

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 32, NO. 22

NEW YORK, N. Y., WEDNESDAY, AUGUST 1, 1945

TEN CENTS

Fly Gives Opinion On FM

Radio's Versatility Commended By NAB

Washington Bureau, RADIO DAILY

Washington — Commenting that bond auctions probably "cleaned out much of the nation's hard-to-get merchandise," such as nylon hose, refrigerators, electric ranges, and country jams, NAB announced that radio sponsored special events and stunts set a new high for war loan promotions during the 7th War Loan drive. Return of man-in-street broadcasts greatly widening the scope of promotion activities, greater participation

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Beer Advertising Accepted By 783 Commercial Stations

Eighty-eight per cent of 884 commercial radio stations accept beer advertising, according to a survey recently completed by J. Walter Thompson Company for the information of the National Association of Broadcasters. The survey was made by a questionnaire addressed directly to each of the nation's stations. It asked, "Do you Accept Beer Advertising?" A total of 783 stations reported "yes" and 13 failed to respond to the questionnaire.

Holliner Radio Dept. Head At Lennen & Mitchell, Inc.

West Coast Bureau, RADIO DAILY

Hollywood — S. James Andrews, vice-president in charge of radio for Lennen & Mitchell, advertising agency with offices in New York and Hollywood, has resigned his post and has been succeeded by Mann Holliner,

(Continued on Page 3)

Citation

Detroit—Marshall Wells, WJR farm editor who has been citing farmers all week for farm safety suggestions in connection with National Farm Safety Week yesterday received a citation himself from Lloyd H. Gail of Lansing, chairman for the state of Michigan. Wells and WJR did an excellent job of promoting greater farm safety. Gail said.

Missionary

On a recent business visit to WAGA in Atlanta, Ga., Larry Surles, account executive of American network's Co-Op Program Dept., was drafted as a guest on a local show when the scheduled guest failed to show up. Larry, a specialist in articulation, went over big, and interspersed several subtle plugs during the show for Ye Olde Co-Op Programme.

AAF Dinner Tonight Going Over 2 Webs

With two major networks carrying the banquet celebration of Air Force Day from the Waldorf-Astoria tonight and scores of programs paying tribute to the Air Force, radio has entered into the spirit of President Truman's proclamation setting aside a day honoring the nation's air power.

Both the American web and Mutual will broadcast from the banquet tonight at the Waldorf-Astoria beginning at 11:30 p.m. An address by General of the Army H. H. Arnold will highlight the banquet. In addition,

(Continued on Page 3)

20th Century Fox Sets Special Show Over NBC

As part of its current campaign to back the motion picture "Wilson," which is now being released to secondary runs, Twentieth Century-Fox Film Corp. has purchased a half-hour on NBC for "Salute to Wilson," Thurs.

(Continued on Page 3)

Court Directs NBC And ABC To Bargain With The NABET

United States Circuit Court of Appeals yesterday confirmed and directed the enforcement of the National Labor Relations Board petition requiring NBC and American Broadcasting Co. respectively to bargain collectively with NABET in regard to platter-turners. It was a two to one decision.

NLRB issued its order on March

Former FCC Head Opposes Restrictions On FM As Proposed By The FCC; T. A. M. Craven Also Heard

REC Mulls Change In By-Laws on Quorum

Radio Executives Club of New York, contemplates a change in Article V, Section IV, which will permit the club to transact business by a quorum consisting of two-thirds of the members present at any given meeting provided all members have been notified in advance of such a meeting.

Murray Grabhorn, president, in a

(Continued on Page 6)

BMI and Marks Contract For Five Year Period

Renewal of the contract between Broadcast Music, Inc., and the Edward B. Marks Music Corporation with specific provisions relating to the grant of television rights was announced yesterday by BMI. The renewal, effective January 1, 1946,

(Continued on Page 2)

Will Narrate Series For "Treasury Salutes"

Washington Bureau, RADIO DAILY

Washington—Allyn Joslyn, Major Andre Baruch and Jay Jostyn will narrate "Treasury Salute" discs for week of August 13, with all three scripts

(Continued on Page 5)

Washington Bureau, RADIO DAILY

Washington—"Application of FCC proposed restrictions will erect a Chinese wall against adequate rural service," James L. Fly, former FCC chairman declared yesterday during the second day of hearings on FM regulations. The CBS "single market plan" is based on the same error of "tail wagging the dog" applying to the whole country a plan devised primarily for urban areas, "the pay-dirt territory" said Fly, who testified on behalf of stations KRLD, KXEL,

(Continued on Page 7)

Give Audience Rating For Summer Evenings

Although actual rating figures are lower as compared to the peak listening months, with the range running from approximately 8.8 to 16.1 for the first 15 in the Hooper July 30th reports, sets-in-use and average evening audience available are not far off from the figures of a year ago;

(Continued on Page 8)

Name Raibourn Chairman Of TBA Awards Committee

Paul Raibourn, president of Television Productions, Inc., an economist for Paramount Pictures and a director of Television Broadcasters Association, has been named chairman of the Awards committee of the TBA for

(Continued on Page 5)

Clairvoyant

The war will still be on next Christmas, says the publicity department of WOR, so it must be true. The office of the department features a big poster on the wall warning the station's personnel that "There will be boys overseas next Christmas" and that "Packages addressed to them should be mailed between September 15 and October 15."



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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

(Tuesday, July 31)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	178 1/2	178 7/8	179 1/8	+ 3/4
CBS A	37 5/8	37 1/4	37 1/4	+ 3/4
Crosley Corp.	36 1/2	36 1/2	36 1/2	...
Farnsworth T. & R.	14 7/8	14 5/8	14 7/8	- 1/8
Gen. Electric	43 1/2	43	43 1/2	+ 1/4
Philco	34	34	34	+ 1/8
RCA Common	12 5/8	12 1/2	12 1/2	...
Stewart-Warner	18 7/8	18 3/4	18 7/8	...
Westinghouse	43	42	42	- 1
Zenith Radio	35 3/8	35 3/8	35 3/8	+ 3/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 1/8	7 7/8
Stromberg-Carlson	18 5/8	19 5/8
WCAO (Baltimore)	28	...
WJR (Detroit)	24 1/2	26

20 YEARS AGO TODAY

(August 1, 1925)

During the Illinois State Fair, the entire staff of WLS, Chicago, will move to Springfield for broadcasts. With the exception of the morning market schedules, all programs will emanate from there. WLS plans to put on five shows a day from the studio platform.

Chicago's

BEST NEWS SERVICE AP-UP-INS

W-I-N-D

560 Kc. 5000 WATTS

Coming and Going

BOB FEAGIN, manager of WPDQ, who was in New York conferring with Keith Kiggins, vice-president of the American network, with which the station is affiliated, has returned to his Jacksonville offices.

IRVING R. ROSENHAUS, vice-president and general manager of WAAT, Newark, is expected back today from a business trip to Washington, D. C.

HAROLD DORR, program director of WABI, Bangor, Me., a visitor in Gotham late last week.

CLETE ROBERTS, American network correspondent now in Vienna, will leave the Austrian capital shortly for Paris, where he will replace Herbert Clark, network representative who is leaving France for a vacation in the States.

E. B. LYFORD, of the NBC station relations department, is back from a three-week tour of the midwestern cities.

MARTIN D. WICKETT, program director of WTOP, has returned to Washington, D. C., after attending the program managers clinic at the offices of CBS.

DANNY KAYE, with the Swing-and-Swayers, is filling an engagement at the Downtown Theater in Detroit.

GEORGE LASKER, general manager of WORL, Boston, in New York yesterday on station business.

J. E. BAUDINO, manager of KDKA, Pittsburgh, has departed vacation-ward for the wilds of Clearfield County, where with rod and reel he will seek to entice the elusive trout.

AL FINESTONE, of Paramount Pictures, N. Y. publicity department, leaves for the Coast Friday, having been transferred to the studios there. Finestone was active in radio and television publicity for Paramount.

LILLIAN GRIFFIN, importantly associated with the Katz Agency, Inc., national station representatives, will return to her office some time today after having been vacationing for approximately three weeks.

CAMPBELL ARNOUX, general manager of WTAR, Norfolk, Va., and J. L. GREYER, technical director of the outlet, on a trip to Washington, D. C., where they conferred with the station's consulting engineers. Arnoux also attended a meeting of the NAB Code Committee, of which he is a member.

DICK HUBBELL, production manager and television consultant for WLW, Cincinnati, is in New York on business.

More Broadcasting Hours For CBC Internat'l Service

Montreal—The CBC International Service, whose shortwave broadcasts to Europe are received in strength, announces that its hours of operation have been increased. The powerful 50,000-watt transmitters are now putting Canada on the air 12 hours daily from 7:00 a.m. to 7:00 p.m., EDT.

Heard Noon to Midnight

The Canadian programs are heard from noon to midnight in the United Kingdom and western Europe, which recently reverted to ordinary summer time after having been on double summer time during the war years. Many new entertainment programs will be beamed in English and French to the Canadian occupation forces and at the same time broadcasts to the United Kingdom, France, Czechoslovakia, Holland and Germany will be increased.

Broadcasts to enemy and enemy occupied countries, which have dealt primarily with war, now will gradually be transformed to programs reflecting the Canadian way of life.

The Canadian broadcasts are heard over CHTA, 15.22 megacycles, from 7:00 a.m. to 4:30 p.m., EDT daily, and over CHOL, 11.72 megacycles, from 4:45 p.m. to 7:00 p.m., EDT daily.

BMI and Marks Contract For Five Year Period

(Continued from Page 1)

continues to give BMI performing rights in the Marks catalogue for a further period of five years.

The recent decision in the case involving Marks and ASCAP makes works of joint authorship, which have previously been excluded from clearance by BMI, now open for BMI licensing. It is reported. It also puts at the disposal of BMI Latin-American and other foreign compositions in the Marks catalogue.

KGKO Special News Wire Haired By Leading Clubs

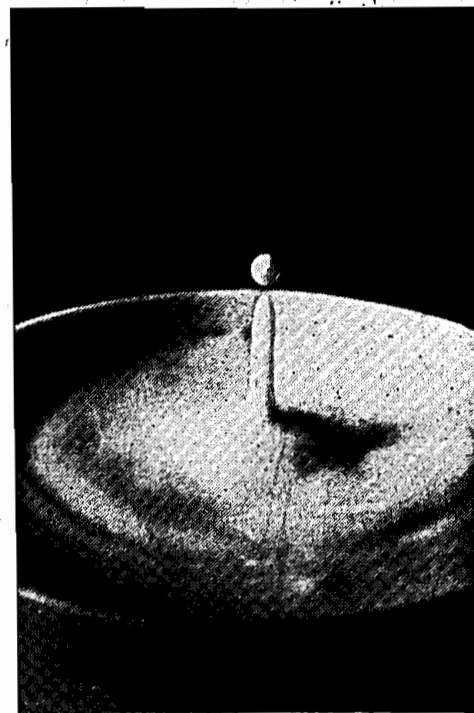
Fort Worth, Tex.—Inauguration by KGKO of special five-minute news broadcasts sent by direct wire to the luncheon meetings of the five largest clubs in the city, has met with the wholehearted response of the club members and has been instrumental as well in promoting the station's late evening news shows.

Luncheon groups getting the direct service from the KGKO news room are: the Lions Club, Kiwanis Club, North Fort Worth Kiwanis Club, the Optimist Club and the Junior Chamber of Commerce.

Coverage ...in Philadelphia



WDAS covers the largest cross-section of the buying public in the Philadelphia area . . . at lowest cost.



Picture of a splash

It's just a tiny splash. And if that's not the kind you want to make when the fight on advertised brands gets under way . . . we'd like to point out some radio facts about one of the country's biggest markets.

The town is Baltimore.

It's the sixth largest city.

It has five radio stations.

One of those stations is the successful independent station, W-I-T-H.

Facts assembled by outside sources, prove that W-I-T-H delivers more listeners-per-dollar-spent than any other station in town.

That's important to remember . . . when American markets open up again.



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

AAF Dinner Tonight Going Over 2 Webs

(Continued from Page 1)

tion to General Arnold, Air Marshal Sir Arthur Tedder, former deputy commander of SHAEF, will be heard speaking from Frankfurt, Germany. Messages from General of the Army Douglas MacArthur and Dwight D. Eisenhower will be included in the anniversary program.

Celebration Wide-Spread

Nearly every important network show on all webs have reserved a spot honoring the Air Corps this week. Some shows presented their tributes over the past week-end and others will be heard today and tonight.

David Alber Associates Move To Madison Ave.

David O. Alber Associates, Inc., formerly of 30 Rocekfeller Plaza, have moved to larger quarters at 654 Madison Avenue in space formerly occupied by Ralph Edwards, of "Truth or Consequences" fame. Associates are Mildred Brown, Hardie Frieberg, Sylvia Diamond, Al Bernsohn and Joe Balaber.

★ AGENCY NEWSCAST ★

ASSOCIATION OF NATIONAL ADVERTISERS, INC., announces the election of seven companies to membership. They, and the individuals who will represent them in the Association, are: Chesapeake & Ohio Railway Company, Cleveland, Walter S. Jackson, advertising manager; Crosse and Blackwell Company, Baltimore, T. J. Finucan, advertising manager; Dennison Manufacturing Company, Framingham, Mass., L. D. Gilmore, advertising manager; The Employers' Group, Boston, Ralph C. Blatchford, superintendent, publicity department; Koppers Company, Inc., Pittsburgh, Ralph Winslow, advertising manager; Shulton, Inc., Hoboken, N. J., Irma Ericsson, advertising manager, and E. R. Squibb & Sons, New York, L. H. Ashe, advertising manager.

HASKELL COHEN, war correspondent, magazine writer, and publicist, has joined the public relations staff of Emerson Radio and Phonograph Corporation, New York. According to an announcement by President Ben Abrams, Cohen will serve in the capacity of publicity director for the firm. Cohen returned recently from Italy where he served as a war correspondent for a group of Pittsburgh newspapers and several nationally circulated magazines.

PACIFIC COAST ADVERTISING COMPANY, San Francisco and Hollywood, has been engaged as advertising and public relations counsel for Associated Broadcasters, Inc., and the Universal Broadcasting Company, it has been revealed by Ray V. Hamilton, executive vice-president of Associated Broadcasters, Inc. The agency will serve not only the Universal Broadcasting Company, the new Pacific Coast regional network, and the Associated Broadcasters, Inc., but also KSFO, San Francisco; the Universal Recorders, and the international shortwave stations, KWID and KWIX.

DE MORNAY-BUDD, INC., makers of electronic and photographic equipment, has appointed Federal Advertising Agency to handle its account.

20th Century Fox Sets Special Show Over NBC

(Continued from Page 1)

Aug. 2, at 10:30-11 p.m., EWT. Walter Winchell will emcee from New York. Alexander Knox and Geraldine Fitzgerald, stars of the film, and Betty Grable, Dick Haymes, Helen Forrest, Georgie Jessel and Joe Howard will also be heard from New York. Darryl Zanuck, Fox vice-president will speak from Hollywood. David Broeckman and his orchestra and chorus will supply the musical end of the show.

Fox firm is also using considerable spots in cities where the picture is starting its current release, including New York.

NORMAN BERTELS has been named production manager for Kenyon & Eckhardt, Inc. He has been with the firm for the past two years. William Irving, formerly of Hixon-O'Donnell, has joined the production staff of the agency.

ROBERT BROCKMAN, for many years with KXOK and WIL of St. Louis, has joined the New York office of William G. Rambeau Company.

THE FREDRIC R. KLEIMAN ADVERTISING AGENCY announces that they are moving into much larger quarters at their present site in Chicago. This move was necessitated by the addition of several large accounts as well as the procurement of needed personnel. Recently added were Ruth L. Ratny as production manager and Joseph Glassman as art director.

Holliner Radio Head At Lennen & Mitchell

(Continued from Page 1)

who assumes the position of vice-president in charge of all radio activities, it was announced last night by Philip W. Lennen, president of the agency, at his Beverly Hills office.

Holliner, at one time radio director of Benton & Bowles, received his honorable discharge from the Army six months ago with the rank of major.

Andrews plans to devote his time to free-lance producing and is already set for the Nero Wolfe series, which originates in Hollywood.

WLIB "Charter" Program

Special documentary show relative to the United Nations Charter, was aired by WLIB last Saturday less than three hours after news of the Senate ratification was announced.



When it's time to speed merchandise across the country, time buyers turn to Weed & Company for aid in locating good times on good stations. Weed men are thus able to "highball" a train of contracts into the hands of Weed-represented stations.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

IT'S THE STATION THAT MADE ME A HOME OWNER

When it seemed to us that Uncle Sam's G. I. home loan idea needed to be put into one syllable words, we planned carefully a series of programs conducted by loan experts, coached by radio experts. It is this sort of helpful service that has made fast friends for the Friendly Station, and belief in the things we say and sell.



CLEVELAND'S WGAR THE FRIENDLY STATION

FREE SPEECH MIKE RADIO'S XXV ANNIVERSARY

LOS ANGELES

By RALPH WILK

RICHARD TUCKER, sensational new tenor at the Metropolitan Opera Company, has been signed to replace John Charles Thomas on the "Westinghouse" program for six weeks during Mr. Thomas' vacation. Program originates at NBC every Sunday.

Little Norma Nilsson has been set by Producer Les Mitchel for a role in "Come Blow Your Horn" on the Stars Over Hollywood program, August 4.

Basil (Buzz) Adlam has been named to replace Ernest Gill as musical director for the American Broadcasting Company's Western division, appointment to become effective September 15, coincident with date of Gill's resignation.

Mary Ellen Ryan, assistant to Don Lee director of publicity and promotion, Harriet Crouse, was guest lecturer Friday, at the summer session radio class at the University of California (L.A.). During the six weeks summer course conducted by KFI Writer-Producer Pat Kelly, an industry representative of a major network station is featured at each Friday session. Miss Ryan discussed network operations as viewed from a traffic desk. She was former traffic manager for Don Lee.

Olive Dearing, well-known New York radio actress, recently heard as the nurse in "Lips For the Trumpet" on the CBS "The Doctor Fights" program, is her for a Paramount screen test which she will make this week.

Walter Gering joins the KECA staff as a writer-producer. He was with CBS News Room as a writer since his release from the Navy recently. Prior to joining the Navy, he was a freelance writer.

Although he is now co-owner of a radio station in Palm Springs with another Hollywoodite, Don McBain, Dick Joy, well-known Hollywood announcer, declares that he will continue with his announcing and newscast duties in Hollywood radio. George Irwin, well known in Hollywood radio and agency circles, will be associated with the new Palm Springs station as sales manager, Joy announced this week.



Reporter At Large . . . !

THE War Dep't is about ready to announce that all Army-sponsored and produced radio shows are up for sale. It's the only way they can figure to combat the growing apathy of the networks towards GI shows—even those which have maintained a consistently heavy Hooper. . . . Jimmy Durante and Marjorie Little are altar-bound, their pals insist. . . . Barry Fitzgerald is being offered for a half-hour aircer. His asking price is 15 thou per week! . . . Tony Leader, who recently got married and had the usual difficulty finding rooms, is on the verge of accepting a west coast offer merely because it includes a four-room apartment. . . . Which reminds us that the Johnny Hydes are still living in the same abode altho' a divorce has been filed—because of the housing shortage. . . . Walter Compton, who introduced a new wrinkle to radio in "Double or Nothing," promises two new elements in his forthcoming show, "Pass the Buck," which goes on Wax next week. . . . The Diane Courtney-Paul Kapp parting was strictly amicable, with the lovely thrush signing up with Herman Levin. Diane is Alka Seltzer's current star of the week. . . . Insiders insist that WMCA is slated to be the N. Y. outlet for that new web. . . . Norman Corwin sporting a new 10g hat given him by Bob Dean. Ed Buckalew was the only guy who knew the real size and tipped Dean off. . . . Hildegard's mentor, Anna Sosenko, going in for radio production on a big scale. . . . Chuck Foster coming in from the midwest to open at the New Yorker—which is making a switch by going in for sweet bands. . . . Fanny Brice's medicos have advised her to forego any musical plans because of a heart condition. She's been resting in a coast hospital after a minor attack.



● ● ● "Uncle Nick" Kenny's beaming face had a bigger smile on it the other nite than we've seen since his first song made the Inquirer plug sheet. Reason was that Sen. Barkley had included Nick's poetic tribute to the late FDR and Pres. Truman in the Congressional Record. On the heels of this came an order from W. R. Hearst calling for a three-column illustrated layout of Nick's poems in all Hearst papers every week.



● ● ● Louie Prima's current heat wave ought to provide plenty of inspiration for performers who have felt the first chill of the public's indifference, because Louie has been up and down more often than a guy fighting Joe Louis. Remember him, at the original Famous Door with that five-piece combination? The hottest thing of its kind in the country. From there he went to the Hickory House and a few other spots but nothing happened. Then came a crack at the films via 20th Century and Louie figured he was all set. Again nothing happened. Then to the Brooklyn Roseland with a big band. More wasted time. Doing location jobs just for the wire and losing dough with every down beat. Then he made a record. "Angelina," I think it was. And "Robin Hood." Louie just closed a big date at the Strand. Before he walked out he had a contract in his pocket calling for a return date at \$12,000. Today, Louie is hotter than he ever was and everybody is going around telling everybody they knew it all along. Oh, sure.



● ● ● Aside to radio directors: There's a young chap trying to invade Radio Row who's just got back into civvies after five years of combat flying and a year in the hospital. He's fought in every theater of the war, been wounded, shot down four times and hit the silk once. He's a clean-cut, good-looking Van Johnson type with "Little Theater" experience before the war. He's now looking for radio roles and we'd like to help him look. His name is Leon Gonzales and he can be reached at the Henry Hudson Hotel. We'd appreciate it if you'd put him on your audition list.

—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

A NEW WLS war map measuring 34 x 26½ inches printed on white glossy paper in four colors is being offered to WLS listeners. The new map features detailed sections showing every theater of war and the important political areas of Europe.

Kroger Grocery and Baking Company, Cincinnati, has signed a 52-week WBBM contract to sponsor two 15-minute dramatic daytime serials by transcription Monday through Friday 2:30 to 3:00 p.m., CWT effective July 30, 1945. "Editor's Daughter" will occupy the first 15 minutes, with "Linda's First Love" concluding the half-hour period. Contract placed through Ralph H. Jones Agency.

WBBM Producer Al Morey replaces Gil Faust as assistant to Walter Preston in charge of production and programming when Faust leaves the station the first week in August for Hollywood, where he will join Crosby and Fogle to produce a five-week strip show for the Pacific Coast web.

"The Gay Mrs. Featherstone," starring Billie Burke and now heard Wednesday nights on NBC, 7:30 p.m., CWT, from Hollywood, leaves the air on Oct. 10 and will be replaced by a program featuring Sigmund Romberg and his 45-piece orchestra, currently the summer replacement for Hildegard, it has been announced by the Russel M. Seeds Co., Chicago.

Army Fightcaster Back

T/Sgt. Marty Smith, American Forces network fightcaster, is back from 26 months overseas. Sgt. Smith is now attached to the Army News Service in New York.

18,000,000

GUESTS A YEAR!

That's a lot of company — but it's a FACT!

18,000,000 visitors come to Atlantic City annually and a mighty big proportion make WFPG their VACATION-STATION.

New Jersey's ONLY American Broadcasting Company Station.

New Jersey's ONLY station for National Ball Games.

EDDIE KOHN, MANAGER

WFPG

ATLANTIC CITY, N. J.

WSTV—Steubenville, Ohio
WFPG—Atlantic City, N. J.
WJPA—Washington, Pa.
WKNY—Kingston, N. Y.



"A Bit of Paris in New York"

Henri

Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50

DINNER From \$2.00

Famous French Candies

15 EAST 52d ST.

Name Raibourn Chairman Of TBA Awards Committee

(Continued from Page 1)

1945, J. R. Poppele, president, announced yesterday.

Mr. Raibourn served in a similar capacity for TBA last year. At that time he polled the opinion of the trade press in arriving at a decision as to the award winners for 1944.

It was also announced yesterday that Rutgers University of New Brunswick, N. J., has been approved for educational membership in TBA. Yale university and the New School for Social Research were previously admitted to membership in the association.



PAUL RAIBOURN

Community Post To Way; Will Head Fall Campaign

Tulsa, Okla.—William B. Way, vice-president and general manager of KVOO, has been named general chairman of the Tulsa Advertising Federation Committee. This group is delegated to handle all advertising and publicity in behalf of the annual Community Fund and War Chest campaign opening on October. Way, incidentally, has invited NAB's new president Justin Miller, to address a gathering of Southwest business men here this fall.

New Stations Added

Sponsorship of the "Songs of Good Cheer," transcribed show on several stations was announced yesterday by the Frederic W. Ziv Company. Stations include KARK, Little Rock; KFYZ, Bismarck; WTMA, Charleston; KGGM, Albuquerque and KERN, Bakersfield, Calif.

Wedding Bells

Los Angeles—Bill Kelso, Major Domo of the Al Jarvis shows over Warner Bros. KFVB, was married to Eugenie W. Stamm of New York at the Blessed Sacrament Church, July 30th. The couple are honeymooning at Carmel, California.

Cravens To Frankfurt With Presidential Party

Washington Bureau, RADIO DAILY

Washington — Kathryn Cravens, WOL correspondent, was the only woman in the Presidential party that flew from Potsdam to Frankfurt to review troops late last week. Miss Cravens interviewed both President Truman and Secretary of State Byrnes. Miss Cravens will give a report of the trip on her broadcast tonight 7:30 p.m., EWT. Her short-snorter bill, incidentally, was signed by Truman, Byrnes and General Eisenhower as well as other members of the party.

Staff Changes Announced By NBC in San Francisco

San Francisco—John W. Elwood, general manager of KPO-NBC has just announced two major changes in the station's executive lineup. Effective August 1st, George Greaves, now engineer in charge, becomes assistant general manager, and Commander Curtis D. Peck, U.S.N.R. returns to his post of chief engineer.

Both Greaves and Peck are long-time members of the KPO-NBC engineering staff, and are pioneer radio men.

Court Directs Webs To Deal With NABET

(Continued from Page 1)

of NBC and ABC platter-turning had been done by technicians who were members of the AFM while in other cities outside of Chicago the platter-turning had been done by technicians who were members of NABET.

The Court rejected a motion by the AFM to remand the proceedings to the Labor Relations Board on the ground that the March 31st order was unlawful and for the purpose of producing additional evidence that NABET is a company dominated union.

Ask Re-Wording

The two companies while disputing the National Labor Relations Board order requested the court to word the enforcement order in such a way as to protect their economic reprisals.

The Circuit Court ruled that it was not convinced of the necessity of restraining the Petrillo union. "We shall assume that the AFM will not respect our decision" said Judge Thomas Swan. "If an attempt to prevent the companies from complying from our order is made, it would seem that the ordinary contempt procedure available against the person with knowledge of decree altho not named in it would enable the Court to protect its order."

Will Narrate Series For "Treasury Salutes"

(Continued from Page 1)

laid in the Pacific battle area. Joslyn will background a Hector Chevigny script on the fighting at Leyte, Baruch another Chevigny script on Jap suicide attacks and Jostyn, a G. Worthington post script on an emergency appendectomy in Japanese waters.

Sell with

W

D

T

L

Wilmington Delaware

NBC Basic Station

5000 WATTS

DAY and NIGHT

Represented by

RAYMER

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

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

BALTIMORE'S

Listening Habit

W

C

B

m

MUTUAL BROADCASTING SYSTEM

JOHN ELMER President

GEORGE H. ROEDER General Manager

FREE & PETERS, Inc.

Exclusive National Representatives

WHO SAID INFLATION?

W-I-N-D delivers

79%

MORE

daytime audience

PER DOLLAR

IN 1945 than in 1943

Based on C. E. Hooper continuing Measurement of Radio Listening, February - April, 1943 and 1945.

W-I-N-D

5000 WATTS **Chicago** 560 KC.

Radio's Versatility Commended By NAB

(Continued from Page 1)

than ever before by school children, heart-warming appearance of returned war heroes, unprecedented interest in ever-popular bond auctions of all types, introduction of more entertainment and shorter talks in station bond-promotion programs, all did their part in helping to boost total bond sales more than 12 billions above the 14 billion overall quota set by Treasury at the opening of the drive.

Broadcasters went all out in their efforts in search of fighting dollars for Uncle Sam's fighting men. Station sponsored shows brought out crowds that ranged up to 100,000 in attendance; boy scouts, backed by heavy broadcasting support, turned out 9,000 strong in one city and its environs to turn in 2½ millions in E bonds one day; station talent toured cities and even entire states appearing in shows where admittance was by bond purchase only; "Country Stores" went on tour; combined war bond-courtesy campaigns brought bond awards to courteous salespeople; prominent persons went to work in stations as announcers-for-the-day; invasions were simulated with actual landing craft; air armadas swooped over cities; captured enemy weapons were exhibited under station auspices; parades and many other unusual promotions were employed to keep public interest keyed to a high pitch.

Yankee Web Plays Host

Boston—The Yankee Network acted as host to representatives of all the Greater Boston advertising agencies at a Cedric Foster welcome home luncheon at the Kenmore Hotel yesterday. The Embassy room of the hotel was thronged with top flight agency men and women to hear Foster, Mutual and Yankee coast-to-coast news commentator, relate his experiences as Navy correspondent in the Pacific.

Foster recently returned from a three months tour of the Pacific war zones. He gave off-the-record accounts of his varied experiences.

Will Carry Mayor's Talks

Ithaca—Permission to rebroadcast the Sunday talks of Mayor Fiorello La Guardia of New York City over WNYC has been granted to WHCU, the Cornell University station at Ithaca. Michael R. Hanna, general manager of WHCU, negotiated with Morris Novik, managing director of WNYC, for pickup of the Mayor's Sunday series.

WANTED

Splendid opportunity available for a man having sufficient experience and background to take charge of an office engaged in producing radio shows. He must combine executive experience with talent and ideas and know how to handle radio actors, and appraise and evaluate script material. Excellent salary offered and prospects for future are good for the right man. Write Box 197, Radio Daily, 1501 Broadway, New York 18, N. Y.

WORDS AND MUSIC

By HERMAN PINCUS

WHEN we went to school ages and ages ago, we found as our toughest subject, geometry and we passed with something less than flying colors (a mark of 70 was necessary and that's exactly what we got in the final exam) . . . what we set out to say before going off on a tangent (to use a geometric term) was that the only axioms we remember are 'things equal to the same thing are equal to each other' and 'a straight line is the shortest distance between two points.' . . . now the latter axiom seems to have stood the test of time for it seems that our fifteen-year-old (and severest critic) informs me that he, too, is being sold on that theorem . . . so, until a modern Archimedes or a Newton proves to us that for the past few centuries man has been laboring under a delusion, we'll go along with that accepted principle. . . . BUT—a little girl, born in Hollywood some nineteen summers ago, after trying and failing to sell radio execs on the idea that her singing belonged on the airwaves, decided that 'the straight line to the top' wasn't for her . . . she had to make a detour . . . adopting the language of her Mexican ancestors, Margarita, the Heroine of this tale, went to Mexico City, learned the customs, habits and songs of Latin-America and subsequently became the song stylist of station XEW there . . . after two years, she came to WIPhiladelphia, where her sultry-voiced trilling of Latin-American and American songs arrested the attention of Victor Recording execs, who promptly signed her . . . this little radioriola, now on her way to the top, had to go from her homeland, the United States, to Mexico, several South American countries and thence back to her native country, to achieve the recognition she rates.

☆ ☆ ☆

RADIOLOGY:—General H. H. Arnold's "The Fighting AAF," weekly Sunday Nite 'wire-recorded' series heard via American web will be awarded a plaque by This Month Magazine at a dinner at the Waldorf-Astoria Hotel today, National Air Force Day . . . the award designates the program as "the most-originally-themed radio show of World War II." . . . ● Irving Miller, former NBC conductor and currently maestro of the "Jack Kirkwood CBS show," is in Gotham on vacation, visting his old cronies at Radio City. . . . ● Tim Gayle, publicity director for Fred Waring, has resigned and is now handling free-lance assignments. . . . ● Aside to Praise Agent G. L.—stop sending us phony releases. . . . ● The Sentinel Radio Corporation of Evanston, Ill. is readying to market after V-J Day, a 'pocket-size radio' which can be carried in the pocket or hand-bag . . . batteries are self-contained and the aerial is contained in the wire leading to the ear-piece which resembles the approved hearing-aid. . . . ● Fred Martel, ex-GI currently heard on "Wednesday With You," will again sing on the NBCantor show when it resumes in the Fall. . . . ● Six months ago we said that songstress Rose-Marie rates a network show of her own . . . since then she broke records at the Capitol Theater on Broadway and has just been signed to co-star with Milton Berle in the forthcoming musical, "Spring In Brazil." . . . She'll have that network show in the Fall.

☆ ☆ ☆

TIN PAN ALLEY-OOPS:—We think that RCA-Victor made a smart move in bringing back into the fold Eli Oberstein . . . and it should also put the quietus on the canard that he was 'fired' by that outfit two years ago. . . . ● Joan Dillon, Bernice Judis' assistant at WNEW, has been bitten by the songwriting bug . . . her latest ditty, "Our Wedding Book," written in collaboration with George W. Clark, will be on the airwaves within a month. . . . ● Feist has made music history . . . its current plug tune, "Atcheson, Topeka and Santa Fe," written by Harry Warren and Johnny Mercer, has a 'first printing' totaling 500,000 copies. . . . ● Al Gallico, who returned as professional manager for Leeds Music, after 30 months in the Army, will marry Gracie Norton of the Norton Sisters in September . . . gals sing with Vaughn Monroe's Ork. . . . Sgt. Harry S. Miller, composer of 50 current Army songs, who fought in the U. S. Army in World Wars I and II, has just been given an honorable discharge and returns to the 'alley.'

REC Mulls Change In By-Laws on Quorum

(Continued from Page 1)

letter to all members, points out that as the Constitution now stands, a quorum must comprise "a majority of the members present, provided that at least 25 per cent of the membership of record" is represented. Grabhorn also states that the Executive Board is desirous of making the change because many new members were taken in just before the Television Seminar last year and these new members were interested only in tele and now find no need to further be interested. Thus with a membership of 830, it seems impossible that 208 members will always be on hand to transact business.

Members this week are being asked to vote either to amend the constitution or vote to have it remain as is.

Coast Advt. Agency Sets Additional Spot Accounts

Oakland, Calif.—The Ad Fried Advertising Agency, has placed several spot accounts with local outlets the past week, and these include the Bill Wood Motor Co. of this city which is taking both extensive radio and newspaper space due to expectation of new Ford cars coming off the assembly line. Hersh Coast Millinery Stores with headquarters here, has purchased "Real Romances" from Kasper-Gordon which will be heard over KLX, on a 52-week basis.

Other spot placed by the Fried agency is Paramount Pest Control which has extended its campaign to include Ann Holden on KGO. Swan's Tenth Street Market, largest in town, has appointed the Fried agency to set up a radio campaign.

Utility Company On WFOY In Commercial Air Debut

St. Augustine, Fla.—St. Augustine Gas Co. making its radio debut, has signed a 52 week contract with WFOY for sponsorship of the 15-minute "Newsreel" presented Monday through Saturday. WFOY's special staff of four local reporters cover the town and there are 23 news programs weekly of which 18 are sponsored. These are apart from regular UP and CBS world news shows.

NEWSCASTER

KMBC, Kansas City, requires services of journalism graduate with adequate news experience—midwesterner preferred. Must be capable of evaluating, editing, writing and broadcasting own copy and possess a microphone personality. Splendid opportunity in one of radio's pioneer newsrooms with five-wire service. Rush all data, including transcriptions of air work and photograph to Karl Koerber, Managing Director, KMBC, Pickwick Hotel, Kansas City 6, Missouri.

Fly Gives Opinion On FM

Asks Best Service Possible Be Sent Rural Listeners

(Continued from Page 1)

FML, WSJS, WSPD and WWVA, and as an individual, "Well over 50 per cent of the country would be without FM service under the single market plan," Fly opined, submitting in evidence CBS' own map of probable FM coverage under their proposal.

Spectators were treated to the spectacle of Fly and T. A. M. Craven, former FCC member now vice-president of Cowles broadcasting, in agreement. This almost never happened while the two were FCC members.

Rural Areas "Forgotten People"

"The FCC must concentrate, said Fly, on providing the best service for rural listeners, who are "the forgotten people," he reminded the Commission that there are still wire areas with no service or inadequate service under AM and that any FM plans should be directed toward elimination of this discrimination against the rural audience. The present plan, he said "perpetuates the abuses of the AM patterns."

"I don't see how the country could have any substantial service under the proposed restrictions" said Fly, explaining that much of the area now served would be cut off because the stations serving them also embrace metropolitan districts, which would not be permitted under the proposed regulations.

Fly suggested that no hard and fast restrictions be laid down at this time, but that each case be considered more or less on its own merits, the Commission should however be guided in its decisions by underlying well-defined principles, he said, which realistically reflect the wide disparity between Eastern seaboard congested areas, and the sparsely settled areas of the Deep South, Upper New England, and much of the area from the Mississippi to the Sierra Nevada mountains.

Favors Community Stations

Asked if he favored the Commission's plan for community stations de-

signed to service small cities, Fly said he did, but felt they should be allowed more power. The Commission proposes limiting such stations to 50 watts, said Fly, "the pattern of a large number of whistle stop stations is a good idea but I would favor granting them large coverage—perhaps whole counties—and power up to 250 watts."

As a guiding principle for the Commission, Fly suggested that all stations whose listening area would be more than 50 per cent rural should be classified as rural stations and allowed to lay down a 1,000 microvolt signal within their service area regardless of how many metropolitan areas it may encompass. Another specific suggestion was that cities under 300,000 population should not be subject to the same restrictions as the great cities.

Asked to comment on the program duplication question around which most of the controversy has centered at the hearing so far, Fly said he thought the Commission's proposal to demand two hours of original programming making full use of the high fidelity capacities of FM, was "not burdensome and has received more attention than it merits."

Cowles Spokesman Heard

FCC proposals regarding duplication, AM-FM ownership, multiple ownership and rural-urban allocation "appear to be an attempt by the Commission to control the economics of FM broadcasting at a time when such economics are undeveloped," Craven said. He added that the control is sought through application of unsound business principles. He said any attempt to keep AM operators from FM operation will hold up the development of FM.

Cowles sees no harm, Craven said in "ownership of more than six stations under circumstances where public interest can be served. It is possible that in searching for a method to secure good FM service in rural areas, the Commission might desire to encourage licensees operating stations in rich markets to provide service in lean markets. In such an event, the Commission should have flexibility of action. It should not be handicapped by its own arbitrary rules. FM is too new. If evils develop, corrective action can be taken. It seems unwise at the time FM is just starting to anticipate evils which may never develop."

Places Value on Talent

On the matter of duplication, he said, FM licensees, "cannot guarantee to be able to secure enough local talent to interest the public in both AM and FM as separate program services. We believe that if the Commission adopts the proposed rule relating to program duplication in its present form, the net result will be harmful to FM developments because the best talent may be heard over AM at a time when FM is forced to use local talent to demonstrate full fidelity capabilities. We should real-

ize that radio audiences do not listen necessarily to the strongest signal but rather to the program having the best talent or the most interest. Likewise, we should remember that service of excellent quality is rendered by AM stations in areas where the AM signal intensity has a high value of voltage. Millions of people reside in these areas.

Cites Pennsylvania Example

"If AM and FM must be competitive both as to licensees and to program, FM will be severely handicapped." In explaining Cowles' dissatisfaction with proposed FM allocation plan, Craven referred to Lancaster, Pa.

"A small industrial city located in the farming area of Lancaster county, Lancaster is the county seat. There are several small towns and villages and many farms in the county. However, the center of activities is the county seat. The county population is about 200,000. The Lancaster city population is 60,000. The city is located nearer the center of the southwest border of the county. The transmitted signal would have to reach about 20 miles to be of service to the county. The nearest other city is York, Pennsylvania, about 22 miles distant with a population of 55,000.

"It appears that a community station which, under normal circumstances, would be suitable for such an activity, cannot serve the county because of co-channel interference. The use of a metropolitan station seems difficult because it is not certain where the FCC would place the boundary of the 50 uv service area of such a station. Would it make the county borders the limit? If so, the station would be compelled to use a costly directive array. This is economically unsound. If 50 uv boundary is not at the county border, a metropolitan station is liable to serve another city which is prohibited by the rule. The use of a rural station is out of the question because the conditions in these circumstances are impossible to meet."

Another difficulty, Craven said, lies in the requirement that:

"The first service area will be determined by the Commission for the first station licensee in the area in question, and all additional stations must serve the same area as the first station unless an adequate showing is made that a different area is proper, in which case all stations will be required to adjust their service areas accordingly."

"This would mean," he declared, "that the efficient operator with insufficient capital to cope with the initial high pace could be frozen out of FM in many metropolitan districts."

In the interest of wider competition, it would seem fairer to permit a person to start more modestly and be given time to comply with the ultimate objective.

"It is our opinion that the Commission should designate only one class of station and should encour-

Craven Sees Effort To Control FM 'Economics'

age all stations to serve as large a rural area as the circumstances justify or require."

Hirschmann Testifies

Appearing before the FCC hearing yesterday, Ira A. Hirschmann, vice-president of Metropolitan Television, Inc. which operates WABF, New York, stated he believed that FM eventually would be used exclusively for regional broadcasting, with all standard frequencies being used for super-power, clear-channel operation.

A strong advocate of FM, Hirschmann suggested that it was desirable but not necessary to require FM stations to devote two hours of each broadcast day to programs which are not duplication of AM programs. He also said he welcomed the opportunity for the public to judge for itself the advantages of FM and the most effective means of judging is to switch from AM to FM reception of the same program.

As operator of WABF which for nearly three years has created all its own programs especially for FM and broadcast a minimum of six hours daily, Hirschmann has in the past backed up the FCC on most of its proposals, suggesting only minor changes.

Shepard "On a Limb"

Obviously unhappy about the proposed regulations, John Shepard, III, general manager of the Yankee Network, New England licensee of several AM and FM stations, declared that "We went out on the FM limb—perhaps imprudently from a business standpoint. If these suggested regulations are put in effect, the folly of this as a business venture will be conclusively established."

"Because three of the six New England states (Connecticut, Massachusetts and Rhode Island) have a density of population and have cities and metropolitan districts that are closely-clustered that is equaled by few, if any, other areas of similar size in

(Continued on Page 8)

KZZ
DENVER
OHIO STATE UNIVERSITY
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Ohio State First Award for outstanding educational, artistic and distinguished production of a Children's Program.
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Every 24 Hours
51
SPONSORED
NEWSCASTS
UP-AP-INS
W-I-N-D
CHICAGO
560 Kc. 5000 WATTS

Craven, Damm, Morency And Hanna Follow Fly At FCC Hearing On FM

Give Audience Rating For Summer Evenings

(Continued from Page 1)

(Continued from Page 7)
the United States," Shepard insisted that the Commission must pay particular attention to New England. He said the proposed allocation plan is unsatisfactory because it "does not provide sufficient facilities to New England. It appears to us that this can be solved in two ways. First, more frequencies could be allocated for use by metropolitan stations in New England, or, second, metropolitan stations could be required or permitted to cover more than one metropolitan district and thereby conserve frequencies. In other words, if we are to use Columbia's single-market plan we need more frequencies than are now allocated for metropolitan stations. If the 'pacton idea' of multiple-contiguous—metropolitan-district-coverage is followed the presently allocated frequencies would probably suffice.

Weighs "Single Market"

"The single-market plan has the advantage of localizing the outlets for public expression, but has the disadvantage of either failing to increase the number of services available to listeners in the metropolitan district of New England or of using a substantially greater number of frequencies.

"The multiple metropolitan district plan has the advantage of increasing the number of services available to listeners and of conserving the frequencies in New England but the disadvantage of not being as localized as the single-market station. It is our view that the commission should adopt a plan whereby metropolitan stations operating in multiple-contiguous-metropolitan-districts such as the Boston, Lowell-Lawrence-Haverhill, Worcester, Providence, and Fall River-New Bedford districts, should be permitted to elect to serve either (1) all of the districts combined or (2) one of the metropolitan districts. I am sure that the elections will not all be one way but the stations operating in the area will be of both types. This would, in our opinion, accomplish the maximum use of frequencies to serve listeners and to provide outlets for local expression."

Shepard proposed a minimum of

12 hours for FM operators, and that the "matter of duplication should be left to the licensee. We are unalterably opposed," he said "to a suggestion that has been made in previous testimony that if there is duplication of any programs all programs must be duplicated. We feel that any such requirement certainly takes the operation of the station out of the hands of the licensee and while there are countless programs on AM stations that should be duplicated on FM there are other programs which we feel are acceptable for AM operation but are not as acceptable for FM. Due to the superior quality of FM reproduction it is our feeling that there will be more of a swing toward musical programs. If this suggestion is correct, certainly complete duplication would tend to eliminate any development along these lines."

Walter Damm Testifies

"Rural FM coverage will take care of itself," Walter Damm, FMBI head and operator of WTMJ, Milwaukee, told the FCC yesterday. "FM will give rural areas better coverage than even clear channel AM stations as we further develop the art, learn the best use of booster stations and so forth," said Damm.

Rural stations need no special restrictions or protection, in Damm's opinion, but application of the Commission's proposed restrictions with respect to metropolitan coverage would hamper rural service because such service will be gained from enlarged metropolitan coverage, while the Commission's suggestions tend to narrow metropolitan coverage, he declared.

Licensing of rural stations to present station owners was also urged by Damm, especially if the Commission enacts its proposed restrictions on rural FM stations invading metropolitan districts. Damm feels that only an established broadcaster could afford the expense of such a station, and then would have to operate it as a non-profit public service.

Hits Programming Requirement

Damm made it plain that he is opposed to the controversial FCC proposal to require FM licensees to furnish two hours daily of original programming. He nevertheless admitted that his FM station has increased its total audience for AM and FM sta-

tions combined, with an entirely original program.

No minimum operating schedule should be required of FM broadcasters, said Damm, until two years after the cessation of hostilities, to give receiving equipment time to reach the public. For the same period, he said, FM stations should be permitted to accept network programs with no restrictions.

Morency a Witness

Paul W. Morency, appearing for WTIC-FM, Hartford, said that if FCC's proposed rule limiting the coverage of metropolitan stations is adopted, or CBS' single market plan, he will have to apply for five individual stations to cover the area he now reaches with one. He added that reservation of 20 FM channels, as proposed by the Commission, would seriously retard FM development in the New England area.

The application of the concept that stations should be kept small and equal would result in putting them at the mercy of the national networks, according to Morency, and will leave no station capable of giving the sort of state-wide service WTIC gives now on the AM band.

Hanna Appears for Cornell

Spokesman for the educational broadcasters, was Michael R. Hanna, appearing for Cornell University, licensee of WHCU, Ithaca, N. Y., and applicant for an FM station. The Cornell station would be seriously handicapped, said Hanna, by application of the proposed coverage restrictions. WHCU's chief purpose is to disseminate agricultural information and advice to New York state farmers, and curtailment of its service area because of invasion of metropolitan territory would cut off much of this service, he said.

Hanna pointed out that the non-profit station is at present the only answer to the problem of agricultural service by radio because the commercial "idea of a farm program is the production of hillbilly music." While commercial stations have carried releases provided by the agricultural college, such material is often carried at hours impractical for the farmer audience, he added.

The hearings will be wound up this

figures are up slightly over that of the last report.

Walter Winchell (now on vacation) shows up in first place with "Mr. District Attorney," second, and "Take It Or Leave It," with the third highest audience. Established programs appearing for the first time in the top 15 in 1945 include "Crime Doctor" and "Blondie." New programs in the first 15 are the summer replacements "Bandwagon Mysteries" (Dick Powell) and Victor Borge show. "Blondie" is highest in the Listener-per-set with 3.07.

Average listening audience rating is 5.8 representing an increase of 0.4 from the last report two weeks ago. There is no figure for a year ago on this time due to the Democratic Convention. Average sets-in-use reported are 19.1; this is 0.6 more than the last report and 2.1 less than a year ago. Average evening audience available is 71.4 an increase of 1.1 since the last Hooper report and a decrease of 0.6 from a year ago. "Take It Or Leave It" has the highest sponsor identification Index, 88.9.

"American Melody Hour" and "Saturday Night Serenade," had the highest number of women listeners, with 1.63; Drew Pearson, the men with 1.14 and "Lone Ranger" children with 0.86.

morning, with Maj. E. H. Armstrong yet to be heard. Also testifying will be John L. Hogan of WQXQ, New York, and G. Richard Shafto, NAB director and head of WIS, Columbia, S. C.

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SINCE 1928 BASIC CBS
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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 23

NEW YORK, N. Y., THURSDAY, AUGUST 2, 1945

TEN CENTS

Urges FM In Rural Areas

Justin Miller Praises Broadcasters' Ability

West Coast Bureau, RADIO DAILY

Hollywood—That broadcasters he has met combine enterprise and drive of businessmen and conscientiousness of professional people serving the public, was the statement made by Judge Justin Miller, president-elect of NAB, addressing a group of network and station representatives at a luncheon given in his honor by Sidney N. Strotz. Speaker said that in conferences he was always interested in point of agreement and declared he feels that even industry,

(Continued on Page 2)

Simon Takes Sales Post With Boler Organization

Arthur Simon, formerly manager of WPEN, Philadelphia, yesterday was named national sales manager of the North Central Broadcasting Corporation, John Boler, president, announced. He will have charge of sales for the new Mississippi Valley Network which Mr. Boler is launching in the agricultural midwest August 5th. Simon has had wide experience in the radio field during the past 15 years, having been associated with agencies, publications stations and networks.

New Contracts Signed By WOR For Fall Shows

New contracts signed by WOR to start in the fall include four accounts for a total of three hours of the weekly effective in September. Also a half-hour program is renewed

(Continued on Page 7)

Switch

The Arthur Godfrey show heard on CBS network 9-9:45 a.m., EWT which is noted for anything to happen in the way of ad lib talk, music and vocals etc. took a sudden turn for the serious yesterday and will continue so for a week. Yesterday Godfrey started taking two-minutes out on each program to explain the set-up and workings of the United Nations Charter.

Premiere

Hollywood—The first broadcast from the world's fastest airplane in flight, the Army's jet-propelled "Shooting Star" P-80, was brought to NBC listeners last night during a special program celebrating the 38th anniversary of the Army Air Corps, from 7:30 to 7:45 p.m., EWT. The program also included a broadcast from the last "Flying Fortress" made in America before the air giant took off for the Pacific.

Syracuse "U" Signs For G.E. Tele System

Syracuse—Syracuse University has contracted with General Electric Company for post-war delivery of an "Intra-Tel" system of wired television, it was announced yesterday by Chancellor William Pierson Tolley.

In announcing the placement of the order, Dr. Tolley explained that the television equipment will be used to conduct various class room teaching

(Continued on Page 2)

United Nations Conference Subject Of Program Series

Dean Virginia C. Gildersleeve of Barnard College and Commander Harold Stassen, former governor of Minnesota, delegates to the United Nations conference discuss the United Nation's Charter in the current "Beyond Victory" transcribed series of the World Wide Broadcasting Corporation. Transcriptions are reported to be heard on 90 stations.

Tele Readied For N. Y. Schools By Education Board And NBC

Television department of NBC and the New York City Board of Education have readied plans to launch the first comprehensive experiment in the adaptation of tele to classroom education. Announcement was made jointly yesterday by John E. Wade, Superintendent of Schools and John F. Royal, NBC vice-president in charge of television. Experiment will

Maj. E. H. Armstrong, At FCC Hearing, Says Commission Plan Threatens Wide-Coverage Potentialities

Washington Bureau, RADIO DAILY

Washington—FCC proposals regarding coverage limitations for FM stations would seriously curb the wide coverage potentialities of the service Maj. Edwin H. Armstrong, FM inventor, told the Commission yesterday during the wind-up session of the hearing on the proposed FM rules.

Armstrong said that the greatest benefit of FM should be to the rural areas, which have not received adequate AM service. "It was to this end

(Continued on Page 5)

Ad Council Eyes Plan For Postwar Services

Post-war plan calling for continuing operation of all advertising interests in the service of the public has been approved by the board of directors of the War Advertising Council and is now being submitted to the various sponsoring groups which support the Council. Continuation of the Council after the war will mean that networks and stations along with other

(Continued on Page 7)

MBS Appoints Grindlay To Talent-Program Post

Mutual Broadcasting System yesterday named Idella Grindlay, assistant director of talent and program development, the appointment being made by Phillips Carlin, vice-president in charge of programs. Miss Grindlay has been connected with the War Dept. since August 1942, serving

(Continued on Page 7)

Chicago Station Offers Notre Dame Games

Complete schedule of Notre Dame football games is being offered by WJJD, Chicago, to a sponsor for \$9,000, according to Frederick G.

