beginning July 31, is the Mentholatum Company. In September, Grove Laboratories, Inc. will

Educators Outline New Radio Market

Cleveland—Approximately 80 per cent of the homes of the country have radio sets and only 10 per cent of the schools of the nation are equipped with at least one receiver, it was closed during the conference at the WBOE in which the Cleveland Board of Education and representatives of 17 leading radio manufacturers participated earlier this week.

The purpose of the conference for educators and manufacturer exchange information which would make it possible for manufacturers to produce equipment closely related to school needs and to enable schools of the country to obtain equipment which would function in view of specific applications to be made.

Sub-Committees Named

Membership was divided into sub-committees: radio reception, chairman, William B. Levenson; records and transcription play, chairman, Max U. Bilderssee; special input including microphone cables, chairman, C. E. Palmer; central sound systems, chairman, R. Lowdermilk; securing acceptance of recommended standards by manufacturers and educators, chairman, E. Nienhuser.

William D. Boutwell, director of information and radio service of the United States Office of Education pointed out that judging by the comments of the membership present, the conference served a long felt need where the producer and consumer met together in an informal work meeting to exchange radio data. Boutwell, in his opening comments called attention to the rapidly growing interest among schools and colleges in the development of FM and its significance for education. "The great use the armed forces have made of audio and visual teaching aids and the return of military personnel to their teaching positions in classrooms of the country, will accelerate the use of the teachers of the nation to make of new tools for teaching."

CBS Makes Buckley Asst. Western Sales Manager

Robert W. Buckley will be appointed the assistant western sales manager of the Columbia Broadcasting System, effective July 1, it was announced by Don Roberts, western sales manager for CBS.

Buckley enlisted in the CBS service in Chicago in July, 1943, and was previously associated with CBS network sales in New York from 1938 to 1940. Prior to 1938, he was manager of the New York office of the William Rameau Company, radio representatives, and before joining CBS in Chicago, he was special file representative for the Ludlow Typograph Company.

back Tro Harper's Monday, Wednesday and Friday news period (11:15 a.m.) for 26 weeks.

Workers Make Plans for Democrats' Meet

(Continued from Page 1)

approximately the same schedule broadcasting setup will prevail the Democratic Convention in

The news directors of the four networks—Paul White of CBS; William Knudsen of NBC; G. W. "Johnny" Johnstone of Blue and Tom Slater of Mutual, all indicated that they probably have the same staffs in hand for the Democratic Convention, and also that the physical setup for their respective networks would remain the same.

The networks also plan to retain one or two rooms in their Stevens Hotel suites so that their printers, telephone gear and other broadcast equipment can remain intact and in place in the two or three-week interval between conventions, rather than removing it and then re-installing it again in July.

Ted Church Lauded

There was praise from the network news chiefs for the "excellent job" done by Ted Church, radio director of the Republican National Committee, in cooperating with the networks on convention coverage.

Because he shared a cab with a sought-after conventioneer who was walking wildly in front of the Stevens Hotel, Tom Knode of the NBC publicity staff was the first industry man to see the GOP radio plank. Appreciating the lift, Knode's riding companion confided that he was carrying the final draft of the Republican platform to some secret point and allowed the NBC man to read the final proposal three hours before it was released.

His mind working like that of a seasoned commentator, Ben Gross, radio editor of the N. Y. "Daily News" and a reporter of color for NBC at the convention, trimmed a scheduled 15-minute script to three minutes, nothing flat when the commentator preceding him ran overtime. Despite the wilting heat, radio efforts at the Stadium should end their week's stint in the best physical condition of their lives. To get from the network booths in the high head of the gallery to the speaker's platform, engineers, scribes and commentators must walk down 75 steps and up 30 steps.

NBC's staff at the Merchandise Mart did a prodigious job in clearing music rights for the entire repertoire

'Twas Ever Thus

Chicago—John Daly, CBS commentator at the Republican conclave, went through the carnage of North Africa, Sicily and Italy without a scratch. But that wasn't the Chicago convention. John got mixed up in one of those delegates-with-banner parades, made forcible contact with a standard-bearing pole, and is coming home with a black eye that rivals in beauty an El Greco canvas.

Convention Commentary

ALL WGN-Mutual broadcasts from the Stevens Hotel and Chicago Stadium this week in connection with the National Republican Convention will also be carried by WGNB, WGN's frequency modulation station, it was announced by George Lang, WGN's chief engineer.

H. V. Kaltenborn with an eye to good timing as well as news values dramatically interrupted the pickup from the GOP Convention Monday night with an announcement that Wendell Willkie had sent a 1,000 word telegram to the convention in protest to present wording of the party's foreign relations plank. Kaltenborn was speaking from a corner of the Stadium rostrum.

Lester Gottlieb, Mutual publicity director who leaves the network for a Young and Rubicam agency post, yesterday received the congratulations of friends when news of his new appointment came from RADIO DAILY. Gottlieb is returning to New York this week-end and will take a short vacation before becoming radio publicity director for the agency.

Don McNeill, Blue web's wise-cracking emcee of the "Breakfast Club" slipped into the press gallery yesterday. McNeill is an ex-newspaperman and one time was a radio editor in Milwaukee and later in Louisville.

Mutual commentators Cecil Brown and Upton Close were added to the ranks of network newsmen who originated their broadcasts from Chicago while the GOP Convention is in session. This brings to 14, total of Mutual news analysis covering the Republican Convention. Roscoe Drummond, Christian Science Monitor reporter, will also speak from the Windy City on Mutual's "The World's Front Page," heard Mondays through Fridays, 6:30 to 6:45 p.m., EWT.

of hundreds of tunes played by the organ and band at the Chicago Stadium.

There was really just one cool spot in the Chicago Stadium and that was the broadcasting booth high over the speaker's platform. It is a soundproof studio and control room, with a gigantic air conditioning unit. Ted Church, director of radio of the Republican National Committee, periodically took a few minutes out to come up from the sweltering floor to cool off in the booth.

"Assassination"

One policeman in the Chicago Stadium almost did his job too well on the second day of the convention meetings and if he had, CBS reporter John Daly and photographer Rocco Padulo might have ended up in a Chicago jail. Daly, equipped with a "handie-talkie" was preparing to interview Gov. Dwight Green of Illinois and delegate Cecil B. DeMille on the floor of the convention, and 10 photographers were snapping the event. One of the flash bulbs exploded with a bang. In a second a policeman had jumped into the midst

Blue Network had a staff of nine commentators on hand with G. W. Johnstone, director of news and special events, supervising web's convention coverage. Commentators include Drew Pearson, H. R. Baukhage, Henry J. Taylor, Martin Agronsky, William Hillman, Ray Henle and Harry Wismer. Mark Sullivan and Ernest K. Lindley summarize events at the close of each day's session. Johnstone has the technical and managerial assistance of the following in the coverage: George Milne, chief engineer; Thomas Dolan, traffic manager; Gene Rouse, manager of the Chicago news room, and Bryson Rash of WMAL, Washington.

Radio personalities were laughing at all the cheesecake pictures taken of Windy City glamour girls surrounding a Dewey poster. Regarded the pix as a determined effort on the part of party press agents to inject a little sex in otherwise dull pictorial proceedings.

Sixteen newspapermen covering the GOP Convention polled by Mutual were unanimous in stating that Governor Thomas E. Dewey will win the nomination for President on the first ballot. He did.

The Honorable Dwight H. Green, Governor of the State of Illinois, will head the panel of guest speakers when the Northwestern University "Reviewing Stand" analyzes "The Republican Platform of 1944" Sunday 12 to 12:30 p.m., EWT over Mutual. Other participants are Werner W. Schroeder, Republican National Committeeman from Illinois; Tracy Stevey, Professor of History at Northwestern University, and John A. Lapp, president of Union for Democratic Action. Clarence A. Peters, from the school at Northwestern University, serves as moderator of the program.

of the group, ready for action. It took a few minutes of explaining to convince the officer that no one was attempting to assassinate the Governor.