(Continued on Page 6)

RCA Gross Income Up For 1st Half of 1945

Total gross income of Radio Corporation of America from all sources for the first half of 1945 amounted to \$163,300,680 compared with \$156,166,006 in the same period of 1944, Brigadier General David Sarnoff, president of RCA, announced yesterday. This represents an increase of \$7,134,674.

Provision for Federal Income Taxes

(Continued on Page 2)

Name Steck Program Head Of WFIL, Philadelphia

Philadelphia—Jack Steck, for the past three years public relations director of WFIL, has been named program director of the station, Roger W. Clipp, president, announced yes-

(Continued on Page 2)

Authoritative

H. R. Baukhage's WJZ-American network broadcast of July 2, in which he discussed the United Nations Charter, now is filed with the Naval Academy's collection of historical broadcasts and will be used for reference and instruction purposes by the midshipmen of the future, says Commander E. John Long, USNR, assistant curator of the Naval Academy Museum.



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

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Coming and Going

FRANK V. WEBB, general manager of WGL, Farnsworth affiliate of NBC in Fort Wayne, Ind., has left for two tranquil weeks on the shores of Three Lakes in northern Wisconsin.

BILL CLARK, of The Howard H. Wilson Company, national station representative, leaves today for Calgary, Alberta, where he will attend the convention of the Western Assn. of Broadcasters scheduled for next Monday and Tuesday. He will make stopovers at Edmonton and Saskatoon.

MICHAEL CARLO, production manager of WIBX, Utica, N. Y., is back at the station after having attended the program managers clinic at CBS.

ELDON PARK, assistant general manager of WLW, Cincinnati, is combining business and pleasure on a short trip to New York and his summer home at Northport, L. I.

LIEUT. COMMDR. THOMAS E. HALE, formerly transmitter engineer at WFBL, Syracuse, has arrived in Philadelphia to take over his duties with the Registered Publication Issuing Office at the Philadelphia Navy Yard.

JACK K. COOKE, president and general manager of CKEY, has arrived from Toronto. He plans to stay here through next Monday.

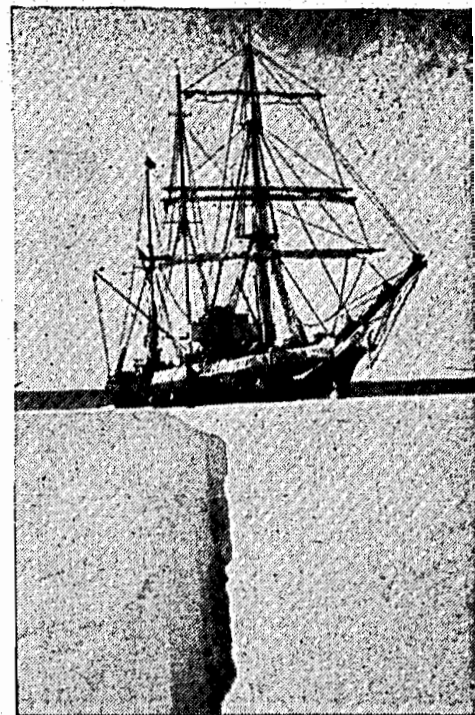
GEORGE LEWIS, publicity director of WHN and president of the Gag-Writers Protective Assn., leaves tomorrow on a 10-day tour of the Borscht Circuit to contact writers for his GPA.

WALLY WILLIAMS, production manager and chief announcer at WBIG, Greensboro, N. C., was in town last week visiting at CBS.

BERT SILEN, news and special events director at KPO, San Francisco, and **HAL ASHBY**, sales representative for the station, have left on a fishing trip in the Pit River country.

ROLF HERTSGARD, program director and production manager of KOTA, Columbia network outlet in Rapid City, S. D., is back at the station following a short trip to New York.

RAY BAKER, NBC network sales representative at KPO, San Francisco, has returned from a 10-day tour of the Pacific Northwest, during which he called on network clients.



Explorer

That's the U.S.S. Bear Modrec up in the Antarctic. She nosed around Little America on innumerable explorations.

If you've been reading these W-I-T-H ads you know that right about now we're going to make a crack about, "You don't have to explore around Baltimore if you want to find out what's the best radio buy in town."

For it's a fact that figures (from outside sources) prove that W-I-T-H produces the greatest number of listeners for each dollar spent.

If part of your job is setting up radio budgets, we'd be glad to have you look over the W-I-T-H facts. In a five-station town . . . you might overlook the fact that an independent station is your big buy.



W-I-T-H
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

FINANCIAL

(Wednesday, August 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	179	178 1/4	179 1/4	+ 1/8
CBS A	37 3/8	37	37	- 1/4
Crosley Corp.	36 1/2	36 1/2	36 1/2
Farnsworth T. & R.	14 7/8	14 1/4	14 7/8
Gen. Electric	43 1/2	43	43 1/2
Philco	34 1/2	34	34
RCA Common	13 1/8	12 1/2	13	+ 1/2
RCA First Pfd.	86 1/8	86 1/8	86 1/8	- 3/8
Stewart-Warner	18 5/8	18 1/4	18 1/2	+ 3/8
Westinghouse	42	42	42
Zenith Radio	35 1/2	35 1/8	35 1/8	- 1/4

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 1/4	8
Stromberg-Carlson	18 7/8	19 7/8
WCMA (Baltimore)	27	28
WJR (Detroit)	24 1/2	25 1/2

Aviation Dramatization

Details on the construction and performance of the jet-propelled Lockheed P-80 "Shooting Star" will form the basis of a dramatization on Columbia network's "Men of Vision," Sunday, August 5, 7 p.m.

20 YEARS AGO TODAY

(August 1, 1925)

Word has been received from the Nation's Capital that Commander Donald MacMillan and his crew will be heard in a broadcast from inside the Arctic Circle. In this first official broadcast of voice and music from that area, the group will use the deck of their ship, the "Peary" as a studio.

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

RCA Gross Income Up For 1st Half of 1945

(Continued from Page 1)

amounted to \$13,725,100 for the first half of 1945, compared with \$14,290,650 for the corresponding 1944 period, a decrease of \$565,550.

Net income, after all charges and taxes, was \$5,677,190 for the first six months of 1945, compared with \$4,440,214 in 1944, an increase of \$1,236,976. The portion of net income resulting from war production contracts is subject to renegotiation by the Government.

After payment of Preferred dividends, earnings applicable to the Common stock for the first six months of 1945 were 29.5 cents per share, compared with 20.6 cents per share in the first half of 1944.

Syracuse "U" Signs For G. E. Tele System

(Continued from Page 1)

experiments, as well as teaching television programming and other techniques to students.

Dr. Tolley said that the University's experience will be made available to other educators. No decision has been reached at this time as to whether the university will broadcast television programs to the Syracuse area.

Justin Miller Praises Broadcasters' Ability

(Continued from Page 1)

Congress and the FCC can reach points of agreement. He pointed out that he is still serving as a member of the U. S. Court of Appeals and will not make any formal statements or speeches until after he takes over his NAB office Oct. 1.

California Legal Residence

The jurist said he still is maintaining his legal home in California and has regarded Washington as a temporary abode. His talk was of an informal, witty nature and he made an excellent impression on his listeners.

The president-elect leaves the latter part of the week for Washington to attend a session of NAB board of directors and later will join the radio group which will visit Europe at the invitation of Army.

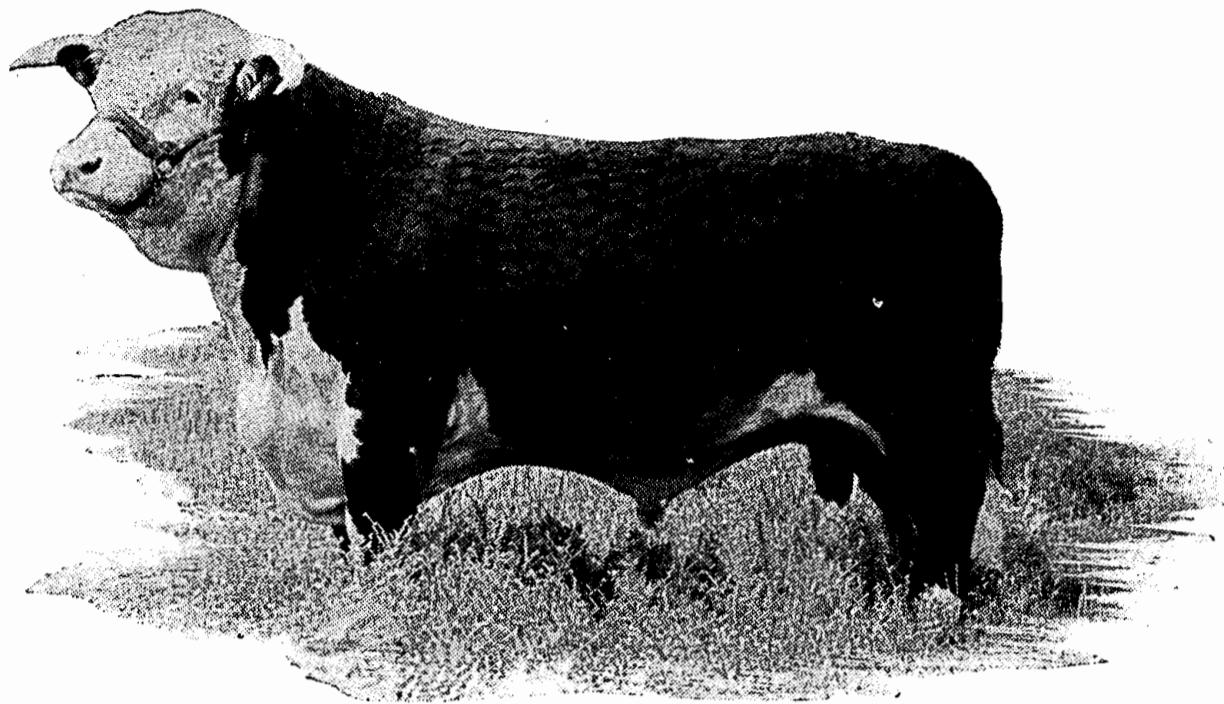
Name Steck Program Head Of WFIL, Philadelphia

(Continued from Page 1)

terday. Currently Steck is heard as quizmaster on WFIL's "Crosstown Quiz" and is also the producer-emcee of the American network, "Hayloft Hoedown," widely known barn dance program.

IN PHILADELPHIA
Nearly everybody listens to
WDAS BROADCASTS OF NEWS . . .
 ON THE HOUR • EVERY HOUR

That's why
78 percent of our sponsors renew regularly.



this is a **B**ull...

He is one of the many bulls in North Dakota. His immediate family, and even relatives twice-removed, number close to two million. This particular bull lives in the southeastern part of the state, near Jamestown. He has made a name for himself, because he is one of the most important industries in this part of North Dakota.

Naturally, the buying and selling of Mr. Bull is of ever-increasing importance in a state that ranks as one of the largest suppliers of beef in America. Last year's annual market value of beef in North Dakota was \$61,137,600. Therefore Mr. Bull can be credited with placing money in people's

pockets. People with money in their pockets are able to buy things. And radio is one of the most effective ways to sell things.

For example the regular-listening area of KSJB Jamestown, is made up of 29 counties. Of the 79,168 families who live within this 29 county coverage, 71,092 have radios.*

**1940 U.S. Census, projected by NAB Research Bureau*



600 ON THE DIAL

REPRESENTED BY NORTH CENTRAL BROADCASTING SYSTEM, INC.
New York, New York, Empire State Building, Longacre 3-4874 • Chicago, Illinois, 360 North Michigan Avenue, State 0361 • St. Paul, Minnesota, E. 622 First National Bank Building, Cedar 8579

PLAYBACK

If you happen to be one of America's 970 station program directors you probably will receive a visitor within the next few weeks . . . from the American Red Cross chapter in your town. This representative will tell you how to make your available sustaining time do a necessary job . . . and at the same time give your listeners real entertainment.

You Were There, the series of Red Cross programs we have just completed, is ready for broadcast . . . and full information is in the hands of local chapters all over the nation. Each quarter-hour program tells an interesting and awakening story. Each program that you schedule will be a substantial contribution to one of America's most deserving war and peacetime activities . . . The American Red Cross.

The familiar AAA sign behind the bumpers of millions of automobiles signifies one of the largest protective organizations in the nation . . . the American Automobile Association. Taking a knowing glance toward the future, the AAA has come up with a plan to preserve your car after the war. This plan has been put into our hands to translate into "everyday listener" language.

We are writing, producing and recording 13 quarter-hour programs under the title, *Your Car Tomorrow*. Here again, these NBC recorded shows will receive nationwide distribution through local AAA offices.

Local and regional advertisers in many spots across the country have learned that dependence on NBC-RRD to solve their "recorded announcement" problems is a short cut to satisfaction. For instance, The Standard Drug Company (Richmond, Virginia) is promoting their photo-finishing service via NBC Recorded announcements. The Penn Dairies (Lancaster, Pennsylvania), Providence Mutual Savings Bank (Baltimore, Maryland) are other advertisers who are buying local time for their NBC produced and recorded spot announcements.

NBC-RRD
RADIO-RECORDING DIVISION

AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS
New York • Chicago • Washington • Hollywood • San Francisco
A SERVICE OF RADIO CORPORATION OF AMERICA



Windy City Wordage

● ● ● A last-minute snag on Christmas Eve (July 24) threatened to put a crimp in the Breakfast Club's Christmas-in-July party for returned vets last week. When the gent who was supplying the Yule tree, lights and trimming failed to show, Cliff Peterson, Breakfast Club producer, and Ell Henry, head of American's Chicago flackery and the guy who dreamed up the whole thing, began a frantic search for a tree and stuff, routing a nurseryman out of bed at midnight. Even Merritt R. "Mac" Schoenfeld, assistant general manager of American's Central Division, joined in the search. Henry and Peterson eventually turned up a 25-foot pine. There were added complications when power failed in the elevator which was hoisting the tree to the 19th floor studio in the Merchandise Mart, but the Xmas pine finally was set up at 3 a.m., just five hours before broadcast time. There was still the matter of lights and trimmings. With amazing resourcefulness, Henry hurdled this obstacle by obtaining ornaments and strands of bulbs at the Sherman Hotel. It was now 4 a.m. and the tree was still untrimmed and the gifts still had to be showcased. This chore wasn't completed until 7 a.m., an hour before broadcast time. When the guests began arriving a half hour later, the Yule setting was complete. Only the summer finery of cast and audience belied an outdoor temperature in the 90's. . . . Payoff in the pre-broadcast buildup came the day before when, with Chicago's Loop simmering at 99 degrees, Bob Dryenforth, Chicago radio veteran, as Santa Claus, and Kay Christopher, Miss Photo Flash of 1945, visited the newsroom of every paper in town, delivering Yule greetings and invitations to the broadcast. . . . After the broadcast itself, Swift & Company, Breakfast Club sponsor, tossed a bacon-and-egg breakfast in the M & M Club for guests, cast and press, with Harold Swift, the big ham and bacon man himself, as one of the speakers. Cracked Harold: "This is quite a treat for me. It's the first time I've had any bacon in quite a while."

Chicago

☆ ☆ ☆ Vivian della Chiesa, the radio and opera thrush, recuperating from a strep throat at the home of a friend in East Chicago. . . . Add newlyweds: Beryl Vaughan, Chi radio actress, and announcer Ken Nordine. . . . Beulah Karney, ABC's ace homemaker, is the dotter of a famous cowboy evangelist, the Rev. William Mullen, who thrilled crowds at the turn of the century with his wild horse taming exhibitions from New York's Madison Square Garden to San Francisco's Market Street. . . . Herb Futram, newly elected prexy of the midwest chapter of the Radio Writers' Guild, cooking up plans to put Chi on a par with New York and Hollywood as a radio production center. . . . George Watson, WBBM's veteran miker, denying reports he's leaving to join KSTP, Minneapolis. He's heading that way but only on vacation.

☆ ☆ ☆ The Hoosier Hot Shots of National Barn Dance fame, have awarded the palm for the "worst song title of the century" to their bass player, Gil Taylor. Gil's contribution is "When It's Celery Picking Time I'll Come Stalking Back to You." . . . No wonder Wayne King is a good businessman. He's a CPA—certified public account to you. . . . Vocal lovely Louise King, tall, honey-haired soprano, is the charming new addition to the WBBM-CBS vocal staff. . . . Gullbert Gibbons, as director of NBC's Today's Children daytime, always had a yon to be acting instead of directing. So-o-o-o, Gibbons ups and resigns his directing assignment and this week was happily playing the part of Marc Dixon in the serial. . . . Vox Poppers Parks Johnson and Warron Hull end their vacations next Monday when they resume their CBS broadcasts, with the first one originating from Chi. Parks and Warron will interview railroad workers who are helping to handle troops and material now being redeployed over seven transcontinental lines to West Coast ports.

☆ ☆ ☆ Tommy Dorsey records for LANG-WORTH

SAN FRANCISCO

SOMETHING new in rehabilitation work for wounded and blind service men was started with the airing of the first production of the radio workshop at Dibble General Hospital in Menlo Park over KSFO July 27th. In the half-hour production titled "The Thunder Rolls in Heaven" the entire cast was made up of blind and disabled veterans, each of whom had to carefully memorize his part. It was the first time that radio production work had been used as an outlet in rehabilitation work for blind and handicapped service men.

Newest member of the KPO-NBC announcing staff is Franklin Evans, for three years chief announcer at KYW, Philadelphia, and formerly with WDNC, Durham, N. C., and WSAY, Rochester.

Dr. Harrison E. Summers, manager of the public service division of the American Broadcasting Co. addressed three sessions of the KFBK Radio Summer School recently in Sacramento.

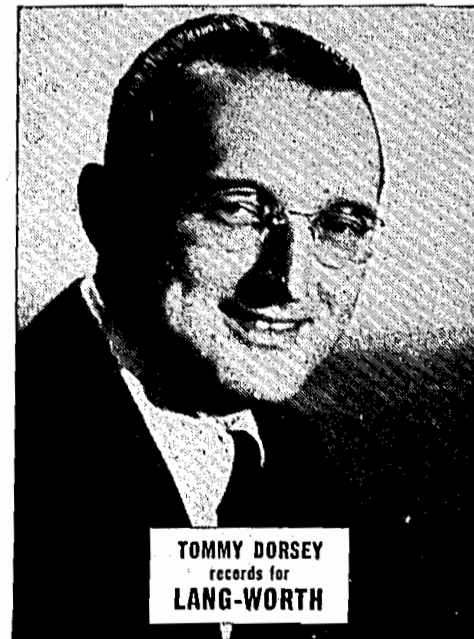
Gertrude Lawrence gave to Dorothy Rankin, for broadcast on the KPO Woman's Magazine, her prize letter from a serviceman who enjoyed her overseas camp show. The soldier wrote "Dear Trouper—Thanks for the spanking on the bottom like mother, the kidding like sister and the straight-arming like the girl friend. That's Applied Art!"

Austin Fenger, KSFO's News Editor, was asked to address the meeting of Public Relations Officers of Army Hospitals from eight western states on the subject "Radio and the Public Relations Officer."

KGO veteran Ann Holden moves her program to the 3:30 to 4 p.m. spot starting August 6th.

To Feature Romberg Music

Phil Spitalny and his Hour of Charm orchestra will feature a half hour of Sigmund Romberg music during his broadcast on NBC, Sunday, Aug. 5.



TOMMY DORSEY
records for
LANG-WORTH

— Remember Pearl Harbor —

Technical Committee Suggests FM Policy

Washington Bureau, RADIO DAILY
Washington—Return to the FCC's original first proposal of channel separation in the ratio of two to one on adjacent channels was the only major change in the revised standards for FM engineering practice presented at the FCC's second engineering conference yesterday by the subcommittee appointed at the July meeting.

The two-to-one ratio makes more channels available, which the Commission favored, but opposition from equipment manufacturers at the previous conference was so strong that the committee had proposed increased separation, from a two-to-one to a three-to-one ratio on adjacent channels. No change in the proposed separation ratio of ten-to-one on the same channel was suggested. While this change would mean a few less channels available for allocation, the committee felt it desirable because of the elimination of interference.

The return to a two-to-one ratio will mean that more stringent selectivity requirements must be met by equipment manufacturers, according to Cyril Braun, FCC engineer.

Most important of the conclusions reached by the engineers subcommittee and approved at the meeting, was that stations should be required to apply a signal strength of 50 microvolts within their allotted service areas.

Ask Station-Protection

This regulation was the subject of much discussion at the earlier meeting, as a result of which the committee recommended yesterday that wherever possible stations be protected to a signal strength of 20 microvolts, which, practically speaking, extends the service area of stations outside high-interference areas.

A reduction in the area required to "profile graph" for determination of service areas was also advocated. The committee suggested reduction of this requirement to 10 miles from the transmitter. The previous suggestion was that a complete graph to the projected contour be required.

Some of the performance requirements originally proposed were liberalized in the committee's plan.

Only regulation over which there was still considerable controversy was the question of standardization of polarization. The committee proposed standard requirements of horizontal polarization. Most of the equipment manufacturers' engineers heartily supported this proposal but independent engineers felt that the matter should be left open until more data on performance is obtainable.

Full FM Rural-Area Service Espoused By Maj. Armstrong

(Continued from Page 1)

primarily that FM was recently allotted higher frequencies," said the major, "and I cannot understand why regulations which will have the effect of curtailing rural coverage are now being considered."

Allocation of television band 6 to FM along the Atlantic seaboard was suggested by the officer as an answer to the problem of insufficient channels for the congested Maine-to-Virginia area.

Proposed use of directional antennae on rural stations to avoid invasion of metropolitan districts was attacked by the Major, who explained that the effect would be to cut off as much as 50 per cent of the potential service area of a station serving rural areas primarily just to avoid interference with the coverage of metropolitan or community stations, to whom they would offer no substantial competition, anyhow, if the local station has any kind of program appeal. A more satisfactory solution of the problem of technical interference by high-powered rural stations would be through the use of "jammers," he said.

Endorses Demars Testimony

As further assurance of adequate rural coverage, Armstrong recommended allocation of high-powered frequencies on the lower part of the band to rural stations.

Armstrong endorsed the testimony of Paul Demars that limitation of antennae height, as proposed by the Commission for community stations, is undesirable. The desired limitation of coverage area can be better achieved by regulation of power, he said.

Questioned as to the length of time required for changeover to the new FM frequencies, the Major estimated eight months, but said this was dependent in part on development of a

and until equipment now in use adapted to vertical polarization is ready for replacement.

The conference ended yesterday, leaving final decision in the hands of the Commission.

A similar conference on television standards will be held today. Subcommittees on equipment and allocations will present their proposals for discussion at this meeting.

new high powered tube. He suggested that no time limit be set now. He also opposed limitation of FM to 8,000 cycles, except as an interim measure.

Asked by Chairman Paul Porter if the first new FM will have to be built to receive both bands, Armstrong said this would certainly be necessary for sale in the New England area and he saw no objection to two band sets for all parts of the country if manufacturers and retailers explain their purpose to the public and advise the individual buyer what he needs.

Armstrong approved the plans for community stations, but favored granting them up to 250 watts power instead of the 50 watts specified by the Commission.

In an exchange with Chairman Porter as to the influence of an FM "Czar Petrillo" on the labor costs for original programming and the degree to which fear of Petrillo has stiffened industry opposition to the FCC proposal, G. Richard Shafto said, "Petrillo has been a very minor influence."

Richard G. Evans president of the Scranton - Wilkes - Barre - Pittston Broadcasting Company, a corporation in which 90 per cent of the stock is held by instructors connected with the Pennsylvania Department of Education, said newcomers to FM want no protection. The networks will "come hollering to the Commission saying the newcomers have given them the hotfoot" in a few years, he said, if the Commission just lets everyone compete on the same basis.

Alleges Discrimination

The anthracite region, Evans claimed, has been discriminated against in AM broadcasting by poor power and frequency allocation. They were given what he calls the "tweet" frequency—and because, he said, by and large their territory is not "pay dirt" for advertisers. He objected to what he called "the use of the retail cash register as the primary yardstick by which service areas are determined" in the Commission allocation plans.

Unlimited program duplication, favored by most of the witnesses, was blasted by Evans, who said it would "retard growth of FM—encourage squatters and discourage builders."

First CHOICE OF NEWSPAPERS

In 1944 WRC was the only station used by all four Washington newspapers. WRC still has the largest total appropriation.

FIRST in WASHINGTON
WRC
Represented by NBC SPOT SALES

AVAILABLE
Experienced script writer and originator of network shows open for executive position in radio which calls for creative ability, writing and sales presentation, heavy advertising agency background. Write
RADIO DAILY, Box 199
1501 Broadway New York 18, N. Y.

exclusive!
WIBG
990 ON YOUR DIAL
Athletics and Phillies HOME GAMES
PHILADELPHIA

Program Parade

COLUMBIA PRESENTS CORWIN—CBS. Sustaining, Tues. 9-9:30 p.m., EWT. Somehow or other this reviewer prefers Corwin in a straight dramatic sequence that seems to make sense in faster time, than the allegorical, or fantasy type of stuff. Tuesday's story of a soldier on furlough who visits the girl friend only to become jealous and doubtful, seemed within reason even if it did leave a logical conclusion. It put over the point that the gal left at home has a right to engage in a worth-while cause even if it does entail working closely with an ideological Congressman, or anyone else.

★

IT'S A HIT—American. Saturday, 2:30-3 p.m., EWT. Coming out of Chicago, this quiz has really nothing to do with baseball excepting that such terminology is used in scoring the points or money won. Thus a question that is a base hit goes for a dollar and a two bagger or home run is progressively more money. Plan is to pit one local high school class of students against another and the rivalry makes for a lively audience. As a Saturday program when school children are at home, it makes a pleasing little show.

★

"DATE WITH THE DUKE"—American. Saturday 5 p.m., sustaining. Full hour of Duke Ellington's lilting rhythms produced in the interest of the Treasury Department's war bond sales. Ellington at his best doing piano solo passages of a medley of his own compositions. First rate popular dance music that had a Hartford audience of bobby-sockers shrieking with joy.

Chicago Station Offers Notre Dame Games

(Continued from Page 1)

Harm, station sales manager. Games start on September 29 with Notre Dame playing Illinois and series closes on December 1 with a game with Great Lakes Naval Training school at Great Lakes, Ill.

Ann Kullmer To Conduct Symphony On American

Ann Kullmer, American-born violinist and conductor, will take over the baton on the "Saturday Symphony," August 25, when the American Broadcasting Co. orchestra is heard in another of its series of weekly concerts via WJZ-ABC 4-5 p.m., EWT. She will be the first women conductor to preside over the organization.

WANTED—PRONTO

Secretary for writer. Shorthand and typing. Radio Exp. Write in first letter salary wanted. Must have no allergy to work. Write Box No. 196, Radio Daily, 1501 Broadway, New York 18, N. Y.

★ AGENCY NEWSCAST ★

STEVE MUDGE of the D'Arcy Advertising Company, New York, and for many years connected with trade publications and radio networks, will become associated with the Vendo Company of Kansas City, Mo., manufacturers of vending equipment for Coca-Cola in bottles, with headquarters in New York. For the past several years, he has been handling the "Spotlight Band" programs, sponsored by Coca-Cola, for the D'Arcy agency.

WHEELING STEEL CORPORATION has appointed Newell-Emmett Company, New York, as advertising and merchandising counsel for Wheeling Steel and subsidiary companies, succeeding Critchfield & Company, who has had the Wheeling account since 1925.

H. A. MITCHELL, vice-president and director of McCann-Erickson Inc., left yesterday via clipper to visit the agency's London and Paris offices. He will spend some weeks in Europe surveying general business and advertising conditions and discussing advertising plans with the agency's clients abroad.

Paramount Returns Tieup With Network Programs

Paramount Pictures' One Third of a Century celebration will have the co-operation of a dozen coast-to-coast radio programs to promote the event and the films released by Paramount during this period. In some cases Paramount stars will appear on the shows. Period is August 26 to Sept. 29.

Several Paramount stars with their own programs off for the summer, will appear on programs before their own season starts. Shows that are co-operating include "Vox Pop," on CBS; Lux Radio Theater, also CBS; "Breakfast in Hollywood" on the American, while special Hollywood programs have also been set.

Special Rehabilitation Play Now In 10th Week At KDYL

Salt Lake City—Now in its tenth week, "The Road Back" sponsored by the Granite Furniture Company of Salt Lake City, Murray and Provo, is attracting wide attention for its story of how the Army's wounded men are traveling the rehabilitation road back to civilian life.

The program presented each Thursday at 9:45 p.m. features interviews with men from Bushnell General Hospital at Brigham City, 60 miles north of Salt Lake City.

Script for the show is prepared by Ned Lynch of the KDYL production staff and Charles Barrington handles the interviews. The men tell briefly about their battle experiences, and interviews with doctors and other

DAVID C. SPENCER has just been appointed director of public relations of Associated Broadcasters, Inc., and for the Universal Broadcasting Company, San Francisco, according to an announcement made by Ray V. Hamilton, executive vice-president of these companies. The Associated Broadcasters is the licensee of station KSFO, San Francisco, and the international shortwave stations KWID and KWIX, currently programmed by the United States government. Universal Broadcasting Company is a new network which began operations April 15th this year and links the markets of San Francisco and Los Angeles. Spencer takes over the public relations position after 15 years' service with the Federal Bureau of Investigation.

F. H. PETERS has been named advertising manager of the Frigidaire division of General Motors.

ARNOLD R. DEUTSCH has resumed his post as head of Deutsch & Shea following his return from overseas service, where he was chief of production and distribution in the publications section of the psychological warfare division, SHAEF.

Hollywood Directors Guild For N. Y. Group's Move

Hollywood—Radio Directors Guild of Hollywood adopted a resolution this week in support of the New York Chapter's recent affiliation with the American Federation of Labor. The resolution stated: "Be it resolved that the members of the Radio Directors Guild of Hollywood are in complete sympathy and understanding with the aims and proposals of the New York chapter and in strengthening the collective bargaining position of the group in New York and nationally."

Will Feature Understudies

Understudies from Broadway musical hits will be featured with Jean Tennyson, star of "Great Moments in Music," during her CBS series on Wednesday at 10 p.m. Miss Tennyson's first guest will be Doreen Wilson of the "Song of Norway" cast.

officers at the hospital help round out the reconditioning story.

One aim of the show is to acquaint the public of its responsibility of meeting the wounded men casually and making them feel at ease, and to describe the vocational training work being done by the armed forces for their wounded. Commentary and dramatic sketches interspersed between the interviews tell what sort of work the men are being fitted to do and of the successes some of the men already discharged from the hospital are enjoying in their return to civilian pursuits. Notable among these is the bilateral arm amputee who is driving a taxicab.



Homer F. Bill, recently discharged from the Army via the point system, after 18 months in the European theater of operations, is now a member of the technical department at WSPR, Springfield, Massachusetts. Bill resides in Ludlow with his wife and infant son.

★

Among servicemen soon to return to the KUTA, Salt Lake City, Utah, staff are Marshall Small and Paul Alexander Marshall who has been herding a B-2 over Italian and German territory, completed 39 missions and was shot down over Yugoslavia where he served with troops of Tito. Paul was a Shock Trooper in the New Guinea campaign and weathered the entire South Pacific campaign.

★

Ray Schaub is a new member of the WJR engineering department. For the past two years he was a flight test radio operator of B-24's at the Ford Willow Run plant. He was previously with WXYZ.

★

T. Eugene Duffy of White Plains has been appointed sales director of WFAS that city. Duffy was display advertising manager of the Reporter Dispatch there before going into the Army 27 months ago. He has been honorably discharged. John F. Sloan has recently joined the WFAS sales staff, after release from Army service.

★

WFAA and KGKO, Dallas, Texas, have welcomed their first returned veteran. He is Major Jim Hill Speck, who has resumed his duties as transmitting engineer.

★

Leonard D. Meyers, who for the past seven months has been on active duty with the U. S. Navy, has returned to his post as staff writer in the NBC press department. Meyers joined NBC in 1942, entered the Navy Dec., 1944, and received an honorable discharge early last month.

RADIO DAILY, as a gesture to honorably discharged servicemen and women, offers free position want ads to those seeking employment in radio. Only restriction is that the copy be limited to 25 words or less.

Honorably discharged veteran of four years with the American Rangers in Europe seeks position as writer or assistant executive in radio station or advertising agency field. Write: Radio Daily, 1501 Broadway, New York City, Box No. 12.

Renew News Program

Maltex Cereal has renewed sponsorship of C. F. McCarthy's Sunday news period over WEAJ (11:30-11:45 a.m.). The 52-week contract is effective Sept. 2. Samuel C. Crott Co., Inc. is the agency handling the account.

PROMOTION

Capital Promotion

WOL, Cowles station in Washington, D. C. has issued new literature by way of promotion and to assure the folks that "Washington Is Here to Stay." This is not set down in facetious manner but as a reminder that the nation's Capital will be just as important a market after the war as it is now.

A four-page folder, new members of the station's staff are listed with photographs plus short biographical data or outlines of the background of the staffers. Booklet is also being sent out entitled, "Washington After the War" and is by Frank C. Waldrop, writer for the Washington Times Herald, a reprint from that paper.

Jobs For Vets

WOOD, Grand Rapids, Mich. as a feature of its public service programs is presenting "Jobs For Vets," Tues. 9 p.m. with Ted Brink, who has just returned to the station's announcing staff after being discharged from the army. Four returned servicemen are interviewed on each program. Two-fold aim is to find employment for the veteran and to acquaint the listeners with the problems faced by such servicemen. Special writer and producer are used on the program.

KYW Huge Turnout

First roll call of listeners to KTW's early morning "Musical Clock" program brought out more than 10,000 to the Willow Grove amusement park on July 25. In all there were 20,000 present to hear the program conducted by LeRoy Miller. It is now planned by the Philadelphia Westinghouse station to make the get-together an annual event of listener attendance. Guests were attracted from more than 100 miles and prizes were many, covering the oldest participant to the youngest. Outing was one of the first for radio fans since the start of the war.

Ad Council Eyes Plan For Postwar Services

(Continued from Page 1)

media, will continue a modified plan of that being used now for full co-operation with the government and its agencies.

It is pointed out that the "future welfare of business and advertising is interlocked with the future welfare of the American people," and the proposal asserts the need for a continuing public service program. This need "will not end with the last shot being fired," is the contention of the Council, and many post-war problems will be as serious as those faced during the war.

Some Drives to Stay

Proposal indicates that some of the current campaigns in which advertising is playing an important role, will continue into the post-war period. Among these is the fight against inflation, problems of returning veterans and the need for international co-operation. Council's board of directors spent many weeks studying the problems likely to confront the nation at the end of the war, and concluded that there are at least 20 areas of major national importance where advertising should help perform a valuable informational job.

Details of the plan will be released when approved by the Council's sponsoring groups. These include radio networks and stations, agencies, newspapers, magazines and other media.

Fact that the post-war plan is being blue-printed now should not be interpreted to mean that the Council is relenting in its present all-out prosecution of the war-effort, Council officials state. "As long as the war with Japan lasts" the Council's efforts will be toward speeding the day of final victory. However, the fact that the line of demarcation between war and post-war will be blurred rather than a clean cleavage, it is deemed necessary to set up the plan now instead of waiting to the point where advertising may demobilize itself from the national service at the war's end.

MBS Appoints Grindlay To Talent-Program Post

(Continued from Page 1)

as traffic manager of "The Army Hour" on NBC. Her outstanding work on this show brought her recognition from Secretary of War Stimson who awarded her the highest civilian honor, the Exceptional Civilian Service Award.

Prior to her association with the War Dept. Miss Grindlay served as studio assignment manager of NBC from 1929 to 1940. At that time she was appointed office manager of the production division.

Salute To Veterans

Guy Lombardo's first "Musical Autographs" program from Hollywood on the American network next Tuesday at 9 p.m., EWT, will feature a musical salute to Torney General Hospital in Palm Springs.

New Contracts Signed By WOR For Fall Shows

(Continued from Page 1)

as of that time. Additional time sold includes various announcements on participation shows.

Four sponsors new as of the coming season are: Grove Laboratories, Inc. to sponsor WOR's "Man on the Street," Monday, Wednesday and Friday, 6:15-6:30 p.m. for 26 weeks effective Sept. 10. Agency is Russel M. Seeds, Chicago.

Dog-Food Show Returns

June Dairy Products, Inc. will sponsor "Show Shop," conducted by Walter Preston, Sunday 12-12:30 p.m. Contract for 52 weeks is through A. W. Lewin Co. Starts Sept. 23.

Hartz Mountain Bird Food and Dog Yummies, returns its Canary Pet Show, recorded 1-1:15 p.m. Contract for one year is through George G. Hartman Co. Starts Sept. 30.

Paul Schubert news analyst will be sponsored six times weekly beginning Sept. 5. Barbasol Co. sponsors Monday, Wednesday and Friday; Seeck & Kade, for Pertussin, cough remedy, sponsors Tuesday, Thursday and Saturday. Contracts for 52 weeks are for time sked yet to be set. Both contracts are through Erwin, Wasey & Co.

"Guess Who," sponsored by Sheffield Farms Co. Saturdays 7-7:30 p.m. is renewed effective in the fall. Agency is N. W. Ayer & Son.

Tele In N. Y. Schools Via Tie-Up With NBC

(Continued from Page 1)

at the WNBT studios. First series of programs will be in the field of science and the initial show will deal with television itself.

Pupils in the junior high school levels ranging from 13 to 15 years of age will attend under the supervision of Associate Superintendent of Schools, Elias Lieberman. Dr. Lieberman and Wade and Royal have completed a series of conferences in this respect.

Wide Benefits Seen

Both Wade and Royal stated that the advent of tele in the New York schools would prove of benefit. Wade added that the experiment would be a major educational project during the new school terms. Royal said in part, that the educational value of television would not become a step-child but that it should grow up equally with the development of other phases of the art. Leading scientists will be invited to take part in the move.

Entertaining Veterans

Eight members of the WHN "Gloom Dodgers" cast will entertain wounded GIs from Halloran Hospital on a boat trip to Playland, Rye Beach, today. Eddie South "the dark angel of the violin," pianist-singer Una Mae Carlisle, "Los Panchos" the Latin American trio. Kay Stevens Don Albert, and Comic Morey Amsterdam will make the trip after their WHN air show.

EQUIPMENT

Westinghouse Appointments

Appointment of H. B. Leidy as manager of the Middle Atlantic district manufacturing and repair department of the Westinghouse Electric Corporation was announced by H. F. Boe, president. Mr. Boe also announced that R. J. Miller, who has been acting manager of the department, has been transferred to Emeryville, Calif., as assistant manager of the Pacific coast district and that H. E. MacArthur, formerly foreman of the Newark, N. J. plant, has been made manager of the Huntington, West Virginia branch.

Indiana Distributor

The A. B. Gray Company of Fort Wayne, Indiana, headed by A. B. Gray, veteran wholesaling and retailing executive, has been appointed to handle the forthcoming line of Bendix radios in northern Indiana. Post-war plans of the new distributor include the addition of a South Bend branch and warehouse.

Central Ohio Distributor

American Sales and Distributors, Inc., Columbus, has been appointed distributor in central Ohio for the forthcoming line of Bendix AM and FM radios and radio-phonograph combinations it was announced by Leonard C. Truesdell, general sales manager for radio and television, Bendix Aviation Corporation's radio division.

New Hoffman Appointment

D. D. Spence, public relations manager for the Hoffman Radio Corporation in Los Angeles, the past four months and previously with Firestone's western division as branch manager for 20 years, has been appointed manager of the new Hoffman Plant No. 5.

1

CHOICE
IN
CHATTANOOGA
IS

WDDO

20th YEAR

CBS

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

First IN (1) AUDIENCE
(2) PUBLIC SERVICE (3) RESULTS

KNOW YOUR ABC'S about KOA

KOA's daytime "area of influence" is something more than a city . . . more than a county . . . more than a state. It's a land in itself . . . covering four states . . . 67 counties.

No wonder KOA's FIRST!

FIRST in DENVER

KOA

50,000 watts 850 KC

Represented by NBC SPOT SALES

★ ★ ★ COAST-TO-COAST ★ ★ ★

— ILLINOIS —

CHICAGO—Fred Willson, associated with radio for over two years, became a member of the sales staff of WJJD last week. . . . WJJD's director of women's programs, June Merrill, will be featured in H. A. Spanuth's film short, "Woman Speaks" series, which will be shown in motion picture houses, women's clubs, and at receptions and private gatherings.

— MASSACHUSETTS —

BOSTON—Cedric Foster, Yankee and Mutual network news analyst has returned from a 24,000-mile trip through the Pacific War Theater. He lost 24 pounds during the rugged trip and was accredited to both the Army and Navy. . . . **WORCESTER**—Result of the British general election was brought to WTAG listeners direct via BBC shortwave programs which the outlet picked up and aired at intervals. Bulletins were heard at station breaks from the news assn.

— INDIANA —

INDIANAPOLIS—Frank Edwards, WIBC news commentator, has returned from a visit to the Evansville Army Ordnance plant where he obtained stories for the station and Indianapolis News on the new M-74 incendiary bomb, which he had dubbed the "Hoosier Hot Shots" . . . Program director Ed Mason of WIBC arranged extensive pickups last Sunday for the 38th anniversary celebration of the AAF. Gov. Ralph Gates, Mayor Robert Small and General William A. Old, were among those who participated in the program. . . . **FORT WAYNE**—"Oregon Rangers" are the latest addition to the WOWO "Hoosier Hop" program. It is a new act and will be heard daily in the morning plus the show which is fed to the American Broadcasting System on Saturday night.

— FLORIDA —

MIAMI—Acting on the suggestion of James M. LeGate, WIOD general manager, all stations have agreed to withhold news of major city fires, traffic emergencies and disasters until danger from gathering crowds at the scene is past. . . . Lieut. John Webber of the Miami police traffic division is being heard over WIOD in two five-minute programs weekly. He discusses general public safety.

— CALIFORNIA —

LOS ANGELES—KECA yesterday inaugurated a new idea in keeping its audience up-to-date on the happenings at American Broadcasting System and the station itself. It is a new program entitled, "Sightseeing with American with Aunt Sarie." . . . "Aunt Sarie" who is Sarah Wilson, will visit the top programs of the station and network and in country-style will let the listeners in on what's going on. . . . KFI has a new show started the past week which has a war-bond prize tie-up. Program is entitled, "Phonocord Family Party," a combination of two "families," one from West Virginia and the other from Oklahoma.

— IOWA —

OTTUMWA—"Wings of the Navy," a half-hour variety program spotlighting Navy heroes and talent on duty at the Naval Air Station here, has started on KBIZ, Mutual outlet. Program is written and produced by Kevin Sweeney, USNR, air station public information officer. . . . **DES MOINES**—New employees at KRNT include Jack Landis, engineer; also Francis Harr, the same. . . . Funk Hybrid Corn producers have bought the Ben Adams Family for Saturdays at 12:15 p.m. . . . Younkers department store has replaced the Betty and Bob series with Easy Aces, daily at 1:15 p.m.

— CALIFORNIA —

SAN FRANCISCO—Barbara Tate of KPO's women's column, "Through a Woman's Eyes," sponsored by Golden State Milk Company, was presented recently with a citation by the Victory Advertising Committee of the Advertising Club. . . . Winners of the 7th War Loan contest conducted by KPO employees which rolled up \$3,200 in purchases, were Gwen Dunn of traffic, Floyd Farr, chief announcer, and Bert Silen, director of news and special events.

— UTAH —

SALT LAKE CITY—Cloyd W. Anderson has joined KALL as chief operator. He was formerly at KTFI, Idaho Falls. KALL begins operation in September as a Mutual affiliate and key outlet for the Intermountain Network. New accounts include a heavy spot order by Excelcis Cosmetics, calling for 10 spots daily for 100 days. . . . Recent additions to the staff of KUTA are Bill Willar and Bill Delmar. Jim Muse is a newcomer in the sales and publicity departments.

— WASHINGTON —

YAKIMA—Tis said that Beverly Brown, new musical director at KIT, has brought something of the old South along with her. . . . Lt. Chuck Foster, former KIT newscaster, dropped in at the studios the other day for a visit. . . . New accounts on KIT include Killingstad Brothers, Pacific Fruit & Produce, A. G. Homan and Jim Willet. . . . **SEATTLE**—Janice Swan, formerly with KPO, is new to the KIRO writing staff. . . . New additions to traffic are Barbara Bissell and Joyce Ross.

— MINNESOTA —

MINNEAPOLIS—Richard Stockwell, WCCO's associate news editor, has just been named the recipient of one of the 1945-46 Nieman Fellowships for Journalism at Harvard University. Stockwell, who has been associated with WCCO since 1943, is the first winner in the country to be chosen from the staff of any individual radio station and he is the second radio news winner. First was Leigh White of CBS.

— TEXAS —

SAN ANTONIO—The Duncan Coffee Co., is sponsoring the "Adventures of Boston Blackie" for a half hour each Wednesday by transcription on KABC. . . . Rush Hughes' "Song and Dance Parade" is being aired over KSTA on Mondays through Fridays for a full half hour. . . . Bud Lutz, passing out the cigars, at KTSA where he is merchandising manager on the arrival of a baby girl. . . . KONO is airing "The Wildroot Cowboy Jamboree" for a quarter-hour daily Monday through Saturday. Programs air the outstanding cowboy and cowgirl artists and their music.

— MISSOURI —

KANSAS CITY—KCMO has mailed a collection of transcribed network shows to the O'Reilly General Hospital at Springfield. This is the second time this year outlet has been able to furnish soldier-patients in convalescent training centers with such entertainment. First ET's went to Station Hospital at Pratt Army Air Field. . . . **ST. LOUIS**—Bob Holt, formerly of KTUL has joined the KXOK production staff. . . . Harry Caray, sportscaster, is a proud papa for the second time. . . . Dorothy Adams has been added to the program department as a newcomer to the business world.

— INDIANA —

FORT WAYNE—New Program director for Farnsworth WGL is Jim Westover, formerly chief announcer for the station who took over from Paul Roberts. . . . Mrs. Frank J. Roemer has been named new continuity supervisor. . . . **INDIANAPOLIS**—Amusing but confusing is the popularity of the name Virginia around WIBC. There's Virginia Byrd, staff organist; Virginia Richardson, music director; Virginia Brown, the "Molly Star" and Virginia Sampson, receptionist.

— MISSISSIPPI —

CLARKSDALE—The new WROX studios in the WROX building feature perfect sound control, large audience studio, speakers' studio, announcer-control room, lobby, business office and office of the manager, David M. Segal. . . . Norbert Duevel, new radio from the Beck School in Minneapolis, has joined WROX as an announcer. Paul Able is leaving the announcing staff to return to the Eastman School for Music in Schenectady. . . . **TUPELO**—It's a boy at the Gene Tibbett's. Gene is WELO station manager. Same applies to the Bob Evans, who holds the post of WELO sales manager.

— NEW YORK CITY —

NEW YORK—Carol Stone, now appearing a Broadway play, will substitute for her sister Paula as conductor of the "Hollywood Digest" program over WNEW. Paula left last week for the Coast on a combination vacation and business trip. . . . Mrs. Henry Guthrie, Jr., director of the Victory Garden Division, CDVO, has cited the WHN program "For Women Only" for its co-operation with the organization's Victory Garden program. . . . "New Yorkers at War," reporting on the activities of local G.I.'s overseas will be heard on WMCA, Monday, August 6 at 7:45-8 p.m. . . . WHOM and WLIB are among the local stations paying tribute to the late Ernie Pyle's birthday on Friday of this week.

**RICHMOND
COVERAGE
AT
PETERSBURG
RATES**

WIRE or WRITE

WSSV

Petersburg, Virginia



Send Birthday
Greetings To—

August 2

Bob Burns
Clark Ross
Jim Berry

John Kieran
Mary Eaton
Jim O'Bryon

ARE YOU LOOKING
FOR A NETWORK WINNER?

Investigate

QUIZZER-BASEBALL®

The popular audience participation quiz session that pitches questions of general family interest to the exciting tempo of our National pastime.

Now in Its
433rd

Consecutive Sponsored Broadcast
On KFJ — Wichita, Kansas

Represented by

H. S. Goodman
19 East 53rd St.
New York, N. Y.

M. M. Mendelsohn
Transportation Bldg.
Chicago 5, Illinois

EDD LEMONS
WKY's Farm Reporter talks with, and to, Oklahoma farm folk every day; has received citations both from Variety and The Billboard.

WKY
OKLAHOMA CITY
The Katz Agency
Representative

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 24

NEW YORK, N. Y., FRIDAY, AUGUST 3, 1945

TEN CENTS

Tele Report Set For FCC

AVCO Buy Of Crosley Approved By The FCC

Washington Bureau, RADIO DAILY
Washington—Sale of Crosley properties including WLW, Cincinnati, to Aviation Corporation for about \$22,000,000 was approved yesterday by the FCC. The commissioners reported a vote of four to three following oral argument by the Crosley lawyer, Mike Patrick, and the AVCO attorney, H. Preston Corsen. Commissioners Wallen, Wakefield and Durr dissented.
The Commission's announcement approval included the statement
(Continued from Page 5)

New Series of Programs Offered America by BBC

American broadcasters are being offered a new series of programs, "They Lived to Tell The Tale" by the BBC. Series deals with the adventures of men and women who went on secret missions and experienced narrow escapes in the European war. The programs are produced in London by Brigid Maas and edited by Robert Barr, one of the BBC war correspondents in the European theater.

Teen-Ager Show Sold To Sponsor On NBC

Talented teen-agers coming from all parts of the country will be featured on a new NBC variety show called "Teentimer Canteen" which starts on the web August 25 at 10 p.m., EWT, under sponsorship of
(Continued on Page 2)

Test A La Carlin

Phil Carlin, Mutual vice-president in charge of programs decided the other day to find out if people really worry about missing certain programs. Without advance notice WJRO, Aberdeen, Washington, was requested to omit the program "Queen For A Day." Listener reaction aimed at the station was plenty indignation-minded. Now Carlin will try it again and make sure.

Rainmaker?

Boston—On next Tuesday E. B. Rideout, WEEL's meteorologist, will celebrate his twentieth anniversary of forecasting New England's weather. He has been under continuous sponsorship for 20 years, one sponsor having been with him for 12 consecutive years. During the entire 20 years the only time Rideout's voice has been silent was during the recent war blackout on weather reports.

Tulsa Broadcaster Donates FM to "U"

Tulsa—Gift of an FM transmitter, towers and control board to the University of Oklahoma by W. G. Skelly, owner of KVOO, Tulsa, was announced yesterday by Dr. C. I. Pontius, president of the school.
The donation of the FM transmitter, to be installed in the new radio building recently announced for construction
(Continued on Page 5)

Feiner Given New Post With CBS Television Dept.

Ben Feiner, Jr., program assistant for WCBW, CBS television station for the past 15 months has been named assistant director of television programs, Worthington Miner, manager of CBS television programs, announced yesterday. Feiner will concentrate on the development of new program ideas. Currently, he produces and directs "There Ought to Be A Law" and "Opinions on Trial" on WCBW.

Radio Breaks News Summary Of Potsdam 'Big 3' Confabs

Newsrooms and special events departments of networks and stations were galvanized into action yesterday afternoon following the flash from Washington that a six-thousand word summary of the Potsdam conferences of the Big Three would be released simultaneously in various capitals throughout the world. Originally

Engineers Committee Agrees Generally With Commission On Allocations; Channel #1 Change Asked

Farnsworth Interests Acquire Halstead Co.

Through a deal consummated with Halstead Traffic Communications Corporation yesterday, Farnsworth Television and Radio Corporation enters the post-war field of transportation communication and control. Farnsworth acquires all the assets of the Halstead Company including patents relating to railway and highway radio communications.
Headquarters of the Halstead Company
(Continued on Page 3)

Raytheon Gets FCC Okay Of Mountain Transmitters

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday approved the application of the Raytheon Co. for permission to operate an experimental portable transmitter from eight western mountain tops as part of the experimental work incident
(Continued on Page 3)

Renewals and New Biz Reported by Chi. Stations

Chicago—Contract renewals for Smilin Ed McConnell and his Buster Brown gang, Front Page Farrell and Just Plain Bill, were announced this week by Paul McCluer, sales manager
(Continued on Page 3)

Washington Bureau, RADIO DAILY
Washington—Discussion of FCC's proposed allocation plan and engineering standards for television at the second engineers conference on television yesterday was productive of only minor changes in the sub-committees report which will now be presented to the Commission for final determination. The allocation plan, approved in most particulars, specified that Channel No. 1—44 to 50 mc—be reserved for lower powered stations
(Continued on Page 6)

Canadian Announcers Use Portable Sets

Toronto—For the first time in the history of Canadian radio, walkie-talkies were used by CKEY yesterday in the coverage of the opening day of the Canadian Open Golf Championship at Thornhill.
Engineer Ken Smith erected a 20-foot tower with an extended antenna at a broadcast booth set up in the
(Continued on Page 3)

Named General Manager Of Watertown Radio Group

Watertown—Louis Saiff, Jr., for the past four years commercial manager of WWNY, Watertown, N. Y., has been appointed general manager of all radio properties of the Brockton
(Continued on Page 2)

"Worst Voice"

Richmond — WRNL's platter-chatter show "The Mail Bag" will celebrate its 5,000th consecutive airing Saturday night. Pvt. Bill Stell, self-christened the "worst voice in radio" will get a special leave from the Army to air the show which he originated in Petersburg back in 1935. The show draws more than 200,000 pieces of mail a year.



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

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FINANCIAL

(Thursday, August 2)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Am. Tel. & Tel., Crosley Corp., Farnsworth T. & R., etc.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists WCAO (Baltimore), WJR (Detroit).

20 YEARS AGO TODAY

(August 3, 1925)

Still reporting on its air questionnaire of last month, WLS, Chicago, says in answer to query as to how many were listening in, 700 letters were received. These were chiefly from Illinois, Wisconsin, Indiana, Iowa and Michigan and these folks reported an average of about four listening.

Coming and Going

BRADLEY R. EIDMANN, station and commercial manager of WAAF, Chicago, leaves for the home offices today following a few days in town conferring with the national representatives of the station.

JOHN THORNTON, assistant news manager of Mutual, left yesterday by plane for Stockton Springs, Me., whence he was called by the sudden illness of his wife. During his absence, John Whitmore, news manager, will produce the Saturday "Front Line Reports."

MONROE L. MENDELSON, general manager of WBAB, CBS outlet in Atlantic City, N. J., and RALPH SHOEMAKER, program director, are back at the station following a few days in New York.

J. WYTHE WALKER, head of the station rep organization bearing his name, off on a combined business-and-vacation trip to the far west.

EDDIE KASPER, president and production manager of Kasper-Gordon, Inc., program producers, and AARON S. BLOOM, director of the company's commercial department, leave Boston this week-end for Indianapolis, where they will arrive on Monday. From Indiana, they'll go on to Washington, D. C., returning to Boston on Friday.

WILLIS F. DUNBAR, program director of WKZO, Kalamazoo, has returned to Michigan after having spent the major portion of last week in Gotham.

CHET THOMAS, manager of KXOK, St. Louis, a visitor at the old stand—WLW, Cincinnati—where a decade ago he was program director and traffic manager.

VIRGINIA WADE RYDER, program director of WCED, Dubois, Pa., who spent part of last week in New York, is back at the home offices.

Named General Manager Of Watertown Radio Group

(Continued from Page 1)

way Company of that city. Mr. Saiff's appointment comes upon the heels of the issuance of a construction permit to the Brockway Company for radio station WMSA, Massena, N. Y. and was made by Mr. Harold B. Johnson, president of the company.



LOUIS SAIFF, JR.

Before entering the radio business, Mr. Saiff was associated with the advertising department of the Watertown Daily Times, owned by the Brockway Company. Since joining the staff of WWNY, he has been in charge of all sales, devoting much of his time to the national business of the station.

Will Appear On Tele Show

James Lawrence Fly, former chairman of the FCC, Dr. V. C. Arnspiger, vice-president and director of research for Britannica Films and Lennox Gray, professor of education, Teachers College, Columbia University, will be televised on the first of "The World We Live In" series on WCBW, CBS' New York television station, Tuesday, at 8:10 p.m.

Teen-Ager Show Sold To Sponsor On NBC

(Continued from Page 1)

Teentimers, Inc., dress manufacturers.

Eileen Barton and Ray Doray will be the professional vocalists on the show and music will be provided by Jerry Jerome and his orchestra. Art Ford will be master of ceremonies and Herb Sheldon announcer. Joseph S. Mansfield will direct the dramatic portions of the show and scripts will be written by Jack Wilson.

Dealers of the "Teentimer" line of dresses throughout country will run talent quest contests among instrumentalists in connection with the show. Winners will be brought to New York for appearance on the program.

Chicago Music Festival To Be Broadcast On Mutual

Annual Chicago Music Festival, sponsored by WGN and the Chicago Tribune, will be broadcast over Mutual from 10 to 11 p.m. EWT, on Saturday, August 18th. Gladys Swarthout and Lawrence Tibbett will be the featured soloists of the festival which will be held in Soldier's Field. Music will be provided by a 110-piece festival orchestra conducted by Henry Weber, musical director of WGN. Six thousand singers and musicians will participate in the program.



Official U. S. Navy Photo

Cutting a "fix"

That quartermaster on a submarine is cutting in a "fix" on the chart table. He knows exactly where he is.

And that's a mighty comforting thought to anyone anywhere... to know exactly where you are. And it's particularly true if part of your job is trying to cut a "fix" on radio time buying.

With so many wave lengths and call letters to choose from... it can get to be a muddled course.

We can speak only of one city... Baltimore... and one station... W-I-T-H.

If you want to know exactly where to buy the greatest number of listeners for the lowest cost... if you want to know exactly who gives your sales story a chance to produce...

Then you'll cut your "fix" at 1230 on the dial in Baltimore—W-I-T-H, the successful independent.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REE...

Chicago's ONLY 24 HOUR STATION W-I-N-D 560 Kc. 5000 WATTS

MUSIC has power WDAS is the only Philadelphia radio station featuring three hours of classical music daily No wonder WDAS audiences say "Thank You!"

Farnsworth Interests Acquire Halstead Co.

(Continued from Page 1)

ny are being moved from New York to Fort Wayne, Ind. In addition a key personnel of the organization including members of the engineering staff have been added to the Farnsworth personnel. William Halstead, president of Halstead Company, will serve at Farnsworth as consulting engineer on radio communications equipment and traffic control and John A. Curtis, vice-president of Halstead, has been appointed manager of the Farnsworth communications division. Halstead has developed two basic types of transportation radio equipment. One type, which uses the induction principle, does not require frequency assignment by the FCC, since the radiation is limited to a restricted area along the right of way. The other system the signals are broadcast. Systems of both types have been installed by Halstead engineers at certain Government arsenals and at major railroads to provide centralized radio control over large areas.

Widely Adaptable

The principles involved in the induction system lend themselves to various adaptations, many of which are the result of Halstead inventions and developments. In addition to facilitating the dispatching of trains and the control of traffic, the induction system provides a practical medium for the entertainment of passengers on moving vehicles.

Highway applications include the centralized control of buses and trucks and the provision of traffic signals on the dashboards of vehicles. In certain of the Halstead systems, special radio programs and spot advertising announcements will be provided for automobiles as they pass through particular areas along highways, it is reported. It is contemplated also that complete telephone service will be made available for all types of railway and highway vehicles.

Munsel On RCA Show

Patrice Munsel, soprano of the Metropolitan Opera Company, will guest on Tommy Dorsey's "RCA Show" Sunday at 4:30 p.m., NBC.

Radio Breaks News Summary Of Potsdam 'Big 3' Confabs

(Continued from Page 1)

analysis on the same 15-minute program. As it turned out Berlin's signal was too weak to be effective.

The pool was optional and NBC for one decided to use its own man on the summary, (prior to learning of the weak signal), which was a five-power sponsored release. Commercial shows were cancelled immediately upon the flash from Washington in midafternoon to cover the approximate time needed to bring on the commentators and analysts. Leif Eid from Washington did the NBC summary followed by Richard Harkness' comment also from Washington. Roy Porter for NBC in Berlin gave the reaction in that city.

Henle from Washington

American network had Ray Henle and David Wills from Washington also H. R. Baukhage and followed later with additional pickups. At 7 p.m. on the "Headline Edition" program, American put on Donald Coe with reaction from Berlin circles. American was to take pooled broadcast also, but changed its mind.

CBS which tested and found the Berlin signal unsatisfactory before the 5:30 p.m. time, started with Bill Henry from Washington; at 5:35 p.m. Edward R. Murrow was picked up from London, followed by Richard Hottelet in Berlin giving on the spot reaction and analysis, (as did Murrow) at 5:43 p.m. Bob Trout from New York analyzed the communique from the standpoint of what it means

Renewals and New Biz Reported by Chi. Stations

(Continued from Page 1)

anager of the NBC central division. The Brown Shoe Company, St. Louis, through Leo Burnett Company, Inc., renewed Smilin Ed McConnell and his Buster Brown gang, aired Saturdays, 10:30 to 11:00 a.m., CWT over 52 NBC stations, for 52 weeks, effective Sept. 1.

Front Page Farrell and Just Plain Bill, day-time serials, were renewed by American Home Products, Inc., through Dancer - Fitzgerald and Sample, for 52 weeks each, beginning Sept. 10.

"Fact and Fancy" Set

Batavia Metal Products will begin sponsorship of a new series of programs titled "Fact and Fancy" with John Harrington, over WLS for 13 weeks beginning Aug. 6. Programs will be aired six times weekly, 6:15 to 6:30 a.m. Tuesdays, Thursdays and Saturdays, and 7:15 to 7:30 p.m., Mondays, Tuesdays and Wednesdays. Contract was placed through Evans Radio Advertising, Chicago.

B. C. Remedy Company, Durham, N. C., has signed a 52-week contract for sponsorship of "First Edition News" over WBBM, 6:55 to 7:00 a.m., CWT Monday through Saturday, effective Aug. 7. Contract placed

to America. At 6:45 p.m. on the "World Today" program, John Daly from New York, Henry from Washington and Murrow from London discussed the Potsdam summary. At 6:55-7 p.m. Joseph G. Harsch, speaking from Washington on his regular show "Meaning of the News," gave further analysis of the document.

Mutual, at 5:30 p.m. picked up its correspondent Arthur Mann in Berlin, who outlined the details of the summary and then switched to Edgar Ansel Mowrer in Washington for analysis. At 7:15 p.m. a three-way

BBC Pickup

BBC, which carried an eye-witness account of the meeting between King George and President Truman at 4:40 p.m., EWT yesterday, offered all independent stations here the BBC's 10-minute summary of the communique issued at the closing of the Potsdam conference, at 5:50 p.m., EWT.

discussion was heard between Frazier Hunt and Charles Hodges here, and Bill Hillman and Mallory Brown in London, and Raymond Davies, Moscow and Mann in Berlin. At 8:15 p.m. Mutual scheduled reaction from various capitals including Berlin, London and Washington, with Mallory Brown heard from London and Mowrer and Fulton Lewis, Jr. from Washington.

Mason Takes Program Post With WIBC, Indianapolis

Indianapolis—Ed Mason, for six and one half years a WLW program executive, has been appointed program director of WIBC, Indianapolis, according to an announcement by Geo. C. Biggar, general manager of WIBC. He was associated with Mr. Biggar at the Cincinnati station. Mr. Mason will have supervision of the planning and scheduling of WIBC's 81 hours of local originations weekly.

through Harvey-Massengale Co., Inc., Atlanta, Ga.

The Ben-Gee Products Company (food products) through Newby & Peron, Inc., renewed its Tuesday-Thursday sponsorship of the Morgan Beatty news program with the broadcast of July 24. Program, which is heard Mondays through Fridays, 12:45 to 1:00 p.m., CWT, is broadcast over NBC on a local sponsorship basis. New contract is for 13 weeks.

Nate Gross Renowed

Illinois Commercial Men's Association has signed a 52-week renewal contract for the Nate Gross, Town Tattler program over WBBM, effective Aug. 19. Program is heard Sundays, 10:15 to 1:30 p.m., CWT. Contract was placed through L. W. Ramsey Advertising Co., Chicago.

Canadian Announcers Use Portable Sets

(Continued from Page 1)

greenkeepers with Joe Chrysdale and Hal Kelly handling the walkie-talkies as they followed the play. Two scouts, one for each commentator, and each provided with a walkie-talkie, were in direct communication on a two-way set-up with engineer Smith in the broadcast booth. The commentators used their sets for sending only and cues were relayed to them by the scouts. Shortwave pickup was relayed to the studios of CKEY and thence over the air.

Step Forward Seen

Professional golfers attending the match from the United States said the walkie-talkie coverage had been used at Tam O'Shanter course in Chicago and other professional meets. They regard it as a step toward more comprehensive eye witness coverage of golf and all other outdoor sporting events.

Raytheon Gets FCC Okay Of Mountain Transmitters

(Continued from Page 1)

dental to eventual setting up of the coast-to-coast microwave relay system for tele, FM and other services which Raytheon plans. Field strength measurements will be made with transmission from Mount Adams, Washington; Mounts Shasta, Tamalpais, Whitney and San Geronio in California; Wheeler Peak, Nevada; King's Peak, Utah, and Grey's Peak, Colorado.

Experimental Tele Station For Philco Is Approved

Washington Bureau, RADIO DAILY

Washington—Philco was granted an okay for an experimental tele station to operate in the 480-920 megacycle band with frequencies to be assigned by the Commission. Location is to be Wyndmoor, Pa. Philco also was granted construction permits for three experimental tele relay stations to test microwave tele relay equipment. Locations of these three stations are the areas of Washington, Philadelphia and New York.

Exclusive!

**CUBS '45
BASEBALL**

**W-I-N-D
CHICAGO**

560 Kc. 5000 WATTS

YOU ARE IN
GOOD COMPANY
WHEN YOU
ADVERTISE ON
KMPC
LOS ANGELES
710 Kc. - 10,000 WATTS
THE WEST'S GREATEST INDEPENDENT
National Sales Representative - Paul H. Raymer Company

LOS ANGELES

By RALPH WILK

GEORGE FISHER, who pilots Hollywood Whispers over KECA Monday through Friday nights, is collecting guest star autographs for service men now overseas.

Jimmie Tarantino's Cavalcade of Stars, heard on KHJ Saturday afternoons, at 2:15, is attracting a top audience for that time of day. Jimmie also writes for Knockout Magazine.

"Deliver the Goods," which has been on the air for sometime, heard on CBS (t.c.) and which is also recorded for the Armed Forces, has a different format from the old "Deliver the Goods," in that the cast each week by proxy is its foreign port. This Saturday, the port will be Sidney, Australia, and is narrated by Joe Worthy, who plays the title role of Jim Anderson. Program is directed by Charles Lewin.

Jean Carroll's husband, Cpl. Buddy Howe, arrived in town on two-week furlough from eastern camp. Actress is featured comedienne on Jack Haley's Sealtest Village Store radio show.

Amos 'n' Andy, (Freeman Gosden and Charles Correll) have returned from six weeks of entertaining hospitalized G. I.'s in France, Belgium and Germany. The two NBC stars were the first members of the season's caravan of NBC artists to leave for overseas this summer on USO camp tours.

Bob Jellison has been handed term contract for Jack Haley's Sealtest Village Store as one of the NBC show's regulars. Radio actor earned ticket as result of excellent comedy work on last three programs.

Art Baker, emcee of the Columbia Pacific Network "Trading Post" quizzer, introduced radio's first question-and-answer game show. Titled "Pull Over, Neighbor," it was broadcast from the studios of KNX, where Baker is currently carrying on with his more up-to-date quiz show.

Constance Moore, film and radio star heard on "Hollywood Mystery Time," is keeping herself right in the mood for her thrill-packed airwaves adventures. Connie is writing a whodunit novel of her own, titled: "Home Is Where the Hearse Is!"

Don Ross, KFVB publicist, checked out Friday (20) for a two-week vacation at a recluse in the San Gabriel Mountains.

Mrs. Lettye Fairly, office manager, and Mrs. Zella Cannon, organist of CBS affiliate KROD, El Paso are visiting Columbia Square on business.

Ave Maria Hour
WMCA — Sunday — 6:30
For 10 years the number one Religious drama of the Americas.
IT'S A DONALD PETERSON PRODUCTION



A Reporter's Report Card . . .!

● ● ● **WILL HAYS:** The OPA is being pressured not to expose Hollywood stars who are buying up clothing in anticipation of rationing. . . .
MARK LOEB: "Theater of Romance," which has been airing from N. Y. for over a year now, shifts to the coast in September with a new policy calling for a heavier budget and bigger screen names. . . .
FRED W. ZIV: When we referred to the general custom in the transcription field being to turn out inexpensive shows, we were speaking very generally and certainly had no intention of belittling your first-rate shows such as "Boston Blackie," "Pleasure Parade," "Easy Aces," "Kenny Baker," etc. . . .
LILY PONS: Dorothy Kirsten has just been signed by the Met. . . .
JERRY COOPER: Your lovely bride, Martha Goldthwaite, who is known from B'way to the Battery for her sensational taste in hats, received a call from Harry Conover the other day asking if she'd do a modelling job on hats. She was thrilled about it and taxied over to Sak's Fifth Ave. where she bought a new lid for 75 bucks and a pair of gloves for another ten. Then she went over to do the job—for which she got a smart \$6.50! . . .
PHIL CARLIN: Tex Fletcher, who was the Singing Cowboy on Mutual for eight years before going into the army in 1941, is back in town after four years with the infantry and looking for a singing spot. . . .
JIMMY WALKER: Sidney Solomon, who used to run the Central Pk. Casino, is peddling fire water around town now.

★ ★ ★

● ● ● **HELEN HAYES:** Just a thought for today. Have you thought of Frank Gallop as narrator for your new series? He'd be merely wonderful. . . .
CHARLIE OPPENHEIM: Nice job WOR did on the Empire State airplane tragedy coverage. . . .
MILTON BERLE: Lee Shubert is paging Nestor Chayres for a singing spot in your musical. . . .
FRANK SINATRA: Bobby-soxers shifting to the he-man type, we hear. Latest to attract the mobs is Bob Haag, who plays the lead in the Borax show, "The Sheriff" . . .
JIM WALDROP: Very clever promotional stuff you have there. . . .
VICTOR MATURE: Cesar Romero will be in civvies any day now. . . .
NANCY NORMAN: Sammy Kaye will replace your spot with a trio. . . .
LEE MORTIMER: The Sunday Mirror's mag section will be drastically revised shortly. . . .
PHIL SPITALNY: Your current Paramount bill is the finest we've yet seen you turn out. And what a riot those Mack Sisters would be in radio. . . .
GEORGE JESSEL: Tommy Manville in evidence around town again. He was at the "Marinka" opening with a gal almost his own age. No foolin'.

★ ★ ★

● ● ● **EARL WILSON:** Recently you carried an item saying that the reason Diana Lynn, Paramount star, didn't come east for a personal appearance was because she got cold feet at the prospect. The other day she dropped a note to Geo. Wolf at NBC with this classic line: "If Earl Wilson weren't syndicated, I certainly would write him a very nasty letter for saying that" . . .
JIMMY FIDLER: Your boy, Jackie Eigen, has not only been renewed on the air for the 4th year by Crawford Clothes at a healthy wage tilt, but he will also be handed three additional spots a week starting Sept. 2nd. It's Jack's crack, incidentally, that the reason Sinatra went overseas was because he wanted to prove to them that we're starving too. . . .
NORMAN CORWIN: Orson Welles will be complete boss of his new radio show in the fall, natch. He'll write, direct and produce. . . .
MARK HELLINGER: Somebody sold W. C. Fields on the idea of drinking only milk. So what happens? The guy winds up with food poisoning! . . .
MAGGI McNELLIS: A coast-to-coast sponsor has his eye on you—as who hasn't? . . .
MONTE PROSNER: Do yourself a favor and get a load of the special material Irving Kaufman, the one-man minstrel show, has prepared for his nite club debut.

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

"CLARA, LU and EM," well known former daytime series return to the air via WBBM, Monday August 5 for 52 weeks under sponsorship of Fitzpatrick Bros. (Soap) products Chicago. Program will be heard Monday through Friday 2:15 to 2:30 p.m. CWT. Russel M. Seeds is agency.

Williams Candy Co., Chicago through Audrey Moore & Wallace has purchased the full American network for its program "Famous Jury Trials" beginning Friday, August 10. At present the program is heard over 126 stations.

Morris B. Sachs amateur hour which has been aired over station WENR, American's key Chicago station for the past nine years (and also is heard on station WCFL 12:30 to 1:30 p.m. CWT Sundays) has been renewed for another year through Wade Advertising Agency, Chicago.

General Mills, sponsor of American's "Jack Armstrong" series, has purchased the 5:30 to 5:45 p.m., CWT time slot for this afternoon to announce the winners of the Piper Cub airplane contest. Business was placed through Knox Reeves. Consolidated Biscuit Company, Chicago has signed a 52-week contract for sponsorship of the "Musical Clock" program on WBBM effective August 21, the program with Russ Davis as announcer emcee is heard 7:45 to 8:00 a.m., CWT, Tues., Thurs. and Sat. Contract placed through Ruthrauff & Ryan Inc., Chicago.

Robert M. Savage is a new addition to the American Broadcasting Company's central division continuity department. Savage comes from station WMBD, Peoria, Ill.

Recent additions to the KGFJ announcing staff include Ray Bohannon formerly of KQW, San Francisco, and Roger Patrick from WGN, Chicago.

An addition to the musical department is Miss Margaret Molloy of Philadelphia.

Fred Kilian joined the American Broadcasting Company's central division production staff on July 23. Kilian was formerly a producer with CBS in Chicago.

Johnnie Neblett, head of Neblett Radio Production, is celebrating the third anniversary in the producing field and has a program on each of the major outlets in Chicago.

ARE YOU LOOKING
FOR A NETWORK WINNER?
Investigate

QUIZZER-BASEBALL
TRADE MARK

The popular audience participation quiz session that pitches questions of general family interest to the exciting tempo of our National pastime.

Now in its

433rd

Consecutive Sponsored Broadcast
On KFV — Wichita, Kansas

Represented by

H. S. Goodman
19 East 53rd St.
New York, N. Y.

M. M. Mendelsohn
Transportation Bldg.
Chicago 5, Illinois

SOUTHWEST

AVCO Purchase Of Crosley Approved By FCC—4 To 3

(Continued from Page 1)

that "the Commission was unanimous in its view that some of the problems presented by this case require legislative determination and the opinions subsequently to be issued will be transmitted to Congress with specific recommendations for new legislation." Majority and minority opinions will be released shortly.

The problems referred to are those to which the morning oral argument was addressed:

(1) Whether the public interest is served in operation of a broadcasting station by an organization whose primary business interests are in manufacturing and investments.

(2) Whether consideration of public interest can be assured when the price paid for broadcast properties is not known.

(3) Whether the public interest is served by ownership of broadcast properties by a corporation in which the principal officers and directors are non-resident in the community which the station serves and whose other duties may prevent devotion of a considerable part of their time to the broadcast properties.

No Station Valuation

Addressing himself to these questions AVCO's Corsen contended that denial of the transfer on these grounds would be beyond the Commission's present authority under the Federal Communications Act and a matter for legislative determination.

With respect to the valuation of WLW and WINS, New York, which Crosley has contracted to buy, Corsen said no breakdown of the per share price of \$39 to be paid by AVCO for Crosley stock into broadcasting and manufacturing sub-divisions could be made. He reminded

the Commission that figures were submitted at last week's hearing, giving the valuation of physical assets of the broadcasting properties calculated on the basis of replacement costs, and cost if offered for sale, and giving the income statement for the broadcasting properties for the last few years. More than this he said the companies could not do.

In answer to the question of absentee ownership, Corsen said three of the nine proposed members of Crosley's board of directors under AVCO management will be residents of Cincinnati and seven of them residents of WLW's primary service area.

As to the proportion of time and attention which would be devoted by the board to broadcasting interests, Corsen expressed confidence that broadcasting will receive ample attention. He explained that Powell Crosley, James D. Shouse, vice-president in charge of broadcasting under Crosley ownership, and Robert E. Dunville, manager of WLW, will remain on the new board of directors, as will two other members of the old board.

Corsen and Patrick further argued that a hardship would be worked on Crosley and possibly on his family and employees at his death if he were prevented from selling to AVCO, which he regards as a responsible successor.

Warns of Precedent

The point was made that if the sale were denied on the ground that the principal interests of AVCO are in other fields, the Commission, to be consistent, would have to withdraw the licenses of many stations now held by such companies as Westinghouse or Bamberger.

Finally the lawyers said that they had been told by the directors-to-be of Crosley under AVCO operation that, if found necessary by the Commission for approval of the sale, they would segregate the broadcasting property into a separate company, but that such a requirement would increase their taxes and complicate their operation.

Approving the sale unconditionally were Chairman Paul Porter and Commissioners Denny, Jett and Wills.

RADIO DAILY, as a gesture to honorably discharged servicemen and women, offers free position want ads to those seeking employment in radio. Only restriction is that the copy be limited to 25 words or less.

Honorably discharged veteran seeks position as director, announcer, sports, news or special events. Good references, 35 years old with family. Write: Radio Daily, Veterans Want Ad Box No. 13, 1501 Broadway, New York City.

AGENCIES

THE CHURCH OF ENGLAND, it is reported, shortly will launch throughout the British Isles an extensive campaign which will have for its purpose the dissemination of Gospel teachings. Radio is included in a list of media to be used.

WILLIAM THEODORE OKIE, a vice-president of J. M. Mathes, Inc., has been elected a director of the agency. DOUGLAS R. HATHAWAY, manager of the organization's media department, has been named a vice-president.

ADVERTISING CLUB OF NEW YORK, through its educational committee, will start on Monday a series of six lectures offering free of charge to war veterans instruction in the fundamental elements of advertising.

SHERMAN K. ELLIS & CO. is preparing a campaign for the post-war line of models offered by the Hamilton Radio Corp.

RICHARD FEHR has joined Doherty, Clifford and Shenfield as director of the publicity department. He formerly was associated with Benton & Bowles.

YOUNG & RUBICAM has been engaged by General Foods to handle the advertising of the new decaffeinated coffee soon to be put on the market by G. F. FOOTE, CONE & BELDING has been named, effective Jan. 1, 1946, to place the advertising of Postum and Postum Cereal.

Gets WFEA Post

Manchester, N. H.—William C. Engel, formerly national advertising manager for the Union-Leader newspapers here, has been appointed assistant manager in charge of retail and national advertising for WFEA, Melvin C. Green, general manager of WFEA, announced.

Chicago Manager Named

Ben Abrams, president of Emerson Radio and Phonograph Corporation, has announced the appointment of Edgar N. Greenebaum Jr. as manager of the newly acquired Chicago office. Mr. Greenebaum has already started his duties in the Chicago office located in the American Furniture Mart.

Exclusive!
Chicago's Only
NEWS-ON-THE-
HOUR SERVICE
W-I-N-D
560 Kc. 5000 WATTS

LETTERS are pouring in from all parts of the world from all ranches of the armed forces in response to the "Lets Go To Town" program recorded by WOAI, San Antonio and broadcast to the armed forces by the AEF network. Texans and even "damned Yankees" alike are enjoying the program according to some of the letters written by former Texans now in all parts of the fighting fronts.

A new musical series called the Western Jamboree will make its bow over KGKO, Fort Worth shortly, replacing "Howdy, Neighbors." Program cast will include Melvin Walker, Richard Bills, Patty Bills, Jeannie McDonald, Jasper Donald Hogged, Brown Lee Green and Robert Fewell. World War I veteran Ralph F. Andrews, loan guarantee officer, with the Veteran's Administration, has launched a new series of programs over KSKY, Dallas to be aired each Monday titled "Voice of the Veteran." Discharged veterans will be heard in interviews.

Hollyn Gee has been added to the staff of KTSA, San Antonio. Miss Gee will be secretary to Bud Lutz, merchandising manager of KTSA.

Ted Gouddy is being heard over KGKO Mondays through Friday in a quarter-hour program of the latest market reports for the Fort Worth Star-Telegram.

Universal Mills, of Fort Worth, makers of Gold Chain feed and flour products will inaugurate a new series of programs to originate in the studios of WFAA and be aired by stations of the Texas Quality Network. Programs will be known as the "Gold Chain's Golden Couple," and will be a half hour with honor guests each week a couple celebrating their Golden Wedding Anniversary. Parker Wilson will be master of ceremonies with Chem Terry as announcer. Music will feature the Gold Chain Quartet, the Three Golden Notes, girls trio, Jack Gipson, vocalist, and an orchestra directed by Gene Baugh.

Fort Worth . . . The Texas Motors' contract for Martin Agronsky's Daily Star Journal has been renewed for another 12 months. Program is aired over KGKO and American network Mondays through Fridays at 7 a.m.

. . . Larry Du Pont has been added to the KGKO news staff and is heard nightly with the 10 p.m. news. . . . Dunton's Cafeteria celebrated its 27th anniversary with a special half-hour broadcast over KGKO with Haywood Vincent as master of ceremonies interviewing the diners and music by Reddie Martin and his accordion.

WANTED

Splendid opportunity available for a man having sufficient experience and background to take charge of an office engaged in producing radio shows. He must combine executive experience with talent and ideas and know how to handle radio actors, and appraise and evaluate script material. Excellent salary offered and prospects for future are good for the right man. Write Box 197, Radio Daily, 1501 Broadway, New York 18, N. Y.

Tulsa Broadcaster Donates FM to "U"

(Continued from Page 1)

struction on the university campus, brings the total value of broadcasting facilities at the school to more than \$100,000. All operational details of the new FM station installation will be administered by W. B. Way, vice-president and general manager of KVOO.

In making the gift to the university, Skelly said: "The University for a number of years has placed great emphasis on its work in the theater, music, speech and radio, as well as engineering. With its own radio station on the campus the university can better train its students. It can also help greatly in furnishing better material for the broadcasting industry, and will tend to show students the great opportunities that are open for them in the broadcasting field. I feel that proper operation of this FM station by the university will be of great public service to our entire southwest territory."

Radio Tribute To FDR Year's Best, Says Poll

The four days of music in tribute to the late President Franklin D. Roosevelt was voted "The Outstanding Music Event of the Year" in "Musical America's" Second Annual Radio Poll for its readers, results of which are being published in the current issue of the magazine.

The publication last month completed and issued a poll of critics and editors. The readers selections differed from those of the critics and editors in eight first places; agreed in 10; made changes in second and third place ratings in six, leaving only four exactly the same in all three places.

The complete tabulation of all winners follows:

Outstanding Musical Event of the Year: Four days of music in tribute to Franklin D. Roosevelt (All network).

Best Performance by the Metropolitan Opera Company (ABC): (1) "Die Meistersinger"; (2) "Tristan und Isolde"; (3) "Mignon and "Pelleas et Melisande" tied.

Symphony Orchestra: (1) Philharmonic-Symphony (CBS); (2) Boston Symphony (ABC); (3) NBC Symphony (NBC).

Program of Operatic Character: (1) Metropolitan Opera (ABC); (2) Metropolitan Opera Presents (ABC); (3) Great Moments in Music (CBS).

Symphony Conductor: (1) Arturo Toscanini (NBC); (2) Serge Koussevitzky (ABC); (2) Artur Rodzinski (CBS).

Opera Conductor (ABC): (1) Bruno Walter; (2) George Szell; (3) Erich Leinsdorf.

Program Conductor: (1) Donald Voorhees (NBC); (2) Frank Black (NBC); (3) Howard Barlow (NBC).

Orchestra with Featured Soloists: (1) Telephone Hour (NBC); (2) Family Hour (CBS); (3) Voice of Firestone (NBC).

Musical Variety: (1) Texaco Star Theater (CBS); (2) Electric Hour (CBS); (3) Contented Hour (NBC).

Woman Singer (Regularly Featured): (1) Patrice Munsel (CBS); (2) Gladys Swarthout (NBC); (3) Licia Albanese (MBS).

Woman Singer (Occasionally Featured): (1) Rise Stevens; (2) Bidu Sayao; (3) Marian Anderson.

Man Singer (Occasionally Featured): (1) Nelson Eddy (CBS); (2) Richard Crooks (NBC); (3) Jan Peerce (CBS).

Man singer (Occasionally Featured): (1) Ezio Pinza; (2) Lauritz Melchior; (3) Igor Gorin.

Small Ensemble: (1) Stradivari Orchestra (CBS); (2) Hour of Charm (NBC); (3) Sinfonietta (MBS).

Instrumental Soloist with Orchestra: (1) Jascha Heifetz; (2) Robert Casadesus; (3) Fritz Kreisler.

Instrumentalist (Regularly Feat-

WOMEN IN RADIO

By MILDRED O'NEILL

A LETTER to the New York Herald Tribune the other morning interested us more than a little—first because of the thought expressed and also because we know so well both sides of the Hudson up to and beyond the little town of Piermont. But here's the letter, which might be worth further notice. . . . "A wonderful welcome awaits the returning soldier who disembarks in New York Harbor. But for those soldiers who go up the Hudson to Camp Shanks, it's a different story. As they pass by the miles of apartment houses on Riverside Drive, no one waves a flag in welcome. The hundreds of automobilists on the Parkway ignore the ships laden with G.I.'s gazing over at the city. Even the ships moored in the river, fail to salute." And then the writer comes to the point of her letter. . . . "Cannot the radio networks notify us when a ship loaded with soldiers is coming up the river to Piermont, so that from the time the ship passes Seventy-second Street, we who are in a position to do so, may all join in giving them a welcome?"

☆ ☆ ☆

If you were to ask WOR's Martha Deane what is the format of her happily combined home life and career, she'd probably look very puzzled. That's the way it so often is when you've done an unusual job. Certainly this applies to Martha who in private life is Marion Young, wife of a former Army captain now vice-president of the Esty agency. This happy balance has carried on into another phase of her life, too—for when the stork called at the Young home on New Year's Eve, 1943, it brought twins—a boy and a girl. It was back in 1941 that Marion Young began her woman's program on WOR—August 21 to be exact. So when her fifth anniversary rolls around in a few days she can celebrate, if she chooses, as one of the top-ranking daytime features.

☆ ☆ ☆

There's certainly nothing amiss with the idea of Paula Stone turning to play producing—at least not to her famous father who at times must have regarded this daughter in much the same manner as the duck regarded the swan she hatched in her brood. For although she practically was born in a trunk, Paula took to radio as though it was her destiny. Up to the time she left for the Coast to start readying "The Red Mill," one of her father's earliest successes, for a Broadway revival in the Fall, she'd been doing ten radio shows a week. WNEW listeners heard her six days a week on "Hollywood Digest" and Mutual's far-flung audience got many a chuckle out of her clever presiding on "Leave It To the Girls," besides which she was heard with Phil Brito over that network three times a week. All of which spells more work than many would wish without the extra chore of writing her "Hollywood Digest." But then Paula always had a yen to write and it was radio that satisfied that yearning. Sister Carol is subbing on WNEW while Paula is away.

☆ ☆ ☆

Just Chatter. . . . We've always liked RCA's "Radio Age" and now bow low to its "Women in Radio" article for July. Who was it said "imitation is the sincerest flattery"? Lemonade Lucy paid off yesterday to Mrs. Spire of New York, with a purse of \$250. Mrs. Spire, fiftieth callee on the "Tello-Test" quiz, said she knew all along that the unique title belonged to teetotalling Mrs. Rutherford B. Hayes. . . . Adrienne Ames, WHN's filmland commentator, is the one and only Honoray Colonel in the New York State Guard. After her appointment several years ago, an executive order was issued that no more honorary officers could be appointed in the organization. . . . Evelyn Bigsby, Mutual-Don Lee commentator, was considering designing an earring that wouldn't be in the way of a telephone receiver. Wonder if she's done it!

ured): (1) Alec Templeton (CBS); (2) First Piano Quartet (NBC); (3) E. Power Biggs (CBS).

Program of Educational Character: (1) Gateways to Music (CBS); (2) Symphonies for Youth (MBS); (3) Music of the New World (NBC).

Announcer, Commentator: (1) Milton Cross (ABC); (2) Ben Grauer (NBC); (3) Frank Graham (CBS).

Technicians' Report To FCC Completed

(Continued from Page 1)

servicing relatively small metropolitan areas.

Channels Nos. 2 to 13 will be available for Class A stations which will be limited to northeastern United States in large metropolitan areas. Minimum separation of 170 miles on a co-channel basis and 85 miles on an adjacent channel basis is set, with protection from interference by other stations.

Class B stations will be assigned smaller cities throughout the country on Channels Nos. 2 to 13. Radiation will be limited to protect Class A and C stations with no protection for Class B service areas by these other Class A or C stations. Class C stations will be assigned throughout the country with large geographical separations in most cases but the same minimum separations as Class A stations will service larger rural areas surrounding principal metropolitan districts. Protection is provided for Class A stations but they need not provide protection for Class C stations.

Class D stations will serve cities without adequate service from other classes. They will be mutually protective with co-channel separation of 90 miles.

The service areas of A, B and C stations in any one area shall be such that the service advantages and disadvantages of each class of station are similar. In determining such service areas the Commission will give consideration to terrain, population distribution, economics and other pertinent factors such as trade areas.

The proposed engineering standards were changed in a few minor respects. The required radiated carrier power of the aural transmitter was reduced from a range of 100 to 150 per cent to a range of 50 to 150 per cent of the peak radiated power of the video transmitter.

An average signal strength of 5,000 microvolts is to be required in business districts where there is greater interference and an average of 50 microvolts in residential and rural areas.

Methods and requirements for determination of service area and performance were simplified and liberalized to some extent as compared with suggestions made in FCC's original proposal.

In most other respects the proposals which will be presented to the Commission with the approval of nearly 50 engineers representing broadcasters equipment manufacturers and individuals attending the conference followed closely those made by the Commission last month.

Wallenstein To Conduct

Alfred Wallenstein, musical director of the Los Angeles Philharmonic Orchestra, joins the NBC Symphony Orchestra as guest conductor for two "General Motors Symphony of the Air" broadcasts on NBC, Sundays, Sept. 30 and Oct. 7.

PROMOTION

Baltimore Story

WCGM, Baltimore, Maryland, has had the Theodore A. Newhoff Advertising Agency of that city prepare a very attractive brochure which contains reprints of the station's advertising in trade papers. Each advertisement, of which there are six, covers a full page and deals with an historical fact. "The Story Behind This Brochure" is signed by John Elmer, president of WCBM.

Servicemen's Scrapbook

WFBL, Syracuse, New York, is compiling a Servicemen's Scrapbook which will be made up of a page, or pages, devoted to each man, photographs before and after entering the service letters and cards sent to staff and individuals and local and camp newspaper clippings plus any souvenirs sent by the boys. WFBL has 28 stars on its flag.

Corn On The Ear

In connection with its new feature titled "Golden Bantam Revue" as released August 1, World Broadcasting System has a mailing going out to a list of stations. This advance guard consists of an ear of Golden Bantam corn plus a letter signed A. Happy, farmer. According to A. Happy, his corn, sample enclosed, is exceeded only by World Broadcasting's. A postscript tells the reader to expect further communication on "Golden Bantam Revue."

WKY Farm Reporter

First anniversary of the initial broadcast by Edd Lemons, Farm Reporter for WKY, Oklahoma City, which got a sendoff with an inaugural dinner just a year ago, is being celebrated currently by a series of special farm broadcasts known as WKY Farm Reporter Anniversary Week. Due to travel conditions, congregations of listeners are being avoided, but the week of July 29-August 4, will have a series of broadcasts which give recognition to various groups which

Send Birthday Greetings To

August 3

Ray Block Robert Emmett Dolan
Paul Carson Gaylord Carter
Johannes Steel John S. Young
Schaeffer Goodrich Judy Lang
Rosemary Lyons Jones

August 4

Henry Dupre Floyd Holm
Alan Kent Frank Luther
Carson Robison Earle Tanner
June Travis

August 5

Arthur B. Church Wilbur Evans
Malcolm Claire

COAST-TO-COAST

— NEW YORK —

NEW YORK—Lisa Sergio, WQXD's analyst, will be on a month's vacation during August, the first in almost two years of uninterrupted broadcasting. . . . Connie Desmond, WHN sportscaster, has suggested that playing the diamond classics in Berlin this year would act as a morale builder. . . . Joan Dillon, assistant manager of WNEW, is waiting impatiently for the first copy of her song, Our Wedding Book. . . . WNEW announcer, Bill Williams, is taking a Twentieth Century Fox screen test.

— OREGON —

PORTLAND — Douglas G. Billmeyer, has been added to the continuity staff of KEX, coming from KFPY, Spokane, where he was chief news writer and announcer. Before that he was with UP and other stations besides KFPY. . . . The Richard G. Montgomery & Associates Agency, has been appointed local advertising representative for KEX, by Westinghouse. This agency succeeds the W. S. Kirkpatrick Agency.

— OHIO —

CINCINNATI—Chet Thomas, of KKOK, St. Louis, visiting old friends at WLW, where he was program director and traffic manager 10 years ago. . . . Barbara Russell, has been appointed assistant to Katherine Fox, director of war activities and public service, at WLW. . . . DAYTON—Bill and Bob Condon, identical twins have been added to the WHIO staff, working as transmitter engineers. So far the confusion is terrific and nobody really knows "who's who" between them.

have made an outstanding contribution toward progress of Oklahoma agriculture. Originations will be in various nearby places in the state including the Oklahoma A & M College campus. Also scheduled was a special show on NBC featuring Clinton P. Anderson, secretary of agriculture.

Salute

KFBK radio summer school in Sacramento, California, was climaxed on July 28 by a salute to the industry on its 25th anniversary done in the form of a broadcast over the Pacific network of the American Broadcasting Company. KFBK announcer Keith Gordon acted as narrator. Program theme dealt with the meaning of radio today to the listener.

Southwest Conference

National Hampshire Hog Type Conference is coming west of the Mississippi for the first time in its history in recognition of outstanding accomplishment by KMBC Service Farms." Conference is being held August 7 and 8 on the Service Farms, located 20 miles southwest of Kansas City, just over the Missouri line.

One of Three

Under date of July 26, WHN, New York, has put into the mails a photostat copy of Variety's "capsule appraisal" of radio commentators. Superimposed on the photostat is the nota-

— OKLAHOMA —

TULSA—Gene Arnold, veteran network radio announcer, narrator, singer and continuity writer was guest speaker recently at a luncheon sponsored by the Tulsa Junior Chamber of Commerce. Arnold conducts KVOO's daily "Neighbor Anthony" program. . . . Many present at the luncheon remembered Arnold as the interlocutor for the Greater Sinclair Minstrels, which held forth from Chicago some years ago.

— OHIO —

DAYTON—During the P.G.A. national tournament at Moraine Country Club last month, WHIO gave the meet more than seven hours' coverage, good portion of which was direct from the course from the new trailer which was initiated during the event. Trailer is 25 feet long and powered by a 1500-watt gasoline generator. It is equipped with a short wave transmitter, GE wire recorder and audio amplifier.

— NEW YORK —

SYRACUSE—"Eastwood on Parade," participating program sponsored by merchants and business men of suburban territory, made its debut over WFBL recently with sufficient advertisers to require a show morning and afternoon, daily, six days a week. Program features orchestra, three soloists and transcriptions. . . . WHITE PLAINS—Frank A. Seitz, vice-president and managing director of WFAS was in Washington last week to testify before the FCC FM hearings.

tion "only three were rated" and special attention is drawn, by way of pencilled markings, to Johannes Steel, WHN commentator and one of the three.

Something Different

WGL, Fort Wayne, Indiana, is sending out a folder which it rightfully considers different. Folder has been done by the Equitable Life Assurance Society of the United States which sponsors the American Broadcasting Company program, "This Is Your FBI." Besides dealing with the question of insurance, giving personnel data of Equitable, it tells of the network program and presents, on the last page, a picture of WGL's attractive program assistant, Rosemary Stanger, together with notes on Miss Stanger.

New Half Hour Package Set For ET By NBC

Los Angeles—"The Green Mr. Pepper," starring Robert Bailey, with Charles Dant's orchestra, a new half-hour package radio show, will be recorded at NBC next week. It was written by Pauline Hopkins, who wrote "The Brewster Boy," "Mid Stream," "The Mad Hatterfields" and others. It will be produced by Owen Vincent, and George Ward & Company represent the package deal.

EQUIPMENT

New Universal Executive

Universal Microphone Co., Inglewood, Cal., has announced the appointment of a general manager, F. G. Garner. The newly created post has been made necessary because of increased factory requirements of war production, reconversion and postwar planning, according to statement of James L. Fouch and Cecil L. Sly, co-partners.

Mr. Gardner's last previous position was as Los Angeles representative for the Federal Telegraph and Radio Corp. He spent 16 years with A. T. and T. on field assignments, in the New York office, at the Bell Laboratories and other posts. He was with International Telephone and Telegraph for 10 years in commercial work at its London office; a year with its Rio de Janeiro branch and three years for the organization in South Africa.

Press Premiere

Meissner Manufacturing Company, Mount Carmel, Ill., held a press premiere of the new Meissner electronic radio-phonograph Wednesday afternoon at the company's national sales quarters in Chicago.

Two Named By G. E. Credit

Two new appointments of the General Electric Credit Corporation, effective this week have been announced by President G. F. Mosher. D. O. Thomas was made manager of the southeastern district with headquarters in Atlanta, a position that he held before taking a special assignment in the New York office. W. J. Plunket becomes sales manager for the same district with headquarters also in Atlanta.

New Meck Affiliate

John Meck, president of the John Meck Industries, Inc. of Plymouth, Indiana, has announced the formation of Audar, Inc. as a separate corporation which will manufacture and sell public address systems and audio amplifiers. Officers of the new affiliate are John S. Meck, president, E. W. Applebaum, treasurer and general manager, and Russell G. Eggo, secretary.

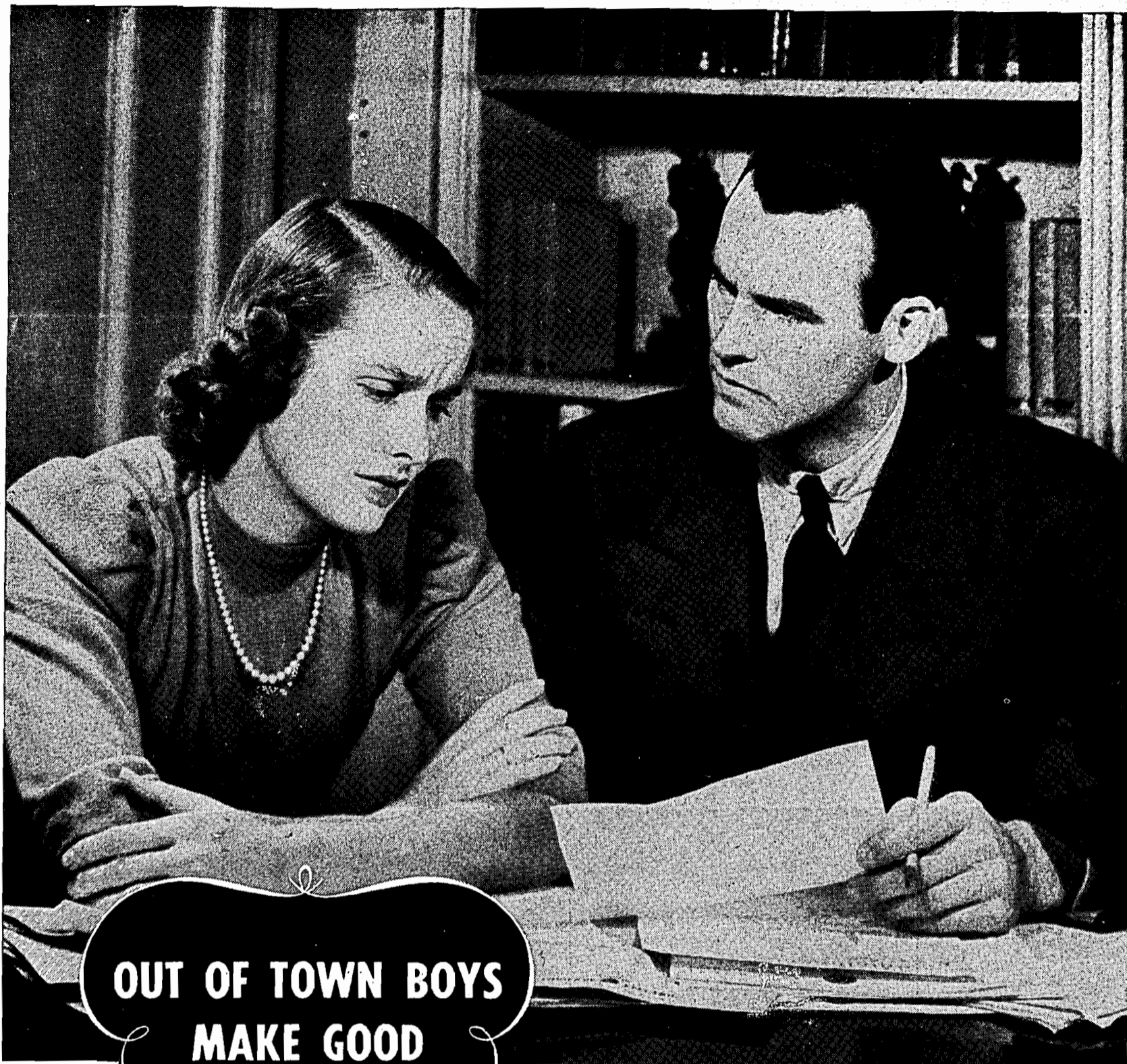
Every 24 Hours

51

SPONSORED
NEWSCASTS
UP-AP-INS

W-I-N-D
CHICAGO

560 Kc. 5000 WATTS



OUT OF TOWN BOYS MAKE GOOD

By courtesy Ewing Galloway

Household Word For 10 Years

Household Finance* is more than Household Finance on WFBR—it's a Household word. For 10 long years Household Finance has been telling its big story of financial relief over Baltimore's Big Home Town Station—WFBR.

For years their half hour with El Gary—now a tenor with Metropolitan Opera—was a Sunday night fixture on WFBR. When El Gary went to New York, House-

hold Finance continued on WFBR with 16 spots weekly. Ten years is more than a test—it's a decade.

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

*Agency: Batten, Barton, Durstine & Osborne, Inc.

MEMBER — AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE — JOHN BLAIR & CO.

WFBR

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 25

NEW YORK, N. Y., MONDAY, AUGUST 6, 1945

TEN CENTS

Sees Reconversion Near

FCC Won't Publicize Licensees' Finances

Washington Bureau, RADIO DAILY
Washington—With Commissioner Clifford J. Durr dissenting, the FCC Friday announced that it will not open for public inspection broadcasters financial reports, network and transcription contracts. Proposal to make these additional records public has been strongly opposed by the NAB and industry quarters on the grounds that it would have a harmful result to competition in broadcasting.

The Commission ordered also that all financial data now filed for AM
(Continued on Page 8)

FCC Will Investigate Cable Company Rates

Washington Bureau, RADIO DAILY
Washington—An investigation of telegraph charges by RCA Communications, Commercial Cable Company, Mackay Radio and Western Union between Italy and the territories and possessions of the United States was ordered Thursday by the Federal Communications Commission.

The Commission at the same time
(Continued on Page 2)

FMB Research Group Holds N. Y. Meeting

Technical Research Committee of the Broadcast Measurement Bureau, at its first meeting, held late last week in New York, voted unanimous approval of the sample allocation work which has been done and recommended procedure on that basis. This recommendation will be reviewed by the Board Research Com-
(Continued on Page 5)

August Xmas

Belated Christmas gifts in the form of additional compensation checks came to American network employees the past week-end when the Salary Stabilization unit of the Treasury Department ruled favorably on an appeal made in behalf of the network. Last December the Salary Stabilization unit disapproved plans of the network to pay additional compensation to employees of the company who had been with them six months or more. The ruling was appealed and the Treasury Department gave the network authorization to make the gifts the past week.

NAB Board Meeting Today In Washington

Washington Bureau, RADIO DAILY
Washington—Decisions on establishment of an additional NAB post, on changes in the NAB code to conform with the recent FCC statement concerning time for controversial issues and on adoption of a plan for the award of radio "Oscars" are looked for from the NAB board meeting today and tomorrow at the Hotel Statler.

Code committee chairman, Lee
(Continued on Page 6)

New Half Hour Tele Show Gets Commercial Sponsor

A new half-hour commercial television program, "At Ease," will debut on WABD, Du Mont station, on August 15 at 9 p.m., EWT. Program is
(Continued on Page 4)

Karns, Radio-Radar Division Director, Predicts Authorizing By End Of '45 For 1/2 Pre-War Civilian Output

Ohio State Network Formed in Cleveland

Cleveland—Formation of the Ohio network, comprising approximately 20 stations with WHK as the key station, was announced the past week-end by H. K. Carpenter, executive vice-president of the United Broadcasting Company.

Mr. Carpenter simultaneously announced the appointment of Jackson B. Maurer as general manager of the
(Continued on Page 5)

Clear-Channel Hearings Postponed Until Oct. 3

Washington Bureau, RADIO DAILY
Washington—FCC's clear-channel hearings were postponed again by the Commission Friday until October 3. Reason for the postponement was that the former date, September 5, coincides with the dates of the third Inter-American Radio Conference, which convenes at Rio de Janeiro, Sept. 3.