Even while he directed final phases of NBC's coverage of the Republican National Convention here, William F. Brooks, director of news and special events was laying plans to expand the network's report of the Democratic conclave scheduled for July 19.

NBC Making Survey

While expressing extreme satisfaction with the manner in which its crew of commentators, announcers, engineers and other personnel have worked during the present meeting, Brooks said he will make every effort to better the performance. A number of technical improvements will be made, he said. The telephone system will be augmented with new lines where traffic has been heavier and anticipated, and a few minor mechanical changes will be made in the booth, the heart of the broadcast operations, he added.

Brooks said that the NBC newsroom is making a special survey of

Chicago Exodus On As Convention Ends

(Continued from Page 1)

Manhattan bound commentators planning to leave.

Consensus of opinion among the network news and special events chiefs was that they received able support from their Chicago network

Femme Favorite

Representative Clare Boothe Luce of Connecticut rose to great heights as a radio personality at Tuesday night's session of the Republican National Convention. Despite the handicap of following ex-President Herbert Hoover's lengthy speech on the networks, Rep. Luce displayed a brand of radio oratory new to national political conventions. She has an excellent radio voice, fine diction, and is a master of the art of dramatizing statements. Consensus of press opinion at the convention was that her speech was one of the radio highlights of the Chicago gathering.

associates, courtesy from the Stevens Hotel and Stadium and that everything went well except the weather. It was hot and humid throughout the whole convention and everyone in the New York delegation was happy to be en route to the eastern seaboard.

listeners during the course of this convention.

With the soundness of the general plan for televising the Republican Convention justified by results, NBC expects to follow a similar television procedure at the next convention. Camera crews with both silent and sound cameras will film the colorful ceremonies, the groups of delegates, outstanding personalities both on the floor and outside the Stadium, and the main activities on the speaker's stand. These films will be flown to New York by the first available plane, developed and edited on a rush basis and hurried to radio city for broadcasting from NBC's projection studio over station WNBT.

C. L. Menser, vice-president in charge of programs, who laid out the broad basis for the television activities, expressed himself as pleased with the reports received by NBC from listeners. He pointed out, however, that the Republican Convention actually was a proving ground because of the fact that television on such a scale had never before been attempted and it was logical that ways of improving the service to viewers could be put into action when the Democrats meet in July.

Informative Triangle

Women seem to be playing a bigger and bigger part in conventions, either as delegates, orators or commentators. Martha Deane, of the femme program on WOR, yesterday had Clare Boothe Luce and Mrs. Bricker on her 15-minute session starting at 2 p.m.

PROMOTION

CBS' Tele-Quiz

"Pre-war vs. Post-war Television" is the title of the provocative brochure recently issued by the Columbia Broadcasting System for the sake of putting a few questions and their answers "on the table" to enlighten advertisers and advertising agencies.

Red is strongly accented throughout. That is, each question is printed in red ink. All answers are in black ink. A few of the questions asked and answered are: In plain words, what is this post-war television question all about? . . . What is the CBS position on that issue? . . . So CBS is simply proposing an acceleration of engineering development to deliver better pictures to the public sooner?

Why is the advertiser directly involved in this question? . . . Has CBS a "selfish interest" in the issue? . . . Who is going to decide this issue? . . . Then television will not replace AM and FM broadcasting? . . . and many others.

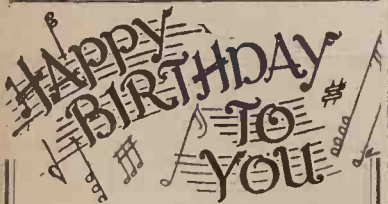
This department closes in saying that CBS has done a concise job in brochurizing a controversial matter.

WOR's Treasure Island

Promotion and Research Director Joseph Creamer's new brainchild is a unique promotion piece for WOR. It's a dartboard called "Hit Treasure Island With WOR." The face of the dartboard has a map of the area WOR serves, showing 16 of the 33 great cities and trading areas of more than 100,000 people each, into which WOR is capable of carrying advertising messages with penetrating effect. "Hit Treasure Island With WOR" is a game produced by the station for the recreation and amusement of advertisers, agency men and their families and friends. As the foregoing indicates, it has another purpose. It serves as a clever reminder that WOR is powerful enough to reach the entire range of the map.

Gets BMI Post

Harry P. Somerville, executive director of civilian war service in Washington, has been named director of hotel relations for Broadcast Music, Inc., Sydney M. Kaye, executive vice-president announced. Somerville for 10 years was managing director of the Willard Hotel in Washington.



June 29

Nelson Eddy Jim Nolan
Roy Post Jack Baker
Ruth Warrick Dorothy Gregory
N. S. Livingston Adrian Rollins
Mary Jane Higby

COAST-TO-COAST

—COLORADO—

DENVER—KOA broadcast the 30-minute address of Allardye Nichol, Professor of English Drama at Yale, to the Graduation Class of the University of Colorado. . . K & B Packing Co., of Denver, is sponsoring Larry Smith, NBC commentator, on KOA.

—INDIANA—

FORT WAYNE—Fabien Sevitsky, director of the Indianapolis Symphony Orchestra, was guest on WOWO in an appeal for the Russian War Relief. . . KOKOMO—Ward Charles Glenn, WKMO program director, has become father of another daughter.

—NORTH CAROLINA—

ASHEVILLE—WWNC announcer Sam Gifford vacationing with wife at her parents' home in north Jersey.

RALEIGH—WPTF's Lone Star Quartet will sing on the daily "Tar Heel Farm Journal" after return from visit to native Texas.

—IOWA—

WATERLOO—New additions to KXEL are: Emlyn Owen as program director; and E. A. Johnson as writer in continuity department. . . SHREVEPORT—KRNT offers each afternoon, Monday through Friday, John R. Irwin's newscast featuring Swift's Ice Cream and Sherbet; also, Swift advertising appears on KSO "Evening Funnies" program, 4:45 to 5, Mondays, Wednesdays and Fridays.

—NEW JERSEY—

NEWARK—Guests of the WAAT Coffee Club's 10th anniversary of the Federal Housing Administration Tuesday morning were Warren Lockwood, State director of Federal Housing, Richard S. Whitesell, executive assistant to the director, and Ralph R. Klein, chief underwriter, Newark Insuring Office. . . WAAT is one of 112 stations Wildroot Cream-Oil is using in addition to other advertising, with the "Requestfully Yours" disc program on six evenings from Monday through Saturday for 15 minutes.

—MICHIGAN—

DETROIT—WJR has distributed over 42,000 invasion maps to promote its 6 p.m. EWT newscast by Fred Van Deventer. . . WJLB presents the Irish Hour at 6 p.m. on Sundays to bring its listeners authentic Irish music. Arranged by Herbert Mertz. Doug Wright writes and announces program, with local tenor George Dorn the vocalist.

—MINNESOTA—

ST. PAUL—Stardust" is the Sunday p.m. 15-minute program renewed for another 13 weeks on KSTP, also fed to KFYR, Bismarck, and WDAY, Fargo. . . Another 13-week contract is that of "Story Behind Your Name," on KSTP by Tide Water Associated Oil Co. It's a disc show. Ray C. Jenkins, KSTP general sales manager, re-elected to 5th term on the board of directors of the Minneapolis Better Business Bureau.

—OKLAHOMA—

OKLAHOMA CITY—Pvt. Keith Carver, ex-KSD staff singer, and now member of the WAC recruiting team stationed here.

was interviewed by Jule Benell on WKY in her "Women Commandos" program last week.

—NEW YORK—

NEW YORK—Last Friday evening's commemoration of the Fifth War Bond Drive together with Alan Courtney's 4th year on WOV netted \$39,000 in sale of bonds. Courtney's program is "1280 Club" . . . WOV's Tom Morgan has become a "crystal-gazer" on the war events. . . WNEW's 3rd program of "America and Music" this Sunday afternoon will feature Alice Remsen and Dick Brown, widely known radio singers.

—MINNESOTA—

MINNEAPOLIS-ST. PAUL—Allan Jones, star of his Wednesday night broadcast on WCCO-CBS, has just adopted 11-year-old Anthony Pisani, war orphan boy in Malta. Arrangements are being made to bring him to this country. . . Paramount Pictures is another of pic companies on KSTP with a year's sked of twice-weekly spots.

—ALABAMA—

BIRMINGHAM—WAPI's new 15-minute program from Monday through Friday mornings is "Modern Romances," dramatizations of true stories from the popular magazine. . . Preceding this feature is a quarter-hour of United Press news sponsored by Ward Baking Co.

—CALIFORNIA—

SAN FRANCISCO—From KTKN, Alaska, comes Lewis C. Pfeifer, newest member of KFRC's announcing staff. . . HOLLYWOOD—Mutual-Don Lee news analyst Arch Gunnison was an early advocate of the now famous Al-Can Highway. . . From Melvin-Rackin: Eddie Paul, orchestra leader on the Joan Davis show (NBC-Thursdays), is also one of America's outstanding composers. . . SAN LUIS OBISPO—Brad Harris is now with KVEC announcing staff.

—MASSACHUSETTS—

BOSTON—Consumer Time will discuss "Home Canning" on WBZ this Saturday at 12:15 p.m. . . HOLYOKE—"Stars in Your Eyes," sponsored by McAusland & Wakelin Co., local department store, for the Valley Players, was presented on WHYNY Tuesday evening, for first broadcast. . . GREENFIELD—Saturday, July 1st, will mark the sixth year of consecutive broadcasting on WHAI by Wilson's Department Store, of Greenfield, of "Wilson's Victory Revue."

—ARKANSAS—

HOT SPRINGS—KTHS has new program director in Grant (Tex) Pickens. Will forward notes on programs at regular interviews. This addition is another in KTHS' large turn-over of personnel.

—ARIZONA—

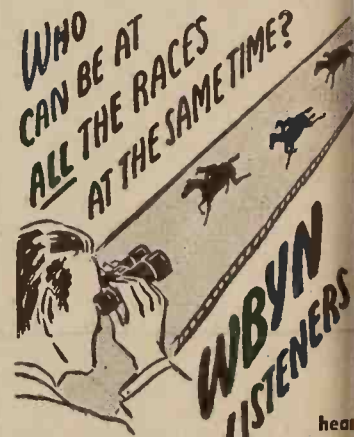
PHOENIX—KOY and the "Arizona Farmer" will use a huge fireworks display and Independence Day celebration for promotion of extra bond sales, for Fifth War Bond Drive. . . KOY songstress Marlene Ayres was married to Lt. John R. Swanson of the U. S. Army Air Force.

NEW BUSINESS

WTBO, Cumberland, Md.: A Stores, Altoona, Pa., 22 transcription announcements per month, through Paris & Peart, New York; Gard Nursery, Osage, Iowa, five transactions, through Northwest Radio Advertising Agency, Seattle; American-Chile Company, 420 transcribed announcements, through Grant Advertising Agency, New York; War Bros., Hollywood ("Adventures Mark Twain), 15 transcribed announcements and five transcriptions through Blaine-Thompson, Inc., New York; Quaker Puffed Grains, transcribed announcements, through Sherman and Marquette, Chicago Celanese Corp. of America, Cumberland, Md., 12 transcriptions, direct Jelke Margarine, 13 announcements through Young & Rubicam, New York; Kelly-Springfield Tire Co., Cumberland, Md., 12 transcriptions, direct Fort Pitt Brewing Co., Pittsburgh, Pa., 39 transcriptions, through BBD; New York; United Drug Co., St. Louis (Rexall Sale), four transcriptions through Street & Finney, New York advertising agency.

Record Boston Bond Sale By 'Truth Or Consequences'

Boston — Ralph Edward's well known "Truth or Consequences" radio program, sponsored by the National Shawmut Bank, the Shubert Theaters, Procter and Gamble, and WBZ, brought \$1,829,375 in Series B Bonds, a local record, to the Treasury Department Sunday evening, on WBZ. The first time sale of a national famous radio show resulted in 40 per cent of the seats to the three performances having been allocated buyers of \$18.75 War Bonds.



1430
on the dial

hear instantaneous reports from all tracks... exclusive minute service

For Availabilities:

WILLIAM NORINS, Gen. Mgr.
Station WBYN, Brooklyn, N. Y.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 27, NO. 64

NEW YORK, N. Y., FRIDAY, JUNE 30, 1944

TEN CENTS

Webs Ban Novelty Tune

Du Mont Skeds Orders for Post-War Delivery

Inauguration of an Equipment Reservation Plan whereby customers of the Allen B. Du Mont Laboratories, Inc., can make reservation of television equipment for post-war delivery being put into effect, it was learned from sources close to the company. The equipment will be complete for operation of individual stations. Potentialities of the plan are exemplified in the fact that the organization has, it is declared, already received some 10 orders for post-war

(Continued on Page 7)

World Broadcasting Adds 3 To Sales Organization

George De Pue, formerly with WISN, Allentown, and NBC, has been appointed sales manager of the commercial department of the World Broadcasting System, subsidiary of Decca Records, Inc. Also appointed sales positions in the World organization are Edward Rogers, former contact man for Les Brown's orchestra and Dwane Stewart, recently with the international division of NBC.

Nazis Fear Allied Radio; Deport French Listeners

Washington Bureau, RADIO DAILY
Washington—Nazi fear of the Allied radio offensive was clearly shown by the revelation that all men between the ages of 18 and 40 in the French town of Capestang, near Montpellier, have been deported to Germany for having "paid particular attention to" (Continued on Page 2)

"WJW"-Stork News

Cleveland—William James Waddell, ageless until 8:48 a.m., June 15, weighed in at eight pounds, 13 ounces. Hal Waddell, national sales director for WJW, is the proud father and exclaimed with amazement when he realized his son's initial read "W. J. W." When he was asked the time of W. J. W.'s arrival, Hal said, "8:48 a.m., June 15." It all sounded script-like.

Grandma's Day

Chicago—In discussing such questions like "Are Husbands Honest?", and "Should Wives Handle the Money?", representatives of the Chicago Grandmothers Club will try to outtalk glib Don Norman as his guests on the "Don Norman Show" over the Blue Network, next Tuesday, July 4, at 4:15 p.m., EWT.

Royal Sees Future For Shortwave Field

Cleveland—To avoid what the Germans accomplished in foreign language broadcasting before the war, an international set-up and policy on shortwave broadcasting must be made at the peace table, John F. Royal, vice-president of the National Broadcasting Company in charge of international relations, told the Cleveland Advertising Club at this week's session.

The Germans, Royal said, first saw the possibilities of shortwave propagation. (Continued on Page 6)

Paper Seeks FM License; Craven Leaves FCC Post

Washington Bureau, RADIO DAILY
Washington—Mrs. Eleanor Patterson, publisher of the Washington "Times-Herald," yesterday filed an application at the FCC for permission to construct an FM station in Washington. Thus the three Patterson-Mc (Continued on Page 7)

Canadian Network Planning Experimental FM Stations

Tele Reception Record Made By WNBT, N. Y.

Receipt of WNBT television film broadcast of the Republican National Convention in Indianapolis, Indiana, was announced by NBC's television department yesterday. J. D. Smith, chief engineer of the Indianapolis Television Laboratory, wired at 8:45 p.m. Wednesday that the WNBT signal came through clearly.