FM, Tele, AM Applicants File For Licenses With FCC

Washington Bureau, RADIO DAILY
Washington—Applications for six new FM stations, three new AM stations and one tele station were filed with FCC last Friday. Keystone
(Continued on Page 6)

Washington Bureau, RADIO DAILY
Washington—Reconversion of the radio manufacturing industry from war to civilian production will be easier and quicker than that of any other major industry and will be accomplished without interference with the war effort, Melvin E. Karns, new director of the radio and radar division, predicted at a meeting of the Receiving Tube Scheduling Industry Advisory Committee late last week. Unless there is an unforeseen turn in
(Continued on Page 8)

Mutual Net Expanding News, Special Events

General expansion of the Mutual Broadcasting System's news and special events department is definitely indicated coincidental with these network departments going on a 24-hour basis. A. A. Schechter, head of both departments who recently returned from a cross-country trip
(Continued on Page 6)

Noble Named Chairman Of War Fund Division

Edward J. Noble, chairman of the board of the American Broadcasting Company, has accepted an appointment as chairman of the service division of the New York National War Fund, it was announced Friday. Mr. Noble, in addition to his position as
(Continued on Page 2)

Future Farmers

Salt Lake City—Future farmers will be featured in a new series of programs on KDYL's Farm and Home Hour. The "4-H" groups from all over Utah will be invited to appear with Will Wright, station's farm director, for the purpose of relating their wartime experience on the farms and ranches. Authorities from the Utah State Agriculture College will also be heard.

* THE WEEK IN RADIO *

FCC Begins Hearings on FM Regulations

By MILDRED O'NEILL

WHEN the two-day hearing by FCC opened last week to receive arguments on proposed regulations for FM, seven leading stations and NAB, filed briefs containing suggestions for modification or change, and were united in what they termed a hardship to broadcasters. Major change presented by the sub-committee was

a return to the original proposal of channel separation in a two to one ratio.

WPB lifted ban on production and sale of radio parts and tubes, as well as on sale of receivers and other equipment when produced under WPB "spot" authorization, Amend-
(Continued on Page 5)

Tele Education

Twenty-five summer students in the Radio and Visual Aids Class at Teachers College, Columbia University, will observe the technique of television production as guests at the dress rehearsal of "Hunger Takes No Holiday" in the WCBW studio, Tuesday, Aug. 7. Dr. George Kerry Smith, heads the group, which already has seen the film on which the program is based.



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

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Coming and Going

JOHN T. MADIGAN, national news director for the American network, left over the week-end on a two-week vacation to Dunkirk, N. Y.

CORP. WALTER KANER left yesterday for Fort Dix, where he will return to active duty after having furloughed for 30 days in New York City.

CHARLES D. LYNCH, program director of WBRY, Waterbury, is back at his Connecticut offices following a short visit to New York.

WENDELL NILES is in Chicago on business for Foote, Cone & Belding advertising agency.

MARTHA McHATTON, radio editor of the Indianapolis News, is back at her desk after having spent 10 days in Gotham.

ALLAN KALMUS, director of television publicity for NBC, left Friday for two weeks in Milford, Pa. He was accompanied by his wife, Jane Waring, of Hutchins Advertising Agency.

JACK K. COOKE, president and manager of KKEY, who was visiting in Gotham last week, has returned of his Ontario headquarters.

SYDNEY H. EIGES, manager of the NBC press department, is back from a business trip during which he visited stations and radio editors in Buffalo, Cleveland, Akron, Cincinnati and Chicago.

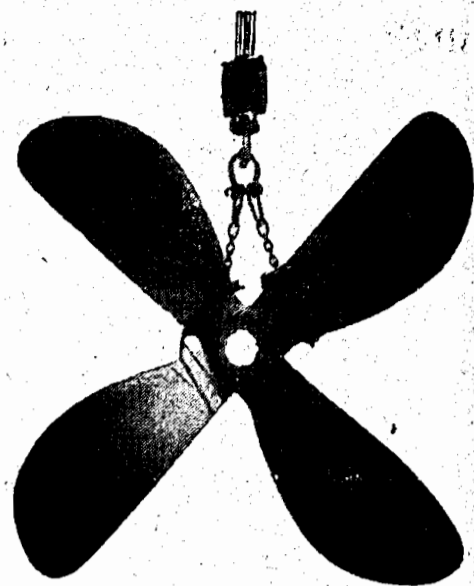
CHARLES OPPENHEIM, director of publicity at WOR, leaves tomorrow on his vacation, which he will spend at East Hampton, L. I.

IRVING ABELOFF, program service manager for WRVA, Richmond, Va., is back at the station following an absence of three weeks, during which he attended the program clinic at CBS in New York.

EWING C. KELLY, manager of KCRA, Sacramento, Cal., a visitor Friday at the New York offices of the station's national representatives.

DAVE McKAY in town Friday from KJBS, San Francisco, on general station business and for talks with the local reps.

LEE CHADWICK, program director of WWNC, is back in Asheville, N. C., after having attended the program managers clinic in New York.



Big lift

That's a propeller . . . and that's what makes a ship move through the water.

What makes goods move . . . when you sell by radio?

A strong sales argument . . . listened to by the greatest number of buyers per dollar spent.

In the 6th largest city in the U.S.A.—W-I-T-H, the successful independent in Baltimore, reaches the greatest number of listeners at the lowest cost.

Get yourself a strong sales story . . . put it on W-I-T-H . . . and in one market we know intimately, we know something will happen.

Sales up . . . cost down is the report via W-I-T-H.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

FINANCIAL

(Friday, August 3)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

Religious Roundtable

Chicago—At the invitation of Judith Waller, public service director of the NBC central division, a group of religious educators and members of the ministry holding fellowships at the NBC-Northwestern University Summer Radio Institute review the topic, "Religious Education by Radio," at a panel discussion held in the NBC Chicago offices on Monday.

20 YEARS AGO TODAY

(August 6, 1925)

The New York Zoological Society's educational series conducted over twin station's WJZ-WJY, New York, dealing with the subject of wild animals, has proven highly interesting to listeners. . . Cendant's orchestra on WOR is a program of commendable quality.

W M BLUE NETWORK Plattsburg, N. Y. CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET SPOT SALES, INC., Nat. Rep.

Noble Named Chairman Of War Fund Division

(Continued from Page 1)

chairman of the board of American, is also chairman of the board of trustees of St. Lawrence University and former Under-Secretary of Commerce.



EDWARD J. NOBLE

Under his jurisdiction in the service division of the New York National War Fund, will be such branches of commerce and industry as accountancy; advertising; public relations; entertainment, comprising motion pictures, radio broadcasting, theaters, music and sports; graphic arts; hotels; lawyers; the publishing industry, and the cleaners, dyers and laundry groups.

The quota for the service division is from \$1,250,000 to \$1,500,000 as compared to the entire \$17,000,000 quota for New York.

FCC Will Investigate Cable Company Rates

(Continued from Page 1)

suspended new increased telegraph charges filed by RCA Communications between these points. The Commission said these increases ranged from 6 1/2 cents a word between Italy and Guam to 29 cents a word between Italy and St. Croix, Virgin Islands, a U. S. possession.

In another action the Commission authorized Press Wireless, Inc., to reduce press message rates between the United States and Berne, Switzerland. The reductions FCC said, amount to about 2 cents a word for ordinary and deferred messages and 4 cents a word charged for urgent messages.

Fiske O'Hara

Fiske O'Hara, for 30 years a lyric tenor on stage, screen and radio died Thursday at his home in Hollywood. O'Hara, who was 67 years old, at one time appeared on the Farm and Home Radio Hour on NBC. He headlined vaudeville bills on the Orpheum circuit, produced his own Irish musical shows, and appeared in movies with Janet Gaynor and Warner Baxter. Mr. O'Hara leaves a nephew, Burton Cleary of North Hollywood.

WDAS AUDIENCES HAVE BEEN Loyal FOR MORE THAN TWENTY YEARS

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





Staff Conference with News in the making. Left to right: Walter B. Haase, Station Mgr.; George B. Armstead; Harvey Olson, Program Director; William F. Malo, Commercial Mgr.

George B. Armstead, WDRRC's News Interpreter

☆ **Covers San Francisco for Connecticut** ☆

George B. Armstead was one of the few accredited correspondents, from an independent radio station, to cover the World Security Conference.

Connecticut listeners had his first-hand daily reports over WDRRC from San Francisco, and he served both the Conference and Connecticut with his capable, temperate and objective reporting.

People here rely upon George B. Armstead for his

interpretation of the news. He is heard exclusively on WDRRC, Monday through Friday, at 6:30 p. m. He has an excellent Hooper rating, and is available for sponsorship.

Write William F. Malo, Commercial Manager, WDRRC, Hartford 4, Connecticut, for full details.

WDRRC
HARTFORD 4 CONNECTICUT
W D R C - F M

First Place In Hartford—In Billboard's Annual Publicity Poll

Our thanks to Billboard, and the newspaper radio editors whose ballots brought WDRRC this award.

AGENCIES

LEW KASHUK ADVERTISING COMPANY wants it known that they are operating as usual from their offices on the 79th floor of the Empire State Building, and have been, ever since the building re-opened for business on Monday morning (July 30th). It was the 79th floor which took the brunt of the blow when an army bomber hit the building and exploded inside. "By some miracle," says J. Kashuk, one of the members of the firm, "our suite in the southwest part of the floor escaped serious damage." They were cleared back into their offices first thing Monday, where they found army and police officials using their telephone, which was still in operation, for official business. They were able to resume business as usual promptly at 9 a.m.

WILLIAM J. REDDICK, has been appointed by Kenyon & Eckhardt, Inc., to handle all production details for the Ford Sunday Evening Hour which returns to the air after a three year lapse on September 30th (American Broadcasting Company, 8:00 to 9:00 p.m., EWT). The program features the Ford Symphony plus guest artists and conductors and originates in Detroit. Mr. Reddick was employed in a similar capacity from 1936 to 1942. In addition to his radio activities, he is well known in music circles as pianist, composer and conductor of opera.

BETTIE HASS has joined the staff of the Advertising Research Foundation. Prior to her connection with the Foundation, Miss Hass was employed by the Ralph C. Coxhead Corporation and the Aluminum Company of America.

New Half Hour Tele Show Gets Commercial Sponsor

(Continued from Page 1)
sponsored by Ben Pulitzer, tie manufacturer, and the contract is for 13 weeks. Allen Prescott will be master of ceremonies and variety talent will be presented. Bob Loewi, Jay Strong and Bud Gamble, will produce the show.



Notes From An Aisle Seat . . . !

● ● ● Prudential, which has been shopping around for some time now for a daytimer to supplement their weekly stanza, finally comes up with the Jack Berch show which they'll back on the American net. . . . Ed East and Polly quitting their early ayem spot on WJZ Sept. 28th (after six solid years of setting the alarm clock at 5:00) to concentrate on their daily 9:00 to 9:30 show on the NBC net. The well-loved team has more than tripled the Hooper on this spot in the past 20 weeks and, in fact, has brought it up to the highest figure it's ever attained bucking the hefty Breakfast Clubbers. . . . Surprise of the week was Marty Goodman's sudden switch from Wm. Morris to MCA's radio dep't. . . . Lt. Vick Knight on emergency leave to Hollywood where his wife is critically ill. . . . Maurice Chevalier will pop up in the news again shortly. He's told pals that he expects to celebrate New Year's in the U. S. . . . A returning GI tells us that the thing most desired by the French femmes are American fashion mags. . . . Mark Hellinger is trying to sell a show of his own to the nets and has counted himself out as an entry in the Lux emcee sweepstakes. . . . Has Darryl Zanuck inked Moss Hart to a writer-director contract at 20th Century? . . . Insiders insist that Churchill will make his headquarters in this country after the war and head a huge utilities concern. . . . Spencer Tracy slated for an air show in the fall. . . . His doctors nixed Babe Ruth's plan to referee wrestling bouts. . . .

★ ★ ★

● ● ● The Army has issued an urgent plea from the Pacific for more blood donors. Situation is getting tight on plasma. . . . Lt. Bob Taplinger, just back from Okinawa, is rushing Jennifer Jones. . . . Hildegard returns to N. Y. this week after a siege in a Chicago hospital. . . . England's outstanding song hit, "Will the Angels Play Their Harps for Me," will be introduced in this country by the Murphy Sisters on WEAJ Aug. 15th. . . . Tenor Jimmy Carroll, who five years ago was turned down for a job in the ensemble of Geo. Abbott's "Too Many Girls," is now being offered a lead in a new Abbott musical. . . . Marty Ragaway new humor editor for Grayson publishers. . . . Evelyn Knight leaving Rio this week. . . . Katharine Squire (Mrs. Geo. Mitchell) says that when she and her husband were abroad in "Ten Little Indians," in one section of France, perfume was so scarce many women were using champagne as a substitute. . . . Is the Edna Cantor-Jimmy McHugh, Jr., thing headed for the rocks? . . . Street Scene: John B. Kennedy explaining the Churchill defeat to a couple of elevator operators on NBC's 2nd floor.

★ ★ ★

● ● ● Col. Ed Kirby's trip to Europe with network and large station execs is to show the broadcasters the gigantic job of reconstruction now in progress. . . . Army's hurry-up call for 10,000 more WACS in the next six months doesn't mean that Washington expects the Pacific war to last that much longer. They're emphasizing the fact that the gals will stay at home to handle the paper and clerical work required to redeploy or discharge returning servicemen. . . . Dave Alber's new Madison Ave. address the most imposing publicity office in town. . . . The Stan Stanleys (Peggy Zinke) are expecting. . . . Rayon will be even scarcer now because of its increased use in the Pacific. . . . The Pentagon politicians still expect an announcement within six weeks that wives of GI's in the Army of Occupation may join their husbands. There'll be pressure from Capitol Hill on this, they predict. . . . Best crack of the week was Goody Ace's (via Earl Wilson) that he's looking for some smart young writers who are willing to become rich old men in a year. . . . Talk around that six transcription firms have banded together to form a music publishing firm, taking turns to plug each other's tunes. . . . Is Ted Bates agency getting half of the Fred Allen airtour? . . . Greatest after-dinner speech, according to Pete Donald, is "Waiter, I'll take the check."

★ ★ ★

— Remember Pearl Harbor —



ED EAST & POLLY

THANK WJZ

For Six Solid Years Every
Morning at Seven.

Thanks To—

PHIL CARLIN

MARK WOODS

ED KOBAK

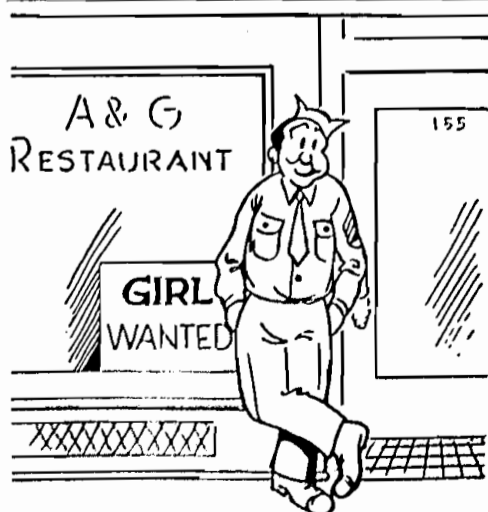
JOHN McNEIL

MURRAY GRABHORN

and to a long list of satisfied
sponsors.

It was swell — and we're
grateful.

LAST SHOW--SEPT. 28th



"Betcha WFDJ Flint could bring help."

BMB Research Group Holds N. Y. Meeting

(Continued from Page 1)

tee and reported to the Board for adoption this week. This decision will enable the Bureau to proceed with the awarding of contracts to name-gathering organizations which are bidding for this assignment. This first step will be underway some time this week.

As a complimenting service, the BMB will develop data on radio ownership by county and principal city throughout the United States, as of January 1946. This will be released to the industry as the latest authoritative data on set ownership, and in turn, will be used in the base for BMB circulation findings. Although this additional service was not presented to the stations during the period of solicitation, discussion by the committee revealed that no authoritative source of radio set ownership has been released since the census figure of 1940.

The committee also took cognizance of the fact that there are population changes and shifts, also changes in ownership during the past six years. Farm census of 1945 and other available data will be used in developing the new figures, together with A ration-book data.

Churchill in Chair

John K. Churchill, director of research for BMB presided at the meeting, with Hugh Feltis, president and Paul Peter, executive secretary, also in attendance. The Board Committee on Research, composed of D. E. Robinson, of Sherman K. Ellis, chairman; Robert Elder, Lever Bros, and Frank N. Stanton, CBS, also attended the meeting, and announced the appointment of A. N. Halverstadt, media director of Procter & Gamble, Cincinnati, as chairman of the BMB Technical Research Committee. Other members of the committee present were Robert Elrick, Quaker Oats; Frederic Turner, G. Washington Coffee Refining Company; Don Johnstone, official representing William Farrell of Benton & Bowles; Ed Evans, American Broadcasting Company, and Harry Rumble, National Association of Broadcasters. Invited guests were Tom Gaines; NBC; Dick Puff, MBS and Harper Carraine, CBS.

Feltis opened the meeting with a statement of the purpose of the BMB Research Committee and the Technical Research Committee and the significance to the BMB operation of the functions of both of these committees. He then introduced Mr. Peter

WANTED

Splendid opportunity available for a man having sufficient experience and background to take charge of an office engaged in producing radio shows. He must combine executive experience with talent and ideas and know how to handle radio actors, and appraise and evaluate script material. Excellent salary offered and prospects for future are good for the right man. Write Box 197, Radio Daily, 1501 Broadway, New York 18, N. Y.

★ THE WEEK IN RADIO ★

FCC Begins Hearings on FM Regulations

(Continued from Page 1)

ment to L-265 constituted this move.

In a two to one decision, the United States Circuit Court of Appeals confirmed and directed enforcement of NLRB petition requiring NBC and American Broadcasting Company to bargain with NABET in regard to platter turners.

National Broadcasting Company, in co-operation with the New York City Board of Education, announced plans to launch television as a part of classroom education in the Fall. In the beginning, experimental programs will be offered for the purpose of evaluation.

FCC approved the sale to Aviation Corporation of Crosley properties including WLW, Cincinnati.

Farnsworth Television and Radio Corporation acquired total assets of the Halstead Traffic Communications Corporation, including patents relating to railway and highway radio communications, thereby entering the post-war field of transportation communications and control.

All networks' and stations' newsrooms and special events divisions were ready for instantaneous action the minute the Potsdam conference summary was released. Scheduled

who outlined the discussions which were begun in 1933 between the ANA, AAAA and NAB leading to the establishment of the joint committee on Radio Research and the beginning of the BMB project. From there on Churchill reviewed the development of the Bureau for the committee and entertained discussions on all of the following points:

The committee, in defining the objectives of the standard measurement, went on to record unanimously that the surveys carried out would be for the American advertiser in his efforts to reach a cross section of the American listening public, in groups to be included in selecting mailing lists. Churchill also reported satisfactory conferences with the Canadian Broadcasting Measurement Bureau and further co-operation between the two organizations is indicated.

In discussing the report forms, the committee recommended issuing a release showing the actual circulation figures and percentages with emphasis placed on the net circulation figures and the percentages by counties as well. Primary and secondary figures were also discussed. Demonstration of how these reports will be issued will soon be available through test surveys now being conducted. Outline of these tests were presented to the committee.

At the conclusion of the meeting, Halverstadt expressed appreciation of his appointment as chairman of the TRC and said he felt a great deal had already been accomplished already. He also stated that the technical group will meet with the BMB research board on August 29, at BMB headquarters in New York.

pool broadcast from Berlin proving ineffective, each presented their commentators from various points to report and analyze the six thousand word message.

REC announced that it contemplates a change in the constitution and members were asked to vote for amendment or a continuation of present ruling. Article V. Section IV, is that under consideration.

When the Empire State Building in New York was struck by a B-25 Army bomber, local stations and nets did an unprecedented job of reporting the tragedy and brought many dramatic eye-witness accounts to listeners.

Names of those in the industry who were selected to go on the War Department-sponsored tour of European battle fronts were released.

A first in Canadian radio history came when CKEY used walkie-talkies in coverage of the Canadian Open Golf Championship at Thornhill.

Haraden Pratt, vice-president and chief engineer of the American Cable & Radio Corporation, was elected chairman of the RTPB to succeed Dr. W. R. G. Baker.

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

Durham

North Carolina's third largest city. (1940 U. S. Census) City-county is one compact unit with estimated population of 100,000. Steady demand for Durham products assures steady employment. Example:

Cigarettes

Durham makes 25% of all cigarettes made in the United States. That's one reason Durham ranks as "most likely" of North and South Carolina cities to retain war-time growth.

WDNC



OWNED BY
DURHAM HERALD-SUN
NEWSPAPERS

Represented by Howard H. Wilson Co.

Ohio State Network Formed in Cleveland

(Continued from Page 1)

new network, Mr. Maurer, who is 33, has been with WHK for the past 10 years, nine years as a salesman and for the past year sales manager.

It was explained that the network is designed to offer an all-Ohio market for those sponsors who have need for such service and also to present events of regional interest and importance to Ohioans.

Fritz Kreisler Returning

Fritz Kreisler will make his fourth appearance of the year on "The Telephone Hour" on NBC, Monday, August 13, at 9 p.m., EWT. He will feature his own arrangements of works by Rachmaninoff and Rimsky-Korsakoff.

Buys "So The Story Goes"

Neblett Radio Productions announce that Johnnie Neblett's "So The Story Goes," has been sold for 13 weeks, for a five-a-week program, over station KTSA at San Antonio, Texas.

BALTIMORE'S
Listening Habit

W
C
B
M

MUTUAL BROADCASTING SYSTEM

JOHN ELMER
President

GEORGE H. ROEDER
General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

NAB Board Meeting Today In Washington

(Continued from Page 1)

Wailes will report on the deliberations of his group, and is expected to recommend changes in the code in the light of the FCC blessing for the statement of policy filed last year by WHKC, Columbus, Ohio. This statement arose from a controversy between the stations and the United Automobile Workers, CIO, pledged the station to consider all requests for

Candidates

C. E. Arney, Jr., secretary treasurer of NAB and Willard O. Egolf, director of public relations, are being discussed as candidates for the new post as executive assistant to Justin Miller, incoming president of NAB who takes office on October 1. Arney has a background of administrative organizational work and Egolf, a lawyer by profession, has done an excellent job as public relations director for the broadcasters organization. It is expected that the NAB board meeting today will recommend the man for the new post subject to President Miller's approval.

time for discussion of controversial issues strictly on merit, rather than on the basis of the NAB code, which discourages such requests when they involve membership solicitation and similar purposes.

Rewriting of parts of the code is likely, in face of the unmistakable FCC disapproval.

The board will consider the possibility of engaging a new official to operate directly under incoming president, Justin Miller. He might be known as executive assistant, or executive vice-president, and his duties will closely be aligned with Miller's desires.

Will Consider 'Oscar' Awards

Report of the public relations committee on the Lee Losch plan for radio "Oscars" or Radio Academy Awards will be presented, with the committee expected to recommend that a special judging board be set up to award annual recognition for outstanding performers, producers and others in the radio talent end.

Col. Ed Kirby, former NAB public relations chief now head of the radio section of the Army's bureau of public relations, will report on the work of his office in sending radio entertainment to troops overseas, and on the co-operation he has received from the industry. There will be reports also from the NAB labor committee and BMB.

New Coast Package Show

Los Angeles—Program and sales departments of American are readying a half-hour weekly package to be written by Craig Rice, with Brian Donlevy, Claire Trevor and Richard Cromwell lined up for stellar roles in the production.

WORDS AND MUSIC

By HERMAN PINCUS

THE music business, peculiarly enough, is the first American industry to have gained a new and greater market in Europe as a direct result of the war . . . it goes without saying that the publishers would rather NOT have gained this increased revenue via such a catastrophic upheaval in the lives and fortunes of millions of the world's inhabitants . . . a letter from Les Lieber of the AFN (American Forces Network) in Europe, informs us that thanks to recordings and overseas trips of American band leaders, singers, entertainers and other Show Folk, French, Belgian and Italian musicians have become rabid disciples of 'Musique des Etats Unis' and look forward to daily 'jam sessions' which are broadcast every day on "Hot Club Corner" and "Beaucoup de Music." . . . songwriters, too may look forward to healthier 'performance checks' from the European market in the not-too-distant-future.

☆ ☆ ☆

Songwriters, Walter Donaldson and Jimmy Dupre met on Hollywood Boulevard a few months after "Pearl Harbor" and decided to write a song "Sing, Sing Singapore," to encourage the British defenders of that stronghold in their efforts towards stemming the on-rushing Jap . . . they played the number for Leeds Music Co. execs who liked the song and told the tunesmiths to return the next morning for an 'advance' . . . next morning, en route to the Leeds office, they were shocked by the glaring headlines in the morning papers, 'Singapore Falls' and of course, the publisher changed his mind regarding the song . . . shaking his head, Donaldson sighed, "if only the British had held out for another three hours at least so that the news couldn't have made the early editions."

☆ ☆ ☆

TIN PAN ALLEY-OOPS:—It would have done his heart good had Emil Coleman witnessed the joy with which songpluggers greeted the news that his orchestra, after three years on the coast (Mark Hopkins Hotel in Frisco and the Club Mocamba in Hollywood) was returning for a six month engagement at the Waldorf-Astoria Hotel in Gotham, late this month . . . the suave sage of sophisticated songs, has always treated contact men as 'fellow human beings trying to do a job' . . . other Ork Pilots who have earned the respect of contact men for their honesty and sympathetic dealings, to mention a few include, George Hamilton, the late Glenn Miller, Stan Fritts and his Korn Kobblers, Enoch Light, Jon Gart, Vic Arden, Rudy Vallee, Gus Haenschen, Jerry Jerome, Irving Miller, Benny Goodman, Peter Van Steeden, Tony Freeman, Caesar Petrillo, Jimmy Hilliard and George Sterney . . . there are others but music men will tell you that it's a sad but true fact that the other type of band-leader far outnumbered them. . . ● Bob Briody, recently honorably discharged after 30 months in the Army has opened his own publishing firm, Stuart Music Co., his first song a ballad, "Take All," written by Johnny Klein and Johnny Stuart. . . ● Mose Gumble is putting a drive on the standard, "Only A Paper Moon," featured in the Warner film, "Too Young To Know." . . ● Zeke Manners, writer of "Pennsylvania Polka," has a likely successor in "Choo Choo Polka," placed with Barton Music Co. . . ● "The Army Hour," NBConducted by the fiery Leo Kempinski, will introduce Ann Ronnell's "The Infantry March," featured in Ernie Pyle's "Story of G I Joe" picture, soon to be nationally released.

☆ ☆ ☆

RADIOLOGY:—WMCA execs have expressed their appreciation for a five-week job well-done by Van Alexander, who subbed for Jerry Sears, musical director of that station. . . ● Terese Johnson, staff organist at WSYR, being shown around Kilocycle Alley in Gotham by Irving Kaufman. . . ● "Music Room," daily 15-minute musical spot heard each day at noon via NBC is a treat . . . features the smooth harmony of the Murphy Sisters and the torrid arrangements of Jerry Jerome's Orchestra. . . ● Jay Blackton will again batonize the RCA program, "Music America Loves" when it originates in New York, starting Sunday Sept. 3. . . ● Two Cosmo Recording Artists get together Friday when Joan Edwards appears as guest on Jerry Wayne's CBS show.

Mutual Net Expanding News, Special Events

(Continued from Page 1)

states that instant teletype communications is in effect between the New York and Pacific Coast news departments and that additional staff members have been added both in the East and West.

Three of these staff additions at Wallace West, formerly with NBC on CBS, becomes night news editor in New York; Bert Covit, veteran newspaperman and commentator, is overnight editor in the same office. Covit witnessed the Japanese occupation of Manila while working there for the United Press. Jack Fern, formerly with NBC news and special events also KOA, and WTAM, joins the San Francisco office as night editor. Until recently Fern was public relations officer with the Seventh Fighter Command in the Pacific, with the rank of Captain. He also worked for NBC in the past.

Nichols Going to Europe

In line with overseas operations, Leslie Nichols is being shifted from Guam to Europe where he will head MBS news bureaus. Already in Europe are Bill Hillman and Arthur Mann. Jack Mahon and Paul Manning are in the Pacific. Others are expected to be added shortly.

Mutual's news and events offices are in new quarters now with alterations still in process of completion. San Francisco and other MBS news rooms are likewise, in the process of being enlarged.

FM, Tele, AM Applicants File For Licenses With FCC

(Continued from Page 1)

Broadcasting, Harrisburg, Pa., applied for a tele license to operate on Channel No. 2.

Applicants for FM licenses were Plains Radio Broadcasting, Amarillo, Texas; WJHE, Inc., of Johnson City, Tenn.; KOMA, Inc., Oklahoma City; Queen City Broadcasting Co., Inc., Boise, Idaho; Alexandria Broadcasting Co., Inc., Alexandria, La. and the World Co., of Lawrence, Kansas.

The three applicants for AM licenses were S. Marvin Griffin, Bainbridge, Ga., to operate on 1,490 kilocycles, with power of 250 watts; Joseph P. Ernst, Worland, Wyo. to operate on 1,490 kilocycles with power of 250 watts unlimited, and Radio and Sound Service, Trinidad, Col., to operate 1,240 kilocycles with power of 100 watts daytime only.

FCC Men Going To Hawaii

Washington — FCC Commissioner Paul A. Walker and Chief Accountant William Norfleet are going to Hawaii, it was announced Friday to confer with communications companies there and with the Hawaiian Public Utilities Commission. An investigation will be made of communications rates from Hawaii to the mainland.



"I hear the war's practically over...back home!"

PROBABLY it's only natural for us here at home to feel that the war's almost won, the way the good news has been pouring in.

But the war's not over for *him*—*not by a long sight!* And he's just one of a few million or more that will stay over there until they finish the bloody mess. Or kill time for a few months—or years—in some hospital.

What about *you*?

This is no time to relax. No time to forget the unfinished business. It's *still* your war, and it *still* costs a lot.

So dig down deep this time. Dig down till it hurts, and get yourself a hundred-dollar War Bond over and above any you now own—or are now purchasing.

Don't "let George do it"—get *yourself* that *added* bond and help finish a magnificent job *right*. The quicker you reach down deep, the better you do *your* job for war, the more you'll contribute to ending the fight. And the quicker they'll come back—the guys that can *still* be killed.

After all, you're safe and sound and *home*. That's worth another hundred-dollar bond to you, isn't it?

Buy at least one extra \$100 War Bond today!

RADIO DAILY

This is an official U. S. Treasury advertisement—prepared under auspices of Treasury Department and War Advertising Council.

FCC Won't Publicize Licensees' Finances

(Continued from Page 1)

stations must also be filed, effective Sept. 1, for television, FM and international shortwave stations. Only the ownership data on these will be open to the public.

The Commission repeated Section 1.361 of the rules of practice and procedure and Section 43.1 of the rules and regulations, adopting instead new Sections 1.301 to 1.304, inclusive, of its rules of practice and procedure and related Form No. 323 and 323A governing the filing of information, data and contracts relating to financial and ownership matters of licensees and permittees and their network and transcription and other contracts. For the year 1945, an annual ownership report shall be filed on FCC Form 323 on or before Nov. 1, showing the information required by Section 1.303 as of June 30, 1945. The financial and ownership reports required by Sections 1.301 and 1.303 are to be filed on or before April 1 of each year, instead of by March 1 of each year, as heretofore provided.

The FCC amended Section 1.5 of its rules of practice and procedure concerning records of the Commission open to public inspection. In general the rule results in opening for public inspection ownership data of licenses but network and transcription contracts as well as financial data of licenses will not be open for public inspection. In this connection the Commission announced that it is giving consideration to expanding its annual statistical report so that the report will contain certain financial data with respect to the operations of individual stations.

Small Model Tele Receiver Shown to Trade in N. Y.

A midget model television receiver which displays an image 5 by 7 inches and will be marketed for \$100 or less was shown to the press in New York Thursday by Irving Kane, president of the Viewtone Company, wartime manufacturers of radar and other electronic equipment for the armed forces.

The television line of the company also includes a console type of receiver to which either a 7 by 7 or 10 by 12 inch screen may be adapted. Cost of this model is tentatively fixed at \$175.

Mr. Kane explained that his firm would put all its efforts into the "vast market that will be open after the war for adequate but low cost merchandise."

WANTED

Radio program salesman. Travel Middle West. Drawing account and commission to one time closer. Capable of earning \$7000 yearly. Write Radio Daily, Box 198, 1501 Broadway, New York 18, N. Y.

COAST-TO-COAST

—CALIFORNIA—

OAKLAND—Bill Sea, announcer of KROW, made a public appearance as guest vocalist with the Oakland Philharmonic Symphony orchestra in an outdoor concert. . . . **LOS ANGELES**—Warner Bros.' KFWB has acquired the City News Service as an addition to their world wide coverage from UP, AP, INS and Reuters. . . . **SACRAMENTO**—McClatchy Broadcasting Company has filed application with the FCC to FM installations at KWG, Stockton and KERN, Bakersfield.

—CANADA—

TORONTO—Allan McLeod's are called the "ten hottest fingers in radio" by CKEY where as pianist and organist he is the newest addition to the staff. **PRINCE ALBERT**—CKBI War Charities Chest which is a joint venture with the Prince Albert Rotary Club recently handed a check for \$500 to Beaver Lodge. . . . Bankrolled by Wrigleys, Treasure Trail is back on the air after a month holiday which was the first in seven years.

—NEW HAMPSHIRE—

PORTSMOUTH—"Backstage at Ogunquit," footlight facts gleaned from the stars, is now aired Thursdays over WHEB. Program director Win Bettinson handles the mike and scripts are provided by Margaret Ann Fraser, continuity director. . . . **MANCHESTER**—WFEA, now using full-time UP, wire and carrying a news remote from Union-Leader, local daily, is expanding the newsroom with an aim toward radio news leadership in the Granite State. WFEA was recently purchased by Harry Bitner.

Sun Broadcasting Co., Incorporates At Albany

Albany—New York Sun Broadcasting Company, Inc., New York City, has been chartered by the Secretary of State with capital of \$750,000 consisting of 5,000 shares preferred \$100 par value and 250,000 shares common \$1 par value.

William T. Demard, Jr., Thomas W. Dewart, Edwin S. Friendly, 280 Broadway, New York City, are the directors to serve until the first annual meeting of the corporation and subscribers to 50 shares each of its common stock.

Gifford, Woody, Carter & Hays, are attorneys for the New York Sun Broadcasting Company, Inc.

Send Birthday Greetings To

August 6

Jim Amocho Jack Armstrong
Arthur Fields Louella Parsons
Louis K. Sldney Wallor Valenline
Jackie Kelk

—SOUTH CAROLINA—

SPARTANBURG—Ace Rickenbacker swings the 1400 Club; Ernest Rickenbacker handles the job of announcer and tells listeners his experiences as a student pilot; and when Ace and Ernest get together, anything is apt to happen around the place which is WORD. They're brothers.

—COLORADO—

GRAND JUNCTION—KFXJ has been granted approval by the War Production Board to construct a new studio as an annex to the present building at Hillcrest Manor. New Reuter pipe organ, recently purchased, will also be installed. Provision has been made for future expansion into FM and television with space allocations for technical equipment and new production offices.

—CONNECTICUT—

HARTFORD—Professor Andre Schenker, foreign news commentator of WTIC, has written an analysis of the San Francisco Charter which the station is mailing out free of charge to listeners who send in requests as a public service. Material was used on Schenker's "History in the Headlines" . . . WDRG conducted a special on the spot broadcast of the arrival of a buzz-deprived buzz bomb in town last week.

—NORTH CAROLINA—

GREENSBORO—Members of the staff of WBIG are reluctantly bidding goodby to George and Eleanor Henry, members of the Concert Ensemble, who are leaving because George has accepted a post at Vassar College. . . . WBIG's control room has taken on a new appearance with the installation of a new, modern control table.

Coleson Gets OWI Post As Jackson Successor

Washington Bureau, RADIO DAILY

Washington—Robert Clarke Coleson will be new deputy chief of the domestic radio bureau in Hollywood OWI's domestic branch here, it was revealed Friday. Coleson replaces Cornwell Jackson who is resigning from the agency.

The new deputy chief has been head of the War Department's West Coast radio branch and before that was assistant chief of the radio branch in Army public relations here. While in Washington he produced and directed the "Army Hour" and supervised production of Command Performance."

Jackson, who has not announced his plans for the future, has held the office since Nat Wolf's resignation in 1943. Before that he was manager of Berg Allenberg's radio and story division.

WANTED — SALESMAN

Radio production firm has opening for two salesmen to call on New York agencies. Men with agency contacts preferred. This is a real opportunity for men seeking permanent positions at a good salary with possibilities for unlimited additional earnings. State complete background in first letter. Our Staff knows of this ad. Box 200, Radio Daily, 1501 Broadway, New York 18, N. Y.

Quick Reconversion Predicted By Karns

(Continued from Page 1)

the military situation and on a clear understanding that war needs must be filled first, said Karns, radio and electronics equipment industry will be authorized to produce for civilians approximately half pre-war civilian output during the last quarter of 1945, and approximately its full pre-war production the first quarter of 1946.

Karns pointed out, however, that the amount of electronic equipment including home radio sets, that will actually be produced and available during these periods might well be considerably under that authorized due to the continued tightness of materials, components and manpower.

Although military requirements for receiving tubes are less critical than formerly, tube manufacturers were advised that military orders must still take precedence over other radio orders in their production schedule and that orders for replacement tubes must be filled before tubes are offered for sale for home set production.

Leaves American On Coast

Los Angeles—Robert Light, writer-director for the American net, submitted his resignation to the web last Friday to become effective September 1. Simultaneously, he announced opening of his new talent agency on the Sunset Strip, saying that he had long felt that fine radio talent, with a great utility for motion pictures had never been properly exploited in that medium.

STARS OVER KMBC



SAM MOLEN

Like all KMBC personalities, Sam Molen is nationally publicized and nationally known! Sam has made a name for himself as KMBC sports editor. His nightly sportscasts are the talk of the town. Hitch your advertising to a "Star" by phoning Free & Peters, Inc.

KMBC
OF KANSAS CITY

SINCE 1928 BASIC CBS
STATION for MISSOURI and KANSAS

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 32, NO. 26

NEW YORK, N. Y., MONDAY, AUGUST 7, 1945

TEN CENTS

Canadians Talk Post-War

Miller Ok'd As Prexy By NAB's Directorate

Washington Bureau, RADIO DAILY
Washington—Deferring consideration of proposed changes in the NAB schedule for today, as well as the decision on establishment of a radio awards system similar to the Hollywood "academy" awards, the NAB board of directors met yesterday and approved the selection of Justice Justin Miller to be new president of NAB. The selection, by a special committee chaired by the Cowles vice-president, T. A. M. Craven, was unanimously ratified, with a vote of com-

(Continued on Page 7)

American Names Winners In Composition Contest

Winners in the American Broadcasting Company's competition for new compositions conducted by the National Composers Congress now holding its annual festival at Colorado Springs were announced yesterday by Dr. Roy Harris, national director of the Congress. The winning composers are Weldon Hart of Rochester, N. Y., Vincent

(Continued on Page 2)

ATS Will Sponsor Show On Television Tomorrow

The American Television Society will present a dance program over the Mont television station WABD, tomorrow, at 10 p.m., Raymond E. Nelson, chairman of the ATS Laboratory announced. The program, "Everie Till Reveille," is headed by Judy Goth, prominent instructress

(Continued on Page 4)

Winged Mover

Ralph Edwards, the "Truth or Consequences" man, solved the problem of transporting the contents of his New York home and office to Beverly Hills by becoming the first radio personality to use Consolidated Vultee's new super cargo plane, X-39, to do the job by air. The plane was loaded at airport Tuesday and arrived on Coast next day.

Swoon Symposium

Los Angeles—Peter Potter, platter spinner of KECA comes up with a new high or low in the way of a title for a recorded show. Potter's Saturday night show has been named "Symposium of Swoon." In addition Peter is christening a "croon room" studio to entertain his favorite "swoon-crooners" and master of "boogie-woogie." His weekly "No. 1 Swooneroo," writes the KECA public relations gent, will get the Peter Potter "Symposium of Swoon Album."

AFRS Selects Cities For Local-Show ETs

Washington Bureau, RADIO DAILY
Washington—Overseas troops soon will hear the familiar strains of their favorite hometown bands in a new series of back-home programs, it has been announced by the NAB.

"Music From Your Hometown," is the second response of America's broadcasters to requests from the Armed Forces for local color programs

(Continued on Page 6)

University of Mich. Plans For Master FM Transmitter

Ann Arbor—Provisions for an FM station costing \$175,000 are contained in the plans before the Regents of the University of Michigan with an allotment of \$5,888 already granted for the preliminary work. The station

(Continued on Page 2)

Western Association Of Broadcasters Hears Plea To Advance FM, Tele Also To Use Soldiers' Ability

Webs Announce News Of New Atomic Bomb

Flash announcements and special programs devoted to the new atomic bomb were featured by the four major webs yesterday and New York independent stations. Radio comments covered President Truman's announcement and scientific explanations as to the power of the new bomb.

CBS flashed the news of the atomic bomb

(Continued on Page 7)

Degree In Radio Offered By University Of Texas

Austin—The University of Texas will be the first in the southwest to open a degree in professional training for radio, when a course of study is begun at the University this fall.

Courses in radio will include broad-

(Continued on Page 2)

Re-Employment Manual Sent Out By The NAB

Washington Bureau, RADIO DAILY
Washington—NAB announced Friday that it has mailed to all member stations a manual on the "rights and responsibilities of radio stations in

(Continued on Page 2)

Calgary, Alta—Employment of returned war veterans by Canadian broadcasting stations and development in the fields of FM and television was suggested here yesterday by G. R. A. Rice of Edmonton in his presidential address at the 11th annual meeting of the Western Association of Broadcasters.

"I am firmly convinced that the private-station operator should be given every opportunity to carry out experimental work on both frequen-

(Continued on Page 6)

Kobak Gives Views On Postwar Roll

"What we need if we are to build a good peace is the reverse of what happened at the building of the Tower of Babel," Edgar Kobak, president of the Mutual Broadcasting System, said in a special broadcast to Europe on OWI's Voice of America, last Saturday. "We need to go from confusion to understanding; to go from a great

(Continued on Page 6)

WOR Resuming Tele With WRGB Tomorrow

Resuming production of television programs, WOR is presenting a new 13-week series of television broadcasts originating from WRGB, Gen-

(Continued on Page 4)

Washington Front

By ANDREW H. OLDER

LOOK for a fairly early decision on the FM regulations. The commission is anxious to get this controversial matter settled soon, and will not delay any longer than necessary. . . . Best guess is that the requirement for two hours of non-duplicated programming will be retained, although there is chance that it will be altered to permit the original programming at any time of the day. . . . There was general disappointment among the

commissioners that relatively few FM broadcasters-to-be showed up for last week's hearings. The weight of the testimony was from the networks and from FM applicants who are already powers in the AM field. Thus, the fears of FMBI that there would be relatively little representation of independent FM people was realized. . . . Commissioner Wills did not sit during these hearings, although he did parti-

(Continued on Page 7)

Co-operative Client

Augusta—Here's a new way of getting sponsor co-operation. J. B. Fuqua, v.p. of WGAC, turned down a tie-in with the American web's "Dick Tracy Junior Detective Kitt" last April because of lack of interest by the local Royal Crown Bottling Co. Yesterday he notified the web that he was interested as he had just bought the Royal Crown Bottling Co. franchise for that area.



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

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FINANCIAL
(Monday, August 6)

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Am. Tel. & Tel., CBS A, CBS B, etc.

20 YEARS AGO TODAY

(August 7, 1925) Among the unusual programmes planned by Alfred J. McCosker, of WOR, Newark, is the airing of response by the Newark Fire Department to a general alarm from the studio. McCosker was also responsible for the broadcast a few weeks ago of the sham air battle over Times Square, New York.

Chicago's ONLY 24 HOUR STATION W-I-N-D 560 Kc. 5000 WATTS

American Names Winners In Composition Contest

(Continued from Page 1) Persichetti, Philadelphia, Anthony Donato, Austin, Tex., and Carl Parrish, Nashville. Except for the Hart score, a work for full orchestra, the prize winning compositions will be heard on Saturday, August 18, over WJZ and the American network from 4 to 5 p.m. Hart, whose composition will have its world premiere over American, received first prize of \$400 in the classification for orchestral score. Persichetti will receive \$200 for his string quartet, Donato \$200 for his violin sonata and Parrish \$100 for his choral work, "Magnificat."

Re-Employment Manual Sent Out By The NAB

(Continued from Page 1) the re-employment of former employee-veterans." The manual will be kept up to date on legislation and policy affecting veteran re-employment by issuance of supplements from time to time, NAB reports.

University of Mich. Plans For Master FM Transmitter

(Continued from Page 1) is intended to be a master unit of an FM radio chain for the educational system of the State of Michigan. Building plans call for a one story and basement transmitter building, a one story and basement brick house for the resident engineer, and 50,000 watt transmitter equipment.

RCA Declares Dividend

Following a meeting of the Board of Directors of the Radio Corporation of America in New York last week, Brig. General David Sarnoff, president, announced that a dividend of 87 1/2 cents per share has been declared on the outstanding shares of \$3.50 Cumulative First Preferred stock, for the period from July 1, 1945, to September 30, 1945. The dividend is payable October 1, 1945, to holder of record at the close of business September 7, 1945.

Quiz Kids To Cleveland

The Quiz Kids will be in Cleveland, Ohio, for a coast-to-coast broadcast over station WJW, Sunday, October 7th, for the War Chest of Greater Cleveland, it was announced by Leonard T. Blaisdell, chairman of the War Chest's Industrial Division. The broadcast is in co-operation with the War Chest's drive to aid child welfare agencies, William M. O'Neil, president of WJW made known.

WANTED — SALESMAN

Radio production firm has opening for two salesmen to call on New York agencies. Men with agency contacts preferred. This is a real opportunity for men seeking permanent positions at a good salary with possibilities for unlimited additional earnings. State complete background in first letter. Our Staff knows of this ad. Box 200, Radio Daily, 1501 Broadway, New York 18, N. Y.

Degree In Radio Offered By University Of Texas

(Continued from Page 1) casting, radio drama, production, directing, announcing, program planning and production and other phases of the profession. Although the new program will not officially open until September four students are already enrolled and are studying toward a degree, Dean E. W. Doty, head of the College of Fine Arts, announced. The radio training program will be supervised by the University's radio committee, although the degree will be conferred by the College of Fine Arts.

Capt. Danzig Promoted To Executive Post in Europe

Paris—Captain Frank Danzig, formerly associated with WNEW, WHN, WMCA, World Broadcasting and CBS in New York, has been named chief, Troop Information for the American Forces network, it was announced by Lt. Col. John S. Hayes, AFN chief.

Capt. Danzig was one of the leading factors in the recent development of the AFN which was launched just two years ago having as a nucleus five stations located in the United Kingdom. Today the network, which is charged with the specific job of providing a complete radio fare for the U. S. armed forces in the ETO, comprises some 50 stations ranging in power from 50 to 100,000 watts that operate in the United Kingdom, France and Germany.

Besides stations located in London, Paris, Marseilles, Nice, Cannes, Lyons, Nancy, Le Havre and Reims, the AFN has recently expanded to Germany where outlets, broadcasting 20 hours daily, are now located in Frankfurt, Stuttgart, Coblenz and Munich, with Berlin scheduled as a future point.



Tragedy

That empty life boat, a plaything of the elements, tells a story that only the sea can tell.

In selling by radio there is also tragedy . . . when a good sales argument fails to get a hearing.

If you've got a fundamental sales appeal and you want more people to listen to it . . . there's one radio station that will give it a sound test.

The station is W-I-T-H in Baltimore.

This successful independent produces more listeners-per-dollar-spent than any other station in town.

Facts prove it . . . glad to let you look them over.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Coverage ...in Philadelphia
Image of a radio tower with 'WDAS' on it.
WDAS covers the largest cross-section of the buying public in the Philadelphia area . . . at lowest cost.

ROYAL CROWN COLA

PROVES IT!



Royal Crown Bottling Company of Newark, Inc., bottlers of Royal Crown Cola,—“**best by taste test**”, must have complete coverage in America’s fourth largest market. So, in July, 1941, the Nehi Corporation bought six, 1-minute “spots” per week on WAAT. From that modest beginning, Royal Crown Cola, year after year, has been renewing and continuously using New Jersey’s First Station. Yes, from 6 “spots” to 168 “spots” per week, because they know:

WAAT delivers
more listeners per dollar
in America’s 4TH Largest Market*
than any other station—
including all 50,000 watters!

* Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

WAAT

970 KC
NEWARK,
N. J.

(National Representatives: Radio Advertising Co.)

“DOLLAR FOR DOLLAR NEW JERSEY’S BEST RADIO BUY”

SOUTHWEST

PLANS for expansion of facilities to offer a complete advertising service to all media have been announced by James W. Huff, head of the advertising agency in Dallas bearing his name. Huff stated new national contracts have necessitated the expansion.

With the ban lifted on studio audiences, WFAA's popular morning show, "Jimmy Jefferies and the Early Birds," is once again welcoming visitors from all over the State.

Within 90 days, KABC expects to shift its present frequency and output, jumping from 250 watts to 50,000 watts daytime and 10,000 watts at night. Kilocycles will go up to 650. Equipment and transmitter building as well as four towers have been installed, and new offices have been set up in the Milam Building in addition to those already there.

Charles C. Shaw, recently returned from the European battle fronts where he reported for CBS World News, has been a visitor at KTSA recently, where he used to be news editor.

WOR Resuming Tele With WRGB Tomorrow

(Continued from Page 1)

eral Electric's television station in Schenectady, New York, on Wednesday nights from 8:30 to 9:00 it was announced.

The series was inaugurated on August 1st with a television version of "The Better Half." Tiny Ruffner, emcee of the series, will present five additional "Better Half" programs through September 5th.

Beginning September 12th, the remaining seven programs will feature four "Brownstone Theater" presentations, and three "Sealed Book" dramas to be produced by Bob Emery. The latter two programs are television adaptations of successful dramas which have been heard on WOR. Mr. Emery plans to bring the leading players from New York, and the supporting casts will be selected in Schenectady.

For two years, WOR presented live television shows each week over WABD, New York.



California Commentary

● ● ● Networks and independent stations were well represented at the luncheon tossed by Sidney N. Strotz in honor of Judge Justin Miller, president-elect of the NAB. Among the network representatives present were

Don Thornburgh, Lewis Allen Weiss and Don Searle. Others in attendance included William

Beaton, Hal Bock, J. Frank Burke, Pat Campbell, Ned Connor, Don Feddersen, Lew Frost, L. W. McDowell, William Ray, L. W. Peters, Jennings Pierce, Bob Reynolds, Van Newkirk, William B. Ryan, Clyde Scott, Calvin Smith, Don Tatum and Maury Vroman. George Allen, program director of the Columbia Pacific network, celebrated two significant anniversaries in July. In addition to concluding his first year with CBS in Hollywood, Allen marked his twentieth year in broadcasting production. One of the early prodigies of the radio industry, he held an executive position when scarcely out of his 'teens. Lurene Tuttle, talented dramatic actress, has set something of an attendance record of command performances on "This Is My Story." Out of the show's 52 broadcasts, Miss Tuttle has started in 47 dramatized stories.

★ ★ ★

● ● ● In addition to his duties as NBC's Western division press relations manager Hal Bock will also fill new post of director of public relations. His new duties entail close contacts with film industry, civic and business groups and industrial organizations. Harry Flannery, CBS analyst, has had his European tour extended an additional two weeks. He will visit his former CBS post, Berlin, and also the major German cities of Salzburg, Berchtesgaden, Hamburg, Munich and Bremen before returning to the United States. Ralph Taylor, sales promotion manager of KNX and the Columbia Pacific network, has been vacationing at Coronado. Spade Cooley, heard on KECA Fridays from the Riverside Rancho, has written a new novelty with a powerhouse twist called "Hari Kari." Carol Stewart, lovely chanteuse on "Marlin Hurt And Beulah," has scored a dramatic success as one of the leads in a local workshop presentation of "Philadelphia Story." Carol and the cast will take the play on a series of tours of camps in the Southern California area.