"Don't Change Horses" Meets Disfavor With Networks—Charge Tune Has Political Implications

New War Dept. Series Planned For Overseas

Washington Bureau, RADIO DAILY
Washington—A new broadcast series designed for both the Armed Forces and the home front was announced yesterday by the War Department. Under a plan worked out jointly by the four nets and the Army's morale services division civilians and Americans in uniform (Continued on Page 6)

Portland Girl Wins In "Hour Of Charm" Contest

Marie Rogndahl, 20 years old, a junior at the University of Oregon, who hails from Portland, yesterday was announced as the winner of the Phil Spitalny "Hour of Charm" contest to pick the "undiscovered voice" (Continued on Page 2)

Gets Educational Post With CBS On West Coast

Hollywood—Appointment of Gwendolyn Shepley Peacher to succeed Frances Farmer Wilder as director of education for the Columbia Pacific (Continued on Page 2)

Questionable political implications of a new novelty song, "Don't Change Horses" brought a ban of the tune on all four radio networks yesterday and garnered a lot of publicity for the writers who profess innocence of any musical campaigning.

Action of four networks in (Continued on Page 6)

Four Concerns Renew CBS Network Shows

Four companies renewed sponsorship of current campaigns on the Columbia network, it was announced yesterday. They are the R. J. Reynolds Tobacco Company for Camels and Prince Albert of "Moore And Durante," Fridays, 10-10:30 p.m., EWT; "Thanks to the Yanks" Mondays, 7:30-8 p.m., EWT. William Esty & Company is the agency.

Liggett & Myers renewed "John (Continued on Page 4)

Tele Stations Seek Symbol For Industry

Six of the nation's nine television stations will launch a contest on July 1st through the Television Broadcasters Association, Inc., to find a symbol (Continued on Page 4)

World Premiere

Selections of Dmitri Shostakovich's orchestration of the opera "Boris Godounoff" by Mousorgsky will be given their world premiere by Alexander Kipnis, Metropolitan Opera bass, and the New York Philharmonic-Symphony with Fritz Reiner conducting, on WABC, 3 to 4:30 p.m., EWT, Sunday, July 23. "Boris" opened the season last year at the "Met."

(Continued on Page 7)



Vol. 27, No. 64 Fri., June 30, 1944 Price 10 Cts.

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

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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, June 29)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, 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

(June 30, 1924) Beginning tomorrow, the popular commentator, H. V. Kaltenborn, will air his weekly news analyses over WAHG, New York.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED! Blue's KGO is THE Bay Area Buy!

Coming and Going

GEORGE CRANDALL, director of CBS press information, leaves over the week-end for a brief vacation at his Summer home at Somerset Lake, near Hancock, N. Y.

RALPH EDWARDS, HERB MOSS and AL PASCHALL of the "Truth or Consequences" program, off for Raleigh, N. C., where tomorrow they will broadcast another in their current series of Bond-selling shows.

TOM DOLAN, traffic manager of the Blue Network, is expected back today in the vanguard of the network's personnel returning from the Republican conclave in Chicago.

ANNA SOSENKO, manager of Hildegard, left yesterday on a short business trip to Chicago.

THAD HOLT, president and general manager of WAPI, Columbia network outlet in Birmingham, Ala., en route to the home offices following brief conferences in New York.

BEN LUDY, manager of WIBW, Topeka, Kans., is spending 10 days in New York on a combined business and honeymoon trip.

C. BRUCE MCCONNELL, president and general manager of WISH, Blue Network outlet in Indianapolis, is spending a few days in New York for conferences at Rockefeller Center.

JOAN LANE, occupant of the editorial chair in the trade press division of CBS, this afternoon will forsake her reading, writing and Roget and for the next two weeks will adorn the sands of Normandy Beach, south Jersey.

JOHN REED KING is in Buffalo, N. Y., for the broadcasting of tonight's "Double or Nothing" show on Mutual as a salute to the Bell Aircraft workers, makers of the P-39 Airacobra fighter planes.

W. C. GIBBS, co-owner of WLOF, Orlando affiliate of the Blue Network has arrived from Florida for a short visit in New York.

BEN GRAUER has returned from the Republican sessions in Chicago.

GEORGE OLSON and the members of his band were at Indianapolis yesterday for the broadcasting of the "Spotlight Bands" program over the Blue Network from the U. S. Navy Training School.

BEATRICE KAY, vocalist, who has been sojourning in Atlantic City, is back in Gotham.

Gets Educational Post With CBS On West Coast

(Continued from Page 1) Network, head of personnel for KNX and assistant to Fox Case, public relations director for CBS on the Pacific Coast was announced yesterday by Donald W. Thornburgh, vice-president in charge of West Coast operations for CBS.

Mrs. Peacher has a thorough background for the new positions, as she is a graduate of the University of Minnesota and a member of the American Council on Education.

Portland Girl Wins In "Hour Of Charm" Contest

(Continued from Page 1) of America." Miss Rogndahl, who will make her professional debut on the "Hour of Charm" show on NBC next Sunday night, as winner of the contest receives a 13-week contract. She was selected from 10,000 girls who participated in regional auditions during the contest.

'Job Freeze' Talk On WOR

Stephen Sheriden, director in the New York area for the WMC, will be heard on WOR tomorrow from 4:45-5 p.m., discussing the new stabilization plan, commonly known as the "job freeze," which goes into effect in July.

Nazis Fear Allied Radio; Deport French Listeners

(Continued from Page 1) foreign broadcasts," the Swiss newspaper "La Suisse" reported, OWI revealed.

German occupation authorities seized all radio sets found in the town when they "collectively punished" the inhabitants for violation of the ban against listening to Allied and neutral broadcasts, the newspaper said.

Stork News

A son, Dennis James Feeney, was born to Private and Mrs. Harry Feeney Saturday at the Bushwick Hospital, Brooklyn. Before entering the service, Feeney was a member of the staff of CBS Press Information. Stationed at Camp Myles Standish, Massachusetts, Feeney is currently furloughing in New York.

Air Leader Singiser Guest Comdr. Joseph Clifton, leader of Air Group 12, carrier-based planes in the South Pacific, was heard as guest of Frank Singiser last night on the commentator's coast-to-coast program on Mutual.



... Said the Spider to the Fly

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

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

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

CKLW BEST RADIO BUY in the DETROIT AREA 5,000 WATTS DAY and NIGHT 800 Kc. MUTUAL SYSTEM



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



"MUST" COVERAGE

- ⊙ Coverage of . . . one out of every two radio homes in the U. S.
- ⊙ Coverage in . . . markets where families have a buying power more than one-third higher than the nation's average
- ⊙ Coverage that . . . any advertiser can secure by using these 11 essential stations in these 11 essential markets . . .

WEAF New York	KOA Denver
WRC Washington	KPO San Francisco
WMAQ Chicago	WBZ-A Boston-Springfield
KDKA Pittsburgh	WGY Schenectady
WTAM Cleveland	KYW Philadelphia
WOWO-WGL Fort Wayne	

Advertisers who want a bigger share of the people with active purses . . . receptive ears . . . in responsive markets should consider the above facts. Remember: millions automatically turn to these 11 essential stations to hear their favorite programs.

For further evidence on "must" coverage . . . data on audiences, successes, time available, costs . . . call your nearest NBC Spot Sales Office listed below.



NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700
 Washington, Republic 4000 . . . Cleveland, Cherry 0942 . . . Hollywood, Hollywood 6161
 Denver, Maine 6211 . . . Boston, Hancock 4261

LOS ANGELES

By RALPH WILK

JIMMY DORSEY has two coast-to-coast broadcasts from the Hollywood Palladium, both over CBS. Times are Sundays from 8:30 till 9 p.m., and Thursdays from 9:05 till 9:30 p.m., and negotiations are under way for a third transcontinental spot over the same network. Heretofore, bands at the Palladium have been heard on only one weekly transcontinental, aired Sundays.