★ ★ ★

● ● ● Hoagy Carmichael and Marvin Miller are standouts in the cast of "Johnny Angel," which was just previewed by RKO-Radio. They provide distinctive characterizations certain to boost their screen stock. Frank Hemingway's "Seaboard Finance News" lost little time in getting an eye-witness account of the Empire State Building disaster on the air July 28 over KMPC. Frank Bull of the Smith, Bull & McCreery agency, with offices on the 73rd floor of the building, had telephoned Manager Bob Reynolds of KMPC, giving a thrilling account of the accident, and Hemingway brought Bull's version to his listeners. Two months ago when Bull went to New York to open the office he jokingly wrote friends that he ought to be fortified with a parachute and a oxygen gas mask. Ida Lupino has recorded an appeal for War Bonds on the set for her current Warners' film, "The Man I Love." Copies of the transcription will be shipped to all key radio stations in Australia to aid in the Australian War Loan drive. Jack Bailey, emcee of "Meet The Missus," had occasion to put the shoe on the wrong foot when Staff Sergeant and Mrs. Morris Patterson exchanged shoes on the stage of Earl Carroll's theater. Bailey's radio quest was proving that a man can take over a woman's position in life—even if he has to wear high heels. Marlin Hurt, the one-man show who plays three separate and distinct characters on "Marlin Hurt And Beulah," when marveling fans ask how he manages the job without a slip, can quite truthfully reply, "It's a cinch." At one time he had a radio program, "Showboat," in which he played all the parts himself—five in number!

★ ★ ★

— Remember Pearl Harbor —

AGENCIES

ELLIS TRAVERS, who has been manager of the Chicago office of Roy S. Durstine, Inc. since its opening on March 1, 1944, has been elected a vice-president of the agency. He was previously vice-president and Detroit manager of Ruthrauff & Ryan, Inc.

GEORGE W. LEE has joined the staff of Benton & Bowles, Inc., it has been announced by Clarence B. Goshorn, president of the agency. After a broad experience in the promotion of food products, Mr. Lee joined J. M. Mathes Inc., in 1944. At Benton & Bowles, Mr. Lee will work on merchandising aspects of the agency's accounts.

JOHN J. TORMEY has joined Grant Advertising, Inc., as account executive on Bendix Aviation Corporation. He was associated with Lord & Thomas for 21 years as account executive on Lucky Strike, Schenley, and RCA and more recently was with William Esty and Company.

ATS Will Sponsor Show On Television Tomorrow

(Continued from Page 1)

in the dance, and choreographer of the show. Artists featured include Miss Goth, Ruth Harris, Anna Baldwin and Faith Dane. Betty Nelson will produce the show, with Frieda Lippman as assistant, Larry Cogan as director and Helen Arnold as art director.

WANTED

A top-notch local salesman for WRAL. Wire or call Fred Fletcher, 6411, Raleigh, N. C.

*Sixth Week's
Vacation*

**THE
JACK
KIRKWOOD
SHOW**

Procter & Gamble

Chicago's

**BEST NEWS
SERVICE
AP-UP-INS**

W-I-N-D

560 Kc. 5000 WATTS



Arrow ads
made men *"Style Conscious!"*

Advertisements like this 1907 Cluett-Peabody poster did more than just sell Arrow Collars. They made American men style-conscious, and set the stage for today's vast male fashion industry.

In The DISTRIBUTION DECADE

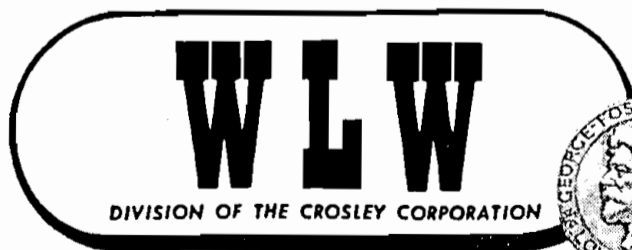
Advertising Must Again Accelerate Sales By Selling Style!

It has always been one of advertising's important functions to raise the "bare necessities" of life above the levels of mere utility, and to create accelerated turnover and volume by creating increased desirability for variety through *style*.

In the Distribution Decade ahead, to develop the augmented sales volume that must materialize in order to achieve full employment, not only of manpower, but also of production and capital,

advertising must again perform this function. It will take the combined planning, ingenuity and genius of the best minds in marketing, merchandising and advertising to do the job.

Alert advertising men are working on these plans, *now!* Here at WLW, we are giving serious thought to the best ways and means of stepping up Distribution in the four-state market that is WLW-land.



"... to WLW for outstanding reporting of the news"

THE NATION'S MOST MERCHANDISE-ABLE STATION

Kobak Gives Views On Postwar Roll

(Continued from Page 1)

many different languages, based on a great many regional interests, to the same language based on the welfare of a world of which we are all component part. We need to talk the language of democracy."

Mr. Kobak and Virgil Pinkley, vice-president of the United Press and general European manager, in their talks to the European nations agreed that the free exchange of news, unfettered by censorship or national prejudices, is one of the best guarantees for a lasting peace. Later this week their remarks will be broadcast over OWI's 16 West Coast transmitters to the Pacific and Asia.

Mr. Kobak said: "I believe that we can achieve that common language which means understanding and working unity among nations and I firmly believe that one of the most important instruments is radio. Where the Tower of Babel brought confusion, the towers of broadcasting can help the world work out a worthy peace. You may think this is a large order for radio but you have only to remember how powerful radio was in waging war to realize that it has equal power to work for peace."

But before radio can carry out its task of promoting world peace it must have certain characteristics, Mr. Kobak pointed out, which he listed:

"First, radio must be universal. If radio is to be effective, it must reach all peoples everywhere. Second, radio must be democratic. It must be addressed to all peoples and must be made available to all who have anything of importance to say and can speak with authority. Third, radio must be free. It must have freedom from censorship and be able to present all the truth. It must be free to go wherever it can be heard, free to cross national boundaries. And there must be free exchange of news. Fourth, radio must be kept out of control of small cliques of false leaders. Fifth, radio must be guarded as a vehicle for truth. I believe this is a responsibility of the United Nations.

"Sixth, radio must be worth listening to," Mr. Kobak continued. "Radio's job is one of education or rather the job of world leaders in one of education, and radio is the instrument.

"Given the blueprint of world education for peace," he concluded, "radio will carry it out. The responsibility rests with the leaders. But this you must remember—that the leaders remain in power only with the consent of the people. In the final analysis, the responsibility rests squarely with the peoples of the world."

WANTED

Radio program salesman Travel Middle West. Drawing account and commission to one time check. Capable of earning \$7000 yearly. Write Radio Daily, Box 198, 1501 Broadway New York 18, N. Y.

FM, Tele And Returning Vets Discussed By West Canadians

(Continued from Page 1)

cy modulation and television," said Mr. Rice, "Every channel of development should be employed; both the private stations and the Canadian Broadcasting Corporation should participate in frequency modulation and television experiments."

Rice suggested that many returned men with radar experience could be trained in television. The broadcasters, he said, were willing to set aside monies to carry out experimental development and thus have places for training the frequency modulation and television personnel of tomorrow.

The two-day meeting is attended by representatives of the 29 stations with membership in the association. British Columbia has 10 member stations, Alberta seven, Saskatchewan six, Manitoba four and Northwestern Ontario two.

Michael Barkway of Toronto, Canadian representative of the British Broadcasting Corporation, told delegates of the importance of developing international radio and urged the co-operation of Canadian broadcasters.

"International radio must be developed wisely, and if we can't do that among the British Commonwealth of Nations, I don't know where it can be done." His aim is to get more Canadian programs into the domestic service of the BBC, and the emphasized need for co-operation between CBC and private broadcasters.

Harry Dawson of Toronto, consultant engineer of the Canadian Association of Broadcasters, urged that association members support the Federal Department of Transport in establishing a system of issuing certificates to qualified transmitter operators.

Suggests 3 Operator-Grades

Dawson suggested there should be three grades of certificates, one qualifying for operation of transmitter with power up to 1,000 watts and without directional antenna, the next higher certificate qualifying for operation of transmitters with power between one kilowatt and five kilowatts and a first class certificate for operation of any transmitter. This system, he said, would provide incentive to operators to keep up with the rapid progress of radio engineering.

Dawson urged the association to press for a more liberal program policy under frequency modulation operation.

The following are attending the WAB convention: B. A. Arundel, CKMO, Vancouver; D. K. Atkinson, Northern Electric, Montreal; Eric Ayle, CJAT, Trail; John E. Baldwin, All-Canada Radio Facilities, Vancouver; Michael Barkway, British Broadcasting Corp., Toronto; Glen Bannerman, Canadian Association of Broadcasters, Toronto; Jim Brown, CKOV, Kelowna, B. C.; Wm. Backhouse, CKY, Winnipeg; Ceell Berry,

CFGP, Grande Prairie, Alta.; A. A. Botterill, CJOC, Lethbridge, Alta.; Buchanan Carson, CHAB, Moose Jaw.

Also Gordon L. Carter, CFCN, Calgary; George Chandler, CJOR, Vancouver; Bill Clark, Howard Wilson & Co., New York; Howard Clark, CJRL, Kenora, Ont.; Hal Crittenden, CKCK, Regina; M. V. Chestnut, CJVI, Victoria; A. M. Cairns, CFAC, Calgary; Ken Chisholm, RCA-Victor, Montreal; Ira Dilworth, Canadian Broadcasting Corp., Vancouver; Henry Dawson, Canadian Association of Broadcasters, Toronto; Dinny, Wilf, Radio Representatives, Ltd., Montreal; Mrs. John G. Edison, Wartime Information Board, Ottawa; F. H. Elphicke, CKWX, Vancouver; Chas. Edwards, Press News, Toronto; M. N. Elliott, Canadian Marconi, Montreal.

NBC-Recording Represented

And Pat Freeman, CFAC, Calgary; Jack Ferguson, CFGP, Grande Prairie, Alta.; James Findley, Canadian Broadcasting Corp., Winnipeg; Gerry, Gaetz, CKRC, Winnipeg; Les Garside, CJGX, Yorktown, Sask.; Gordon Henry, CJCA, Edmonton; John Hunt, CKMO, Vancouver; R. W. Keyserling, British United Press, Montreal; Gordon Love CFCN, Calgary; P. Lamb, CFCN, Calgary, Dick Lewis, Canadian Broadcasters, Toronto; Don Mackay, CJCJ, Calgary; A. R. Mackenzie, CFAC, Calgary; E. D. Maloney, CFCN, Calgary; E. H. McGuire, CFCN, Calgary; Peter McCurk, Weed & Co., Chicago; Lloyd Moffat, CKBI, Prince Albert, Sask.; James Montagnes, Broadcasting, Toronto; Robert Morrison, NBC Recording, San Francisco; Murdoch, Canadian Federation of Musicians, Toronto; A. A. Murphy, CFQC, Saskatoon.

Others include Jack Pilling, CHWK, Chilliwack, B. C.; Gerry Quinney, Flin Flon, Man.; Wm. Rae, CWNK, New Westminster, B. C.; Jack Radford, Canadian Broadcasting Corp., Toronto; Bill Speers, CKRM, Regina; P. N. Stovin, Stovin & Co., Toronto; H. G. Walker, Canadian Broadcasting Corp., Toronto; E. A. Weir, Canadian Broadcasting Corp., Toronto; Ralph White, CFJC, Kamloops, B. C., and Adam Young, Adam Young & Co., New York.

AFRS Selects Cities For Local-Show Ets

(Continued from Page 1)

grams. Programs are being transcribed by stations in communities throughout the nation and will feature music to cover a wide range of tastes. They will be broadcast by all American expeditionary stations. Request for this series came from Armed Forces Radio Service, Los Angeles.

AFRS selected a list of cities and to the volunteering stations in these cities NAB mailed a kit of instructions. The AFM president, James C. Petrillo, waived objections of AFM to the contributions by any of its members of gratuitous services. Each co-operating station will produce two 15-minute programs per month, for a total of six programs for the three months period now considered.

The following stations are co-operating: California: Los Angeles, KECA, KHJ; San Diego, KFSD; San Francisco, KGO, KPO, KYA; Colorado: Denver, KFEL, KYZ, KMYR, KOA; District of Columbia: Washington, WOL, WRC; Florida: Miami, WIOD; Miami Beach, WKAT; Georgia: Atlanta, WATL, WGST; Illinois: Chicago, WBBM, WENR, WGN; Indiana: Indianapolis, WISH; Kentucky: Louisville, WAVE, WGRC; Louisiana: New Orleans, WDSU, WSMB; Maryland: Baltimore, WCAO; Massachusetts: Boston, WBZ; Michigan: Detroit, WWJ; Minnesota: Minneapolis, WCCO; St. Paul, KSTP; Missouri: Kansas City, WHB; Nebraska: Omaha, KOIL; New York: Buffalo, WBEN, WEBR; New York City, WABC, WEFW, WINS, WJZ; Ohio: Cincinnati, WLW; Cleveland, WTAM; Oklahoma: Oklahoma City, KOMA; Oregon: Portland, KOIN; Pennsylvania: Philadelphia, WCAU, WIBG, WIP; Pittsburgh, KDKA, KQV; Tennessee: Memphis, WMC, WMPS, WREC; Nashville, WLAC, WSM; Texas: Dallas, KRLD, WFAA; Houston, KPRC, KTHT; San Antonio, KONO; Utah: Salt Lake City, KUTA; Washington: Seattle, KJR, KOMO, KRSC; Spokane, KFPY, KGA, KHQ; Tacoma, KMO.



UNCLE LEO

For 14 years this ex-circus clown, and now Oklahoma City's zoo keeper, has thrilled Oklahoma youth with thrilling stories of animals and the sawdust trail.



**RICHMOND
COVERAGE
AT
PETERSBURG
RATES
WIRE or WRITE
WSSV**

Petersburg, Virginia

Webs Announce News Of New Atomic Bomb

(Continued from Page 1)

omb announcement at 11:15 a.m., yesterday to the network audience and at 4:30 p.m., on the program "Feature Story" devoted the entire 15 minutes to a description of the new implement of destruction. Harry Marble told the story of the bomb's development.

Howard W. Blakeslee, Associated Press science editor, was heard at 1:30 p.m., yesterday over the American network in a discussion of the new atomic bomb, discovery and usage in the war against Japan.

Highlights of the NBC coverage of the atomic bomb follow:

At 11:17 a.m. the Fred Waring program was interrupted for a switch to Washington where Ralph Howard Peterson read President Truman's statement.

Don Goddard's noon news; W. W. Chaplin's 1:45 commentary; Lyle Van at 6:00 p.m. and Lowell Thomas at 7:45 all treated the subject.

David Dietz, science editor of the Newspaper Enterprise Association, spoke on the atomic bomb at 7:15.

H. V. Kaltenborn was heard at 7:45; Kenneth Banghart on the 11 o'clock news and at 11:15 NBC had a pickup from KOB, Albuquerque, N. Mex., on discussions of the atomic bomb.

Washington Bureau, RADIO DAILY

Washington—OWI transmitters in San Francisco, Hawaii and Saipan began broadcasting President Truman's statement on the atomic bomb to Japan immediately upon issuance of the statement, it was revealed yesterday by the OWI overseas director, Edward Barrett.

No Japanese-language transmissions are normally on the air at the time the statement was released, a bad listening hour in Japan, but the statement was immediately featured in English and other language broadcasts audible in Japan, and special Japanese-language periods were arranged to carry the news.

Information on the atomic bomb will dominate OWI's normal Japanese-language transmissions for the next several days, Barrett said.

At 4 p.m., EWT, the news was told in the first regularly scheduled Japanese-language period, which continued for three and half hours, both short and medium wave. This is a favorable listening time in Japan.

participate in the Crosley sessions and provided the single vote which tipped the balance in favor of the sale. . . . The majority and minority decisions on the Crosley case, which should be ready early this week, ought to make interesting reading.

BBROADCASTERS who complain that the FCC is attempting to control their program policies should be glad they don't operate in Argentina. Although ostensibly privately owned, Argentine stations are gradually becoming out-and-out government propaganda media and will be directly under the thumb of Col. Peron by the time Argentine presidential elections are finally held. . . . Nothing can go on the air without an okay from the federal Press and Propaganda Bureau, and the experience of several of the more venturesome Buenos Aires newspapers—which were suspended—makes it unlikely any broadcaster will disobey that dictum. . . . As a matter of fact, heavy fines and other penalties are in prospect for broadcasters who refuse to give as much time as the bureau thinks they should to inspired stories and propaganda. . . . Argentine stations—all of them—had to air six times daily last month a series of discs made by self-designated labor leaders, all of whom sang the glories of Peron as the savior of organized labor in Argentina. Unlike our FCC, which is desirous of having the auspices for all broadcasts made public, the Argentine Press and Propaganda Bureau sent broadcasters instructions that it was "absolutely forbidden" to announce that these transcriptions were put out by the government and that their airing was on federal orders.

AND now the Argentine government is trying to force nearby Uruguay to stop broadcasts by Argentine political exiles living over the border. Montevideo is less than 200 miles from Buenos Aires, and a good many Argentine radios are tuned to Uruguayan wavelengths. The Montevideo-

anese-language period, which continued for three and half hours, both short and medium wave. This is a favorable listening time in Japan.

Particular emphasis is being put on the President's statements that: "It was to spare the Japanese people from utter destruction that the ultimatum of July 26 was issued," and that if the Japanese do not now accept the terms "they may expect a rain of ruin from the air the like of which has never been seen on this earth."

Stork News

A seven-pound, five-ounce girl was born to Mrs. Leslie Raddatz at Hollywood Hospital. Raddatz is assistant press manager at NBC in Hollywood. The baby, the couple's fourth child, will be named Mary Ellen.

Washington Front

(Continued from Page 1)

deo stations have been co-operating with political enemies of Peron, and Argentine listeners habitually tune in regularly scheduled quarter-hour broadcasts by political exiles. . . . All of which is a good thing from the standpoint of radio. It's nice to know that the medium is being used by those fighting against Fascism down there as well as by the Fascist forces.

THE Army Signal Corps, which has been blushing for some time about the several instances where homing pigeons came through while radio and other signal means failed, comes through with an interesting statement on the training and preparation for the Normandy invasion of a force of 540 pigeons. We don't go into the details, since we don't anticipate that the post-war home receiver will include a built-in pigeon loft, but we will quote the conclusion of the story—which, incidentally, was generous in its praise of the birds and their trainers: "It is a tribute to the general efficiency of Signal Corps preparations and operation during the invasion that the pigeons, as it turned out, were comparatively little used. Other systems of communication were extremely good, almost beyond hopes. Radio operated successfully from D-Day, and messenger boats operated from the beachheads on a regular schedule, beginning also on D-Day. . . . The birds were used too, and with creditable results, despite prevailing head winds which blew in steady stretches of time or in sudden squalls from D-Day on. They were used for carrying ammunition status reports, undeveloped films, emergency messages when other means of communication failed, and messages of varied types when radio silence prevailed."

Miller Ok'd As Prexy By NAB's Directorate

(Continued from Page 1)

mentation for the excellence of the selection. Plans for the inauguration of Miller will be announced later.

The Labor Relations Committee reported generally on its work of the year, and the board voted for an expansion of NAB's labor relations work. Col. Ed Kirby, Army radio chief, was heard in a discussion of industry-army relations as regards programming for this country and for troops overseas.

FCC Chairman Paul Porter, Commissioners E. K. Jett and Charles R. Denny and Tom Lane, director of press, advertising and radio for the Treasury War Finance Division, will be guests of the board at luncheon today.

Annual NAB Report Given Membership by Pres. Ryan

Forecasting a bright future for broadcasting after the war and emphasizing the need for rapid development of FM and television, J. Harold Ryan, retiring president of NAB, released the annual report of broadcasters in Washington on Friday. The report, copies of which were received in New York Monday, detail the past year's accomplishments of NAB.

Wedding Bells

John Forbes, of the American network publicity staff, was married July 30 at Block Island to Sgt. Marguerite P. Grinnell, USMC, of East Providence.

Paulee On RCA Show

Mona Paulee, soprano of the Metropolitan Opera Company, will guest on Tommy Dorsey's "RCA Show" Sunday at 4:30 p.m. over NBC.

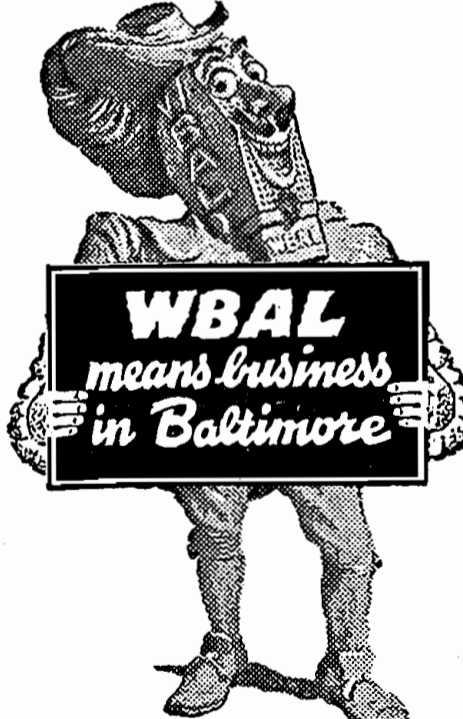
JOB WANTED

... the job of **SELLING KANSAS** for YOU - at low cost • Just hire:

Ben Ludy, GEN'L. MGR.

WIBW

The Voice of Kansas
TOPEKA



WBAL
means business
in Baltimore

50,000 Watts • NBC Network
Edward Petry & Co., National Representative

WHO SAID INFLATION?

W-I-N-D delivers

79%

MORE

daytime audience

PER DOLLAR

IN 1945 than in 1943

Based on C. E. Hooper continuing Measurement of Radio Listening, February-April, 1943 and 1945.

W-I-N-D

5000 WATTS **Chicago** 560 KC.

★ ★ ★ COAST-TO-COAST ★ ★ ★

—FLORIDA—

JACKSONVILLE — The carrier, U.S.S. Guadalcanal has a new mascot named Don Ferrandou, apprentice seaman, 0001, USNR, named after WMBR's commentator. The tiny Boston bull was one of hundreds of canines brought to the station after a plea for a mascot had been aired. His owner explained they had named him Don Ferrandou because of his serious face and dignified bark. . . . MIAMI—WGBS has signed the American Brewing Company to sponsor W. R. Wills, news editor, in two commentaries each week-day. Renewal of "Dinty's Dugout" with Dinty Dennis, sportscaster, was included in the deal.

—GEORGIA—

LA GRANGE—New twist to station identification has been added by WLAG. Call of peach state station features a musical background of Hoagy Carmichael's "Georgia" as recorded by staff pianist. . . . ATLANTA—Recent additions to the WSB announcing staff are Dudley McCaskill, formerly with WMGA, Moultrie, and George Wilson, ex-assistant professor of speech, radio and drama at Louisiana Polytechnic Institute, Ruston. Wilson was WBIG production director before going to LPI.

—ILLINOIS—

CHICAGO—WGN newsroom chief Robert F. Hurleigh is a new father. Robin Marie was born July 24. . . . Another new father at WGN is Albert Scherb of the sales department. Albert Henry Scherb II was born July 19. . . . Holly Pearce, former traffic manager for WBBM, has returned to the states after serving with the OSS

in the CBI theater. . . . Eddie Fritz, former WBBM pianist and now musician 2/C, USNR, composed "The Big T," inspiration for which came through his serving aboard the big "Ti."

—INDIANA—

FORT WAYNE—Jim Westover, WGL program chief, is taking over at the mike for Norm Carroll while the latter is vacationing up in northern Wisconsin. . . . EVANSVILLE—"The Sun Shine Hour," first program to be aired by WGBF, completes 20 years of continuous broadcasting come September. . . . Former CBS foreign correspondent Glen Stadler joined WGBF July 23 as commentator and analyst, sponsored by Sterling Brewers, Inc.

—IOWA—

DES MOINES—Fourteen out of 30 KRNT staffers now serving the armed forces are in some way connected with radio. Sgt. B. C. Baldwin, musician, is heading the Bob Crosby Marine Band. Sgt. Gene Shumate, news and sports man, is the only enlisted member of the Marine Corps to broadcast for the overseas radio, Sgt. Charles L. McCuen, Jr., newscaster, is emceeing shows for the 7th. Col. Luther L. Hill, former station manager and Cowles vice-president, is in War Department public relations, Washington, D. C. The others are handling engineering, radar and announcing.

—KENTUCKY—

LOUISVILLE—Bud Abbott, conductor of the WHAS program "Kentucky Calls America" was made a member of the organization of Kentucky Colonels when he received his commission from Governor Willis who presented Abbott with the commission in recognition of his work in helping to sell Kentucky to America. Abbott's mail has come from the Gulf to Hudson Bay, from the Atlantic to the Pacific and from ships at sea.

—NEW HAMPSHIRE—

PORTSMOUTH—Fun and foolishness feature "The Beach Party" from Hampton Beach over WHEB Monday evenings at 7:30. Contestants taken from audience gathered about bandstand are paid silver dollars by Win Bettinson and Bob Fuller for correct answers to brain-teasers. Losers are required to perform humorous penalties.

—MICHIGAN—

DETROIT—WWJ, first commercial radio station, will be 25 years old August 20, in connection with which plans are under way for a mammoth party. . . . WWJ-The Detroit News has added Reuters as an exclusive in the area. . . . Ty Tyson, WWJ's veteran sports announcer, also has an anniversary about now. He came to WWJ at Fred Waring's suggestion in 1922, and is credited with broadcasting the first eye-witness football game in 1924, along with other "first."

—MISSISSIPPI—

CLARKSDALE—New and novel hillbilly program now covers the Delta each Saturday night from WROX. Titled Barn Dance, program runs from 9 to 10:30 p.m., pulling talent from surrounding territory and handling over 1,000 visitors every week.

—MISSOURI—

KANSAS CITY—KCMO is carrying the Sunday night band concerts from Loos Memorial Park as a community service. Broadcasts are heard from 9 to 10 p.m. with N. DeRubertis directing the Kansas City Civic Orchestra.

—MASSACHUSETTS—

BOSTON—E. B. Rideout, WEEI stal meteorologist, is celebrating his 20th anniversary with the station August 7. . . . Dick Doty will assume duties of news editor at WCOP August 20 coming from WKNE, Keene, N. H. . . . WORCESTER—A Worcester G.I. recently wrote WTAG that he had picked up Bob Rissling and Henry Felix on the "Roving Reporter" program while visiting Berchtesgaden. . . . PITTSFIELD—Scott Davis is now featured newscaster at WBRK.

Godfrey Time Expanded

The Arthur Godfrey program (WABC-CBS, Monday through Friday, 9:15-9:45 a.m., EWT) will be extended 15 minutes daily, due to the growing popularity of the show. Douglas Coulter, vice-president in charge of programs, announced. Beginning Monday, August 27, the show will be extended from 9:15 to 10:00 a.m., but will involve no change in the supporting cast.

Send Birthday Greetings To

August 7

Al Goodman Hildred Price Torrence E. Danley

1st CHOICE IN CHATTANOOGA IS

WDDO 20th YEAR

CBS 5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY NATIONAL REPRESENTATIVES

First IN (1) AUDIENCE (2) PUBLIC SERVICE (3) RESULTS

Exclusive! CUBS '45 BASEBALL W-I-N-D CHICAGO 560 Kc., 5000 WATTS

Robert Light

announces his resignation from The American Broadcasting Company

and the opening of

THE ROBERT LIGHT AGENCY

8508 SUNSET BOULEVARD

Bradshaw 2-2202

Hollywood (46)

California

Artists' Managers for Radio and Screen

Radio Packages : : : : Motion Picture Scripts

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 27

NEW YORK, N. Y., WEDNESDAY, AUGUST 8, 1945

TEN CENTS

Radio's Oak Ridge Scoop

Knoxville Stations Dramatize Story For Nation

By CLAUDE FRAZIER AROL
(Special Correspondent, RADIO DAILY)

Knoxville—It was Monday, August 6th, it was about the same as any recent Monday in Knoxville and East Tennessee. The Fred Waring program on WROL had been on the air a few minutes, when it was broken for a news bulletin—an announcement from White House stating that Japanese city, Hiroshima had been bombed by an atomic bomb. The first thought in everyone's mind was "so that's what they make at Oak Ridge?" A few minutes

(Continued on Page 8)

Firm Control Of Radio Asked By Rep. Celler

Washington Bureau, RADIO DAILY

Washington—Broadcasters and the FCC were hauled over the ropes yesterday by Congressman Emanuel Celler, New York Democrat, for the over-commercialization of radio. With FM and tele coming in, he said, this is the ideal time for the FCC to "take the bugs out of radio."

Referring to a comment by the NBC president, Niles Trammell, before the Senate Interstate Commerce Committee in December, 1943, that "he who controls the pocketbook controls the man," Celler said. "Appar-

(Continued on Page 7)

Substituting

Jack Oestreicher, chief of the INS foreign service, didn't allow a fractured left arm from keeping him from substituting for John B. Kennedy on the American network Monday night as guest commentator. Oestreicher received the fracture when he slipped and fell in a bathtub at his home in New Rochelle up in Westchester last Friday night.

Prophetic Program?

On January 24, 1941, NBC broadcast a program on the "Unlimited Horizons" series which told the history of the cyclotron or atom smasher developed at the University of California by Professor E. O. Lawrence. Monday night, a few hours after President Truman's announcement of the atomic bomb crashing in Japan, the network repeated the 1941 program. While the first broadcast had no reference to the atomic bomb development it did say that the "atomic force" would make scientific history.

Wallenstein Joins American Web Staff

Alfred Wallenstein, who recently resigned as musical director of WOR, has been named musical director of the American Broadcasting Company and will serve in association with Paul Whiteman who remains as director of popular music for the network, Hubbell Robinson, Jr., network

(Continued on Page 8)

Tele Transmitter Bought For Postwar Delivery

Los Angeles—Purchase for postwar delivery of a 40 kilowatt television transmitter from General Electric was announced yesterday by Harry R. Lubcke, television director of the Don Lee Television and Don Lee Broadcasting Systems.

The West Coast network has filed

(Continued on Page 2)

Williard In NAB Post; Other Board Activity

Arthur D. Willard, Jr., manager of WBT, CBS outlet at Charlotte, N. C., was named executive vice-president of the National Association of Broadcasters by the NAB board meeting with President-elect Justin Miller in Washington yesterday. Willard will take office with Miller on Oct. 1.

Willard, known to broadcasters as

(Continued on Page 6)

Johnston Gets Promotion With McCann-Erickson

Russ Johnston has been named vice-president in charge of radio production of the McCann-Erickson, Inc., Lloyd Coulter, radio head of the agency announced yesterday. Johnston joined the agency two years ago after six years with CBS in charge of the web's West Coast and Hollywood program department.

Atomic Bomb News Given Workers At Plant

By O. J. REMINGTON
(Special Correspondent, RADIO DAILY)

Oak Ridge, Tenn.—Thousands of workers at Oak Ridge, Tennessee, first learned via radio what they had been doing for the past two years as announcements on the atomic bomb began to come in on sets in homes of workers on the project.

Wives called husbands that held jobs where they could be reached. Off-duty employes in their homes or shops or recreation halls listened in amazement, rushed out to spread the

(Continued on Page 8)

Crosley Executives Staying With AVCO

Cincinnati — Irving B. Babcock, president of the Aviation Corporation was elected president of the Crosley Corporation, a controlling interest in which was acquired Tuesday, by AVCO, in a transaction involving a payment of more than \$12,000,000. AVCO commitments total over \$21,000,000.

Mr. Babcock, who has held his AVCO post since February, 1945, also is chairman of the boards of Consolidated Vultee Aircraft and American Central Manufacturing Corpo-

(Continued on Page 6)

WPB 'Green Lite' To Radio For Transmitter Equipment

Washington Bureau, RADIO DAILY

Washington—The FCC has received the green light on transmitting equipment from WPB, it was revealed yesterday, with every indication that "construction started during the latter part of this year can be completed within the normal period of a construction permit without unreasonable difficulty." Materials will become available "within the next few

months" for all types of broadcast stations, FCC said.

No action will be taken on pending applications for 60 days, the FCC said, in accordance with its January statement, but the 60-day period started yesterday. Applicants may, during that period, file any amendments to their original applications, report any changes in conditions, but will not be required to have their

(Continued on Page 7)

Atom Energy

Boston, Mass.—Energy from the split uranium atom was first used to switch on a new transmitter at station WBZ, Hull, Mass., June 27th, 1940, when Dr. E. U. Condon, Westinghouse Research Laboratories, unleashed explosive power from a single U-235 atom to make the connection. Two hundred million electron volts were used for the purpose at that time.



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

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FINANCIAL

(Tuesday, August 7)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Am. Tel. & Tel., CBS A, CBS B, etc.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists stocks like Du Mont Lab., Stromberg-Carlson, WCAO (Baltimore), WR (Detroit).

20 YEARS AGO TODAY

(August 8, 1925)

A tragedy of the sea prevented thousands of New Yorkers from getting their favorite morning radio programs. The freighter "Raifuku Maru" bound for Hamburg from Philadelphia sank off Nova Scotia with a crew of 38. It was the SOS call from the sinking ship that interfered with radio reception.

5000 WATTS 1330 KC. WEVD

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

Send for WHO'S WHO on WEVD

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

Coming and Going

JOHN F. ROYAL, vice-president of NBC in charge of television, has left for a three weeks vacation, it was announced. Mr. Royal's destination was not known.

NANCY B. BLUNT, secretary to A. N. Armstrong, Jr., general manager of WCOP, Boston, is spending some time in Chicago, where she is visiting the Windy City office of the American network.

LOUIS N. HOWARD, vice-president of the Tobacco Network and owner of WHIT, New Bern, N. C., accompanied by EUGENE WEIL, commercial manager of the network, is in New York on station and network business.

CARLTON ALSOP, of the Sherman & Marquette advertising agency, will leave in a few weeks for the West Coast in connection with Judy Canova's return to the coast-to-coast networks on Sept. 1.

GEORGE FOSTER, of WNEW production, has left on his annual vacation, as has RHEA DIAMOND, publicity; BEA WILLNER, music; EDITH RIEDMAN, engineering, and JOAN THOMPSON, receptionist.

KINGSLEY F. HORTON, assistant manager and director of programs and sales at WEEL, Boston, is vacationing in the Maine woods.

JOHNNY SIMM, of the Frederic W. Ziv Company, is back in New York following an extended business trip to the West Coast.

GUY LOMBARDO has arrived in Hollywood, from which point he will broadcast his American network program for the next six weeks.

MURRAY GRABHORN, assistant general sales manager of the American network, is vacationing in the Adirondacks.

HELEN KRAUS, of general engineering at WABC, is taking three weeks to poke about the Poconos.

BARNEY CRAGSTON, sales manager of the Co-operative Program Department of the American network, is back at his desk following a trip to Troy, N. Y.

GEORGE D. TONS, sales manager of KDKA, Pittsburgh, is back at his desk following a short visit at NBC Spot Sales in Chicago. Next week he'll pay a call at the web's spot sales division in New York.

Tele Transmitter Bought For Postwar Delivery

(Continued from Page 1) with the FCC for permission to install the transmitter 5,800 feet above sea level on Mt. Wilson. A station to house the transmitter will be built on a 160-acre tract already purchased by Don Lee. Station W6XAO, the network's television station, operating in Los Angeles since December 23, 1941, will be used as a television relay station and studio site after the new transmitter is installed, according to Lubcke.

Cast For RKO Pictures

"Radio Stars on Parade," starring Wally Brown, Alan Carney and Frances Langford, including Ralph Edwards and the "Truth or Consequences" company, Skinnay Ennis and his band, Don Wilson and guitarist Tony Romano, is one of the musical comedies scheduled for production during the 1945-46 season, RKO Radio Pictures, Inc. announced yesterday with its list for the coming season.

New WEAF Program

A new participating program, starring Jack Arthur as singing master of ceremonies, makes its debut over WEAF today at (8:15 a.m., EWT). It will be heard Mondays through Saturdays thereafter.

Demand For Farm Shows Brings Longer WTIC Day

Hartford, Conn.—As a result of a survey which brought requests for more agricultural information, WTIC will expand its broadcast day by half hour starting ext Monday, Aug. 13, Paul W. Morency, general manager, announced yesterday. The station will open at 5:30 a.m. and continue broadcasting until 1 a.m. the following morning.

Morency disclosed that a survey conducted by the station brought an overwhelming request for added time for farm and home information between 6:15 and 7 a.m. Under the revised broadcasting schedule WTIC's farm program "The Farmer's Digest," with Uncle Jim Platt, will be expanded, along with the morning news show "Reveille," conducted by Bud Rainey. A Summary of the latest news and "Reveille" will open the broadcast at 5:30 a.m. followed by the "Farmer's Digest" at 6:15.

Co-star in New Series

Cornelia Otis Skinner and Roland Young will appear in a series of "William and Mary" skits on the "Johnny Presents," variety show over NBC starting Tuesday, September 11 at 8 p.m., EWT. Featured with them will be Barry Wood, singer, and Ray Block and his orchestra. Oscar Levant, pianist-composer, will also be heard on the first program.



Ice breaker

That's a Lake Michigan freighter making its way through a narrow channel in the ice.

It's built for that kind of work.

And in radio in Baltimore city, W-I-T-H is built to do a channel-opening sales job for you.

W-I-T-H, the successful independent, produces more listeners-per-dollar-spent than any other station in this five-station town.

Glad to show you the facts any time.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Advertisement for WDAS in Philadelphia. Text: 'IN PHILADELPHIA Nearly everybody listens to BROADCASTS OF NEWS ON THE HOUR • EVERY HOUR That's why 78 percent of our sponsors renew regularly.' Includes an image of a hand pointing to a radio set.

WPEN BRINGS PHILADELPHIANS "ROBIN HOOD DELL"



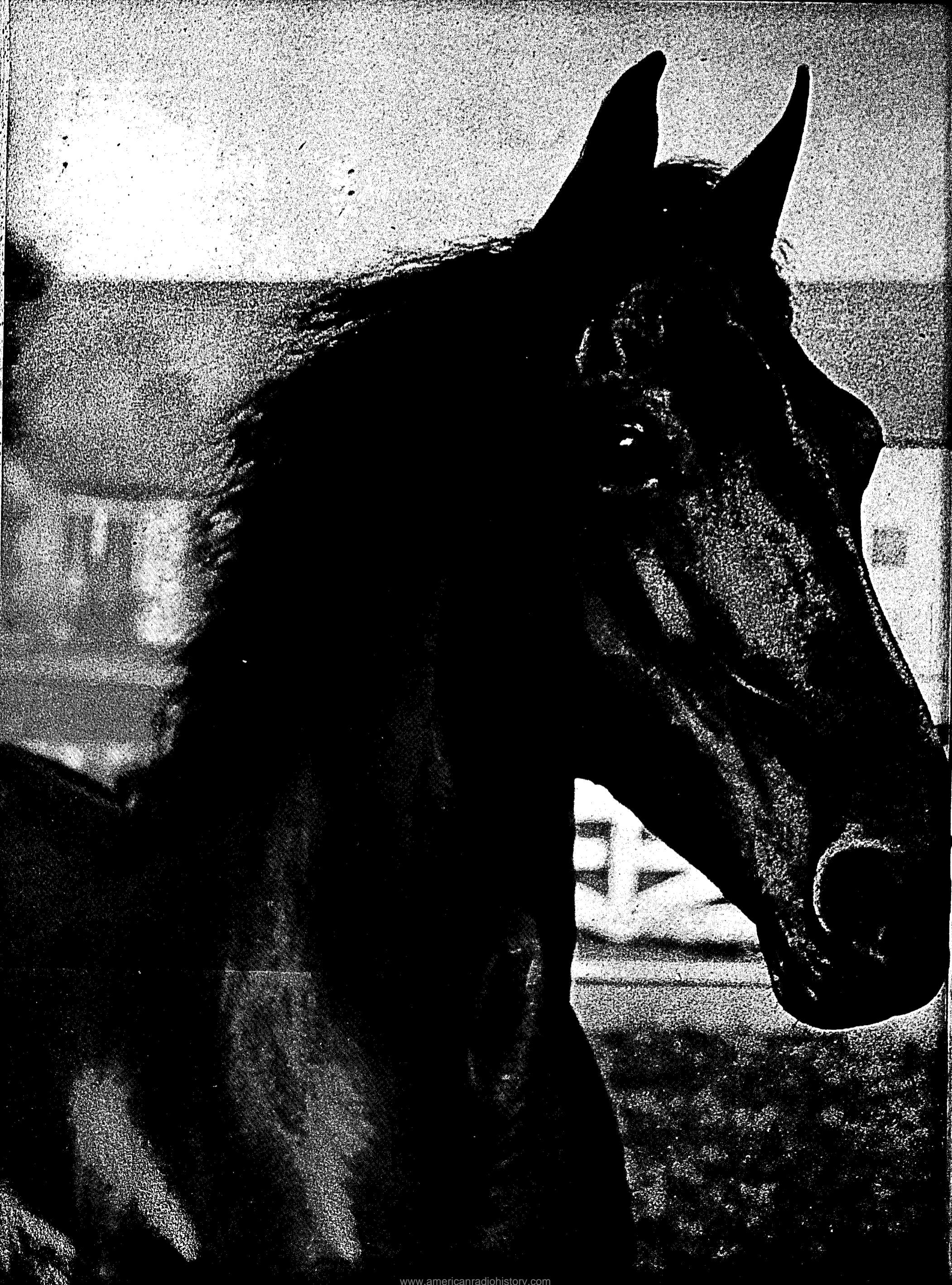
- Music in picturesque Robin Hood Dell is a summertime habit with Philadelphians. Thousands crowd this open-air concert hall at every performance to hear symphonies, light classics, popular singers. And this summer, thousands more have listened over WPEN.

- These concerts are only one of the new programs offered by WPEN since *The Evening Bulletin*,

America's largest evening newspaper, took over the ownership and operation. Like the Robin Hood Dell music, other new programs have a distinctive appeal to listeners in the Philadelphia area.

- WPEN newscasts have won wide popularity. They're on the air every hour on the hour—direct from *The Evening Bulletin* news-rooms. Philadelphians count on them.

WPEN . . . the Station for Philadelphians





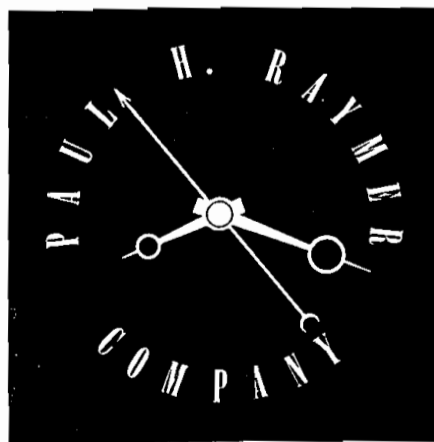
HE'S A WINNER!..

When skillfully directed and stripped for action

Every ounce of him is devoted to one job—to win. He pulls no carts, carries no extra trappings.

No premiums or extras are offered by this company for its services to radio stations. We make no side line profits.

We believe that *all* of our resources and *all* of our energies should be directed toward the one job of selling radio advertising for the stations we represent—and doing that job superlatively well.



PAUL H. RAYMER COMPANY • RADIO ADVERTISING
NEW YORK • DETROIT • CHICAGO • LOS ANGELES • SAN FRANCISCO

Williard In NAB Post; Other Board Activity

(Continued from Page 1)

"Jess," was born in Frederick, Md., September 15, 1904, attended Frederick grammar and high school, Tome Preparatory School, Port Deposit Md., and the

University of Virginia, Charlottesville. His first position was reporter - investigator for Bradstreet Company in which capacity he remained for four years. He entered



ARTHUR D. WILLARD

radio as an announcer and program director for WCAO, Baltimore, and after a year became commercial manager for WFBR, Baltimore, where he remained for three years. In 1932, he became commercial manager for WJSV (now WTOP) in Washington and in 1937 was made general manager. He left Washington for his present post as manager of WBT, Charlotte.

In addition to appointing Willard to the newly created post the NAB board acted on code revisions. The board approved substantially as recommended by the code committee in February, 1945.

A new section covering "public questions" does not attempt to specify time should be sold. It admonishes broadcasters to give careful regard to values in allotting time on "public questions." Nowhere in the section is "public questions" interpreted as labor or controversial issues.

The board also suggested change in the length of commercial announcements. Here-to-fore daytime commercials were allotted more time than night time broadcasts. Under the revision the night time length of commercials applies to daytime shows as well. It was pointed out that the network change over to the new commercials will necessarily have to be gradual because of commercial show commitments.

Gets KMPC Promotion

Los Angeles—Harry Patterson, staff announcer at KMPC for the past three years, except for 15 months in the Army, has been appointed production manager for the station. He will be in complete charge of all production work, as well as the staff of announcers. His experience in radio dates back to 1932.

WANTED — SALESMAN

Radio production firm has opening for two salesmen to call on New York agencies. Men with agency contacts preferred. This is a real opportunity for men seeking permanent positions at a good salary with possibilities for unlimited additional earnings. State complete background in first letter. Our Staff knows of this ad. Box 200, Radio Daily, 1501 Broadway, New York 18, N. Y.



Reporter At Large . . . !

● ● ● Sponsor reported to be very unhappy (what an understatement!) with "Maisie" and insiders insist show may be bought off despite its 26-week non-cancellable contract. Meanwhile, Blow agency has taken a two-week extension on the Milton Berle option, with deal being far from chilled. . . . Dick Haymes' Electric Auto-Lite show switching from NBC to CBS Oct. 9th. . . . Leonard Lyons reports that Swifty Morgan, D. Runyan's favorite soldier of fortune, is wearing dark glasses and is having his eyes treated. The doc asked him when he first discovered his eyes were failing. "When I walked smack into a creditor I've been ducking for three years," was his retort. . . . Chateau Martin wines couldn't find anyone to replace Irving Kaufman with that terrific jingle, "I'm Nutz About the Good Old Oo-Es-Ay," so are bringing back his old records. . . . Harry James upset by the talk that he's breaking up his combine. . . . Mark Hellinger's first film venture as an independent producer may be Gertie Lawrence's "A Star Danced" . . . Bert Wheeler up for the Frank Fay role in road company of "Harvey" . . . Philco becomes a participating sponsor on "Breakfast Club" in Sept. . . . Major oil company dickering with Al Helfer for football airings this fall.

★ ★ ★

● ● ● Morton Gould's contemplated format for a fall air show has already attracted bidding from several interested sponsors. Idea, in brief, would embrace a singer of the caliber of Wm. Horne (whom Winchell tagged as better than Gigli) and occasional gueststars. Latter would include such personalities as Jose Iturbi, Benny Goodman, Harry James, etc., appearing in renditions of special pieces written for them by Gould. Inducement for guest stars would be heavy inasmuch as Iturbi, for instance, is still doing "Etude in Boogie Woogie" which Gould wrote for him on a recent guest shot.

★ ★ ★

● ● ● Dean Jagger, who replaced Philip Merivale in "One Foot in Heaven," bows out of that show shortly now that it has switched from Sundays to Thursdays. With a new play coming up, Dean won't find it possible to double. . . . Frankie Carle's vocalist out in Chi is his daughter. . . . A major milk concern may lose one of its army hospital clients because of alleged refusal to do a show from there. . . . Add golf foursomes: Bob Hannegan, Gene Sarazen, Harry Wismer and Geo. Skouras playing off a 'grudge' match today. . . . Personal nomination for radio's best-dressed announcer: Herb Sheldon. . . . Prof. Quiz dean of the quizmasters, coming back to the air shortly under Jimmy Appell's aegis. The Prof., who once blew his rating up to 23, should be a welcome addition to the question-and-answer scene. . . . What's this talk about ex-WAC Sgt. Adele Clark only being signed for two weeks with Eddie Cantor? . . . Jerry Cooper on the Philco show Aug. 12th. . . . Pat's Chop House, one of radio's favorite eateries, now owned by the Holder family who operate the famous Young's Gap Hotel at Parkville, N. Y. (Ask for Oscar's salad and thank us) . . . Benny Goodman's wife is the reason why he won't go to Wm. Morris when he finishes at MCA.

★ ★ ★

● ● ● Radiokays: Felix Knight's tenoring on CBS' Electric Hour. . . . The ease and satin smoothness of a Fred Waring airing. . . . Dr. Frank Kingdon's hard-hitting pinch-hitting for WW. . . . Mutual's sugar-coated educational sweetheart, "The Human Adventure" . . . Phil Davis' music via the Hires show on the American net Sundays at 6:30. . . . M/Sgt. Warren Lewis, former NBC-Hollywood writer-producer, who provides most of the sweat behind putting "The Fighting AAF" together on the air. He edits all the sequences coming in from combat reporter teams. . . . Geo. (The Real) McCoy's guest shot on "Report to the Nation" giving out with a take-off on his old man-in-the-street interviews.

— Remember Pearl Harbor —

Crosley Executives Staying With AVC

(Continued from Page 1)

rations, two other associated AVC companies. He formerly was vice president of General Motors, and president of Yellow Truck and Coal Manufacturing Corporation.

James D. Shouse, vice-president in charge of the broadcasting division and Raymond C. Cosgrove, vice-president and general manager of the manufacturing division continue in their respective positions and also remain as directors of the Crosley Corporation. Other members of the board include Mr. Babcock, Raymond S. Pruitt of Chicago, secretary and general counsel; Robert E. Dunville vice-president of the Crosley Corporation and general manager of radio station WLW; William F. Wise of Detroit; Victor Emanuel a native of Dayton, Ohio, but now of New York and who is chairman of the board of AVCO; Powel C. Crosley, Jr., John J. Rowe, Cincinnati banker, and Mr. Shouse and Mr. Cosgrove. Lewie M. Clement retains his executive position of vice-president in charge of research and engineering in the manufacturing division, along with Frank A. Schotters, vice-president in charge of manufacturing production. Lewis M. Crosley also remains a vice-president. Walter Morgensen of Detroit becomes treasurer, with Edwin J. Ellig of Cincinnati retaining his post as assistant secretary treasurer. AVCO manufacturing divisions and associated companies are among the nation's largest producers of war equipment, ranging from battleships and heavy bombers to jeep bodies and airplane parts.

18,000,000

GUESTS A YEAR!

That's a lot of company — but it's a FACT!

18,000,000 visitors come to Atlantic City annually and a mighty big proportion make WFGP their VACATION-STATION.

New Jersey's ONLY American Broadcasting Company Station.

New Jersey's ONLY station for National Ball Games.

EDDIE KOHN, MANAGER

WFGP
ATLANTIC CITY, N. J.

WSTV—Steubenville, Ohio
WFGP—Atlantic City, N. J.
WJPA—Washington, Pa.
WKNY—Kingston, N. Y.



Form Control Of Radio Asked By Rep. Celler

(Continued from Page 1)

...this is the thought that has been animating most of the broadcasters. It undoubtedly has had an effect upon some of the provisions of the code of the NAB, because it has found itself effectively barred from the use of radio."

...Celler laid out six proposals for the Commission to consider at this point. "Because of the complaints leveled against the general operation of the industry," he said, "I have given the entire subject deep and earnest thought and firmly believe that in order to eliminate further criticism when considering future applications for frequencies or renewals, your honorable Commission should consider the following proposals:

Six Proposals Outlined

1. No radio station has the privilege, in perpetuity, of using the frequency assigned to it.
2. In the evaluation of any application or renewal of application, the Commission shall not sanction the degradation of the radio into a medium maintained exclusively for the selling of merchandise and for the regularizing of services.
3. Any legitimate organization, either corporate or individual, conforming to existing regulations promulgated by the Commission, shall be permitted to broadcast.
4. Definite segments of the daily broadcast cycle must be given over to educational programs and such broadcasts should be of an educational, cultural and forensic nature.
5. Periodic financial statements must be required from the broadcasting companies and should contain a statement of operations and set forth complete details as to profit and loss.
6. The Federal Communications Commission shall pass upon the selling of any radio station."

Will Introduce New Suite

...first performance of Dr. Frank Black's "Suite For Strings" will be given by the NBC Symphony orchestra on NBC, Sunday, August 12, from 6 to 8 p.m. Dr. Black completed his arrangement of violin sonatas of John Sebastian Bach last winter.

WPB 'Green Lite' To Radio For Transmitter Equipment

(Continued from Page 1)

equipment on hand as of October 7.

The Commission warned that applications for FM and tele stations will not be acted upon until regulations for these services are adopted, but there is good reason to believe these regulations will be adopted by that date.

The FCC "freeze policy" was announced in February, 1942, and has stood since then with minor changes.

The following procedure will be adhered to now:

Three-Part Procedure

(A) Pending applications upon which no Commission action has been taken—These applications will not be acted on for a period of at least 60 days from Aug. 7, 1945. During that interim applicants may file such amendments as may be necessary to reflect new or changed conditions from those stated in the application. Such amendments shall be made in accordance with Section 1.121 of the rules of practice and procedure, in triplicate, and shall become part of said application. At the termination of this 60-day period

consideration will be given to these applications in the ordinary course of business and attention will also be given to conflicting applications filed during this 60-day period.

(B) Applications which have been designated for hearing but not yet heard—The Commission will not announce hearing dates for applications in this category, until the expiration of the 60-day period. Applicants desiring to file amendments shall do so within this period.

(C) Applications which have been heard and the records closed—Applicants whose cases have been heard and upon which the record has been closed are requested to advise the Commission within the next 60 days of any changes which may have occurred reflecting upon matters of evidence introduced into the record. Copies of such notification shall also be served upon other parties to the proceeding and where additional testimony is required appropriate petitions may be filed to reopen the record for the introduction of this additional evidence.