The state of Maryland has been saluted on the "Parade of States" program over KHJ last Sunday. Show is scripted by Georgina Small and announced by Norman Rogers.

Effective July 1, Ernest John Gill takes over as Blue Network musical director in Hollywood, replacing Al Sack, who is relinquishing this post to devote his time to free lance work. Gill was with NBC in San Francisco for 10 years as violinist and orchestra director, and has just completed two years as musical director for CBS in the Bay City.

Carlos Ramirez, South American baritone, heard each Friday evening on the CBS "Maxwell House Iced Coffee Time," received his early voice training in the Bogota, Columbia, cathedral choir. He studied in the National Conservatory there and reached Hollywood in three hops—via folk-songs, Gilbert and Sullivan operas and New York's swanky Waldorf-Astoria Hotel.

Brooks Adds It Up

NBC devoted 14 hours, 46 minutes of broadcast time to the Republican National Convention, William F. Brooks, director of news and special events, announced in a review of the week's activities. Of the total time allotted to the convention, deliberations on the floor of the Chicago Stadium accounted for eight hours, 16 minutes. Individual commentators were on the air for three hours, 45 minutes, and the daily roundups in which four to six news analysts took part, consumed two hours, 45 minutes.

MAIN STREET



Reporter At Large . . . !

● ● ● It makes us feel good to discover, plug and then learn that a singer, actor, producer, director or announcer, gets the recognition, that individual's talent deserves. . . . we recognized the appealing voice of Joan Brooks long before she started a regular CBSong schedule (recently our judgment was proven correct when contemporary trade journal's National Radio Poll gave Joan a high position and of the 12-named vocaloveties, she was the only one who wasn't on a commercial) we were the first to say in print that Kay Armen would be on the big-time. . . . we raved about Herb Polesie's knowledge of timing and showmanship and he's currently directing several top radio shows including, the CBSustainers, "Eddie Garr Revue," "Colonel Stoopnagle" and the Biow-CBSponsored "It Pays To Be Ignorant" we said Sunny Skylar rated more air time and the MBSongwriter-songster was given added shows. . . . several weeks ago we stated that William Gailmor's "up-to-the-minute newscasts should be heard more often than once a week" Gailmor has just signed up for a 52-week series of "across-the-board" WHNewscasts. . . . about a year ago, Jimmy Rich of WNEW told us of a new baritone he'd discovered named Dick Brown. . . . we listened and was "sold" on the lad's voice and looks. . . . Dick has just signed a 52-week contract to MBSing every Sunday nite for the Formfit Co. of Chicago, starting July 9. . . . Merle Pitt's Orchestra will be on the program which Jimmy Wallington will announce.



● ● ● Richard Stark, announcer of "Abie's Irish Rose," "Hour of Charm," NBCCommercials and the Squibb and Irene Beasley CBSShows and general manager of Richard Stark & Co., will leave the air lanes Sunday night to be free to accept a commission in the United States Marine Corps. . . . expects to be in uniform July 26. . . . Ernest Ricca, currently directing "Amanda of Honey-moon Hill" and "Romance of Helen Trent" will join the Stark Co. and will be in charge of production. . . . Alice Remsen, who will guestrill Sunday at 2:00 p.m. on "America and Music" via WNEW, may well see history repeat itself. . . . when this John Tasker Howard program was an NBC show, Alice went on as a guest and was held over for 37 weeks.



● ● ● Jimmy Sauter, the Air Features Dynamo, received the thrill of his life when he was presented by Prexy Eddie Cantor with a Gold "Life Membership Card" in the Jewish Theatrical Guild, the first Non-Hebrew to be thus honored. . . . Frank Victor's novelty band, featured at Rogers Corner, rates an MBSalute for its danceable rhythms. ● Jerry Sears' seven-voice chorus will be heard regularly on the "Fitch Bandwagon" Summer series. . . . Bob Burns the "Arkansaw Traveller" will have to make room on the air waves for a "purty li' neighbor," Helene Nelson, who hails from the vicinity of Van Buren and whose folk songs will soon be heard on the Blue Net. . . . We don't know how or why but the letter from WNYC, addressed to the "Birth Dep't. of Radio Daily" was included in the batch of mail on our desk. . . . and the contents revealed that Nathan M. Rudich, Dramatic Director for that station, became the proud daddy of a baby girl, Glynn, Saturday. . . . this is to advise all and sundry that we positively will not give tips on "the sport of Kings," should anyone desire to send us mail addressed "Handicap Department" which reminds us. . . . we do have some inside info on a "sure-thing" . . . it's the War Bond Derby and you collect FOUR dollars for every THREE you invest. . . . Martin Starr, in making the Radio rounds, isn't overlooking a bet, in plugging the opening tomorrow at the Globe on Broadway, of Jules Levey's "The Hairy Ape." . . . Harry Savoy, NBComic, employs five or more stooges on his air show. . . . that old vaudeville touch.



— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

SCHUTTER Candy Company (C Nick and Bit-O-Honey Candy, through Schwimmer and Scott, renewed the starring Curt Mass program on NBC for 52 weeks, it was announced yesterday by Paul M. Cluer, sales manager for the NBC central division. Aired on the network, the program originates Chicago and is heard Saturdays, during the two time periods of 4:45-5: p.m., CWT, and 5:30 to 5:45 p.m. CW Contract renewal is effective July 1.

Oscar Mayer and Co., Chicago, has signed a 52-week contract with WBBM to sponsor 10 quarter-hour programs and one half-hour show weekly. Starting July 3, the marketing concern will sponsor "musical clock" (7:45 to 8:00 p.m., CWT Monday through Saturday, and a new broadcast (3:30 to 3:45 p.m., CWT Monday, Wednesday, Friday and Saturday.

"Lightin' Jim," a half-hour transcribed series of western stories for children, bows in over WBBM on Saturday, July 8, 1944 (12:30 to 1:00 p.m., CWT). Contract was placed through Mitchell-Faust Advertising Company, Chicago.

Norman Felton, 31-year-old English-born director and producer, has joined the NBC central division staff as a director of dramatic programs. Felton replaces Martin Wagner, who is transferring to the NBC eastern division in New York.

Four Concerns Renew CBS Network Shows

(Continued from Page 1)

Nesbitt—Passing Parade" for Chesterfield. Newell—Emmett Company handles the account.

Colgate renews its Tuesday time on "Colgate Theater of Romance" for its tooth powder, 8:30-8:55 p.m., EWT. Sherman & Marquette is the agency. Colgate also sponsors "Inner Sanctum" over CBS Saturday nights at 8:30 p.m., EWT.

Ballard & Ballard of Louisville, Ky., has renewed for "Ballard's Obelisk" flour the serial drama "Renfro Valley Folks," Wednesdays through Saturdays from 8:15-8:30 a.m., EWT, and on Sundays from 9:15 to 9:45 a.m. Henri, Hurst & MacDonald controls the account.

Tele Stations Seek Symbol For Industry

(Continued from Page 1)

which best exemplifies the spirit and purpose of television. Each station will offer a \$25 War Bond to the viewer submitting a symbol adjudged by the station to be the best. Stations participating are WRGB, Schenectady; WABD, New York; WPTZ, Philadelphia; WBKB, Chicago, W6XOA, Los Angeles and W6XYZ, Hollywood.

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...they are power & spirit & material ...

WHEN you buy a Bond you are staking your claim in two kinds of Freedom.

The first is the freedom of a free America in a free world. The figures—25, 50, 100, 1000—on your Bond *are not* dollars: they are part of the 4000 ships and 11,000 planes which took our men into France and provided them with the world's greatest air-power cover.