Reduction of Work Week Brings Higher Basic Pay

Washington Bureau, RADIO DAILY

Washington—Broadcasters planning to reduce their employees' work week can expect the War Labor Board to support employe claims for higher basic wages. This conclusion appeared justified from a study of the WLB decision of last week overruling a regional denial of such increases on the grounds that the increased rates would result in "take-home" pay higher than the stabilized ceilings for the area. The board approved increases sufficient to maintain the previous annual take-home.

While this decision cannot be regarded as establishing a definite precedent, as the margin above the ceiling wage was only half a cent an hour and no appeal was made to the Office of Economic Stabilization, it does indicate the direction of War Labor Board thinking.

The board is now seeking additional authority to enable it to apply a consistent policy in regard to maintenance of take-home.

La Guardia Bows Out Via WOR

Mayor Fiorello H. La Guardia, in a special program over WOR at 8:15 p.m. last night, definitely removed himself from the mayoralty race and espoused the candidacy of Newbold Morris.

WANTED

A top-notch local salesman for WRAL. Wire or call Fred Fletcher, 6411, Raleigh, N. C.

'Request Performance,' Set For CBS On Oct. 7

Los Angeles—"Request Performance" will be the title of the new radio program which the Masquers Club of Hollywood will launch on the air under sponsorship of Campbell Soups, starting Sunday evening, Oct. 7th. Unique feature of the program will be that each show will be made up from requests sent in by the listening public. Public is invited to send in requests stating what stars they want on the program and what they want the stars to do on the show. Program is set for 39 weeks, coast-to-coast over the Columbia Broadcasting System.



first
...in War!



first
...in Peace!

Wallace Kaddery, radio chief of the United States Department of Agriculture for past eight years, began his daily farm service program over KGW, July 16. Back in pre-war 1940, Oregon farmers told about improving the soil.

first

in Audience Influence!

For twenty-three years radio station KGW has consistently cultivated the farmers of the Pacific Northwest, making this great buying power available to advertisers on KGW—your best radio buy yesterday, today and tomorrow.

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON



REPRESENTED, NATIONALLY BY EDWARD PETOV & CO. INC.

"A Bit of Paris in New York"

Henri

Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50

DINNER From \$2.00

Famous French Candies

15 EAST 52d ST.

U. S. Given Bomb Story By Knoxville Stations

(Continued from Page 1)

later a second bulletin announced that the bomb had been made in a secret plant in Tennessee. By a few minutes after eleven listeners to WROL and other Knoxville stations heard the news they had been waiting for three years. The secret of Oak Ridge had been disclosed. It was a fantastic atomic power project that would have baffled the imagina-

Forecast

Philadelphia—Major Thomas Coulson and Dr. Roy Marshall, Franklin Institute, Philadelphia, discussed findings of Swedish Professor Krasny-Ergen who released energy from U-235, over WCAU, July 13, 1940, suggesting that discovery might become a destructive force. It is believed this broadcast was among the first to forecast possibilities of the atom.

tions of the Grimm Brothers, Jules Verne, and the creator of Buck Rogers combined.

Oak Ridge, the Magic City of the 20th century, is a town of 75,000 population located in Anderson County, Tennessee, 18 miles from Knoxville. Less than three years ago there was nothing there but a cross roads store and scattered farming families. The people of Oak Ridge have come from virtually every state in the Union to engage in what they knew only to be vital war work, never to learn the fruits of their work until momentous disclosure yesterday. Oak Ridge is a modern city in every respect—everyone is employed—there are no slums. The people live in modern housing units—individual homes, apartments, comfortable trailers and prefabricated houses. Although up to now practically shut away from the world, they have modern schools, hospitals, stores, theaters, bus systems, telephones, recreational facilities, etc.

Highly Radio Equipped

Oak Ridge probably as highly Radio equipped as any city. As people moved in from other places they brought radio receivers with them. Practically all radio service obtained from Knoxville stations.

WROL has co-operated with Army at Oak Ridge in various ways since beginning of project. WROL made six sets of recordings of President Truman's V-E Days address to be used on public address systems on project. Entertainers from WROL's staff have appeared in recreational centers there. Regular programs of

WANTED

Radio program salesman. Travel Middle West. Drawing account and commission to one time closer. Capable of earning \$7000 yearly. Write Radio Daily, Box 198, 1501 Broadway, New York 18, N. Y.

Oak Ridge Workmen's Homes Get News Of Bomb Via Radio

(Continued from Page 1)

word. Office workers spread the word through the shops and factories.

It was the first time that 65,000 or more employes on the gigantic Clinton Engineering works learned that they had been engaged in the most stupendous undertaking of the war—perhaps of all history.

Radio Beat Press

Knoxville newspapers rushed out extras, delivered them by the thousands within an hour after news first was received by radio. WNOX interrupted net and local programs to carry latest bulletins as they were received via UP wires. Hundreds of workers called the station for confirmation, having missed first bulletins and not certain whether what they heard from neighbors was true. Excitement at the project was greater than on V-E Day as the radio reports continued coming in.

Rush to Oak Ridge

WNOX localized all news, played up Oak Ridge and Knoxville participation, had special material rushed in from project for background on stories. O. L. Smith, station manager, Walter Corning, program director, secured permission, rushed to project, worked until three a.m. interviewing officials, men who built the plant. Workers wrote interviews on the scene, put out comprehensive special broadcast 3:30 to 4:00 p.m., Tuesday, of which CBS picked up first five minutes. Broadcast traced history of project from beginning, told how plants and homes built, how

entertainment and news especially for war workers have been broadcast for past two years. Last night Allen Stout, WROL studio director, interviewed M. C. Stone of Tennessee Eastman Corp. on Richard Harkness' NBC program in first official radio broadcast by an Oak Ridge worker.

First and Best Service

Radio gave first and best service to residents of Oak Ridge with this sensational news. First extra editions of Knoxville papers arrived in Oak Ridge about 11:45 a.m. Extras with complete release not delivered until three p.m. But great demand for these some changing hands for prices as high as a dollar each. Knoxville stations swamped with phone calls and carried all possible news of this release all Monday afternoon and Tuesday morning.

WNOX broadcast of interviews with officials and employees of the plant included one with Johnnie Murphy, pitcher for the New York Yankees for 10 years who retired from baseball in 1943 to take a job with the Carbide and Carbon Chemicals Corp. and is now supervisor of employee's service for the company at Oak Ridge. He told of organizing sports teams as part of morale services for thousands of employees. He was on a portion of the program picked up by CBS on their 4:30 p.m., EWT feature story.

the news came to workers, and interviewed workers from plants.

In a copyrighted article in the Knoxville Journal, Dan Stern, staff writer, described the radio aspect of the momentous announcement. Stern wrote: "Telephones in the offices began jingling around 10:00 a.m., as the radio announcement of the bombing was carried from the wives to their husbands on the job. Before 11, notes signed by Col. K. D. Nichols, district engineer, addressed to workers and residents were circulated which said 'part of the biggest secret of the war is now known. You kept

Continue Coverage

A direct report from Richland, Washington which is one of the two great production centers of the atomic bomb was presented via CBS from 9:00 to 9:15 a.m. yesterday. Bob Spence of KIRO-CBS in Seattle made a three-minute report on the reaction of the Richland workers to the announcement of the atomic bomb.

At 12:45 over NBC a pick up from Richland Washington consisted of an interview with Col. F. T. Mathias Area Engineer and Commanding Officer of the Pasco Washington bomb project.

your part well . . . Security of information not released continues to be of vital importance."

Bill Lane of WBIR told of telephone switchboards being swamped with calls for more details following the first flash announcement of atomic bomb and the sustained interest throughout the day in all programs relating to the Oak Ridge project. It was the consensus of opinion that Knoxville and environs had the biggest listening audience Monday since V-E Day.

WNEW, New York independent, in planning additional coverage of the atomic bomb's use and background, will broadcast at 9 p.m. tonight a documentary program which will feature a talk by Richard A. Yaffe, foreign editor of PM, and will follow this on Friday with a forum type of program entitled "Atomic Bomb—and/or Birth of Civilization." The latter feature will be heard from 10-10:30 p.m.

Stork News

George Brengle, American network producer, and Mrs. Brengle, are the parents of a new baby, a boy.

ANNOUNCER WANTED

by Southern 50 KW station. Salary and talent. Excellent opportunity for good man. Write Radio Daily, Box No. 201, 1501 Broadway, New York City.

Wallenstein Joins American Web St

(Continued from Page 1)

vice-president in charge of program announced yesterday. Currently in Mexico City, where he is director of the Symphony Orchestra of Mexico as a guest conductor, Mr. Wallenstein will assume active direction of network's music operations in September. Mr. Whiteman, who is musical director for the Philco hour, will counsel with Wallenstein and also devote considerable time to varied musical activities out radio.

RCA Service To Vienna, Berlin

Opening of a new radiotelegraph circuit between New York and Vienna and restoration of direct radio telegraph service between New York and Berlin have been announced by Li Col. Thompson H. Mitchell, vice-president and general manager of RCA Communications, Inc. Traffic on these circuits is limited at present to government, press and soldier (Expatriate Force Messages) communications. The Vienna station is a mobile RCA unit.

BALTIMORE'S
Listening Habit

W
C
B
M

MUTUAL BROADCASTING SYSTEM

JOHN ELMER **GEORGE H. ROEDER**
President General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 28

NEW YORK, N. Y., THURSDAY, AUGUST 9, 1945

TEN CENTS

Radio Again Scores Beat

Capital Outlets Relay Russian War News

Washington Bureau, RADIO DAILY
Washington — Announcement of Russia's declaration of war against Japan was promptly relayed to the radio audience by Washington's ether news hawks yesterday. WOL and WWDC had the news on the air within 10 seconds after its appearance on the ticker. WOL newsmen reported the news coincided conveniently with their regularly scheduled newscast. Shooting the announcement out, they resumed their regular network

(Continued on Page 5)

Broadcasters Seek FM Licenses From The FCC

Washington Bureau, RADIO DAILY
Washington—Five new FM applications were received at FCC yesterday. They included those of Pontiac Broadcasting, Pontiac, Mich.; Musogee Broadcasting, Muskogee, Okla.; Sunshine Broadcasting, San Antonio, Texas; Peninsula Newspapers, Palo Alto, Calif., and O. L. Taylor, Oklahoma City.

Application was also filed for an

(Continued on Page 5)

CBS Reports Net Income Of \$2,224,170 For 6 Mo.

Net income of CBS for the 26 weeks ending June 30, 1945 was \$2,224,170 after payment of all expenses, charges and taxes, according to the consolidated income statement of the network issued yesterday. The figures are subject to year-end adjustments

(Continued on Page 5)

Live And Learn

Dan Seymour has been getting many letters from veterans of overseas battles thanking him for the information concerning the very engagements they were in which is being aired by Seymour on "Now It Can Be Told," Monday through Friday over Mutual. Seymour gets the info through Ambassadorial offices of all the important nations of the world.

Russian Tele Program

Motivated by the news that Russia had declared war on Japan, CBS television department last night departed from its usual schedule and gave a full hour all-Russian program over WCBW, New York, from 8 to 9 p.m. Special program consisted of Russian war and travelogue films, news commentary, and a colorful display of Russian war posters and allied flags. Normally WCBW does not schedule television programs for Wednesday night.

Ending Of CP 'Freeze' To Aid 860 Applicants

Washington Bureau, RADIO DAILY
Washington—The FCC's policy of lifting the "freeze" on construction of new stations in 60 days, as announced yesterday, will affect 451 FM applications pending before the Commission, 224 applications for commercial video and 185 for AM stations. Hearings on 34 other applica-

(Continued on Page 7)

Pres. Truman Will Address Nation At 10 P. M. Tonight

President Truman, in his first address since returning from the Big Three conference in Potsdam, will speak to the nation over all networks from 10 to 10:30 p.m., EWT, tonight. The President will report on the success of the conference.

Short Wave Station Survey Being Conducted By FCC

Washington Bureau, RADIO DAILY
Washington—A survey of international shortwave stations now operated, owned or directed by OWI and OTAA is under way in those agencies and at FCC. The potentialities of these stations in peacetime for maintaining neighborly relations with other countries is being made, and conclusions reached by means of this survey will be announced jointly by OWI, OTAA, and FCC with several

Networks And Indies Carry First News Of Soviet Russia's Declaration Of War Against Japan

Radio, accustomed to electrifying news flashes the past week, scored another beat yesterday when it announced the first news of Russia's declaration of war against Japan shortly after 3 p.m. EWT. It was the third big news event within a week and followed closely the announcements of the Potsdam Conference results and the dropping of the atomic bomb on Japan.

News and special events directors of the four major networks took the momentous flash in stride and immediately went to work rounding up commentators and making contacts for foreign pickups from London, Moscow, and the South Pacific. By

nightfall program schedules were altered to accommodate an increasing flow of details on the Russian declaration.

Independent stations too were on the job in New York and throughout the nation. Significance of the declaration was interrupted by commentators and Russian authorities in many cities added their interpretation of the significance.

OWI shortwave transmitters on the West Coast went into action immediately.

(Continued on Page 7)

'Program Clinics' Set For Western Canada

Calgary, Alta.—Western Canada's private radio industry has decided to set up "program clinics" to study feeling of listeners toward broadcasting religious services, "thrillers," and other programs. Resolution agreeing to establishment of clinics was approved at the 11th annual meet-

(Continued on Page 5)

Special NBC Program To Cover Returnee Problem

Hollywood—Donald Nelson, former head of the War Production Board, Colonel Howard Rusk, USA, in charge of convalescent services in the office

(Continued on Page 2)

Tele Service In Capital Seen By End Of Year

Washington Bureau, RADIO DAILY
Washington—Television service by the end of this year is expected here, and prospective telecasters all over the country will be encouraged by the District of Columbia zoning board's approval of two semi-residential sites

(Continued on Page 5)

Mikado, et al

A friendly Mikado will strut along the wave lengths of the American network in company with other famous Gilbert & Sullivan characters during the forthcoming series of G. & S. operettas which the web will broadcast on Saturdays beginning August 18 and continuing through Sept. 29. From Aug. 18—Sept. 9 they will be heard from 8:30-9:30, thereafter from 8-9 p.m.

(Continued on Page 5)



Vol. 32, No. 28 Thurs., Aug. 9, 1945 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL (Wednesday, August 8)

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, Stewart-Warner, Westinghouse, Zenith Radio.

Table with columns: Bid, Asked. Rows include Du Mont Lab., Stromberg-Carlson.

20 YEARS AGO TODAY

(August 9, 1925) Radio is looking with interest at Paul Robeson, Negro baritone, whose concert at the community house of Spring Lake, New Jersey, recently attracted considerable attention. Robeson was accompanied by Lawrence Brown, the composer who has preserved and arranged many of the Negro spirituals for general concert use.

RICHMOND COVERAGE AT PETERSBURG RATES WIRE or WRITE WSSV Petersburg, Virginia

Happy Landings!

Representative American broadcasters and trade paper editors are gathering in Washington today for a War Department briefing preparatory to taking off for a three-week inspection tour of the European Theater of Operations. The party, sponsored by NAB, will be shepherded by Col. E. M. Kirby, Chief, Radio Branch, Army Public Relations, who has been designated as escorting officer. Accredited as war correspondents the party expects to leave an Atlantic coast airport some time Friday on their trip abroad. Those accredited are:

- Justice Justin Miller, president-elect of the National Association of Broadcasters. J. Leonard Reinsch, managing director of Cox Radio Stations and radio advisor to President Truman. Mark Woods, president of American Broadcasting Company. William S. Hedges, vice-president of NBC in charge of planning and development. Joseph H. Ream, senior vice-president of CBS. R. D. Swezey, vice-president and general manager of Mutual. John E. Fetzer, WKZO, Kalamazoo, assistant director of censorship for radio. Clair R. McCollough, managing director Mason-Dixon Group. Col. Harry S. Wilder, president, WSyr, Syracuse. Martin Campbell, managing director, WFAA, Dallas. Morris Novik, manager of WNYC, New York. Abel Green, editor of Variety. Sol Taishoff, editor and publisher of Broadcasting. John W. Alicoate, publisher of Radio Daily.

Special NBC Program To Cover Returnee Problem

(Continued from Page 1) of the Air Surgeon, Dr. Clarence A. Dykstra, provost of the University of California at Los Angeles, and Rep. Jerry Voorhis, (D.Calif.) will participate in a discussion entitled "The Returnee and Society," broadcast from NBC's Hollywood Studios, Saturday, August 13th, at 3:30 p.m., EWT. Dr. Dykstra will be panel chairman of the program which is conducted by the U. E. Air Force in co-operation with UCLA, and deals with problems of soldier rehabilitation now and after the close of the war.

New Kate Smith Program To Make Debut Sept. 14

"Kate Smith Sings," the vocalist's program in the new format which will abandon the variety note in favor of straight musical selections, will make its debut Friday, Sept. 14 on CBS. Stromberg-Carlson Dividend At a recent directors' meeting, the Stromberg-Carlson Company, Rochester, N. Y., declared the regular quarterly preferred stock dividend 1.62 1/2 per share, payable September 1, to stockholders of record at the close of business on Saturday, August 11, 1945.



OFFICIAL U. S. NAVY PHOTO

Getting the range

The captain of a gun crew on a U.S. battleship looks through the periscope to get a true bearing on the target. His work is exact, precise, searching. There's none of that firing from the hip stuff. And that's the way radio time ought to be bought.

Searching inquiry, exact figures on cost-per-listener—these are the fundamental ways to get the radio range on a market. In Baltimore W-I-T-H has the facts to prove that this successful independent station produces more listeners-per-dollar-spent than any other station in town. To get the range on Baltimore, the sixth largest city, get the facts on W-I-T-H.

MUSIC has power WDAS is the only Philadelphia radio station featuring three hours of classical music daily No wonder WDAS audiences say "Thank You!"

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

Ladies and gentlemen...



NOW TRANSCRIBED
for local and regional sponsorship

13 YEARS COAST-TO-COAST • 9 YEARS FOR ONE SPONSOR

"Orchids to the Easy Aces' program" ... WALTER WINCHELL

"Your program tonight best writing I've heard in years" ... EDDIE CANTOR

"A Radio institution" ... NEWSWEEK MAGAZINE

"Goodie Ace is America's greatest wit" ... FRED ALLEN

"The best entertainment I've ever heard on the air" ... ANNE HUMMERT

WRITE, WIRE OR PHONE

FREDERIC W. **ZIV** COMPANY

NEW YORK

2436 READING ROAD
CINCINNATI, OHIO

HOLLYWOOD



Radio has barely scratched the surface of department store advertising. But part of the fault lies with radio. Many local advertisers have no particular antipathy to broadcasting, but simply haven't been approached with the *right program*. Other more aggressive retailers are actually out looking for the right show to carry their message.

An NBC Recorded show that is virtually custom-built for local department stores has just been released . . . and is still available in many communities throughout the nation. It portrays the warm personality of one of America's greatest fashion authorities . . . Tobe. And it's called (naturally enough) *Tobe's Topics*.

Tobe is familiar to hundreds of department stores through her fashion service. She is head of Tobe and Associates, creator of the term "stylist" in the retail picture, yet close to everyday problems of women everywhere . . . close enough to interpret style, food preparation, self improvement and other such feminine interests into a language understood by all women.

In the August issue of Radio Showmanship, editor Marie Ford says of *Tobe's Topics* (sponsored by Anderson Newcomb Department Store over WSAZ, Huntington, W. Va.): "Heavy mail and telephone response is score number one to be chalked up to *Tobe's Topics*. Remarkable results have been evident when radio was the only medium of advertising used for a particular product or department. Excellent, too, are results on occasions when only one announcement was necessary to sufficiently advertise a particular item."

Radio Showmanship continues . . . "To sell customers, keep them sold, the first essential is a program that will interest the audience the advertiser wants to reach. Here is additional evidence that radio, properly used, can and does do just that for retailers."

Have you received an audition record of *Tobe's Topics*? If not, wire us today.

NBC-RRD
RADIO-RECORDING DIVISION
AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS
New York · Chicago · Washington · Hollywood · San Francisco
A SERVICE OF RADIO CORPORATION OF AMERICA



Windy City Wordage

● ● ● One of the fastest jobs of writing and production involving so technical a subject was the Human Adventure's atomic bomb dramatization Wednesday night on Mutual. With the first announcement on Monday that the new bomb had been used against Japan, Sherman H. Dryer, producer of the Human Adventure and formerly radio director of the University of Chicago,

where the bomb was developed, junked his originally scheduled dramatization and prepared to start work on a script telling the story behind this powerful new instrument of destruction. Assembling the necessary material on what had been a super-secret project in so short a time was in itself something of a feat. But Dryer, being something of a research expert himself, was able, with the aid of his U. of C. faculty contacts, to do some fast spade work. By spending all Monday night whipping the script into shape he had it ready Tuesday morning to wire to Washington for official okay. Getting the green light later the same day, he immediately set to working on casting and ironing out of production details. Wednesday was devoted to intensive rehearsal and Wednesday night the story of the atomic bomb was on the air—another tribute to Dryer's writing and production abilities and another triumph for a program that already has a long string of successes to its credit in educational radio. The Human Adventure's dramatization of the Einstein theory, to name one, is still without equal.

★ ★ ★

● ● ● Toastmaster Don McNeill of the Breakfast Club was interviewing an Army sergeant just returned from Europe during a broadcast the other day. "How many points do you have?" asked McNeill. "Sixty-five," said the sergeant. "Well," consoled McNeill, "you haven't far to go." "Nope," replied the sergeant, "only to the Pacific" . . . In his "Rounding Up the World" commentary, WLS news editor Julian Bentley on a recent broadcast came up with a freak of history in the fact that practically no one knows about the great fire of Peshtigo, Wisconsin (practically no one knows about Peshtigo, for that matter), yet in loss of life it was far worse than the famous Chicago fire, and occurred on the same day—October 8, 1871. . . . Actress Virginia Payne, radio's Ma Perkins, is celebrating an even dozen years in the title role, which she created. Originated at station WLW in August 1933, the program made its network debut in Chicago on December 4, 1933. . . . Musician 1/C Saxie Dowell of "Three Little Fishies" fame and one of the heroes of the aircraft carrier, U.S.S. Franklin, has been assigned to the Glenview (Ill.) Naval Air Station as the new director of the Avengers, orchestra featured on NBC's Sky High broadcasts on Saturdays from Glenview. It was Saxie who, after the Franklin was disabled by Jap suicide bombers off Leyte, led a makeshift band in a rousing rendition of "Don't Fence Me In" while standing in several feet of water in the ship's mess hall. Members of the crew joined in lustily singing "Give Me Land, Lots of Land."

★ ★ ★

● ● ● Next Tuesday (Aug. 14) will be "Uncle Harold Isbell Day" at Riverview Park. "Uncle Harold" conducts the Funny Paper Party program at 11 a.m. Sundays over WGN. On that day every kid (his parents, too) who has sent the label from a jar of Donald Duck Mustard to the station will get to frolic for a day free-of-charge at the amusement park and meet "Uncle Harold" too. . . . Robert White, Central Division director of public service for the American Broadcasting Company; Gene Rouse, program manager, and Chris Ford, continuity director, will speak before a group of educators' and parents' organizations in a special radio forum to be held by station KXEL, Waterloo, Iowa, on August 20, 21 and 22. Merritt R. Schoenfeld, assistant general manager of American's Central Division, will discuss "Radio and Public Service" the first day.

—Remember Pearl Harbor—

LOS ANGELES

By RALPH WILK

CHARLES LAUGHTON was the first vacation guest on "Hedda Hopper's Hollywood" when he filled the time last Monday, August 6th over CBS between 8:15 and 8:30 p.m. PWT. Heard between 7:15 and 7:30 p.m., EWT on eastern CBS network. Laughton is the first of three guests who will fill Miss Hopper's time while she vacations. "Hedda Hopper's Hollywood" switches to an American Broadcasting network, September 10th.

William Spier, producer of Columbia's "Suspense" program, is writing a book dealing with his personal experiences, humorous and near tragic, of 15 years of directing some of the greatest performers in radio. Spier has been collecting these choice items since he first began producing airshows and feels it's high time he put them on paper.

Anita Colby, feminine director of the Selznick Studio, starred in the Hollywood Radio Theater presentation of "Where Did You Get That Hat?" Friday night over KNX and CBS. The show was produced by C. P. MacGregor.

"Oboler Omnibus," a collection of 13 radio plays by Arch Oboler, has been announced by Duell-Sloan and Pearce to hit the bookstands this week. New tome includes a series of candid comments on radio and its personalities, in addition to the plays. Oboler has recently completed direction on M-G-M's "Bewitched," based on one of his original radio stories.

NBC Renewals

Whitehall Pharmacal Company has renewed its sponsorship of two NBC daytime serials. Fifty-two-week contracts have been signed for "Just Plain Bill," for Anacin, and "Front Page Farrell," for Bisodol and Koly-nos, to take effect September 10. Agency is Dancer-Fitzgerald & Sample.



Capital Outlets Relay Russian War News

(Continued from Page 1)

programs after the newscast period. A WWDC newsman said, "I was watching the ticker when the news was flashed. As fast as I could tear the sheet off the ticker and dash to the mike with it, we had it on the air. Tony Wakeman's sport show, a mixed music and sports note show, was on interrupted for the announcement and also for 'adds' as they came off the ticker. At 5:30, on the regular five-minute newscast we ran a brief interpretation, and at our 7:30 news period we ran a full 15-minute analysis."

WRC had the news on the air nine minutes after the ticker announcement, when they put on a 45-minute program with Washington commentators Morgan Beatty, Richard Hager and Ralph Peterson describing reaction here and commentators in New York and San Francisco commenting on reaction on their locales.

Alerted for Conference

WTOP's Ed Rogers flashed news at 3:04. The station had previously been messaged at eight minutes of three that President Truman was having a press conference. At 3:00 p.m. CBS reporter Evans grabbed a cab and arrived, breathlessly, in time. He phoned the news in immediately and it was put right on the air. WTOP's announcement, according to newsmen there, was simultaneous with the ticker flash.

The first flash was followed by announcements at 15-minute intervals and brief analyses at 3:45. At 4:30 two network programs were cancelled for a round-up of comments from all over the world, including Guam.

Washington's other two stations, WMAL and WINX are reported by listeners to have handled the story somewhat similarly but their newsrooms could not be reached for a detailed description.

'Trans-radio Press' buzzing Washington Bureau had the announcement off their ticker at 3:01. Their White House reporter phoned in subsequent "adds."

Shortly after a bulletin giving a few details, Trans-Radio in New York broke in with the Moscow announcement, said a reporter here, made at 3:08.

Short Wave Station Survey Being Conducted By FCC

(Continued from Page 1)

operation would best accomplish these objectives, procedure would be complicated by the existence of options to buy the properties erected by the defense plants corporation. These are now operated by NBC, CBS and Crosley. A further complication is the fact that many facilities are leased on a "duration" basis, reverting to private management entirely at the war's end.

OTAA officials especially, who are enthusiastic about the success of shortwave radio as a good will messenger from the U. S. to the other Americas and about its value as an educational instrument helping to raise standards of living and better conditions among the under-privil-

eged in South and Central America, are hopeful that some continuing public use will be made of shortwave for these purposes.

Belief was expressed by some that even if the OTAA does not survive the end of hostilities and is wound up, as the legislation which created it provides, the State Department's Latin American division may take over many of its functions and may well wish to continue at least some of the shortwave broadcasting.

Seven U. S. stations are now short-waving to Central and South America in English. These stations are called the United Network. Fifteen are sending in Spanish and five in Portuguese.

'Program Clinics' Set For Western Canada

(Continued from Page 1)

ing of the Western Association of Broadcasters.

First of clinics will be held in British Columbia.

Officers elected at the meeting were: President, G. R. A. Rice, CFRN, Edmonton; Directors, Frank H. Elphicke, CKWX, Vancouver; Albert M. Cairns, CFAC, Calgary; Lloyd Moffat, CKBI, Prince Albert.

Army Drops Luxembourg In Favor Of Frankfurt

Radio Luxembourg will be dropped soon as the key station in the American-operated German radio net, it was revealed yesterday in Berlin by Brig. Gen. Robert McClure, head of American information work in Germany. Speculation was renewed here concerning reports that Radio Luxembourg might eventually be under the control of CBS.

General McClure said Americans are now operating in Munich and Stuttgart with 100-kw stations, and with a one-kw station in Frankfurt. Luxembourg is still the key station in the network, but, said McClure, "The new radio Frankfurt will be 60 kw and will eventually replace Luxembourg as the mother station."

Broadcasters Seek FM Licenses From The FCC

(Continued from Page 1)

AM station by the Marietta Broadcasting, Marietta, Ohio.

Scripps-Howard Radio, WCPO, Cincinnati, applied to change its frequency from 1,230 to 630 kilocycles and power from 250 watt day an night to 250 watts day and 100 watts nighttime.

KYA Sale of Record

Palo Alto radio station, KYA, San Francisco, applied for transfer of control by sale of 83.9 per cent of common stock for \$48,800. Dorothy S. Thackery seeks to buy stock owned by Harry B. Reynol, O. H. Blackman, A. H. Meyer, Edwin J. Thomas, Leon J. Sloss, Jr., James Ladd Delkin, Robert A. Powers, Frederick Emmons Treman, Geo. T. Cameron, Eliot B. Mears, Bartley C. Crum, Marie DeForest Emery, Jean B. Blackwelder, Geo. E. Gamble, John M. Kaar, Joseph L. Glikbarg, James W. McBain, Fred Hage, Blake C. Wilbur, Ralph D. Howe, Julia Fox Brooke, Harvey M. Slater, Mary K. Brown, and Edward H. Heller.

CBS Reports Net Income Of \$2,224,170 For 6 Mo.

(Continued from Page 1)

and to audit at the end of the year by certified public accountants. The income as reported yesterday compares with the \$2,295,865 for the corresponding period of 1944.

The network's board of directors yesterday declared a cash dividend of 40 cents per share on the Class A and Class B stock of \$2.50 par value. The dividend is payable Aug. 24, 1945, to stockholders of record at the close of business on Sept. 7, 1945.

Wedding Bells

Sherman Feller, former WEEI announcer now stationed at Fort Williams, Me., was married recently to Norma Baker, at Temple Kehillath Israel in Brookline, Mass.

Tele Service In Capital Seen By End Of Year

(Continued from Page 1)

for the erection of tele transmitting stations and towers, it was revealed yesterday. Formal announcement will be withheld until the board makes certain that the proposed antenna heights are satisfactory. In one case the board members were concerned as to whether the antenna need be so high, and in the other case, as to whether the proposed height would provide an adequate signal service throughout the service area.

Emphasis on adequate video service is a new angle, as the zoning commission has previously seemed interested primarily in placating anxious home-owners rather than in helping spread good tele service. The board last month denied a previous application by Bamberger which was protested by home owners of the exclusive Chevy Chase section on the grounds that the location of the tower and transmitter in their "backyards" would reduce property values, endanger their children by increasing traffic and open the way for an influx of other commercial ventures.

Similar charges were made at hearings on the two applications just approved, with the dramatic new argument that the tele towers would create a hazard from the air. In support of this contention the recent Empire State tragedy was cited.

Comparing the two approved sites with the one which was denied, a board member said that the two new sites are not in 100 per cent residential areas.

Joins Mutual Staff

Lambert B. Beeuwkes, formerly promotion director of KYW, Phila., and WXYZ, Detroit, has joined the Mutual promotion department as a presentation writer, effective August 14th, it was announced.

Exclusive!
WIBC
990 ON YOUR DIAL
PHILADELPHIA
Athletics and Phillies HOME GAMES

WHO SAID INFLATION?
W-I-N-D delivers
79% MORE
daytime audience
PER DOLLAR
IN 1945 than in 1943
Based on C. E. Hooper continuing Measurement of Radio Listening, February-April, 1943 and 1945.
W-I-N-D
5000 WATTS Chicago 560 KC.

Program Parade . . .

THE HANDY MAN—WNEW. Monday through Friday, 9:35-9:45 a.m. Participating. This spot following the five-minute news period each morning, is an interesting 10 minutes, packed with hints to the housewife and considerable information that is practical in every household. "The Handy Man" who is a replacement of the Allen Prescott series has a pleasing voice, good delivery, and makes the time count in that there is little lost motion. The question and answer method is used nicely and the program itself is well sold at the opening.

★

CURTAIN TIME—WJZ-American. Wed., 9-9:30 p.m., EWT. Mars Candy Co. New dramatic series out of Chicago uses the theater-atmosphere format to good advantage. Call-boy does his stuff, the orchestra plays an overture of popular variety and the playlet itself is broken up into three "acts." Selection used Thursday night was "Pop Goes the Weasel" with the central characters being in love, and the script resolving itself into a whodunit with fast, but light action. Good summer fare if the plays continue on the lighter side.

★

ATOMIC BOMB BROADCASTS: All New York stations and major networks gave comprehensive coverage to President Truman's announcement of the atomic bomb falling on Japan Monday. Programs carried through Tuesday with many excellent scientific commentaries augmenting thorough news coverage. Again radio did a first rate job of reporting and in many instances scooped the press.

Owen Joins American Web

Washington Bureau, *RADIO DAILY*
Washington—Cluren H. Owen, assistant chief of FCC's engineering broadcast division since 1931, resigned Friday from the Commission to accept a position with the American network.

As an FCC representative on BWC, Owen helped industry and government locate surplus radio equipment in the war crisis. As head of the hearing section of FCC's broadcast division, he was active in the clear channel hearings and allocation hearings for standard broadcasting.

WOMEN IN RADIO

By MILDRED O'NEILL

WE GOT a kick out of Harriet Van Horne's column in the New York World-Telegram entirely devoted to our Shows Of Tomorrow issue. That was nice of Harriet and one with her usual articulation and flavor. Quite a gal is the casual Harriet who was one of the winners in the ninth annual award of the New York Newspaper Women's Club, and who says she never liked radio much, but thinks the people are swell. Maybe or, more likely, maybe not this explains such previously noted reactions to the nation's great indoor entertainment as reluctance, inertia, or hardening of the risibilities—and such. At any rate, it's almost three years now since Harriet first wrote her radio column in the Telegram. Before that she was society editor and feature writer for The Greenwich (Connecticut) Time (no's'), which followed a college career that ended with a BA obtained "without passing the swimming test." One might doubt the claim that here was a period uneventful after learning that suspension from that institution of higher education was almost imposed after she sent a cablegram to Hitler which cost her nine badly needed dollars and much not needed publicity in the papers. Seems, she says, it wasn't ladylike—but Harriet wasn't too much upset about that.

★ ★ ★

Television has a pretty good quota of woman power, instances of which we've related from time to time. But the first man and wife team to come to our attention is that of Katherine and Bob Emery. Bob—probably even better known as "Big Brother" Bob, for that name goes back to early radio days in Boston when he created the Big Brother program over WEEI and NBC—produces WOR's weekly television shows over WABD and Mutual's Saturday children's show, Rainbow House. Well, Katherine Emery is her husband's greatest help in both of these activities. He says she's truly his "better half" and it didn't take him the quarter of a century they've been married to find it out, either. She was with him in Boston when he started the Big Brother idea and she was with him eleven years ago in the old Roxy studio in New York when Rainbow House made its air debut.

★ ★ ★

There are many who, when they see the name Janet Huckins in connection with a radio show, are all attention. And it's a good idea, for what you hear is apt to be well worth the listening. Take for instance the current chiller heard Sunday afternoons over WOR-Mutual called "Crooked Square"—a real honey from the versatile pen of Janet Huckins. It's of that versatility we are thinking now.

★ ★ ★

Born of a New England family, Janet was educated here and in Europe. Her interests followed the theme—travel, big game hunting, riding, the showing of horses, tennis, the drama. As yet, no thought of writing. Then one day she heard a soap opera, thought she could do better and did. The first script was sold. Thus began her radio career which has included, as well as writing for well-known daytime and evening shows, producing and acting.

★ ★ ★

And now Janet Huckins has created "Prima Donna" which she describes as "a radio idea with the musical splendor of opera and the romance that surrounds its divas." "Prima Donna" stars the lovely person and voice of Vivian Della Chiesa in reminiscent episodes from the lives of yesteryear's stars, supported by a male lead, massed chorus and full concert orchestra. But how else could justice be done to the lyrical Vivian as she portrays Adelina Patti, Emma Calve, Jenny Lind, or Lehman and Melba? We, for one, await with impatience the premiere of "Prima Donna"—product of the diverse ability of Janet Huckins.

★ ★ ★

Did you know, . . . that Henriette K. Harrison, national radio director of the National Council of YMCA has become a member of Kaltenborn's Twenty Year Club.

RADIO DAILY, as a gesture to honorably discharged servicemen and women, offers free position want ads to those seeking employment in radio. Only restriction is that the copy be limited to 25 words or less.

Writer, 31, experienced in radio scripts, plays, documentary and training films. Highest reference. Accept work in N. Y. or Calif. Free lance or staff. Particularly interested television possibilities. Write, Serviceman's Want Ad, Box 15, Radio Daily, 1501 Broadway, New York City.

Ex serviceman, interested in radio and advertising agency field. Young attorney, 31, with radio and law background. Write, Servicemen's Want Ad, Box 16, Radio Daily, 1501 Broadway, New York City.

Lesueur Back From Britain Comments On Elections

Britain's endorsement of the Labor Party in her recent election has eliminated the threat of World War III, according to CBS correspondent Larry Lesueur, back in the U. S. after covering the European war from D-Day through Victory.

Appearing as a guest on CBS' "Report to the Nation" Sunday night, Lesueur said, "Britain's swing to the left has brought her closer than ever to Russia, and I don't think it's possible that two nations governed primarily by workers can go to war against each other."

The election results came as a shock to most of the American correspondents, the CBS reporter said, but pointed out that British newspapers, strongly favoring the Conservatives, made a Churchill victory seem almost a certainty.

Lesueur, who is being reassigned after a short vacation, called the change in Britain, the result of "The most silent revolution in history."

Harold Lloyd Tozier

Detroit—Harold Lloyd Tozier, for four years announcer at WJR, Detroit, and previously an announcer for stations WTMJ, Milwaukee and WHK, Cleveland died Friday in Art Center Hospital following an appendectomy. Tozier has emceed or announced several of WJR's local programs. One of his last assignments was to emcee the WGAR pick up of "Quiz of Two Cities" in Cleveland when WJR and WGAR staff announcers competed against each other with Tozier and Wayne Mack of WGAR exchanging places for the occasion.

WANTED — SALESMAN

Radio production firm has opening for two salesmen to call on New York agencies. Men with agency contacts preferred. This is a real opportunity for men seeking permanent positions at a good salary with possibilities for unlimited additional earnings. State complete background in first letter. Our Staff knows of this ad. Box 200, Radio Daily, 1501 Broadway, New York 18, N. Y.

Chicago's

**BEST NEWS
SERVICE
AP-UP-INS**

W-I-N-D

560 Kc. 5000 WATTS

Radio Again Scores Beat

Russian War News Aired By Nets On Short Notice

(Continued from Page 1)

Immediately beaming the declaration of war to Japan. The President's announcement was repeated many times throughout the afternoon and evening and as the night wore augmented the broadcasts with news reactions of the allied nations and comments of the American press.

Almost everywhere stations abandoned program schedules between the hours of 3 to 4 p.m., EWT, and devoted the period to coverage of the Russian decision to war against Japan. Last night scheduled programs were interrupted to carry any special news covering the momentous event.

NBC Gets Big News

NBC was reported having carried the declaration announcement at 3:02 p.m.—one minute after President Truman's press conference at the White House was called. Ralph Howard Peterson, NBC Washington reporter, made the call to New York which was received by Burroughs Prince, network's night editor. Prince handed the flash to Herbert Sheldon who cut in on the network to give the first flash during the broadcast of a program, "A Woman of America."

From the time of the initial flash until 3:30 p.m., NBC was on the air with Morgan Beatty commenting on the Capitol's reaction to the dramatic news. Following Beatty, W. W. Chaplin and Henry Cassidy were heard in a discussion on the war declaration from New York. The network then switched to stations in key cities throughout the nation giving reports on local reaction to the news.

At 3:45 p.m., NBC in San Francisco came on the air with Elmer Peterson, Larry Smith, Wilson Koster and Robert McCormick giving running commentaries from that area. Following the San Francisco pickup, Edward Haaker of the NBC London office, came in with a one-minute reaction to the announcement recorded in the British capital. The network then resumed its regular broadcasting schedule, that ended a solid hour of coast-to-coast and international commentaries planned on one minute's notice under the supervision of Wm. F. Brooks, director of news and special events. At 6 p.m. Henry Cassidy and W. W. Chaplin in a special broadcast over NBC which excluded station WEAJ which presented Lyle Van as usually scheduled. At 7:15 John Vandercook featured pick-ups from the Pacific with NBC's George Thomas Folster, Merrill Mueller and James Wahl.

CBS Beehive of Activity

CBS interrupted the Milton Bacon show "Time to Remember" to give the first flash. According to the web's log it was given at 3:04:15 p.m., EWT. From then on the news and special events room of Columbia became a beehive of activity with commentators, Russian authorities, and news analysts participating in shaping up the dramatic announcements and commentaries which followed. The network's schedule was as follows:

3:04:15 the Milton Bacon show "Time to Remember" was interrupted for the declaration flash.

3:07:10 Quincy Howe analysis.

3:19:15 John Daly, commentary and analysis.

3:30 back to regular schedule.

3:46 Maj. George Fielding Eliot.

3:55 Joseph C. Harsch commentary.

4:30 to 4:45 "Feature Story," regular show devoted yesterday to announcement with Harry Marble from N. Y. Bill Henry from Wash., Charles Shaw and Howard K. Smith from N. Y. (two CBS correspondents returned from Europe).

4:30 (PCT) San Francisco, a recording made by Webley Edwards on the reaction in Guam.

11:15 to 11:30 Larry Lesueur, returned from London, talked on the war developments.

The 6:45-6:55 "World Today" program had John Daly in New York, Cliff Allan from Washington, Webley Edwards from Guam and Farnsworth Fowle from Moscow.

Following Joseph Harsch's commentary at 6:35, the network broke into the Ted Husing show to bring in Edward R. Murrow from London with the statement of Prime Minister Clement Attlee, while on the same program, Edwards spoke again from Guam reading the statement of Admiral Nimitz promising increased attacks on the homeland of Japan.

Mutual Breaks News

Mutual and WOR reported that they carried flash announcement at 3:02:40 p.m. The MBS log for the next hour follows: 3:17 Bill Hillman from Washington; 3:40 Leo Cherne, from N. Y.; 4:00 Roundup of Hillman, Cherne and Charles Hodges from N. Y.; 4:12 Royal Arch Gunnison, N. Y.; 4:30 to 4:45 Cecil Brown, Edmund Stevens and Paul Schubert, N. Y.

American Goes Into Action

The flash was received in the American newsroom at 3:01 p.m. Jane Craven, copy girl was first to spot

the flash and passed it to Paul Schefels, newsroom staff writer. Taylor Grant, announcer and editor on ABC's Headline Edition program, rushed into the newsroom from his office adjoining. At 3:02:30 Grant received the "go-ahead" signal and spoke the amazing news, so long awaited, into the microphone, interrupting the "Best Sellers" program which had just commenced its half-hour. Grant limited his comments to the bare details, giving President Truman's announcement, which in itself was only three momentous sentences.

As fast as the press services were breaking the story, the copy was rushed to Studio 2-A where Walter Kiernan, announcer-commentator, sat preparing his follow-up talk. Kiernan went on the air at exactly 3:10:20, giving further background details, some from his own knowledge and some from the press service. Kiernan's recapitulation of the news was followed by Richard L. Tobin, Director of News for ABC, who presented a review of the entire War's highlights; Tobin was followed by Leland Stowe who gave general comment.

Commentators Contacted

Meanwhile Thomas Velotta, Special Features head of American was busy calling Washington, Chicago and the West Coast. All available commentators were requested to report to their respective studios for various roundtable discussion and individual comments. Robert E. Kintner vice-president in charge of News and Special Features for American, worked closely with Velotta in arranging special programs to follow later.

At 3:20 the web switched to Washington from which point David Wills was heard in a discussion of Russian-Allied strategy for four minutes, following which Ray Henle added further comments. Return to New York was made at 3:29:20 when Walter Kiernan brought the listening audience up-to-date with the latest developments, after which Tobin and Leland Stowe, from the same studio, indulged in a question and answer discussion regarding the Potsdam Conference.

At 3:33 the network switched again to Washington where commentator Baukhage gave the War Department's reaction to Truman's announcement. Wills and Henle spoke briefly on their interpretation of the possible effect on Japan.

"War Over in a Month"

Another switch brought the listeners back to New York, where Tobin and Stowe gave a three-minute discussion of Russia's capacity to wage a stern war in the Far East. Pressed for a prediction, Leland Stowe stated that in his opinion the war with Japan would be over within a month. At 3:41, Walter Kiernan summarized the situation up to that time, going off the air as "Ladies Be Seated" came on at 3:45.

"Time Views the News," heard at 4:00 p.m., hastily re-wrote its origin-

Programs Feature Many Authorities On The Soviets

ally scheduled program to include a special 15 minutes on the Russian-Japanese situation. Another special program, this time from Washington, was heard at 4:15. Wills, Henle, Baukhage and Wilfred Fleischer, Far East expert were heard in 15 minutes of discussion on the state of the war. Another special program was being drawn up for 4:30

During the evening, American broadcast a special program from New York and Chicago. Dealing with the two startling developments of the past three days, the program discussed the atomic bomb and the newest war declaration. Heard on this program were John J. O'Neill, science editor of the New York Herald Tribune, William Green, President of AF of L and Robert P. Potter, science editor of the Hearst newspapers.

Ending Of CP 'Freeze' To Aid 860 Applicants

(Continued from Page 1)

tions have been concluded and the records closed, pending revocation of the freeze.

The Commission also has on hand 48 applications which have been designated for hearing but not yet heard.

ANNOUNCER WANTED

by Southern 50 KW station. Salary and talent. Excellent opportunity for good man. Write Radio Daily, Box No. 201, 1501 Broadway, New York City.

WANTED

A top-notch local salesman for WRAL. Wire or call Fred Fletcher, 6411, Raleigh, N. C.

Exclusive!
Chicago's Only
NEWS-ON-THE-
HOUR SERVICE
W-I-N-D
560 Kc. 5000 WATTS



AGENCIES

BERKSHIRE KNITTING MILLS, Reading, Pa., will initiate this fall an extensive advertising campaign when the company expands promotion efforts for its full-fashioned stockings. A new coast-to-coast network radio program will spearhead the campaign, marking the first time the company has been on the air nationally. Ilka Chase, author, actress, lecturer and fashion authority, will be starred in a weekly broadcast every Sunday over the Mutual Broadcasting System from 1:15 to 1:30 p.m., EWT, beginning September 9. Geyer, Cornell & Newell, Inc., is the agency.

KEN MAGERS, for 20 years advertising and publicity manager of the Cincinnati Gas & Electric Co., is now with Foster & Davies, Inc., Cleveland advertising agency. The Cincinnati utility is a pioneer and large user of radio advertising, and was the first utility to sponsor major league games. Over WSAI it carried the Cincinnati Red's 1943 and 1944 contests. It also was one of the first radio advertisers to aim a program at the teen-age group, a session conducted by high school students aired several years ago. As president of the Public Utility Advertising Association, Magers made a number of surveys on the use of radio by gas and electric companies.

Stork News

Mr. and Mrs. Robert Sour announce the birth of a daughter, August 2, 1945. Mr. Sour is song editor of Broadcast Music, Inc., and author of many popular song hits. Mother and child are at Harkness Pavilion.

Set Opening Show

"Practically Yours," starring Claudette Colbert and Ray Milland will be the curtain raiser for the 11th season of the full-hour Lux Radio Theater dramas when the new series on CBS starts, Monday, August 27.

"Voice Of The Admiralties"

An Admiralty Islands Naval Base is the source of "The Voice of the Admiralties," a 15-minute regular Thursday evening broadcast at 7 p.m. organized by members of the base under Lt. (j.g.) John M. Kemper, USNR, station operating manager. The station WVTD, presents the "Open Forum of the Air" a program covering news, personnel problems, music and entertainment, from many spots on the base, including hospital wards, outdoor theaters, along the beaches, and creates an atmosphere of the typically American town hall meeting.

WANTED

Radio program salesman. Travel Middle West. Drawing account and commission. Write Radio Daily, Box 198, 1501 Broadway, New York 18, N. Y.

COAST-TO-COAST

—NEW JERSEY—

NEWARK—WAAT has been presented with a certificate of approval for its work in civilian defense since Pearl Harbor. Roland Trenchard, public relations chief, accepted the award for general manager Irving R. Rosenhaus. . . . PATERSON—Helen Taylor and David Golden, alternates on WPAT's Let's Talk It Over program, will leave the air on a month's vacation so Miss Taylor may devote full time to her husband returned from overseas for redeployment.

—NEW YORK—

NEW YORK—WINS will present Gene Schoor, former athlete and PAL recreation director, in an adolescent's sport program beginning Aug. 11, 10:30 to 10:45 a.m. Program called Sport Club of the Air, will consist of news and interviews appealing to the younger generation. . . . Three new musical shows have started on WLIB. They are The March of Music, daily except Sunday; Week-end Preview, scheduled for Saturdays; and Radio Rostrum heard on Sundays. . . . WMCA began a new series, AAF In Action, August 6, which highlights activities of the Army Air Force.

—TENNESSEE—

KNOXVILLE—When Hubert Carter, WNOX bull fiddler, set out for Winston-Salem recently to take part in the Piedmont Music Festival, he took no chances on a crowded train. He carried his stool, along with the fiddle. . . . **MEMPHIS**—Frances Kieran, pioneer woman announcer in this city, is now on the production staff of WHBQ. . . . WHBQ manager Bob Alburty has been elected to the board of directors of the Memphis Symphony Society. . . . Newcomer to the transmitting staff is B. M. Gooch, engineer, who has succeeded R. E. Shore.

—OHIO—

CINCINNATI—Visitors on conducted tours through Crosley Square have a new point of interest in the WLW photo gallery which features executives and members of the talent staff. . . . **STUBENVILLE**—John J. Laux, WSTV general manager has announced the promotion of Jack Merdian from program manager to assistant manager and that of chief announcer George Wilson to assistant program manager. . . . **TOLEDO**—Ladies' Book, new, locally sponsored femme program, is doing well on WSPD under guidance of Norma Richards.

Send Birthday
Greetings To—

August 9

Ken Dolan Daniels S. Samuels
Charlie Speer W. A. Wilson
Ed. Mullin, Jr.

—OREGON—

PORTLAND—Evelyn Lampman, KGW continuity chief, is scripting a police department-sponsored dramatic show designed to stem the rising toll of traffic accidents. Titled It Happened Like This, program heard twice weekly is based on actual police reports of accidents on Portland city streets. . . . KGW honored the 170th birth of the Army Medical Corps with a half-hour dramatic show based on the story of S/Sgt. Laurence Berg of Tacoma, Washington, now a patient at Barnes Hospital.

—PENNSYLVANIA—

PHILADELPHIA—When Wildroot took over local sponsorship of the WFIL Barn Dance last week, the crowning glories of Carol Wynne and Murray Sisters, femme contingent of the show, properly illustrated the commercial plugs. . . . **PITTSBURGH**—United States Steel Corporation has been granted permission by KDKA to make 23,000 reprints of the second script in its Sunday "Fighters For Peace" series which deals with war veteran rehabilitation problems. Script requested was devoted to the absorption of maimed G.I.'s into industry.

—NEW YORK—

TROY—Roy Shudt who is broadcasting the Hambletonian today over a special network including WTRY, Troy; WALL, Middletown; WKIP, Poughkeepsie; WGNV, Newburgh and WKNY, Kingston, is an old timer in the sport of harness racing. He is also publicity director for Saratoga Raceway. . . . **SYRACUSE**—Newest member of the WFBL Hawaiian Club is Lt. Neal L. Moylan, former special events-news editor who arrived in Hawaii last week. Other former WFBLers in the club are Capt. James Kelley, Lt. Donald Langham and Rita A. Muth, yeoman, 1/c, USNR.

—TEXAS—

TEXARKANA—KCKC received a frantic appeal from the father of a missing 15-year-old girl and released a general description over the air. Next morning, the young lady herself called to say "I found me." She was just visiting a friend. . . . **AUSTIN**—Paul Bolton, KTBC news editor, wound up a series of 15 speeches on the United Nations Conference with an indoctrination talk to AAF officers at Bergstrom Field.

PROMOTION

Moves Fruit Crop

Eastern Iowa wholesale fruit dealers are disposing of the 1945 fruit crop in spite of the canning sugar shortage by directing an educational program to housewives through half-minute announcements and chain breaks over station WMT, Cedar Rapids, Iowa. The 25-a-week spot announcement schedule began on June 25th and will continue through September 23rd.