They are landing boats, tanks, artillery, parachutes, food rations—they are the muscle and power and spirit and courage which will take our men across Europe into Berlin. They are the power and spirit and material which are taking our men up the Italian peninsula . . . and from island to island in the Pacific and across the Burma jungles toward Tokyo.

The other freedom is—your personal freedom in a free America. The figures—25, 50, 100, 1000—on your Bond *are* dollars. They are dollars stored away against the day when they will buy you the things which you are denied today. Such things as a new home—a new car—a new refrigerator—and the hundred and one parts of living which are freedom from chores, from worry, from uncertainty. Freedom to get and to enjoy a larger share of the larger life to which we all look forward.

The first freedom is the patriotic thing to buy: the second freedom is good sense. For America and for yourself, dig deep—today!

The Blue Network

TO HELP SWELL THE TOTAL OF BOND SALES
WE ARE SETTING ASIDE SATURDAY, JUNE 24,
AS "BOND DAY ON THE BLUE"

Networks Ban Song On Political Grounds

(Continued from Page 1)

declaring the number objectionable came as a sequel to the keynote address of Gov. Earl Warren of California, temporary chairman of the Republican National Convention in Chicago last Monday night. Gov. Warren said:

"The New Deal came to power with a song on its lips: 'Happy Days Are Here Again.' That song is ended. Even the melody does not linger on.

"Now we are being conditioned for a new song: 'Don't Change Horses in the Middle of a Stream.' That melody isn't likely to linger, either. For 11 long years we have been in the middle of the stream."

Ban of the song on the networks came in quick succession by NBC, Blue and Mutual following the Warren address. CBS had previously banned it. The number, originally introduced in April by the composers of "Mairzy Doats," had received approximately 50 network "plugs," had been recorded by Decca and Continental records and held promise of being a good sequel to the other novelty hit.

Will Appeal to Fly

Spokesmen for Al Hoffman, Milton Drake and Jerry Livingston, composers of the number, declared last night that a telegram of protest will be sent to James Lawrence Fly, chairman of the FCC, on the grounds that there is nothing in the title or lyrics to warrant network banning. Song writer Drake pointed out that "the incident is without precedent. The only time a number has been barred from radio has been in cases of obscenity."

The writers said the song has been played without restriction on three of the major networks, as well as scores of independent stations, since last April when the tune was first published. CBS was the first network to clamp down on it, which was shortly after publication, they said. The song was broadcast on one of the networks as late as last Monday night at midnight, when the orchestra of Paul Martell presented it over Mutual.

Such artists as Vincent Lopez, Little Jack Little, Alice Cornell, Dean Hudson, the Hoosier Hotshots, and others, have played the song repeatedly on the air until the ban, they pointed out.

Blue's Statement

A spokesman for the Blue Network said the song was banned from its airplanes June 26, when the Republican National Convention got under way.

"It has been our practice to prohibit broadcasting of matter pertaining to public controversial issues on sponsored programs, except during political campaigns, and then only in time sold to recognized political parties and candidates for that purpose. In our opinion, broadcasting of the composition 'Don't Change Horses' would violate this policy," a

"Don't Change Horses"

(Chorus)

*Don't change horses in the middle of a stream, middle of a stream,
middle of a stream,
Don't change horses in the middle of a stream,
If you want to keep your britches dry.
Don't change sweeties in the middle of a dream, middle of a dream,
middle of a dream,
Don't change sweeties in the middle of a dream,
Or you're gonna be a sorry guy.
My wise old pappy done told me
"Don't ever change your bet.
You know what ya got when ya got it;
But you don't know what you're gonna get."
Hey! Don't change horses in the middle of a stream, middle of a stream,
middle of a stream,
Don't change horses in the middle of a stream,
If you want to keep your britches dry.*

Courtesy Copyright Owners Drake-Hoffman-Livingston

Columbia web spokesman declared. NBC also banned the song from being played on its network June 26. Although the question came up earlier this year, it didn't seem necessary to do anything about it until the Republican National Convention got under way, a spokesman pointed out. "The lyrics are harmless enough, but the ambiguity of the title has necessitated this action," the spokesman explained.

A Mutual spokesman said that he resented the use of the word "ban" and declared that his network was "merely not clearing the song for broadcasting, in accordance with its policy."

Independents Attitude

Comments and policies of the leading New York independent stations are as follows:

WOV's Alan Courtney, emcee of the 1280 Club, is reported to have said, "We have no recording of the song and don't intend to buy one. It's a poor song and wouldn't help the Democratic campaign anyway. Besides it's a rehash of 'Mairzy Doats.'"

Joe Ranson, public relations manager of WNEW, said he thought the song was introduced on Martin Block's "Make Believe Ballroom" program on this station. He added that the song has not been banned—that the station has no intention of banning it.

"We see no particular reason for banning the song from our station," Leon Goldstein, vice-president of WMCA, declared. It's not any sillier than 'Mairzy Doats.' As far as we're concerned it'll remain a part of our regular music library and will be used during the normal course of operations," he added.

"We don't like the song, so why give the composers a build-up just because they have a good title?" Walter Dennis, public relations manager of WHN, said.

"We don't have a copy of the song and don't intend to buy a copy," Jerry Alpern of WINS, said.

WQXR said the song didn't concern them since the station doesn't play any "popular" pieces. WQXR specializes in airing classical, semi-classical music.

A spokesman for WEVD that the station didn't own a copy and didn't intend to buy one.

Royal Sees Future For Shortwave Field

(Continued from Page 1)

ganda and made good use of it, but the British since have surpassed the Nazis in foreign broadcasting. He pointed out that the United States is running third in shortwave, but is rapidly catching up.

After the war the United States must meet all competition in the field of shortwave broadcasting, he emphasized.

Royal declared that there is nothing in the world comparable to American domestic broadcasting. He said the American people would not tolerate any other system of broadcasting that exists in the world for 24 hours. "It has its faults," he said, "but it is still the best."

The free discussion which now exists in radio, including forums, debates and programs of that type, were originated by the various American networks, Royal pointed out.

Novak Joins NCAC

Appointment of Bob Novak, radio director and writer, to the staff of the Popular Division, was announced by Daniel S. Tuthill, vice-president and director of NCAC's Popular Division. He will assist in preparing the following package programs to be offered by NCAC: "Bonus Parade," "On Stage Everybody," "Left Is Right," and "Hurdy Gurdy Man."

'Dawn Patrol' To Celebrate

In celebration of 10,000 hours on the air, "Dawn Patrol" Philadelphia's pioneer all night music and news show will hold a special celebration on July 2 over WIP. Plan calls a tie-in with the Treasury Department's Fifth War Bond drive and many special entertainment features.

Maggie McNellis' New Show

Maggie McNellis, the Chicago society singer, will present on WEA, starting July 3 (Mondays through Fridays, 12:15 p.m., EWT), tips on the best eating places in Gotham in addition to the latest news dealing with Hollywood, radio and Broadway gossip. Bob Stanton, NBC announcer, will assist her on the new program.

New War Dept. Series Planned For Overseas

(Continued from Page 1)

around the globe will hear a series designed "to tighten home and broaden their understanding of the war and this country's part." Details were not announced.

Announcing the project, the Department said it originated a demand from members of the forces overseas, and indicated it will be forthcoming shortly from networks.

400 Systems Available

Some 400 radio stations and systems now in operation in all theaters already are available carrying the new programs to and women in uniform, with additional facilities being installed fighting fronts are extended.

It is planned to present the programs in the United States, trans them here, and fly the recording overseas service stations. It is believed that the series will have educational as well as morale value. The programs will deal with the vidual soldier's stake in the war what he is getting out of it, keep informed of current scientific developments at home and supply a background for better understanding post-war problems, international traditions and the history, geographical traditions and cultural life of countries as well as his own.