Ten leading jobbers and wholesalers in the area organized in June to broadcast information supplied by recognized home economics authorities, using radio spots to point out that commercially canned fruit will be almost extinct this winter and that the high-point value will make it prohibitive.

After two weeks of broadcasting straight educational information, wholesalers concentrated on specified fruits, advertising through taste appeal copy, and at the end of one season discovered they had sold three times as much fruit as in the previous year. Similar results are expected in the future.

Historical Record

In co-operation with the 25th anniversary of radio, WWJ, Detroit, has recorded a 15-minute history of broadcasting which it is delivering to some 350 stations for use as a one-time sustainer. Transcription provides a short break for each outlet's own promotion.

Runyon Returning To Radio

Hollywood—Jack W. Runyon, radio veteran, has resigned as manager and director of the Office of Inter-American Affairs and intends to return to commercial radio after a few weeks of rest. Of 2,184 broadcasts that have been produced under Runyon's supervision since the office opened, 354 stars and players were either short-waved or plattered for Latin-America.

W-D-O-D
20th YEAR
CBS
for
CHATTANOOGA
5,000 WATTS DAY AND NIGHT

first in Chattanooga in
LISTENING AUDIENCE
ADVERTISING VOLUME
PUBLIC SERVICE

Every 24 Hours
51
SPONSORED
NEWSCASTS
UP-AP-INS
W-I-N-D
CHICAGO
560 Kc. 5000 WATTS

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

L. 32, NO. 29

NEW YORK, N. Y., FRIDAY, AUGUST 10, 1945

TEN CENTS

V-J Day Planning Begins

Schools' Need Studied for Gov't War Radio

Washington Bureau, RADIO DAILY
Washington—Sale of surplus radio equipment to schools and colleges "practically for free" will definitely be the policy of the Surplus Property Administration, it was revealed yesterday. A study of the comparative need for radio equipment in various parts and sections of the country, which is being made under the guidance of Dr. Loudermilk of the Office of Education, with the co-operation of the State Boards of Education, will form the basis for the disposal program.

It is believed that educational departments will be the primary recipients of the surplus equipment. (Continued on Page 6)

Lerch Gets WEAJ Post as Station Farm Director

Da Lerch, formerly farm director of station KDKA in Pittsburgh and member of the staff of the U. S. Department of Agriculture, has been appointed farm director of station WEAJ, New York, according to C. L. Tier, NBC vice-president in charge of programs. Commencing Monday, August 13, WEAJ will present Lerch in the hour-long "Modern Farmer" program which will be broadcast week-day at 6:00 a.m., EWT.

General Crerar May Head Cana. Broadcasting Corp.

Montreal—Possibility that General Crerar, commander of the now disbanded Canadian First Army, who just returned from Europe, may be given the chairmanship of CBC is being studied. (Continued on Page 7)

Resourceful

Washington—Resourceful Florence Warner, educational director of WOL, wanted to get an interview with the Chinese ambassador Wednesday night on Russia's declaration of war against Japan. Grabbing a film recorder she taxied to the Embassy, knocked on the door, and was admitted to the study of Dr. Wei Tao Ming. Obtaining the interview Florence rushed back to the station and it was featured by Bill Hillman on his 10:30 p.m. Mutual program.

Price Praises Industry For Secrecy Re Bomb

Washington Bureau, RADIO DAILY
Washington—The best-kept secret of the war—credit for which goes to radio broadcasters, newspapers, magazines and book publishers—was the long work on the atomic bomb, Byron Price, Director of Censorship said this week in Washington.

"The secrecy obtained by newspapers and broadcasters should be commended." (Continued on Page 7)

Radio Men Going Abroad From New York Today

Washington Bureau, RADIO DAILY
Washington—Radio industry and trade paper executives bound for Europe today by plane from New York, were feted last night at the Hotel Statler here. Original plan was to go to London. (Continued on Page 2)

Westinghouse Announces Plan For Plane Tele Broadcasting

A plan for utilizing stratosphere airplanes cruising six miles in the air for the transmission of television and FM was revealed by executives of the Westinghouse Electric Corporation in collaboration with the Glenn L. Martin Company, aircraft designers and builders at a press luncheon held yesterday at the Waldorf-Astoria Hotel in New York.

Disclosing that initial flight tests will be made this fall, Walter Evans,

Radio's Newsrooms Alerted For News Of Capitulation By Japanese; Conferences Held

Personnel Changes Announced by WPB

Washington Bureau, RADIO DAILY
Washington—In a move to use experienced personnel to best advantage in co-ordinating activities of WPB radio and radar division, Melvin E. Karns, director of the division, yesterday named several administrative assistants.

John Creutz of McLean, Va., has been appointed assistant director for the division. (Continued on Page 6)

Seven FCC Applications Include AM, FM, Tele

Washington Bureau, RADIO DAILY
Washington—Applications for five new FM stations, one tele station, and one new AM station were received yesterday by FCC.

Of the FM applications, two were for stations in New York. (Continued on Page 6)

Bill Ware To West Coast For North Central Group

Chicago—Bill Ware, formerly account executive in Chicago office of the North Central Broadcasting System has been appointed western division manager. (Continued on Page 7)

Radio newsrooms throughout the nation have been alerted for V-J Day and in New York yesterday conferences were being held at the major networks concerning web coverage in event of Japanese capitulation.

All day yesterday rumors were rampant in New York, Washington, Chicago and the other major cities.

(Continued on Page 7)

Canadian Market Preparing New Line

Montreal—New radio receiving sets are expected to be on the Canadian market by November in time for a rush of Christmas buying. But manufacturers say the sets will practically duplicate those of 1942 and will have no new "gadgets." They will be made on simple lines and will require fewer parts than heretofore. Mantel-size cabinets will be in the majority.

(Continued on Page 7)

Soviet Spokesman Heard During American Web Spot

Washington Bureau, RADIO DAILY
Washington—Marking the first time a representative of the Soviet government has ever spoken in English during an American web spot. (Continued on Page 4)

Prepared

Worcester—If the war should end suddenly, WTAG, is all prepared. Station has lined up local victory programs to use at a moment's notice. Religious leaders of all faiths and civic spokesmen have also been contacted and are ready to address messages to WTAG listeners whenever the glad news breaks that Japan has surrendered to the Allies.

Gillham To JWT

Confirming a RADIO DAILY prediction of some weeks ago, Robert Gillham, advertising and publicity director of Paramount Pictures, has resigned his post to join J. Walter Thompson Company, advertising agency. It is reported that Gillham will be closely associated with the television enterprises planned by the agency for the post-war era.



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

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Loewi Gives Tele Views

Forecasting that some day international television networks will be a reality, Commander Mortimer W. Loewi, executive assistant to the president of the Allen B. Du Mont Laboratories, Inc., spoke before the Sports Broadcasters Association at a luncheon at the Great Northern Hotel.

20 YEARS AGO TODAY

(August 10, 1925)

Back in 1922 when WWJ-Detroit celebrated its second birthday, listeners boasted of hearing programs from far-off places and the station published a map showing "distant points which have heard WWJ." They included such extremes as Florida, San Francisco, Winnipeg and the Canal Zone. Recent fan mail indicates a constant widening of the map.

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

Coming and Going

A. N. ARMSTRONG, JR., general manager of WCOP, Boston, and ROLAND C. HALE, chief engineer of the station, are in New York to confer with station reps and Cowles executives.

HARRY R. LEPOIDEVIN, president and general manager of WRJN, Racine, has arrived from Wisconsin and is visiting at the offices of the American network, with which the station is affiliated.

TONY LANE and his Airlane Trio have returned from a vacation of two weeks in Canada. They'll again be heard five times weekly over WOR and the Mutual network.

HUGH B. TERRY, station manager of KLZ, Denver, is on a short business trip to New York.

LES JOHNSON, manager of WHBF, is in town from Rock Island, Ill., for conferences with the national representatives of the station.

HAROLD R. KRELSTEIN, vice-president of WMPG, Memphis outlet of the American web, is in town on station and network business.

JAMES E. GORDON, vice-president and general manager of KNOE, NBC affiliate in Monroe, La., in town this week for conferences with the national representatives of the station.

JOHN MAYO is touring the Midwest in the interest of the Lang-Worth library.

HERBERT L. KRUEGER, commercial manager of WTAG, Worcester, Mass., is back at the station following a short trip to New York.

EDD HARRIS has returned to WCNC, Elizabeth City, N. C., following a few days in New York conferring with the national representatives of the station.

WILLIAM B. McGRATH, sales promotion director of WNEW, and PEGGY EGE, receptionist, have returned from their vacations.

D. GORDON GRAHAM, assistant program director at WABC, has arrived at York Beach, Maine, where he will remain until after Labor Day.

MRS. JOHNNY THOMPSON, wife of the American network's "Song Salesman," has left for Chicago, where she will spend a few days with her husband, who is on lend-lease as soloist to Don McNeill's "Breakfast Club" program, which emanates from the Windy City.

BOB ALBURTY, manager of WHBQ, Memphis, returned recently from his first vacation since Pearl Harbor and now has been elected to the board of directors of the Memphis Symphony Society.

FLORENCE MITCHELL, secretary to Harold E. Fellows, general manager of WEEL, Boston, is vacationing on Cape Cod.

Radio Men Going Abroad From New York Today

(Continued from Page 1) to take off from the Washington Airport tomorrow morning, instead the party went by rail to New York, leaving Washington at 8:30 this morning. They will continue by plane from New York later today. No details as to itinerary were revealed.

Two Southern Stations Added To NBC Network

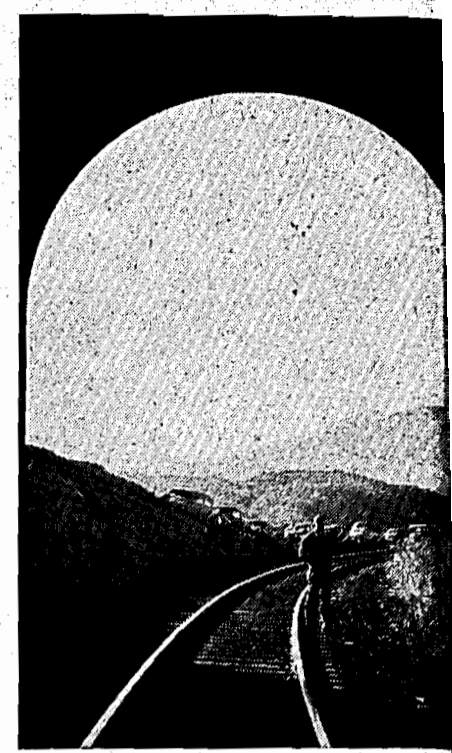
Two stations—WGRM, Greenwood, Miss., and WMIS, Natchez, Miss.—have joined the National Broadcasting Company as members of the South Central Group, according to Easton C. Woolley, director, NBC station's department. This brings to 155 the number of stations in the NBC network. WGRM is owned by P. K. Ewing. Powered by 250 watts, it broadcasts on a frequency of 1,240 kilocycles and is licensed to operate unlimited time. It joins NBC effective Aug. 13. WMIS, owned by the Natchez Broadcasting Company, joins the network on Aug. 13 or whenever facilities are available. It operates on a frequency of 1,490 kilocycles and is a 250-watt station. It also is licensed to operate unlimited time.

FINANCIAL (Thursday, August 9) NEW YORK STOCK EXCHANGE table with columns for High, Low, Close, and Net Chg. for various stocks like Am. Tel. & Tel., CBS A, Crosley Corp., etc.

Baukhage To Germany

H. R. Baukhage, veteran commentator of the American Broadcasting Company, will cover the trials of the Nazi war criminals in Nuremberg, Germany, scheduled to start late in September. Date of his departure for Europe has not as yet been set.

WDAS AUDIENCES HAVE BEEN Loyal FOR MORE THAN TWENTY YEARS. This loyalty makes WDAS the best dollar buy in PHILADELPHIA. That's why sponsors renew regularly.



Out of the dark

You can travel through the darkness in this Mt. Shasta tunnel for miles . . . and when you burst out into the open your eyes blink shut in the western sun.

It works just the opposite when time buyers who've been pounding along in the rut-cavern of old-time buying standards . . . learn about station like W-I-T-H.

W-I-T-H is an independent station in the five-station Baltimore town of Baltimore.

And when buyers get the proof that W-I-T-H produces the greatest number of listeners-per-dollar-spent . . . their eyes blink open with delight!

Facts to prove the W-I-T-H story are available.

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

TIME BUYERS!



CALL ON "SPOT" FOR TIME DETECTING

- AF.....New York
- Z & WBZA.....Boston, Springfield
- GY.....Schenectady
- W.....Philadelphia
- C.....Washington
- KA.....Pittsburgh
- AM.....Cleveland
- WO.....Ft. Wayne
- IAQ.....Chicago
- CA.....Denver
-San Francisco

"SPOT" can't *always* nail the exact buy you're after. NBC spots are in much too much a demand for that! But time and time again he has helped many a time buyer put his finger on something equally good . . . buys which have been astonishingly productive for a wide variety of big-name advertisers.

For NBC Spot Sales representatives know their business . . . and make a business of helping you in yours. So, if you've got a spot problem just sing out and you'll get all the facts and all the help we can give you.

Call on "Spot" today for time detecting on one or more of NBC's key stations . . . stations in markets where families have a buying power more than one third higher than the nation's average—stations with 55% of the country's radio homes in their primary areas.



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

COTTONSEED CLARK, of the Columbia Pacific Network "Hollywood Barn Dance," is currently doing another emcee job. He steers the "Western Round-Up," an all-star hill-billy show, weekly at the Hollywood Canteen. The program is recorded and sent overseas by the Armed Forces Radio Service.

Edgar Bergen has returned from a 10-day stay in Reno, Nevada, where he alternated impromptu camp shows with fishing.

Jim Andrews, Hollywood head of Lennen & Mitchell ad agency got the new mystery series, "The Amazing Nero Wolfe," off to an auspicious start over Mutual Network and then turned over the directorial reins to Travis Wells, who also produces the weekly "Hollywood Mystery Times" ailer.

Comedienne Cass Daley and her husband-manager, Frank Kinsella, returned this week after a short vacation at Rosarita Beach, Mexico. She'll return to the air in September either on her own show or as emcee of an already established program.

Reviews of Frank DeVol's records made with singer Dave Street have been so favorable Victor Records are setting up 10 more platter dates for the maestro.

Upton Close spoke for the Town Hall Committee of Wichita, Kansas on July 27th. The title of his lecture was "The Time for Talking Has Begun." Close is planning to make an extensive fall lecture tour and will speak in most of the large cities of the East and Middle West.

George Fisher, whose Hollywood program is presented over KECA Monday through Friday nights, will soon present Jane Greer on his show singing for her initial singing radio appearance. RKO Studio, which has Miss Greer under contract, is grooming her as a vocalist, as well as a dramatic actress.

NBC Analysts Dined

Washington—NBC's William Brooks and Edward Tomlinson were honored at a cocktail party at the Statler Hotel here yesterday. They are leaving Aug. 23rd to attend the Third Inter-American Radio Conference in Rio de Janeiro.

Brooks, NBC director of news and international relations was unable to attend his own party, because he was tied up in the tense waiting-out of the expected Japanese war crisis.

Tomlinson's is NBC's newly appointed Inter-American advisor and commentator on Hemisphere relations.

Ave Maria Hour

WMCA — Sunday — 6:30

For 10 years the number one Religious drama of the Americans.

IT'S A DONALD PETERSON PRODUCTION



A Reporter's Report Card . . .!

● ● ● **BING CROSBY:** Wonder why nobody has thought of asking you whether or not you're going back on the air in the fall. We'll bet your answer would be something like this: "Well, I see by the papers that some folks think I'm quitting radio and others think I'm not. I don't know what to believe now!" . . . **STUART ERWIN:** Ballentine is all set to take over the Barry Fitzgerald show in which he'll play a lovable, small-town judge. His asking price of \$15,000, however, will be melted considerably. . . **EARL WILSON:** Don't believe those White Owl-Mayor La Guardia reports. It's our hunch they'll wind up with a half-hour mystery show. . . **LOU LEVY:** Anything in those rumors that Al Steele, Coca-Cola exec, is working out a deal for the Andrews Sisters? They should be excited about the girls. Didn't they sell two million records of "Rum 'n Coca-Cola"? . . . **CLARK GABLE:** Watch for Lt. Commander Robert Montgomery to be appointed to a high diplomatic post by Pres. Truman. . . **JUDY GARLAND:** John Garfield is hunting high and low for a femme lead for his B'way show, "Danny Boy." He wants a gal like you, thass all. . . **HARRY DUBE:** Who was that sensational red-head with you at Toots Shor's the other noontime? Next time you bring her around, you'd better pass out the drool cups for the boys!

★ ★ ★

● ● ● **FRED WARING:** Despite the critics who point out that your Hooper is anything but sensational, top NBC execs have decided to keep you on 'til the end of the year, at least. Surveys among new listeners show that your program has won over a healthy percentage and enough to warrant their enthusiasm. . . **MARTY GOODMAN:** Kay Roberts, your former assistant at Wm. Morris, will take over your chores when you report in at MCA. . . **ED WOLF:** Nick Keesely and the CBS gang are certainly cooking on the front burner. They've sold three shows in the past month, the latest being your quizzer, "To Be Or Not To Be," which Kenyon & Eckhardt have taken over. Watch for some big action on Arthur Godfrey now. . . **TO WHOM IT MAY CONCERN:** Joe Tobin, of WINS, is looking for a radio announcer among ex-servicemen for an out-of-town station. . . **BONITA GRANVILLE:** A top agency is conducting a sotto voce poll among music critics to learn what they think of your voice. If you pass the test, you'll be considered for an important new show. Incidentally, your cousin, Dick, who quit disc jockeying some ten months ago for war work, is back in town again and mulling over some local offers.

★ ★ ★

● ● ● **MILTON BIOW:** What's all this talk about your losing the Roma Wine account after the first of the year? . . . **BETTY HUTTON:** What goes with you and Ted Briskin? Is you is or is you ain't his baby? . . . **AL RICKEY:** What network show are you about to sign for? . . . **FRANK SINATRA:** We just got a V-mail from a USO performer who says that your troupe met theirs in the Azores and that you refused to even talk with them, let alone fraternize. . . **MAYOR LA GUARDIA:** American is willing to grab Mrs. FDR at any price for a commentary show. Incidentally, Your Honor, insiders believe that you will never leave the N. Y. scene and that you will function as the head of a new city bureau to aid GIs currently in the planning stage. . . **ORSON WELLES:** Judy Canova expects to wake up any minute and hear that the atomic bomb was just another of your programs. Tim Marks, pardon us, Timothy J. Marques maintains you can now refer to them as Jap-on-knees, and Gary Stevens adds that with the varying figures of casualties maybe we oughta furnish them with an atom-ized statement. . .

★ ★ ★

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

GENERAL MILLS has purchased the 9:25 to 9:30 a.m., CWT, Monday through Friday period on American Broadcasting network, beginning Sept. 17. Title and format of program still are undecided. Busing was placed through Dancer-Fitzgerald and Sample, Chicago.

The Philco Corp. feted members of American's Breakfast Club and representatives of ABC's central division and Philco execs of New York and Chicago at a breakfast Thursday (Aug. 2) at Chicago's Ambassador West Hotel, brief speeches were made by Jimmy Carmine, vice-president in charge of Philco's merchandising, William Kress, sales manager of Philco's midwest division; C. "Pete" Jaeger, American Broadcasting Company's vice-president in charge of sales, and breakfast club toastmaster Don McNeill. Highlight of the toast-and-coffee session was special "Breakfast Club" skit presented by Philco, gags for which were written by Lou Quinn, scripter of the Hall of Fame program.

Soviet Spokesman Heard During American Web Sp

(Continued from Page 1)

on American airwaves, and the first statement of a Russian made on the declaration of the Russian-Japanese war, Fedor T. Orekhov, first secretary of the Soviet Embassy in Washington, was heard over the American network on "Headline Edition" last night at 7 p.m.

STARS OVER KMBC



Like all KMBC personalities, Erle Smith is nationally publicized and nationally known! Erle is KMBC's genial managing news editor—heading up one of radio's finest news departments. Hitch your advertising to a "Star" by phoning Free & Peters, Inc.

KMBC
OF KANSAS CITY

SINCE 1928 BASIC CBS STATION for MISSOURI and KANSAS

Westinghouse Announces Plan For Plane Tele Broadcasting

(Continued from Page 1)

puts the antenna and transmitter in an airplane flying in lazy circles 30,000 feet above the earth. The short waves sent out from this airborne antenna would blanket the earth's surface like a great inverted ice cream cone; covering an area 422 miles across or equal to about the combined area of New York, Pennsylvania and New Jersey."

Ground Station Employed

In its present form the plan would employ four television and five FM transmitters in each plane. Programs will be beamed from ground stations to the airplane for rebroadcasting.

Credit for the "stratovision" system was given to Charles Edward Nobles, 27-year-old Texas-born Westinghouse radar expert, by Mr. Evans in presenting the engineer.

Nobles Explains

Nobles outlined the proposed use of co-axial cables and the relay or booster stations now in the process of experimentation before launching into a detailed explanation of the revolutionary planning. He said that present-day ground coverage of a television station is from 35 to 50 miles and that stratovision operation greatly expands this coverage.

In comparing the proposed service with present day conception of television transmission, Nobles said that eleven 50 kilowatt ground stations would be required to provide one program throughout the area served by a single one kilowatt stratovision transmitter. For example he envisioned an airplane transmitter in the Pittsburgh area covering territory embracing such cities as Cleveland, Columbus, Buffalo, Johnston and Akron.

Nobles said continuous service could be assured by keeping two planes in the air at all times in each area, one for actual transmission and another for any emergency.

"One airplane, therefore, will deliver a service of four television programs and five FM programs originating from a ground station and transmitted to the airplane for rebroadcast in flight," he said.

Network Potentialities

Discussing the potentialities of the system covering the whole of the United States with television program from airplanes at 30,000 feet, Nobles explained that "each plane has a broadcast service range of approximately 200 miles in every direction and relaying can be accomplished between two planes which are approximately 400 miles apart."

By operating planes over: New York, Pittsburgh, Chicago, Kansas

City, western Nebraska, western Colorado, Salt Lake City and Los Angeles, a program distribution network from Hollywood to New York is established.

"By adding six more stations to this proposed network—these six flying over Durham, Atlanta, Memphis, Dallas, Sacramento and Portland, Ore., approximately 51 per cent of the area and 78 per cent of the population of the United States is brought within the primary coverage area of the 14 planes and stations."

Local Outlet Secure, Says Kesten

Paul W. Kesten, executive vice-president of CBS, commenting yesterday on the new plan, declared:

"Television stations in the sky, covering a 400-mile circular area, will not take the place of the local stations, each serving its own community. But the 'stratovision' proposal offers a magnificent opportunity for nation-wide programs aimed at coast-to-coast audiences and will provide wider coverage of small towns and rural areas than any network of television stations on the ground. Many of the electronic projects which CBS television engineers have worked on during the war point to the feasibility of air-borne transmitters."

A. T. & T. Cable Plans

Included in the two billion-dollar post-war construction program now in preparation by the American Telephone and Telegraph Company will be a new transcontinental cable (coaxial) across the southern part of the United States and a north-south backbone cable from Chicago and St. Louis south to New Orleans, Mark R. Sullivan, vice-president of A. T. & T. revealed in the Spring issue of "The Bell Telephone Magazine" issued by the company.

In the expected future, the wide transmission band of the coaxial system will accommodate a two-way television channel along with telephone conversations over each pair of coaxial conductors. The coaxial cable on main routes will include units that will provide the nucleus of a nation-wide television network, Mr. Sullivan said.

"Plans have been made and approvals granted for installation of an experimental radio relay system between Boston and New York," the article pointed out, "and this high-frequency-line of sight transmission system is expected to provide circuits suitable for both telephone and television transmission."

Lear Elects Peyser

Frederick M. Peyser, a member of the banking firm of Hallgarten & Company, New York City, was elected to the board of directors of Lear, Incorporated, at a recent meeting, it was announced by William P. Lear, president,



Fulton Lewis, Jr., leads the field with Local sponsors on 171 Mutual Stations, as the most sold "cooperative" on the air.

However, he is still available (for the time being) in a few, choice, important markets.

FOR IMMEDIATE
DETAILS, PHONE,
WIRE OR WRITE—

Cooperative Program Department

MUTUAL BROADCASTING SYSTEM

1440 Broadway, New York 18, N. Y.

Originating from WOL, Washington, D. C.

WANTED

Radio program salesman. Travel Middle West. Drawing account and commission. Write Radio Daily, Box 198, 1501 Broadway, New York 18, N. Y.

Personnel Changes Announced by WPB

(Continued from Page 1)

production, succeeding Mr. Karns who became director of the division on the resignation of Louis J. Chatten, August 1. Mr. Creutz has been chief of the domestic and foreign branch since June, 1944. Mr. Creutz has been in close association with all phases of the industry since he joined the division in December 1942. Previously he served the industry as a radio engineer and consultant.

Henry B. Esterly of Pottsville, Pa., former assistant chief of the domestic and foreign branch since September, 1944, succeeds Mr. Creutz as branch chief. He has had long experience in the distribution end of the radio industry previous to joining the division in September, 1943.

Helping to carry out the division's policy of giving military programs first attention, Milton J. McNicholas of Hastings-on-Hudson, N. Y., fills the newly created post of military staff assistant. Mr. McNicholas will serve as liaison with the military services on the programming and production of all military radio and radar end equipment. He has been chief of the end equipment sections products and facilities branch whose activities he will continue to supervise. Previous to joining WPB in March 1944, he was associated with Fada Radio and Electric Co., Long Island City, New York, N. Y.

Frederick C. Bash of Pittsburgh, Pa., was appointed chief of the products and facilities branch and will be responsible for the vacuum tube section, products and facilities branch, since January 1944. Mr. Bash will bring to the other component fields many years of industrial experience in machinery, materials, production planning and scheduling. He was associated with Westinghouse Electric and Mfg. Co., East Pittsburgh, Pa., for 20 years prior to going to WPB in November, 1942.

"The stream-lining and tightening of our organization is designed to bring about a more co-ordinated working team in serving the military and aiding the radio industry in an orderly reconversion to civilian production when military requirements have been met." Mr. Karns said in commenting on the appointments.

Seven FCC Applications Include AM, FM, Tele

(Continued from Page 1)

led by present AM broadcasters: The Gable Broadcasting Co., Altoona, Pa., WFBG, and Tulsa Broadcasting Co., Tulsa, Okla., KTUL. The other AM applicant, Copley Press, Inc., Aurora, Ill., applied for three stations to be located at Elgin, Aurora and Joliet, Ill.

Thomas Patrick, Inc., St. Louis, Mo. operates the AM station, KWK, applied for a new tele station, and Boulder City Broadcasting Co., Boulder City, Nev., for a new AM station.

WORDS AND MUSIC

By HERMAN PINCUS

AMZIE STRICKLAND, writer, director, producer, actress (and Ben Pratt's severest critic) tells the story of two Hollywood agents, seated in the studio theater, watching a preview of a film in which are starred their clients . . . the finale over, one of the ten percenters, after waiting until the studio execs were out of earshot said, "and to think those hams we just saw get 90 per cent of our money."

☆ ☆ ☆

Back in 1927 a handsome young orchestra leader just out of college was beginning to catch the eyes, ears and hearts of WMCA listeners and so a small recording company signed the lad to wax a disc . . . however, fearing that his name had no 'oomph appeal,' the platter execs changed the ork pilot's name on the credit label to read 'Frank Mater.' . . . his real name? Rudy Vallee.

☆ ☆ ☆

A note from Phil Kornheiser one of the Big 3 Execs reads: quote:—as long as you're handing out bouquets to orchestra leaders who are old friends of music boys, how come you forgot that swell guy for so many years—one of the best friends the music boys ever had; I'm talking about George Olsen. I don't think that you'll get any of the boys to disagree with this statement . . . unquote:—and we agree too, which makes it unanimous, Phil.

☆ ☆ ☆

TIN PAN ALLEY-OOPS:—Leeds Music has a natural in "Along the Navajo Trail." . . . and the Crosby disc released this week won't hurt any either. . . ● At a recent party tossed by United Artists in honor of Robert Mitchum, star of the film "Story of GI Joe," 'Mitch' showed Maestro Paul Lavalle some lyrics . . . result—a new songwriting duo. . . ● The Zeke Manners' (he wrote "Pennsylvania Polka" and the current "Choo Choo Polka" expect an awaiting the arrival of the Stork with a new polka-TOT. . . ● The Stan Zucker office has just signed the Boyd Triplets, tall statuesque blondes who look like Ann Harding and sing like the Andrews Sisters. . . the gals are daughters of the Panamanian Ambassador to Mexico. . . ● We predicted that Manor Music's new novelty "Myrtle the Turtle and Fip The Frog" was headed for the Hit Parade . . . after hearing the Korn Kobblers' arrangement of the ditty last Sunday via American, we're sure of it. . . ● Buell Thomas starts a singing engagement Aug. 19 at the Florentine Gardens in Hollywood. . . ● Sid Bakel, honorably discharged from the Army, returns to the press dep't. at Wm. Morris Agency. . . ● New company Spin Records with Bernard Levy, Niagara Falls attorney, prexy, has been formed. . . Joe Frassetto of WIPhiladelphia is musical director with Jerry Kanner, recording manager.

☆ ☆ ☆

RADIOLOGY:—Her name is Small but Mary's heart is plenty big . . . the star of the "Mary Small Show" went to Atlantic City for a vacation last week AND spent several hours every day singing for the Vets at the England General Hospital there. . . ● Russ Case at Victor, made an arrangement of "If I Loved You" for the Perry Como platter in two hours so that it could be on the market before the Crosby or Sinatra discs. . . already sold over a million. . . ● Bill Williams WNEW announcer, slated for an early screen test by 20th Century-Fox. . . ● WOR Television seems a bit dormant these days but Bob Emery has a 'soo and hear' idea that's a natural. . . ● Dick Charles will write and direct the "Jack Berch Show" when it goes ABCCommercial for Prudential Aug. 20. . . ● The Ozzie Nelson-Harriet Hilliard CBSeries which starts its second season Sunday, is llistentertaining. . . ● Shirley Reid, screen voice of numerous cartoon characters including Minny Mouse, Oswald the Rabbit, Sniffles and others; is now in Boston with a radio act, 'Shirley & Bodolla' which is a honey. . . 'Bodolla' is as smart as that other dummy 'Charlie McCarthy' . . . ● Pvt. Bernard Dudley, currently stationed at Camp Gordon, Ga., is writing and producing two shows and emceeing a third, heard via WTOG, Savannah. . . ● Bob Vosol formerly 'triple throat man' at WWVA (writer-producer-announcer) is now Stan Shaw's assistant at WJZ.

Schools' Need Studied For Gov't War Radio

(Continued from Page 1)

mand for this equipment will exceed the supply, so that there is small probability that items of projections, radio transmitters, receivers or experimental radio material will be available to commercial buyers.

Some items, however, which are unadaptable to school use will unquestionably find their way to commercial markets.

Disposal of radio surplus, according to David Loth, of Surplus Property, will be laid on making radio available to schools who do not have adequate budgets to purchase new equipment, and to schools in underprivileged areas.

American Web Newsroom Adds Two Staff Writers

Two new staff writers have been added to the American newsroom force in New York while a third will be added shortly. The new additions are John S. Fraser and Arthur T. Johnston. Fraser, formerly with the New York Herald Tribune's radio department, handled that paper's news programs over a New York station. Johnston comes to American from Associated Press, where he was a feature writer.

Decca Shows Profit

Consolidated net profit of Decca Records, Inc., for the six months ended June 30th, 1945, amounted to \$450,284 (unaudited) after provision of \$382,849 for all estimated income and excess profits taxes in accordance with current tax law. This is equal to \$1.16 per share on 388,325 shares of capital stock outstanding at June 30, 1945, and compares with net profit of \$504,619, equal to \$1.30 per share on the same number of shares outstanding a year ago.

WANTED

Script writers living Metropolitan New York. Must have heavy agency-network experience. Excellent salaries offered. Box 202, Radio Daily, 1501 Broadway, New York 18, New York.

ANNOUNCER WANTED

by Southern 50 KW station. Salary and talent. Excellent opportunity for good man. Write Radio Daily, Box No. 201, 1501 Broadway, New York City.

WANTED — SALESMAN

Radio production firm has opening for two salesman to call on New York agencies. Men with agency contacts preferred. This is a real opportunity for men seeking permanent positions at a good salary with possibilities for unlimited additional earnings. State complete background in first letter. Our Staff knows of this ad. Box 200, Radio Daily, 1501 Broadway, New York 18, N. Y.

Price Praises Industry For Secrecy Re Bomb

(Continued from Page 1)

sufficient answer to anyone who thinks voluntary censorship cannot work," said Mr. Price.

Approximately 20,000 news outlets were requested not to publish or broadcast about "new or secret military weapons or experiments," according to Mr. Price, and complete co-operation from these sources permitted continuance of the work in silence.

In June 1943, Mr. Price's office sent out a confidential note to news outlets, which asked, in part: "You are asked not to publish or broadcast any information whatever regarding war experiments involving production or utilization of atom smashing, atomic energy . . . or any of their equivalents. The use for military purposes of radium . . . high voltage charges. The following elements or any of their compounds . . . polonium, uranium . . ."

Bill Ware To West Coast For North Central Group

(Continued from Page 1)

sion sales manager of organization, John W. Boler, president announced. Mr. Ware who was formerly general manager of station KWFC, Hot Springs, Arkansas joined the staff of North Central as account executive on May 1, 1945. Western division under Mr. Ware will take in everything west and south of Cleveland including the Pacific coast.

North Central Broadcasting System recently expanded its regional networks throughout the Mississippi Valley area. It now has a total of 74 affiliated stations. Arthur Simon, former manager, WPEN, Philadelphia, was appointed last week as national sales manager of NCBS. Mr. Simon will headquarter in North Central's new offices in the Empire State Bldg. in New York City.

Enroute To London

Montreal—Rupert Caplan, CBC's play producer, is en route to London by airplane on loan to BBC. It is rumored that on his return in the fall he may accept a production post with Columbia.



You are in GOOD COMPANY when you advertise in . . .

KMPC

LOS ANGELES
710 Kc.-10000 WATTS

THE WEST'S GREATEST INDEPENDENT NATIONAL SALES REPRESENTATIVE • PAUL H. RAYMER COMPANY

All Radio Newsrooms Alerted By Possibility Of War's End

(Continued from Page 1)

West Coast that an early surrender of the Japanese was expected. These rumors served to get radio newsrooms the same jitters that prevailed while awaiting V-E Day and staffs were standing by expecting to be called to their posts at any time of the day or night.

Network conferences on the handling of the coming V-J Day news indicated that the pattern of treatment would be pretty much the same as V-E Day. It was emphasized, however, that the programs of peace and victory would reflect climactic joy which was restrained during the celebration of V-E Day.

World-wide pickups will be featured by the networks and considerable programming will be pooled on addresses by military leaders and Allied government officials, it was felt.

Brooks Outlines NBC Plans

NBC's theme for V-J Day will be straight coverage of the news announcements, minimizing official statements and featuring the man-on-the-street reaction, according to William F. Brooks, director of the NBC News and Special Events Division, who is supervising preparations for the occasion.

It was further made known that NBC's plans and preparations for the day ending the Pacific conflict have been set up since the collapse of Germany, but if the situation at the time warrants it, the network will cancel scheduled broadcasts to provide adequate coverage. Among preparations now in order, is the coverage of key cities of the world by an expanded staff of overseas war reporters and correspondents already assigned to handle world reaction to the Japanese capitulation, including such newscasters as Robert Magidoff from Moscow Stanley Richardson from London, Paul Archinard from Paris, Don Hollenbeck in Berlin, Merrill Mueller from the Philippines, James M. Wahl and Guthrie Janssen

from Hawaii and Guam, and Bjorn Bjorson from Stockholm.

NBC's owned and managed stations and a selected list of affiliates have been asked to submit plans and ideas for V-J programs covering the nation geographically. Special programs are also being readied by the NBC program department under the supervision of C. L. Menser, vice-president of NBC, in charge of programming. Among these will be included broadcasts from mobile units and transmitters for "on-the-scene" description of celebrations throughout the country.

Columbia's Special Programs

Columbia Broadcasting System's schedule will conform somewhat to that of V-E, with documentary program, pickups from all over the country, prayer services and military music comprising the greater part of the format, William F. Brooks, director of news and special events announced.

Norman Corwin is at present engaged in preparing a script for the occasion believed to be similar to his "On A Note of Triumph" heralding the end of the war in Europe, but the idea is as yet in the formative stage. CBS plans, however, a one-hour documentary program titled, "From Pearl Harbor to Tokio" dealing with outstanding events of the Pacific war written by Margaret Miller, one of the writers of "Report to the Nation."

Plans for V-J Day broadcasts from CBS are still in the discussion stage, it was said, and until detailed accounts of the final surrender are available, other programs can not be decided upon.

American plans a special two-hour evening program with leading commentators, newscasters and military experts, and their daytime schedule will depend on the sequence and importance of events as they occur, according to Robert T. Kintner, vice-president in charge of News and Features. World-Wide pickups and documentary programs will comprise the remainder of the schedule.

Mutual's plans are not known as yet, but it was revealed that schedules are being discussed, and action will be governed by events of the day.

"Jobs After Victory"

"Jobs After Victory," 15-min. show sponsored by Committee for Economic Development, will have its "kickoff" program tomorrow over WABC at 7 p.m., with the same time, same station, frozen for 52 subsequent weeks. Program is being produced and scripted by Les Hafner and Sherman Dryer. Neil Jacoby, vice-president of the University of Chicago, has been set as regular moderator of the series. Guests on the first show are Fred Vinson, Secretary of the Treasury, and William Benton, of the Encyclopedia Britannica. Show maintains a post-war slant.

Canadian Market Preparing New Line

(Continued from Page 1)

to correspond with popular demand, most will be of wood with a few plastic models. Mechanism of the new sets will be improved but this will not be noticeable by the layman, say manufacturers. Some of the sets will be equipped for FM but as there are few FM stations yet in Canada the FM sets will not be much used. Tubes will be rationed to manufacturers in proportion to the orders submitted.

Radio repair shops not disturbed over the possibility of new radios being marketed, claiming they will still have lots of work as "everybody is not going to scrap his present set." John Adaskin of Adaskin radio production, Toronto, an authority on FM said that during the war FM has been practically perfected, but added "for the civilian the great stumbling block is distance as a set would not be workable beyond a radius of 50 miles and although frequency modulation has gone beyond the experimental stage in Canada the number of stations is insufficient for practical use." He saw no possibility of workable television in Canada for at least two years.

General Crerar May Head Cana. Broadcasting Corp.

(Continued from Page 1)

mooted in political circles in Ottawa. General Crerar's retirement from the army becomes effective at the end of the year. Curiously enough there are also more credible rumors that General Crerar's former chief and predecessor as First Army Commander, General Andrew McNaughton, Minister of Defense, will be appointed to the position of full-time chairman of the Canadian Broadcasting Corporation, a post which was created by the last Parliament, but which has not yet been filled. It carries with it a salary of \$15,000 a year.

Gen. McNaughton's particular aptitude lies in the scientific field, but as chairman of the CBC he would be called upon to give his main attention to policy and the relations of the system to the public. The general manager, Dr. Augustin Frigon, is in charge of the business and technical operations of the corporation.

AAF Band Returning

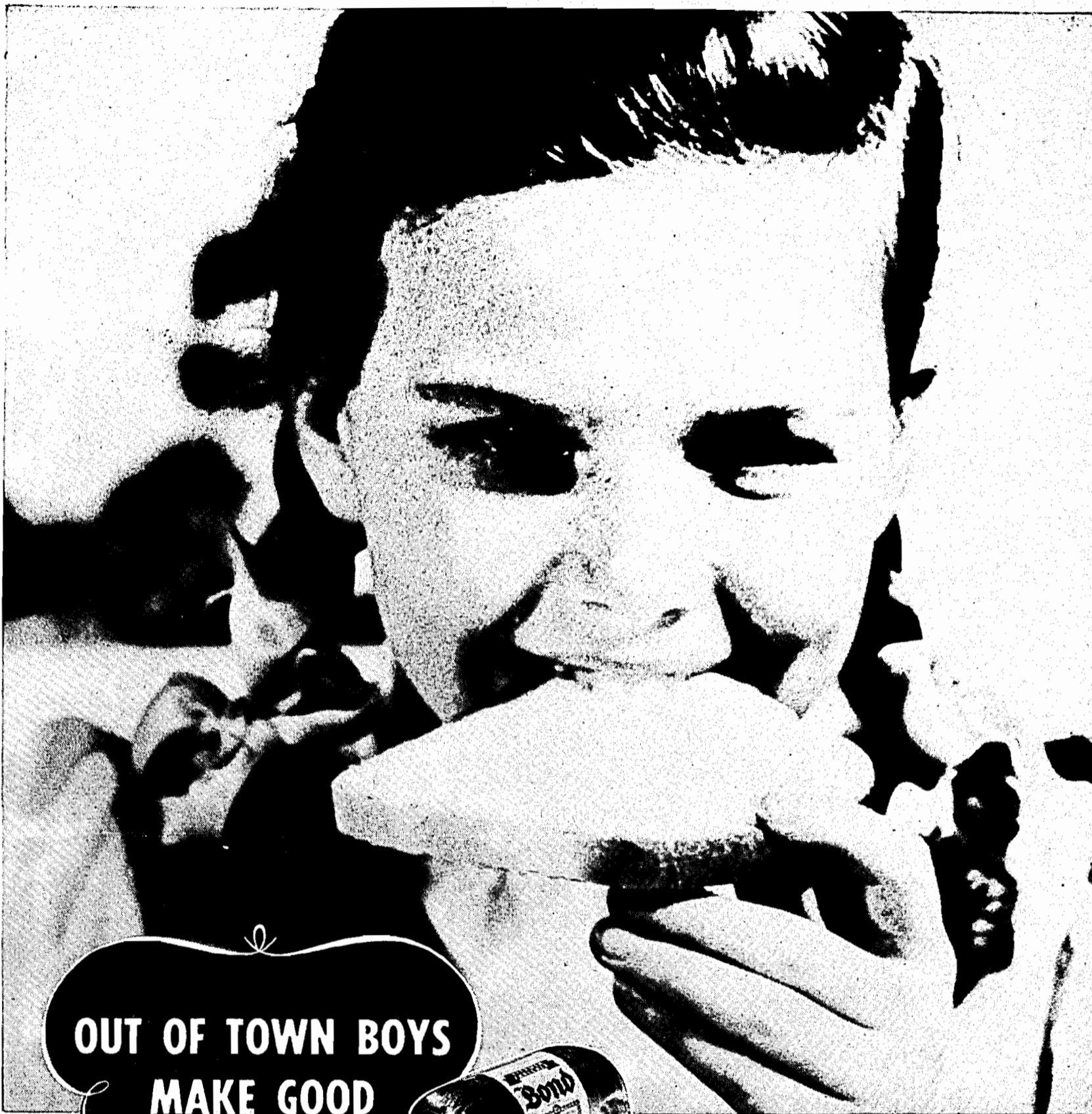
The Army Air Forces Orchestra which was organized under the late Major Glenn Miller, world famous maestro, arrives back in the United States this Sunday, Aug. 12, from a year's tour of duty in the ETO. The orchestra, which will arrive via the Santa Rose, in New York City, will be met by Major Frederick Brisson, Chief of the Office of Radio Production, Headquarters, AAF, Washington, D. C. Major Brisson, recently back from overseas himself, will give them their new assignment.

Send Birthday Greetings To

August 10
Larry Fisk Frank E. Mullen
Duke Rorabaugh Jack Haley
Jane Pickens A. A. Shechter
Ethel Dietz

August 11
Fred Barron John W. Dalph
Carl Landt

August 12
Scotty Bates Evelyn Gardner
Leonard Joy Ruth Lowe
Frank Ross V. A. Weber
Arthur Sinsheimer



**OUT OF TOWN BOYS
MAKE GOOD**



Casting Bread On Victory Gardens

Since 1937 Bond Bread* has been a consistent customer on **BALTIMORE'S BIG HOME TOWN STATION—WFBR.**

Some years—programs—other years programs and spots—that is the history of Bond Bread and WFBR. This year it is spots and a program “tailored to measure” by WFBR’s Program Division—“The Victory Garden Club of the Air.”

Agency: Neal D. Ivey Company

Running from February to November it looks like a Bond Bread and WFBR fixture.

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

MEMBER — AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE — JOHN BLAIR & CO.

WFBR

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 30

NEW YORK, N. Y., MONDAY, AUGUST 13, 1945

TEN CENTS

Webs Await Victory Flash

Home Receiving Sets Get WPB "Go-Ahead"

Washington Bureau, RADIO DAILY
Washington—Manufacture of home radio sets and other radio equipment was okayed by the WPB Friday for the first time since 1942. Six companies were authorized under "spot" procedure to begin manufacture of receiving sets, amplifiers and test equipment, up to specified values. In making the announcement WPB said that the granting of an authorization does not guarantee that controlled materials, or other materials, products and components will be available to the extent of the author-

(Continued on Page 5)

Report Of Japan's Proposal For Peace Results In Tense Situation Among All Broadcasters In Nation

Tenseness prevailed in radio circles last night and this morning as American listeners, glued to their radio, awaited Japan's reaction to the Big Four's reply to the Nipponese surrender offer which asked permission to retain Hirohito in office.

The tempo of war news stepped up tremendously following the flash of Friday at approximately 7:36 a.m., EWT, which stated that the Japanese had accepted the unconditional surrender ultimatum issued by the Big Four at Potsdam with some reservations. From then on networks and stations throughout the nation devoted all their facilities to handling the news

(Continued on Page 6)

Frisco On The Alert; Plan V-J Day Coverage

San Francisco—Radio listening posts caught the Japanese surrender offer as it was broadcast by Domei radio wireless and within a few minutes had flashed it to an eagerly awaiting world. All four networks are claiming various types of scoops but an analysis of newsroom records show that the first pickup came at 4:31 PWT.

Within one minute KPO had flashed it to NBC New York and it was immediately put on an East coast program. At 4:30 KPO's Barbara Carey

(Continued on Page 2)

Radio's Emissaries To The ETO Gather At 'Bon Voyage' Before Departing



Photo by Harold Stein.

Industry leaders and trade press publishers posed for an official picture in New York Friday afternoon at the Biltmore Hotel before they left by plane for a three-week inspection tour of the ETO. Standing (left to right) are Sol Taishoff, publisher of Broadcasting; John E. Fetzer, WKZO, Kalamazoo; Robert D. Swezey, vice-president of Mutual; Joseph H. Ream, vice-president of CBS; J. Leonard Reinsch, managing director of the Cox Radio Stations and radio advisor to President Truman; Clair R. McCollough, managing director, Mason Dixon Group; Martin S.

Campbell, managing director, WFAA, Dallas; Morris Novik, manager of WNYC, New York City; Joe Csida, business manager of The Billboard and John W. Alicoate, publisher of Radio Daily. Seated (left to right) Colonel Harry S. Wilder, president, WSYR, Syracuse; Colonel Ed Kirby, chief, Radio Branch, Army Public Relations; William Hedges, vice-president of the National Broadcasting Company; Justice Justin Miller, president-elect of NAB; Mark Woods, president of the American Broadcasting Company and Abel Green, publisher of Variety.



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

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FINANCIAL
 (Friday, August 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	178 7/8	178 1/4	178 5/8	— 1
CBS A	37 1/8	36 7/8	37 1/8	+ 1/8
CBS B	36 1/2	36 1/2	36 1/2	—
Crosley Corp.	39 1/2	39 1/4	39 1/2	+ 1/4
Farnsworth T. & R.	15 1/2	14 5/8	14 7/8	— 1/8
Gen. Electric	44 3/8	43 1/8	43 1/4	— 5/8
Philco	35 3/4	34 1/4	35 1/4	+ 1/4
RCA Common	13 5/8	13	13 3/8	—
RCA First Pfd.	86	85 3/4	86	—
Stewart-Warner	19 3/4	18 5/8	19	+ 1/8
Westinghouse	35	33 1/4	33 1/2	— 7/8
Zenith Radio	36 1/2	36	36	—
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	30 3/4	29 1/2	30 3/4	+ 3/4
Nat. Union Radio	5 3/4	5 1/2	5 1/2	—

Stork News

Los Angeles—Mr. and Mrs. Jack Little are the parents of a daughter born Monday, August 6th. Jack is a staff announcer at KMPC, and Mrs. Little was formerly employed at the station in the Music Department. The infant has been named Keiran Fife Little.

On Spotlight Show

WOR-Mutual's "Spotlight Bands" will present Jimmy Palmer and his orchestra, playing for the men at Pratt Army Air Field, Kansas, on Wednesday, Aug. 15, from 9:30 to 10 p.m.

Exclusive!
Chicago's Only
NEWS-ON-THE-
HOUR SERVICE
W-I-N-D
 560 Kc. 5000 WATTS

**All Frisco Stations Alerted,
 Plan Coverage For V-J Day**

(Continued from Page 1)

and Newell McMahan worked a two-way wire to Guam and got George Folster routed out of bed for a broadcast from that point over the network at five o'clock. Joe Hainline, the NBC correspondent with the Third Fleet also came in on this broadcast and the two gave the reactions of the service men at those points. An hour later Robert McCormick conducted a roundup program for the network with pickups from Merrill Mueller at Manila and Folster at Guam and at 7:15 Morgan Beatty from Washington repeated.

The Columbia station, KQW claims the first local flash immediately after it was received from Japan. Don Mosley was on duty in the newsroom and immediately contacted New York with a special announcement. In the American newsroom listening post Frank Lataurette West Coast news manager and Mark Jordan announcer and the newsroom crew had been on duty all night in anticipation of the news break. They said the reception of the Japanese report was rather faint but they got a confirmation from the UP listening post at Maroga across the bay and at 5:30 piped in reports over KGO and the network from Tighe at Guam and Jack Hooley at Manila. At 6:00 James Abbe reported from here for the network and he was followed later by Burton Bennett. As fast as news developed it was fed to the network with breaks in regular programs whenever necessary.

Mutual Notified East

The Mutual KFRC Pacific listening post caught the surrender offer and Ed Pettitt and Robert Woodmansee immediately used the private communication system to notify New York, Chicago, Washington and Los Angeles and in five minutes the story was being flashed from all these stations. All the Mutual Pacific war correspondents were immediately alerted and at 5:45 Pettitt started piping them to the network.

All local network and independent stations are planning special V-J Day broadcasts. KPO-NBC will cancel regular programs and bring in pickups from Manila, Guam and Honolulu. Special local programs will originate from the Evacuee hospital at Hamilton Field from a busy corner in San Francisco's Chinatown from the destroyer Newcomb at Hunters Point and a roundtable discussion by the editors of local newspapers. Mutual-KFRC will report from all Pacific war correspondents and Arthur Prim and William Pabst will cover local color with street

pickups. KQW Columbia will feed the network reports from Guam, Okinawa, Australia, the Philippines and Honolulu. Local color will come Army and Navy officials and street pickups at Union Square. KGO, American will get reports from foreign correspondents. Also interviews with Henry Kaiser the shipbuilders and industrialist and Eric Johnston of National Chamber of Commerce.

War Plant Pickups Set

Other local pickups will come from principal war plants in the San Francisco Bay area and street pickups from in front of the Warfield Theater by Bill Erin. Independent station KYA will hook up with KMTR, Los Angeles and give local broadcasts from Market Street, the Chronicle newsroom, Ferry Building, Palace Hotel. The waterfront, I. Magnin's store, the Blood Procurement Center, and the Hostess house. In addition they will give transcription of speeches given by Roosevelt and Churchill at declaration of war and Churchill's blood, tears and sweat speech and transcriptions of Japanese earlier boasting speeches concluding with their surrender offer and Truman's reply. The OWI has been on a 24-hour alert broadcasting in 22 languages full reports on the new bomb and Russia entrance into the war with special beaming to Japan will follow with surrender news as it develops. San Francisco did not celebrate very much on V-E Day but will make up for lost time on V-J Day in a way that will rival any New Year's Eve or any other celebration ever put on here.



New type lifebelt

Here's a close-up of that air-inflated lifebelt you've been hearing so much about. See that small cylinder? It's the same type of charger used to charge soda water for your highball. These belts can keep a man afloat until he's picked up... but if the charge should leak out it can be blown up with lung power.

Quite a development. It works fast... and is dependable.

If you're looking for an emergency belt operation for pre-testing a copy appeal... that works fast and is dependable—we've got just the thing for you.

It's a radio station in the country's sixth largest city. It's the successful independent station that delivers more listeners-per-dollar-spent than any other station in town.

Most time buyers will recognize that this advertisement could only be signed by one station... but in case you haven't heard... it's W-I-T-H in Baltimore.