Under Army Supervision

The programs are to be produced under immediate direction of Education Service of the Army Forces Radio Service, and supervised jointly by the Army Information Branch and Education Branch of Morale Services Division ASF. The agencies will supply ideas and suggestions for the guidance of network writers, editors and producers who will turn out the scripts and the shows.

Those to be recorded for overseas consumption will be checked carefully for conformity with wartime policies and regulations and then sent abroad.

Kelly Gets Corwin Role

Gene Kelly will play the leading role in "Home for the Fourth," Independence Day offering on "Columbia Presents Corwin" next Tuesday, July 4, originating from Hollywood on WABC, 10 to 10:30 p.m. EWT. The entire broadcast is written, produced and directed by Norman Corwin. Bernard Herrman composes and conducts the original musical score.

Special "4th" Show

Featuring patriotic songs, CBS "Gay Nineties Revue" next Monday, July 3, on WABC, 8:30 to 8:55 p.m. EWT, will open with "You're a Grand Old Flag" by the Elm City Four and conclude with the "Star-Spangled Banner." Ray Bloch will direct the orchestra.

Mont Skeds Orders Post-War Delivery

(Continued from Page 1)
 equipment, and at least six additional deals are under negotiation.
 ly.
 Mont itself gives the priority, never retains this priority under until such time as the Government permits civilian manufacture resume. When this is allowed, of 90 days is provided for a purchase contract to be effected by the Du Mont customer.
 rates, based upon pre-war and labor costs, place equipment for a new tele station, complete, installed and ready to go on, at approximately \$256,000. Means that Du Mont, under the plan, has already a post-war backlog of more than \$2,500,000 in books, and another \$1,500,000 under negotiation.
 company launched the new plan, asserted, primarily for the purpose of gauging future business volume of tele equipment, and, in the process, determining what conversion manpower problems will have to be met.

Store Video Forecast By Speaker

roadcasting intra-store television as a dynamic force in the merchandising tomorrow, Sam Cuff, general manager of Du Mont Television station WABD, yesterday addressed the National Display forum of the National Association of Display Industries in the grand ballroom of the Pennsylvania, New York.
 Hundreds of department stores throughout the country are today talking about what has come to be known as intra-store television," Mr. Cuff declared. "Through this medium we contemplate televising merchandise throughout the store and in windows only. And, whereas for other stores this would be sufficient, we are thoroughly convinced that the department stores will find it to their disadvantage to go in for full scale television operation which will reach beyond their stores into the homes of customers, 75 miles or more, in any direction.
 Cuff forecast that intra-store television can be purchased and installed for from \$25,000 and up depending upon the extent of the facilities and the number of tele sets desired. "A system which costs \$25,000 eventually can be enlarged at will, without any part of it becoming obsolete or useless and additional can be made to it by adding units costing \$500 to \$1,500 per unit," the speaker explained.

Air Credit For Seymours

atharine and Adele Seymour, stars of "Light of the World" are to receive air credit starting next Monday, July 3, after four years on the air with the show. "Light of the World" is the story of the Bible, and the material is prepared in connection with a board of clergy.

★ WORDS AND MUSIC ★

BY HERMAN PINCUS

ABOUT fifteen years ago, Gerald Marks, Detroit bandleader and Seymour Simons wrote a song titled, "All Of Me" which Gerald followed with "You're The One You Beautiful Son of a Gun." With two successive hits to his credit, Marks, accompanied by Sammy Lerner, arrived in New York where, in collaboration with Irving (Tea For Two) Caesar, they turned out a string of hits including the sensational "Is It True What They Say About Dixie." Sammy Lerner answered a call to write for films and Caesar and Marks composed their famous "Safety Songs" which earned them the praise and gratitude of Americans whose children responded to the 'safety jingles' dealing with "Mary B. Ware" and "Johnny B. Careful." The pair featured their jingles on Rudy Vallee's program, followed by a program of their own and for the past three years both have made personal appearances at schools and playgrounds. Now they are once more writing popular ditties and you'll soon be hearing a lot of their latest effort, "Good Lookin', It's Good Lookin' At You." Last week, Gerald Marks visited the Red Cross Blood Bank for the second time and has another 'date there in Mid-August.' In our book, it reads Gerald Marks, Humanitarian, Composer, Gentleman, Scholar.

★ ★ ★

A flock of new War Songs seems to have come to the fore as an aftermath of the arrival of D-Day. . . . Capitol Songs has started a concentrated campaign behind its "G. I. Joe," which shows Hit Parade tendencies . . . an inspiring musical theme, "France Will Rise Again," composed by Corporal Harry S. Miller and Avenir de Monfred. . . . "Prayer of A Nation," a Marchant Publication, which was introduced by the "Wheeling Steelmakers Choir" via the Blue Network. . . . "We're Wacky in Khaki" published by Lyric Music Co. featured in the musical of the same name produced by the 39th Infantry at Fort Bragg, N. Carolina. . . . Lloyd's Music Publishing Co. has just released a timely swingy-thingy, "Say Pop, Send Your Guide Book To Me," in which the authors, Gregory Franzell, Irving Rifkin and Charles Alicoate, have pictured the dilemma of Our Liberating Yanks, who wish to obtain "the address of Mademoiselle From Armentieres" and to check the spots in "Gay Paree where they might go when out on a spree." . . . Carl Fischer has a stirring song in, "Our Faith Shall Live," by Kempinski-Holland.

★ ★ ★

Fred Waring is head of the committee consisting of Bing Crosby, Kate Smith, Mark Warnow, Harry James, Benny Goodman, E. C. Mills, Abel Green and Harry Fox, which submits its song selections to Major Harry Salter, for inclusion in the Army's Hit-Kits, 70,000 of which are distributed each month to Special Services Division, U. S. Army. Military Experts claim that a singing army is the best army, so the above-named music experts studiously seek the best songs.

★ ★ ★

RADIOLOGY: Fran Striker, former "Lone Ranger" scripter and currently writing the "Green Hornet," will henceforth commute between Detroit and Gotham, for he now writes the "Sea Hound" scripts directed by Cyril Armbrister via the Blue. . . . All six characters heard recently in "Music Mysteries," were portrayed by one man, Phil Clarke. . . . Paul Lavalle will feature, "Magic of the Violin" on his 'Basin Street' program, Sunday July 2. . . . the composer is Kent Cooper, general manager of Associated Press. . . . A new talent combination was created quite by accident during the recording of a series of one-minute discs for Quality Bakers of America. Producer Ray Green was called from the control room and when he returned, a record had been cut with Enric Madriguera whooping it up on the electric organ, having relinquished his violin to organist Hank Sylvern. . . . Vocalist Patricia Gilmore was going full blast on the commercial announcement while announcer John Reed King had turned crooner and was caressing the mike . . . the signal to 'record' was given to the engineer by the client's representative, Bob Schaus, and the downings were waxed for posterity.

—Be A Rational National—

CBC Will Construct Experimental FM Unit

(Continued from Page 1)
 where previous experiments had been conducted. He also said notices had gone forward to 34 radio stations advising them they could increase their power to five kilowatts. He said he could not furnish names of the stations.

Replying to testimony at a previous session by Joseph Sedgwick, K. C. Toronto, counsel for the Canadian Association of Broadcasters, Dr. Frigon said the CBC was always impartial in dealing with private stations.

Mr. Sedgwick had advocated a privately-owned network which could furnish competition which he said would be good for radio, he also urged establishment of an impartial board to exercise control over the CBC and private stations.

Such a body, said Dr. Frigon, would be inclined to exercise its authority with "more energy than we ourselves who know broadcasters' difficulties" so well.

As for establishment of a private network, Dr. Frigon said: "As we take it, we are expected to see that the best possible broadcasting service is given to all Canadians and the only way for us to do so effectively is to operate the networks and make sure that talent, facilities and money available are most efficiently used."

Chairman Dr. J. J. McCann (L. Renfrew South) told committee members that among important recommendations would be whether the present system of a parttime Canadian Broadcasting Corporation chairman should be retained or whether it should be succeeded by a full-time salaried chairman in charge of policy and a general manager in charge of administration.

Paper Seeks FM License; Craven Leaves FCC Post

(Continued from Page 1)

Cormack papers now have applications pending for FM and for commercial television in New York and Chicago.

T. A. M. Craven today closes his desk at the FCC for the last time, completing a seven year term as commissioner. His successor has not yet been chosen, and probably will not be nominated by the President until September, when Congress returns, or perhaps even not until after the election.

Commander Craven has been the technical authority of the seven-man body until the recent appointment of Commissioner E. K. Jett. A Democrat, Craven has usually dissented the Commission's Democratic majority, and has often appeared considerably to the right of the Republicans on the Commission. He goes from here to a post as vice-president of the Cowles Brothers broadcasting stations, with headquarters in Des Moines, Ia. He accepted this post after having decided not to seek FCC renomination.

★ ★ ★ COAST-TO-COAST ★ ★ ★

—NEBRASKA—

OMAHA—KOWH's ex-manager Vernon H. "Bing" Smith was name secretary of the World Publishing Co. . . . **FREMONT**—KORN remained on the air from Sunday, June 11, 9 a.m. to Wednesday evening, 9:30 o'clock, June 14, to help in every way possible to alleviate suffering of Eastern Nebraska's residents in the area's worst flood in over 50 years. All commercial commitments were disregarded during entire emergency by the station.

—MISSOURI—

ST. LOUIS—KMOX, for two entire weeks, carried daily a minute of prayer following D-Day invasion. Clergymen of various faiths pronounced prayer. . . . During the current bond drive, KMOX, on its afternoon "Music to Remember" program, is saluting either a civic and business organization or individual doing outstanding service in sale of bonds. Marian Sexton holds daily interviews.

—NORTH CAROLINA—

ASHEVILLE—WWNC began its pickup of the annual banquet of the Judicial Conference here last week in time to include addresses by U. S. Attorney General Francis Biddle, Asst. Attorney General James P. McGranery, and John P. Parker, senior fourth circuit judge. . . . **RALEIGH**—17-year-old Phylis Cooper, soprano, has replaced John Crabtree, baritone, on the daily Leo de Sola's "Amour Amor" show. . . . **GREENSBORO**—WBG resumed mailing transcriptions to further war effort, having begun this public service feature when the first Carolina maneuvers started in 1941.

—UTAH—

SALT LAKE CITY—New faces at KDYL are Betty Ann Johnson (program dept.) and Patty Brasius ("Radio Playhouse"). . . . Fishing is keeping Will Wright happy during current vacation. He's cow hand on "Riding' the Range" program at KDYL. . . . Wild Root is bank-roller on KDYL for three a week one-minute shows featuring Texas Rangers.

PICTURE OF THE WEEK



Courtesy NBC Press Department

Radio's point of vantage at the Republican National Convention at the Chicago Stadium the past week was the envy of 1,057 perspiring delegates and 20,000 wilting convention guests. Reason: The studios used by NBC, CBS, Blue and Mutual were comfortably air conditioned.

—TEXAS—

SAN ANTONIO—Bud Thorpe was added to WOAI's news staff. . . . **FORT WORTH**—"Poly Pop" made by the Big State Co., has renewed "Poly Pop Varieties" for another year on KGKO. . . . New contract on KGKO is that of Borden's Milk for year's announcement schedule. . . . **AUSTIN**—"On the Road to Victory" airer is backed by Taylor Refinishing Co., of Taylor, Texas, on KTBC.

—WISCONSIN—

MILWAUKEE—East met the West recently when KGER general manager C. Merwin Dobyns of Los Angeles came here especially to see WTMJ's famed Radio City; and met WTIC manager Paul W. Morency of Hartford, Conn., who went West for the same purpose. . . . WTMJ's new program is "Quizzin' the Experts," 30-minute weekly sports question and

answer series in which four local sports experts try to answer twisters submitted by listeners.

—PENNSYLVANIA—

PHILADELPHIA—Several glamorous headliner acts from "Billy Rose Review" will open WIP's Sunday 1 a.m. show for the Fifth War Loan Drive. . . . WPEN's newest announcer is J. Richard Jessen. . . . Bill Tilden was interviewed on Tom Moorehead's WFIL Sports Show. Both graduated from Germantown Academy.

—OKLAHOMA—

OKLAHOMA CITY—WKY's new director of Women's Programs is Helen Barr. Her daily six-times a week morning show "Six Keys to Better Homemaking" will begin July 13. . . . Lou Brooks, WKY's Sales Department, has returned from vacation in Idabelle, Okla., refreshed to be Helen Barr's secretary. . . . "Women Com-

mandos," morning feature on WKY ten and produced by Julie Bene gained the highest award of merit the Public Utility Advertising Association. . . . **DISTRICT OF COLUMBIA**—WASHINGTON—"U. S. and emanating from the Nation's capital and originated and produced by J. Paulin, was renewed for another 13-week series by WMAZ in Washington, D. C. . . . WWDC's prepared series station breaks with Lyn Murray for current bond drive are urging listeners to buy more and more stamps. WOL's new "Miniatures" salutes local sports events. The program announced by Hodges.

—WEST VIRGINIA—

CHARLESTON—According to the editors of WCHS, Howard Chernoff, managing director of the West Virginia work, is very popular. He's now special correspondent in the European theater. . . . **HUNTINGTON**—Irene Bruce is the publicity director at WSAZ.

—VIRGINIA—

RICHMOND—Dunninger, mentalist, appearing here for the first time and local Thalheimer's, played before an audience who bought a record \$2,425,175 in "freedom". . . . WRVA reports regretfully the death of Ed Dudley Naff, known as "Colonel", director of music for 15 years at WRVA.

—TENNESSEE—

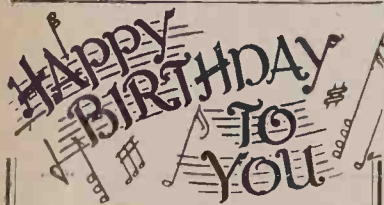
KNOXVILLE—WNOX's engineering special events departments had record field day in 30-minute current bond drive broadcast. Result: \$99,850 with WNOX staff having pledged the difference to the \$100,000 mark. Special events by Ben Sanders planned program.

Esquire Mag Is Signed To Sponsor WABD Show

Esquire Magazine will sponsor elaborate television presentation, "The Boys From Boise" when it telecast over WABD on September 13, instead of July 13, as originally announced. Reason for the postponement given was the delay in completion of the new WABD studio which is needed to produce the two-hour production. Raymond E. Nelson, the agency's radio and television manager, is in charge.

The following were signed to appear in the show: Nord Corne, Gwen Davies, Dolores Wilson, Virginia Smith, Fred Flesher, Sydney Robbins, Everett Gerard, Sterling Mace, and Conover models.

Bobbie Jean Bernhardt, noted Broadway dance director, will be in charge of the dance numbers; scene designed by Fred Widlicka, art director of the Storm agency; scenery construction by Fowler Scenic Studio; costuming by Veronica, Ziegfeld Fashion designer. Sam Medoff, composer of "The Boys From Boise," will conduct the music. Charles M. Storm, the agency in charge.



June 30

Frank Gallop John Mayo
H. R. Gross George McCullough
Phil Carlin

July 1

Arthur H. Hayes Inna Phillips
Bill Stern Betty Jane Tyler
John Lair Paul G. Patterson

July 2

Myer Alexander Barry Gray
George C. Castleman Allan Grant
Jack Hylton