W-I-T-H
IN BALTIMORE

TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REED

Coverage
 ...in Philadelphia

WDAS covers the largest cross-section of the buying public in the Philadelphia area : : : at lowest cost.

SALESMAN WANTED
 Real opportunity for experienced man who knows how to sell retail accounts. Call Jack Compter, PL 3-4204, radio station WHOM.

*time
for
glamour*

Adrienne Ames

New York's most alluring reporter

and former movie star. Listened to by the Gotham public for her delightful and sparkling interviews of top-flight celebrities—she is the envy of gossip columnists because of her intimate knowledge of behind-scenes Hollywood life. Buoyant and vivacious, Miss Ames combines a keen understanding of New York's fabulous main-stem and the cinema capitol, with a warm and magnetic personality.

Sales facts have proved it's smart to select a program with a "name star". Miss Ames' program not only possesses the pulling power of fame, but it's a fresh, authentic, fast moving and well paced quarter hour, designed to bring results.

Picture this plus-appeal program beamed nightly via WHN's 50,000 watts to fifteen and a half million people, (Primary Coverage) in the Nation's No. 1. Market.

Call or Wire Today!

WHN
1050
NEW YORK

Represented by
RAMBEAU

*Metro
Goldwyn
Mayer -
Loew's
Affiliate*

LOS ANGELES

By RALPH WILK

ANNE GWYNNE has been set by Patrick Michael Cuning to star in "Juke Street," Telecine production he is personally directing at his studio known as Stage 8. Miss Gwynne just completed her starring role in Monogram's "Suspense."

Mrs. Rosemary Hoeck, newly appointed publicity director of CBS affiliate KIRO, Seattle, visited CBS-KNX offices at Columbia Square last week. She has been on an extended leave of absence, visting the southland to be with her husband, who has recently arrived in this area from overseas duty.

Dave Ormont, radio actor and news commentator of KFWB, is busy these days both confirming and denying his name. He is Dave Ormont. He is not, however, the Dave Ormont, songwriter, who has appeared in print.

Agnes Moorehead, CBS dramatic actress familiar to radio audiences as Lionel Barrymore's waspish housekeeper, "Marilly," on "Mayor of the Town," takes her first vacation in four years this week. She is flying to Mexico City for a brief stay, realizing an old yearning to study the theatrical technique of the colorful neighborhood country south of the Rio Grande.

Plays By Summer Students Will Be Produced By NBC

Three plays written by students of summer institutes conducted by NBC, Northwestern and Stanford universities and ULCA, will be produced August 11, 18 and 25 at 3 p.m., EWT. Titles of the dramas, selected by competition, and their authors will be announced at a later date.

The August 11 production, aired through NBC's Hollywood facilities, was the winner at the NBC-UCLA institute. The winning play at NBC-Stanford University will be broadcast on the 18th from San Francisco. Chicago will be the originating pint for the August 25 production of NEC-Northwestern Institute.



"WFDI Flint wasn't kidding."



Notes From An Aisle Seat . . . !

● ● ● The terrific exodus of film names to the B'way stage in the fall is attributed to the strike on the coast now in its 23rd week. . . . Insiders are willing to give odds that Marilyn Maxwell won't be in the Eddie Cantor musical. . . . That new web, we hear, is trying to get a Chicago station as its key outlet. . . . Sinatra will be back on the air for a ciggie firm if he can shake his current sponsor. . . . The Lupe Velez will becoming more confused than ever. A second sister has just entered the court fight over the will. . . Miriam Hopkins selling her Hollywood home and making N. Y. her permanent headquarters. . . . The first dramatization of the dropping of the atomic bomb on Hiroshima was done by "Now It Can Be Told" via Mutual less than 24 hours after the missile left the bomb bay. . . . Anna Sosenko's first venture in her own radio producing firm will be to offer Russell Swann, the magician. . . . Mack Davis, MCA agent for Ray Block, was discussing Ray's hefty schedule and pointed out that Ray's only free evening was Saturday. "And don't worry," added Mack, "I'm taking care of that too. I may set him up with a Meyer Davis unit that night!" . . . It's a boy at the Frank Lovejoys. . . . Sylvan Levin taking over Alfred Wallenstein's spot at Mutual. . . Ben Gross writing a book on radio anecdotes . . . The trade rooting for Alec Moss to take over Bob Gillham's chores at Paramount now that the latter has switched to J. Walter Thompson.



● ● ● Since Tony Leader switched from NBC to freelancing and consequently has no office, he's been accused of everything from 'high-hat' to just plain 'hard to contact.' Just for the records, Tony has used 78 different actors in the past five weeks. . . . Frank Luther's wife, Dorothy Knox, back in the states after four months in the Pacific with a USO troupe. . . . Joan Brooks V-mails from Italy that hospital cases there are being sent back to the states so rapidly that she still has six more weeks to go on her skedded hospital tour with no more left to play. So she's winding them up by playing camps with Allen Jones and Irene Hervey. . . . A bow to Walter Lurie for a big league production job on the American net's salute to the Marines on Guadalcanal Day. . . . Peter Jaeger, vice-pres. of American, and Adrian Samish, program head, have leased the late Heywood Broun's famous house in Stamford, Conn., for bachelor quarters. Both are in the process of being divorced. . . . Ralph Edwards says if you give a guy enough rope he'll skip with your girl.



● ● ● If We Were the Mr. Big of Radio: One of the first things we'd do would be to put the chill on two types of directors. One is the 'stock company' director who insists on using the same people over and over again on all his shows, thus shutting out newcomers completely. He'll tell you his reason is why should he use anybody else when he has complete faith and confidence in his own select little circle. And our reply is that he's probably afraid to take a chanco or else is too lazy to have to go out there and actually direct. Or maybe he feels he hasn't enuf stuff to teach—as after all, direction is morely teaching. Our other 'heavy' among directors is the lad who insists on doing all his own casting, having no confidence whatsoever in casting bureaus. It's our contention—and you can sue us if wo're wrong—that this typo of guy meroly likos the idea of job-hungry actors fawning all over him and onjoys mightilly the idea of playing the rolo of God. The avorage actor, in order to get a job, has to corner a director whorever he is lucky enuf to do so, your run-of-the-mill director being harder to contact than your booklo when you've made a killing at the track. Everything also in radlo is highly departmentalized and woll organized. Casting, it would appear, is radio's stop-child.



—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

DUE to travel difficulties, Jim McWilliams has temporarily cancelled his servicemen's "Fun Can teen" program which has been originating from Chicago's servicemen's center. McWilliams, whose home is in Virginia, commuted to Chicago each week for his Saturday program, but found the going tough. Fun Can teen has been replaced by American with another servicemen's show entitled "Mess Call."

Arthur C. Page, WLS farm program director, has been notified by Harold J. Ryan, president of the National Association of Broadcasters that he has been appointed a member of the newly constituted seven-man farm program directors committee of the NAB for the 1945-46 term. Other members are chairman Larry Haeg, WCCO, Minneapolis; John Merrifield, WHAS, Louisville; Layne Beaty, WBAP, Forth Worth; Bill Moshier, KJR, Seattle; Herb Plambeack, WHO, Des Moines, and William Drips, NBC Chicago.

Will Appear On MBS Revival Of Oboler Plays

Actors John Garfield, Lee J. Cobb, Morris Carnovsky, Roman Bohner and Ruth Nelson, all members of the Actors Laboratory Group in Hollywood, will appear in the repeat performance of "Lust For Life," Arc Oboler's original radio adaptation of Irving Stone's biography of Vincent Van Gogh, over WOR-Mutual, Thursday, August 16th, from 10 to 10:30 p.m.

The radio adaptation, dealing mainly with the relationship between Van Gogh and his brother Theo, was originally presented on "Arch Oboler's Plays" in April of this year. David Raksin, composer of "Laura," has written an original music score for the broadcast.

Paid eastern North Carolina farmers for 1944 flue-cured tobacco crop totaling 391,244,945 pounds.

GET YOUR SHARE OF THIS PROSPEROUS MARKET NOW! WE CAN HELP YOU.

Write Today for Further Information
WRRF
1000 WATTS
Washington, North Carolina
FORJOE & COMPANY, Natl. Representatives
New York • Chicago • Philadelphia

Home Receiving Sets Get WPB "Go-Ahead"

(Continued from Page 1)

izations. Since no priorities are given, the manufacturer must seek his materials and components in the free market.

As additional authorizations are granted, manufacturers will be advised immediately and a public announcement made promptly, WPB said.

John Creutz, assistant director for production, radio and radar division, explained that authorizations for civilian production are granted on the basis of component production capacity in excess of that required for military requirements, and also after an investigation of the manufacturer's manpower situation, in order to establish that there is no interference with military production in a producer's plant.

Won't Affect Military

Creutz emphasized that authorizations for civilian production cannot interfere with military production and that the success of reconversion to civilian production simultaneously with carrying out military requirements is largely in the hands of the individual manufacturer. If it is found that civilian production is impeding the delivery of military orders, appropriate steps will be taken immediately to cancel a manufacturer's "spot" authorization, Creutz said.

It also was pointed out that although "spot" authorizations are granted for the remainder of 1945, the public should not expect radio sets to be available immediately.

Authorizations approved, type of equipment to be produced and the dollar value, are as follows: Templestone Radio Manufacturing Corp., New London, Conn., (radio sets) \$120,000; Schulmerich Electronics, Inc., Sellersville, Pa., (amplifiers) \$37,500; Kemp Equipment Co., Rochester, N. Y. (radio sets) \$9,500; Universal Instrument Co., Cincinnati, Ohio (test equipment) \$24,000; Electronics Corporation of America, New York, N. Y. (radio sets) \$100,000 and General Television & Radio Corp. (radio sets) \$110,000.

Friday's move follows authorization earlier in the week for manufacturing new transmitters and various other equipment.

* THE WEEK IN RADIO *

Radio Scores News Beat

By MILDRED O'NEILL

NETWORKS, independent stations and OWI shortwave facilities immediately upon declaration by Russia of war on Japan, went to work sending out the news. Regular schedules were cancelled to carry the story by way of commentators, foreign pickups and short wave beam, a pattern which was followed from two minutes after the flash came, through the night-time programming.

With the bombing of Hiroshima by atomic bomb, it was through radio that thousands of workers at Oak Ridge, Tennessee, learned the meaning of their work for the past two years at the Clinton Engineering Works there. By the same token, the American people learned simultaneously of the bombing and of the production of the bomb in America under almost unimaginable secrecy.

Following rumors and natural anticipation after events piled one on the other, radios newsrooms throughout the nation went on the alert for V-J Day in the event of Japanese capitulation. Networks made known their general plans for V-J Day as far as possible.

At the meeting of the Western Association of Broadcasters at Calgary, Canada, G. R. A. Rice of Edmonton, its president made suggestions for the employment of returning veterans in radio as well as development in FM and television.

FCC was given a go-ahead signal from the War Production Board on the construction of transmitting equipment within the normal period of a permit that has been granted. It was further stated that materials

for all types of stations will become available within the next few months.

Announcement was made from Washington that a survey of international short wave stations now under operation, ownership or direction of OWI and OIAA is under way at FCC and those agencies.

National Association of Broadcasters held a meeting at which Justice Justin Milliar was approved as new president; Labor Relations Committee reported on the year's work; appointed Arthur D. Willard to newly-created post of executive vice-president; board acted on code revisions.

Westinghouse Electric Corporation, in collaboration with Glenn L. Martin Company, announced at a press luncheon a plan for the use of stratosphere airplanes in the transmission from an air circuit of television and FM. It was disclosed that work was so far advanced on the plan as to allow for initial flight tests in the Fall.

Revelation that the district of Columbia's zoning board had given approval to two semi-residential sites for television stations gave rise to expectation of television service in the Nation's Capital by the year's end.

With the Aviation Corporation's acquisition of the controlling interest of the Crosley Corporation, announcement was made of the executive line-up under new regime. Irving B. Babcock, Aviation Corporation president was elected president of the Crosley Corporation, with James D. Shouse and Raymond C. Cosgrove remaining in their present posts.

Tele Stations Ready For V-J Day News

Television stations in New York were held in readiness for V-J Day developments during the past week-end with a wide range of programs scheduled for telecasting.

WCBW On Friday

Columbia Broadcasting System's station WCBW went on the air for one hour and three minutes Friday night, although not scheduled to do so, with a program embracing the significance of the expected peace news, with comments by prominent news analysts, documentary films and interviews. This was the third time in a week that WCBW presented special tele-shows, although one occurred on a regularly scheduled night. The Friday show, which was offered in the event that the Japanese surrender was not officially proclaimed, included CBS news analysts Tom O'Connor and Dwight Cooke. WCBW had another special program prepared, however, if the long awaited news was flashed prior to program time. Special programs arranged included "man-on-the-street" interviews, talks and discussions by religious dignitaries and news analysts. Dr. Lyman Bryson, CBS director of Education

and Gilbert Seldes, CBS director of television programs, were prepared to give interpretation of the news and its significance.

NBC's station WNBT cancelled its scheduled Saturday afternoon baseball telecast at 2:25 in order to provide adequate and specific news coverage of the day. Live talent and films comprised the bulk of the tele-show with elaborate coverage devoted to the (expected) Japanese surrender. Leading NBC commentators and newscasters were seen and heard, with field pickups throughout the country making the presentation visually impressive, as planned and arranged by John F. Royal, NBC's vice-president in charge of television for the network.

Some Stations Idle

Du Mont's station WABD made no preparations for V-J Day, officials pointing out that nothing could be done at this time that was not offered on the day of Victory in Europe.

WOR, which uses the facilities of WABD similarly had made no plans for the event.

Metropolitan Television's WABF scheduled news bulletins direct from the wires, but no special programs were considered.

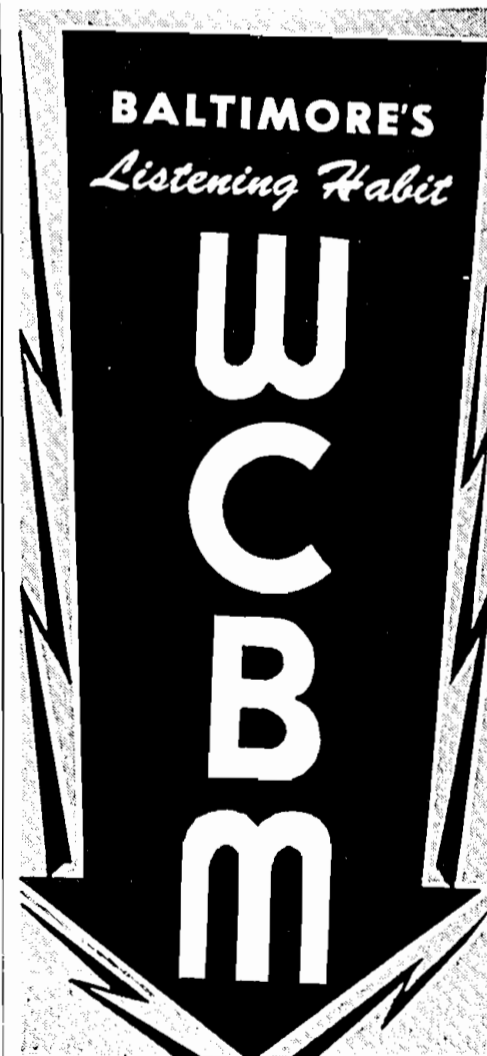
Esty Agency Forms New Tele Department

William Esty & Co., Inc. will begin active television production in September it was announced last week by Thomas D. Luckenbill, vice-president and radio director. The Esty agency has been conducting experimental work and research in Television for the past year, and the initial step will be a weekly experimental program sponsored by Super Suds over Du Mont's station WABD.

The format of the new program is dramatic variety and will be telecast for one-half hour Tuesdays.

Operatic Series On CBC

Montreal—Operas by French composers are to be presented for a coast-to-coast audience on CBS's "Dominion Concert Hour" beginning Tuesday, August 14, at 9:00 p.m., EDT over the CBC Dominion network. Each hour-long broadcast will include all the best-loved airs from the opera performed. Among the works already scheduled are "Manon" by Jules Massenet; Gounod's "Romeo and Juliette"; "Werther" also by Massenet, and "Lakme" by Delibes.



MUTUAL BROADCASTING SYSTEM

JOHN ELMER President
GEORGE H. ROEDER General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

Every 24 Hours

51

**SPONSORED
NEWSCASTS
UP-AP-INS**

**W-I-N-D
CHICAGO**

560 Kc. 5000 WATTS

Webs Await Victory Flash

Alerted Following Nipponese Offer To Surrender

(Continued from Page 1)

and plans were made to put many stations back on a 24-hour basis.

Coverage of the peace proposal resulted in extensive pickups from foreign capitals, theaters of war and led to a complete reshuffling of program scheduled.

News of the Japanese peace proposal was given WEAF listeners by Don Goddard at 7:37 a.m., Friday. At 8 a.m. the full NBC network came on the air and from then on a series of pickups brought details of the story from Leif Eid in Washington; George Thomas Folster from Guam, Ed Gilmore from Moscow and Joe R. Hainline from the Pacific fleet at sea.

Goddard broke into the network from New York again at 8:30 with another bulletin giving further details on the Japanese statement.

At 9:00 a.m., Robert McCormick was heard from San Francisco repeating the Japanese offer to surrender and five minutes later Merrill Mueller came in from Manila giving the reaction of the joyous GIs in the Philippine capital. Then Folster was heard from Guam again for two minutes.

On top of this came Robert Shaplen from Okinawa giving an eyewitness account of the atomic bomb devastation of Nagasaki. At 9:12 Eid cut in again from Washington to report that Secretaries Byrnes, Stimson and Forrestal had arrived at the White House. Eight minutes later NBC brought the flash from Secretary Forrestal that a decision on the Japanese peace offer would be announced soon.

A complete summary of the Jap surrender offer was given by Goddard at 9:45

At 10:00, Robert St. John in New

BBC Makes Plans

Radio stations throughout the country received telegrams from the BBC asking them for reports of the reaction in their communities to victory over Japan. These reports will be used by BBC's Alistair Cooke for his roundup of how America received the news that the war had ended. Another BBC correspondent John Fleming will be on Broadway near the Astor Hotel to record a series of man-on-the-street interviews. This material will be beamed to Britain from BBC's New York studios in addition to pickups of various features from networks. Expected from BBC in London for rebroadcast in the United States are feature programs describing reactions of Americans in Britain and that of the British as well as speeches by military and political leaders.

York gave a review of the developments up to that time and at 10:09 Ed Haaker came in from London with an account of the reaction to the news in the British capital. At 10:11, St. John took to the air again to announce that a special guard had been thrown around the White House.

At 10:15, Morgan Beatty, speaking from Washington, warned that no official report on the Japanese peace offer had yet been received and said the United States was not expected to take any independent action, but would make decision only after consultation with our Allies.

H. V. Kaltenborn at 10:30 said in his opinion there was a good chance that the Japanese offer would be accepted.

Cesar Saerchinger, speaking from New York also, at 10:36 gave his views on the Japanese offer, and at 10:45 the listeners were again warned that this, as yet, was not V-J Day. Additional summaries were given by James Stevenson at 10:50 and Henry Cassidy at 10:55, both speaking from NBC in New York.

St. John came back at 11:00, Ed Baker from London at 11:12 and Roy Porter from Paris at 11:07. Then St. John took the air again with the latest bulletins and NBC returned to its normal schedule at 11:15. As the tense day wore on, however, there were many interruptions as the news poured in. All was in readiness for the "V" flash.

CBS Gets Early Start

The first flash that Japan had broadcast an acceptance of surrender terms under the Potsdam Declaration was broadcast over WABC, key station of the Columbia network in New York, at 7:36:15 a.m., EWT, Friday.

Almost immediately, the entire Columbia network which normally begins operations at 8:00 a.m., EWT, was opened to receive a running account of the momentous news direct from CBS World News Headquarters.

As the first news was being pounded out on the United Press news ticker, CBS reporter Allan Jackson snatched up the special "flash" microphone and cut into WABC's Arthur Godfrey program to read the bulletin.

Jackson carried the mike into the newsroom and continued to read details of the announcement, as they were recorded on the UP ticker, and almost immediately on the Associated Press, International News Service, and OWI teletypes.

With only the barest news to go on, Harry Clark filled in with latest progress of the war in the Pacific, and to add further details of the Tokio Radio announcement, as they came in, emphasizing however, that so far there was no official confirmation from Allied capitals.

On its regular "CBS Morning News Roundup" program, CBS went overseas to Edward R. Murrow in London, Don Pryor in Chungking, and Farnsworth Fowle in Moscow. The correspondents reported regular war news,

as the news of the Tokio broadcast was only just reaching foreign capitals. In New York, Allan Jackson brought additional details of the Jap broadcast, as did CBS reporter Joe McCaffrey in Washington.

Awaiting further developments, CBS returned to its normal schedule. At 8:30 a.m., the network switched to the CBS news room where Robert Trout reviewed the news to that point and recalled the Potsdam surrender terms. At 8:45 a.m. the network again resumed its regular programs.

CBS correspondent Bill Downs cut into the network at 8:52 a.m. with the first report from Manila, and stated that there was no official confirmation there, but that a "smell of Victory" pervaded General MacArthur's headquarters.

Back in New York at 8:55 a.m., Allan Jackson summed up the latest wire news, and reported that President Truman had summoned the cabinet.

Between 9:00-9:15 a.m. "CBS Morning News" presented a roundup of initial reactions to the Japanese broadcast from CBS correspondent Murrow in London, and John Adams in Manila. Reporter Bob Nite in New York announced that Secretary of State James Byrnes had nothing to say at that moment.

The "Arthur Godfrey" program went on the network at 9:15 a.m. but was interrupted at 9:20:20 for the announcement that Secretary of the Navy Forrestal hoped for some sort of announcement in half-hour.

One minute later Quincy Howe came to the microphone and analyzed the news of the Japanese surrender broadcast. Following additional bulletins by Robert Trout, Don Pryor was again called in from Chungking. He reported that the news had spread and celebrations were already underway, but emphasized that there was no official word yet.

CBS correspondent Tim Leimert, reporting from Guam, added the fact that there was nothing official in his area. The network "Arthur Godfrey" show was resumed at 9:52 a.m.

A one-minute bulletin, that Moscow radio had broadcast a Swedish report on the Jap's willingness to surrender, interrupted the 10:00-10:15 a.m. "Valiant Lady" program. Additional bulletins were read by Allan Jackson at 10:15 and 10:30 a.m., delaying the start of regular network programs by one minute.

Further developments in world capitals and on the battlefield following Japan's surrender broadcast, were reported over the Columbia network throughout the day. During the afternoon, CBS presented two special half-hour roundups from at home and overseas.

American Had Tip

Warned by Julian Anthony, American web monitor in San Francisco that the Tokyo radio was remaining on the air all night, the web newsroom in New York was ready for the

Surrender Rumor Gets Nation-Wide Radio Report

flash when it came. Staff writer Jim O'Hanlon first read the startling announcement on the United Press ticker and immediately dispatched Leon Flook, assistant writer, to studio 3-A, one floor above the newsroom, where Stan Shaw was conducting his early morning record program "Breakfast in Bedlam." Flook's speed in reaching the studio can be attributed by the fact that Shaw interrupted his program at 7:36:52 to make the bold announcement that the Japs were ready to accept the terms laid down at the Potsdam Conference. . . . less than a minute after the momentous flash had been received in the American newsroom.

Again at 7:39:11 Shaw repeated the announcement, promising further details as soon as they were received. Three minutes later Shaw read a longer, detailed statement bringing the listeners up-to-date on the latest developments.

Hastily summoned by the telephone, Robert E. Kintner, American's vice-president, Richard L. Tobin, director of News and Thomas Velotta, director of Special Events, arrived in the newsroom and mapped plans to keep American listeners abreast of the fast moving situation. Commercial shows were scrapped until 9:00 a.m., thus leaving the network free for news and latest flashes for over an hour.

George Hayes, the morning's ESSO reporter spoke for five minutes bringing late tuners-in abreast of the last news developments. Hayes was followed at 7:50 by the Fitzgeralds who discussed the entire picture until 8:00.

At 8:00, Washington correspondent David Wills, who had been on the air over the American's Washington outlet since 7:45, was switched to the network. Wills was heard for the next 15 minutes, thus giving this well known correspondent a total of a half hour consecutively on the air. Wills gave background details and repeatedly pointed out the big "if" in the

(Continued on Page 7)

Exclusive!

**CUBS '45
BASEBALL**

**W-I-N-D
CHICAGO**

560 Kc. 5000 WATTS

Report Of Japan's Surrender Offer Gets Fullest Nation-Wide Coverage

AGENCIES

(Continued from Page 6)

Japanese governments acceptance of the Potsdam terms.

Creighton Scott, in New York, took over at 8:15, reading further news bulletins, being spelled briefly for a two-minute overseas broadcast from Donald Coe, American's correspondent in Berlin.

At 9:00 American's popular morning show "Breakfast Club" emceed by Don McNeill was aired at its usual time, with an interruption at 9:24:09 by George Hayes from American's New York newsroom with a special bulletin from Secretary of the Navy, Forrestal, which stated that important developments were expected within the next 25 to 30 minutes."

Truman Bulletin Read

A special program, from New York and Washington was next heard at 9:45. From New York Walter Kiernan, Meland Stowe and Richard L. Tobin gave their interpretations of the entire situation at the moment, while Wills, Fleisher and Henle were on the air again with the Washington picture. This program was followed at 10:00 by "My True Story," regularly scheduled for that time. George Hayes read a flash bulletin from President Truman at 10:38:05 to the effect that the White House still had received no official confirmation of the Japanese acceptance of the Potsdam terms.

Special programs scheduled by Robert E. Kitner, Richard L. Tobin and Thomas Velotta to follow throughout the day included a roundup of correspondents from all parts of the country at 12:30 p.m. called "Time for Americans," with Walter Kiernan serving as emcee from New York and 2:30 p.m. Congresswoman Clare Booth Luce, R.-Conn.

"Companion" Editor Heard

One of the features of the American network's broadcast day was the six-minute talk given during the 2:15 p.m. news period by William Birnie, editor of the Woman's Home Companion, who, at the invitation of the web, filled a portion of the period usually occupied by John B. Kennedy, currently on vacation.

An interesting item of the Amer-

ican web's offerings during the day was the broadcasting of a statement by Ken Kato, Japanese-American soldier honorably discharged from the Armed Forces. Kato's opinion was that elimination of Emperor Hirohito from Japanese life would result in internal strife and, possibly civil war. He was heard during a special "Man on the Street" roundup broadcast from 10:30-11 p.m. in the spot usually occupied by "The Doctors Talk It Over."

Very shortly following the announcement of Japan's offer to accept the Potsdam ultimatum, Mutual's news and special events divisions went into action with more than 20 commentators, both in this country and abroad, ready to go on the air with reports on reactions and background.

A full complement of operators in every division of the network's operation, including Edgar Kobak, president, and Phillips Carlin, vice-president, stood ready in the central office in New York, alerted through pre-arranged plans. From the time of the initial flash (7:36 a.m., EWT), the news and special events director, A. A. Schechter, altered the network's regular program schedule to make room for the commentaries on the announcement.

Highlights of the day's broadcasts were the analyses and the meaning of the Jap terms by Mutual's seasoned commentators including Cecil Brown, Frank Singiser, Royal Arch Gunnison, Leo Cherne, Bill Hillman, Charles Hodges, Paul Schubert, Frazier Hunt, Arthur Gaieth, Fulton Lewis, Jr., Cedric Foster, and Alexander Griffin. Paul Manning, MBS correspondent in Guam, Don Bell from the Philippines, Charles Minor from Chungking, Kathryn Cravens, from Paris, Arthur Mann from London, were immediately alerted for short wave broadcasts, and newsmen were heard throughout the important day with reactions from the respective countries to which they are assigned.

WQXR Summons Analysts

With the news flash from the Domei News Agency announcing Japan's acceptance of peace terms with reservations, WQXR's News Room was in-

stantly at work handling the news coverage and calling back vacationing news writers for the anticipated V-J Day.

WQXR was on the air with the original flash at 7:45 a.m., following it with news bulletins as soon as received. In addition, a microphone was set up in the WQXR newsroom with Albert Grobe and other newscasters handling broadcasts direct from the tickers.

The station augmented its news schedule to include a program of news on the half hour in addition to the news summaries on the hour. Additional bulletins of importance were broadcast immediately upon receipt.

GEORGE C. STENGLE, formerly production manager with William H. Weintraub Co., has been appointed manager of the traffic and service department of Cecil & Presbrey, Inc.

HAROLD ADLER, formerly of the Herbert Bielefeld Studios, has been appointed art director of the Olian Advertising Company, Chicago office.

MEREDITH S. CONLEY, has joined Ted Bates, Inc., as assistant director of the press and public relations department. He formerly was connected with CBS as an editor of that network's "World News." Bensin Inge is the director of the press department.



JACK STECK

Master Showman

becomes Program Director of WFIL

Once again WFIL leads the way in progressive radio station operation. Believing that radio entertainment is largely show business, WFIL appoints as its Program Director, Jack Steck—a master showman.

Jack Steck has been a vaudevillian, a stock company juvenile, author and producer of two successful plays, and master of ceremonies at famous night clubs. Steck started in radio in the "crystal set" era. Since that time he has produced and directed many "big time" radio programs and stage presentations.

Looking to the future—when television brightens every radio home, Steck's vast experience in producing shows of wide visual appeal will be turned toward the presentation of outstanding video programs.

Jack Steck currently produces, directs and emcees "Hayloft Hoedown" coast-to-coast American Broadcasting Company program Saturdays at 10:30 PM E.W.T.

IN PHILADELPHIA **WFIL** MEANS PROGRESS and PUBLIC SERVICE

Represented Nationally by THE KATZ AGENCY

Joins CBS Tele Staff

Don G. Hallmann has joined the CBS-WCBW staff as floor manager, it was announced. A native of Chicago and Army Air Forces veteran, Mr. Hallman brings with him a wide experience in radio, theater and television.

Farnsworth Dramatization

WOR-Mutual's "Freedom of Opportunity" will dramatize the life and career of Philo T. Farnsworth, radio and television figure, on Friday, Aug. 17th, from 8:30 to 9 p.m.

ANNOUNCER WANTED

by Southern 50 KW station. Salary and talent. Excellent opportunity for good man. Write Radio Daily, Box No. 201, 1501 Broadway, New York City.

WANTED — SALESMAN

Radio production firm has opening for two salesmen to call on New York agencies. Men with agency contacts preferred. This is a real opportunity for men seeking permanent positions at a good salary with possibilities for unlimited additional earnings. State complete background in first letter. Our Staff knows of this ad. Box 200, Radio Daily, 1501 Broadway, New York 18, N. Y.

NATIONS No. 1 JIVE BOMBER

BOB HOWARD



At 6:45 p.m., every single watt (and WHN has 50,000 of them) is jammed full of mirth-filled hilarity when BOB HOWARD entertains! BOB HOWARD, wizard of the keyboard, whizzes away the blues with his gay, zany, quarter hour of piano gymnastics and effervescent song styles.

BOB HOWARD, a *favorite* in New York, is a *natural* for getting RESULTS with his pre-tested format...in a market embracing 15 million people. A program with a "one man" talent cost. Call or wire today.

AMERICA'S MOST POWERFUL INDEPENDENT STATION



Represented by Rambeau

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 31

NEW YORK, N. Y., TUESDAY, AUGUST 14, 1945

TEN CENTS

Radio Flashes Victory!

Webs and Stations Score Greatest News Beat

By FRANK BURKE
Editor, RADIO DAILY

Radio achieved new heights of public service in the handling of the history-making V-J Day flash which signaled Victory and the end of global warfare.

Keyed to a high pitch of excitement by the momentous events which preceded the final Victory announcement the nation consistently listened to networks and stations throughout the entire week-end. Likewise tense broadcasters and allied news agencies worked on a round-the-clock schedule as they awaited Radio's biggest news story.

First word of Japan's unconditional surrender in compliance with the Big Four terms came in a flash from Hollywood at 1:53 a.m. today. The FCC reported a Domei news agency broadcast from Tokyo had confirmed Japanese acceptance of the surrender terms. This announcement touched off the most dramatic and comprehensive coverage of Radio's brilliant wartime record.

From the time that radio flashed the first news of Japanese acceptance of the unconditional surrender ultimatum at

(Continued on Page 3)

London Bound

High Up and on the Way

By JACK ALICOATE
Publisher, Radio Daily

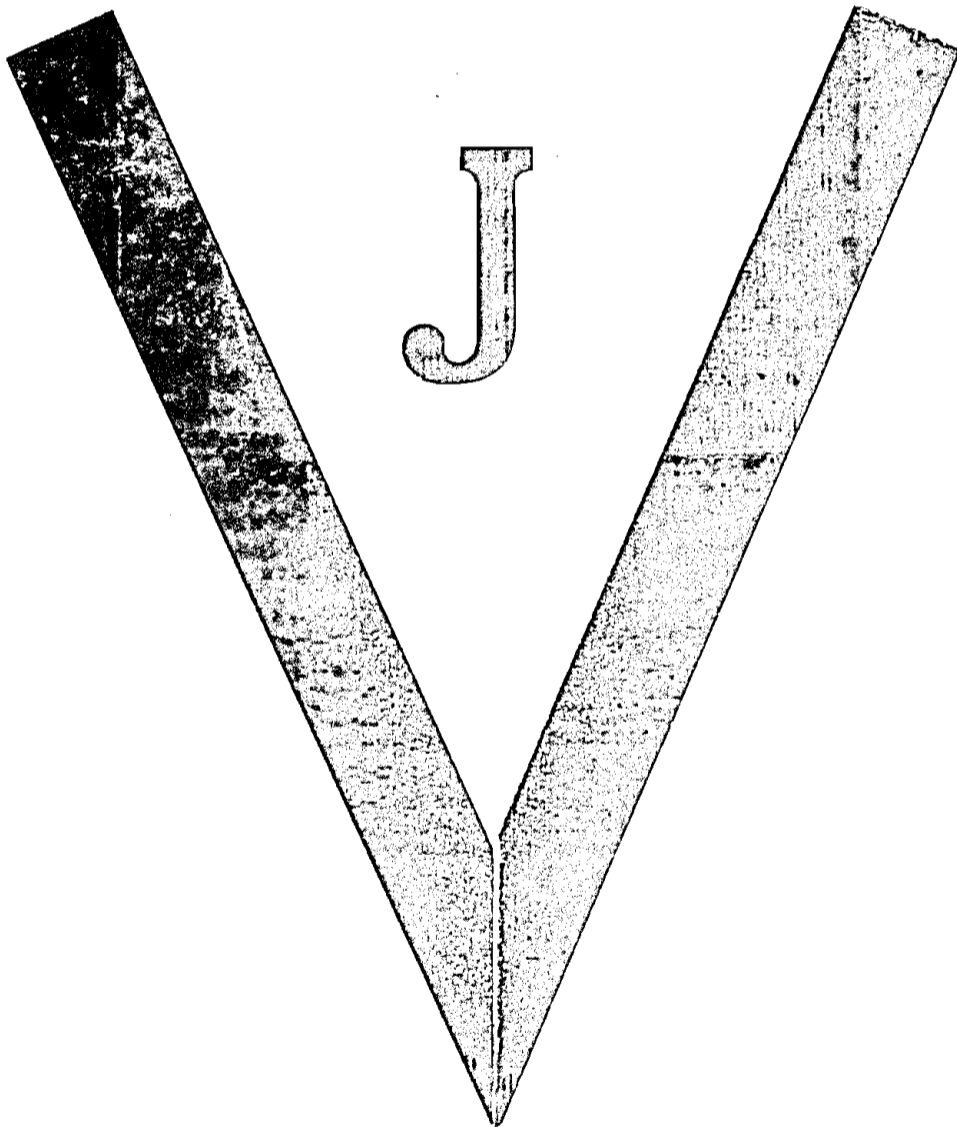
ABOVE a brilliant blue sky with ceiling unlimited . . . far below the mellow green carpet of the Atlantic studded with flotilla of icebergs, for we are writing this high in the air in mid-Atlantic as we are rounding Cape Farewell, Greenland . . . there are 16 in our party including Col. Ed Kirby who is our conducting officer. We are on our way to Europe as the guest of General Eisenhower and the War Department to see the occupied countries through the eyes of radio, past and present. . . . Most of the outfit are stretched out trying to get a little shut eye for we have had but a little sleep in the past 24 hours. . . . Our crew of five are mostly youngsters but most graduate wise in the ways of transatlantic flying.

THE War Department is ablaze with V-J Day peace rumors . . . fifteen amazed and slightly bewildered radio big wigs including your reporter gather in the office of Col. Kirby for preliminary instruction, walks through miles of busy offices and a long string of introductions with important military personalities. . . . When a bang up shake down talk with the big boss Gen. Searles . . . we are finger-printed, questioned and given the double to our qualification for we are soon to be recognized war correspondents by major and majors by simulated rank. . . . Balancing slyly sideways we notice some of the big wigs quizzically shake their heads as we hurry on to a final medical check up. . . . Luncheon at the officers' club. . . . We are getting to know each other a little better. . . . We receive our

(Continued on Page 2)

All Tighed Up

John McTigue, of American, sitting in a control room for 12 hours guiding the broadcasts from abroad and the pickups in America, had his best laugh of a hectic day when Larry Tighe, Pacific correspondent of the web, coming thru from Guam, asked whom he was talking to, and when he had McTigue spelled out he cracked: "That can't be true. It's a worse name than mine!"



Floor-Pacer

Washington — Lou Brott, early-morning newsmen on WOL, who had been assigned to cover the U. S. State Department on Sunday, became the proud father of a baby girl while nervously pacing the floor outside the office of James Byrnes, Secretary of State. The State Department premises apparently had the same effect as the corridor of a hospital.

RADIO DAILY



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

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FINANCIAL

(Monday, August 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	179	177 7/8	179	+ 3/8
CBS A	37	37	37	- 1/8
CBS B	36 7/8	36 7/8	36 7/8	+ 3/8
Crosley Corp.	39 1/2	39 3/8	39 1/2
Farnsworth T. & R.	15	14 3/4	15	+ 1/8
Gen. Electric	43 3/4	42 5/8	43 1/2	+ 1/4
Philco	35	34	34 1/2	+ 3/4
RCA Common	13 3/8	12 7/8	13	- 3/8
RCA First Pfd.	85 1/2	86	86
Stewart-Warner	19 1/8	18 1/2	19 1/8	+ 1/8
Westinghouse	34 1/4	32 1/2	33 7/8	+ 3/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 3/8	8 1/8
WCAO (Baltimore)	28
WJR (Detroit)	24 1/2

Mrs. Wainwright On Web

Mrs. Jonathan Wainwright, wife of the general captured by the Japanese, broadcast from Syracuse on "headline Edition" over WJZ and the American Network at 7 p.m. yesterday. She discussed last hours of anxious waiting for the Japanese surrender and her husband's safety.

20 YEARS AGO TODAY

(August 14, 1925)

Victor Talking Machine Company has announced that it intends to enter the field of radio. The announcement was made at a dinner given by the Victor Company to officials of the Radio Corporation of America and newspaper representatives, at the Hotel Pennsylvania, New York.

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

London Bound

High Up and on the Way

(Continued from Page 1)

credentials and official insignia so that all who look at our collective manly breasts will know bang bang we are now officers. . . . A tour of the military shops, for at least we must dress the part. . . . It's six o'clock and we must change from civvies to our military togs and hurry on to Sol Taishoff's party at the Statler. . . . Uniforms—what a change—Mark Woods the soldiers Beau Brummel of the gang is a page from Rudyard Kipling. . . . Cocktails with a swell gang of radio folk at a little tete-a-tete given by the genial Bud Barry of American and a chance meeting with Ben Lyon our pal just in from over there—come on Ben let's go.

STATLER HOTEL—Sol Taishoff of Broadcasting Magazine, a gracious host, seats for thirty, and more arrive. . . . Paul Porter makes hit speech of evening. . . . Porter has splendid possibilities as excellent but expensive gag man. . . . Hold on for here we go back to N. Y. breakfast en route luncheon and briefing by ATC at the Biltmore, inspection, last minute check ups, tension in the air, a whirlwind trip to La Guardia Field in cars furnished by the Mayor himself. . . . Further briefing by flight authorities, a film showing what we must do if our plane is forced down in mid ocean, consoling celluloid as it were. . . . Last minute calls, for the motors are purring, pictures again, even Dietrich's legs have not been photographed more than this outfit. . . . Up the gang p'ank and the skipper gives her the gun, we are off at two minutes past midnight. . . . Good-bye New York, Hello ETO. We don't know just what our first stop will be and most of us don't care, everybody dog tired and within minutes every one asleep in comfortable reclining chairs. . . . Four a.m. and a ball of fire is peeping over the horizon—the skipper noses down to a perfect landing. . . . It's Goose Bay, Labrador of all p'aces, 1170 miles from New York and 350 miles further north from the conventional landing field in Newfoundland. . . . A steaming hot breakfast at the Hotel De Gink, hot toast and coffee and we live again. . . . We interview Corp. Arthur Ferguson, director of station VOUG here in Goose Bay. . . . It's called the Voice of the North—they produce their own radio entertainment with local GI and officer talent. . . . Send him some scripts of shows, any length. . . .

Motors purring again and we're off, passing a colorful Hudson Bay training post on our way to question mark. Well it knocked us for a loop, too.

GREENLAND of all places and in about four hours. . . . Our ship is a beauty, comfortable as the sponsors room at NBC and less noisy than Toots Shors at lunch time. . . . The captain is the Bob Hope of his profession. We spent a colorful half hour with him at the controls. . . . We're entering Tunugdliarfik Fjord and one can almost reach over and touch the mountains on either side to navigate these treacherous 60 miles to the air base. . . . Takes the hand and courage of a master, Capt. C. H. Proper, our head man has it, and no foolin'. Narsarsuak air base and a beautiful landing on an almost flat top field. . . . Lunch with the GIs and a personally escorted tour of the entire base ending up at the Officers' Club where one doesn't need ration coupons. . . . Off with a bang after our 054E is refueled. . . . Climb to clear the southernmost tip of Greenland and we're winging toward our next stop—Scotland, tomorrow.

SMALL TALK

London—Weather note yesterday in Times Square it was 90, today at Narsarsuak, Greenland at Noon it was in the thirties—The water in Greenland in August is so cold that one falling in would freeze solid in 20 minutes—On the average we pass a ship or airplane every 17 minutes—We are now official and duly recognized short snorter — Economy note: popular brand cigarettes in Greenland are six cents a pack.

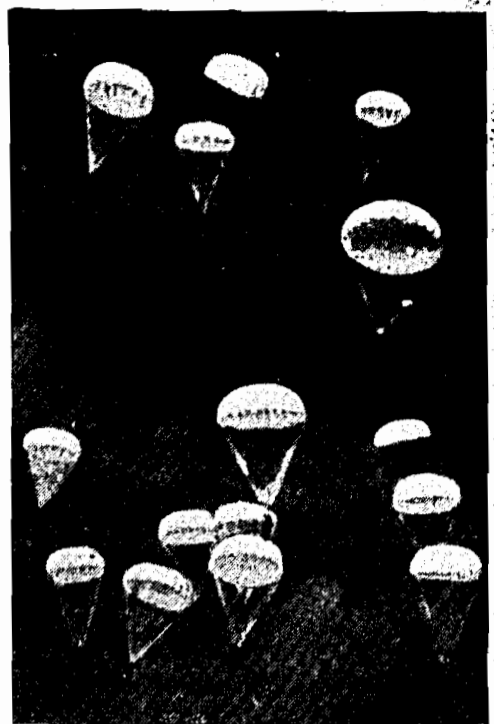
WINS-Hearst Hearing Aug. 20 Before FCC

Washington Bureau, RADIO DAILY

Washington — The FCC hearing on the voluntary assignment of license of WINS, New York, Hearst Radio, is scheduled for Monday, Aug. 20, to Crosley Corp. Crosley was recently bought by aviation Corporation for about \$22,000,000. Involved in the sale of WINS to Crosley is about \$1,700,000. Exchange of programs, etc., between WLW, Cincinnati and WINS, New York, is planned, if the license transfer is approved.

IN PHILADELPHIA
Nearly everybody listens to
WDAS BROADCASTS OF NEWS . . .
ON THE HOUR • EVERY HOUR

That's why
78 percent of our sponsors renew regularly.



The air's full of them!

That's an interesting shot of a mass parachute jump. Literally, the air is full of them as the boys hit the silk.

And often the air is full of other things . . . radio shows, for instance.

Down here in Baltimore, in a five-station town, the competition to be listened to is fairly keen.

At that, W-I-T-H . . . the successful independent . . . produces the greatest number of listeners at the lowest cost per listener of any other station in town.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

Broadcasters Score Beat

Nets and Stations Complete Long News Vigil

(Continued from Page 1)

7:36 a.m., EWT, Friday, networks and stations throughout the nation have been on a 24-hour schedule.

Throughout the day—Friday—the webs kept a continuous flow of news, commentary, and overseas pickups on the air awaiting the action of the Big Four on the Japanese offer of surrender.

The first bulletin on the Allies counter-proposal to Japan came on Saturday morning shortly after 11 a.m., EWT. From then on webs and stations throughout the nation went into high gear analyzing the content of the Allied answer which was delivered to the Japanese through their ambassador in Switzerland. It was evident from the content of the counter-proposal and the interpretations placed on it by radio commentators that the Allies would allow the Emperor of Japan to retain his throne if he agreed to take orders from the Supreme Commander of the Victorious Allies.

Program Skeds Altered

In commercial radio, agency executives burned the midnight oil over the week-end in an effort to revamp their programs to conform with the Victory news. Many programs with war effort themes were affected by the news. Among them were serial shows, variety entertainment originating in Armed forces camps and hospitals, and man-on-the-street programs. It was indicated yesterday that commercial schedules for the next few days would be uncertain and that many programs would have to undergo an overhauling before they resumed normal schedules.

Experience Found Valuable

Wartime experience gained by networks and broadcasters handling the news of D-Day, V-E Day and other momentous events proved of great value in setting up radio's coverage of Victory Day. Network and station news and special event departments were fully manned and in every instance had a definite plan of

Tense Situation

On Sunday afternoon there were a few tense seconds when the Press Association ticker in CBS Press Information jammed. Bells started ringing continuously just after the words "End of War" appeared. Unfortunately, it soon was apparent that the momentous words were just the end of a sentence regarding travel conditions at the end of the war.



Doug Ryan, staff sergeant with the 29th infantry division, home awaiting discharge, has joined WWJ-Detroit as a singer on the "Listen to Leash" half-hour musical morning show. Ryan was wounded in France at St. Lo, and is recently out of the Percy Jones Hospital.

Newcomer on the sales staff of WHIT, New Bern, North Carolina, is Thomas O. McCaffrey, not long out of the Army. McCaffrey is a seasoned radioite.

Ted Westcott, discharged after four years and 50 missions with the 15th Air Force in North Africa and Europe, has joined the production staff of KMOX, St. Louis, Missouri. Westcott was formerly in radio in Texas and Chicago.

KMOX has a new supervisor of engineers. He is Frank Castanie, who

coverage prearranged. Efforts of some networks and stations to claim "scoops" failed to shake their rivals and on a whole the main developments were presented by all broadcasters at just about the same time.

Radio Beats Press

Radio's greatest satisfaction seemed to come from the media's ability to consistently scoop the press on all the important events. Reporters for networks and stations kept vigil at the White House in Washington, other representatives manned short wave monitoring stations in New York and San Francisco and still other radio "leg men" were everywhere getting the human interest aspects of the story.

CBS Fully Manned

The Columbia network, and its reporters and correspondents throughout the world, had been standing by waiting for the official surrender acceptance since the first offer of capitulation by the Japs was broadcast early Friday morning, Paul White, director of news broadcasts, said.

Operating on an around-the-clock basis, CBS reporters and analysts flashed each bulletin and story as soon as it was received in New York.

Correspondents in London, Moscow, Chungking and Pacific points stood by their transmitters ready to report on reaction and celebrations in their areas.

NBC Augments Staff

The momentous news of the past few days founding the National Broadcasting Company personnel alert and fully prepared. Handling

has been with the 403rd T.C. Group as communications officer for the past three years.

Bill Armstrong, formerly an instructor with the Army Air Forces, has joined the KQV sales staff.

Until he entered the Army in 1942, William T. (Bill) Cochran, Jr. was on the NBC announcing staff in New York. Recently honorably discharged from the AAF, he has been named sports editor and commentator of WIOD, Miami, Florida.

Terry Cowling has been welcomed back to his job as WCOP, Boston, announcer, from Army service.

KABC, San Antonio, has added Herbert Le Brescu to the announcing staff. Le Brescu has just come out of the Air Corps with an honorable discharge.

of the story of the atomic bomb, Russia's declaration of war against Japan and the Potsdam surrender terms resulted in William F. Brooks, director of news and special events, marshaling all the NBC staff men here and a broadcast for final Victory news.

Usual facilities of NBC were augmented in various ways for the emergency. In the news room, Francis McCall, manager of operations, said at a unique two-way telephone and radio tie-up with San Francisco which had been installed the past weekend to expedite pickups from the Pacific. Since Friday morning the staff of NBC's news commentators and analysts in New York headed by the dean of commentators, H. V. Kaltenborn, kept a round-the-clock vigil and their efforts were augmented by newsmen in Chicago, Los Angeles, San Francisco and the foreign capitals.

Mutual Gives Figures

A total of 62 news broadcasts and commentaries were reported by Abe Schecter, director of news and special events of Mutual, from the time of the first Japanese surrender flash on Friday until 2 p.m., Sunday. Commentators participating in this overall coverage numbered 24.

Mutual's war correspondent, Royal Arch Gunnison, looked just a little bit smug as he travelled between newsprinter and microphone at MBS news headquarters Sunday. There was a reason.

After his release from the Santo Tomas prison camp in Manila after its recapture by General MacArthur, Gunnison delved into his experience

Review of Events of Past Week Presented

as a correspondent in Japan to write a book, "So Sorry, No Peace." This has turned out to be the clearest barometer of events to come of any tome on the Jap yet written.

Gunnison said in his book that Emperor Hirohito would become a puppet, and that the Crown Prince of Japan, thirteen-year-old Akihito, would rise to power. Gunnison also predicted that bombings by American planes and American Navy activities would preclude a land invasion of Japanese beachheads—that the Japanese would surrender BEFORE any land invasion took place.

American Completes Sked

Complete programming plans for "Victory Day" were announced by the American Broadcasting Company.

All commercial programs were cancelled immediately, and special news commentary and feature programs substituted for at least three hours following the initial announcement. Scheduled commercial programs were cancelled and special "Victory Day" programs substituted.

Throughout the day the general theme of all broadcasts will be public information, presenting authoritative answers to the questions in everyone's mind. The natural feeling of celebration will be met with a two hour program from Hollywood, presenting the famed stars of the nation's film capital in entertainment appropriate to the day. All of the day's public service—"Time for Americans" features will be presented over the American Broadcasting Company and its 195 affiliated stations in the belief that "Never Did So Many Need To Know So Much."

The special evening presentations will include official programs of the armed services of the United States; the first general offering to the public of Hollywood's famed show, "Command Performance," with a full roster of dramatic and musical stars, and a two hour "Time For Americans" feature, "Make Way For Tomorrow."

Tribute

Commander Brown, Office of Censorship, said, "Radio has done a magnificent job of self censorship under the code of war time practice. Mister Price has frequently voiced to individual broadcasters his appreciation of their fine patriotism. "The O of C has had four years cooperation from the American press and radio," Brown added.

FOR THE RECORD:

CBS was first again—with news of the Japanese surrender bid

(but we're sorry we have to mention it at all)

Out of scores of "firsts" which the CBS World News staff has scored during the war, we have drawn public attention to *none*. We have purposely avoided doing so. Until now.

Today, we *reluctantly* publish the actual record of CBS leadership (by a small fraction of a minute) over all other networks in flashing to CBS listeners the news of the Japanese surrender bid.

Why reluctantly? Because CBS, along with many responsible broadcasters, knows the danger of haste in handling news. Especially transcendent news during a world-shaking conflict. There is nothing more dangerous to a war-anxious world than a hair-trigger, scoop-conscious broadcaster. Knowing that his company is averse to any public exploitation of mere speed is the best guarantee any newsman can have that integrity comes first.

Then why publish this timetable at all? Partly because CBS, which was first in fact with the Japanese surrender news, has been publicly misrepresented as second, third, or fourth.

And for two other reasons... First, to make clear at a glance how superbly all networks served the

American people in this final crisis of the war. The news came through at 7:35 a.m. Note that within 300 seconds it was winged over three

often as it can, but Columbia would rather be last, or never broadcast certain material at all, than to rush on the air with news that should not

ACTUAL 4-NETWORK TIMETABLE

(As electrically monitored from the air waves Aug. 10)

Here is the actual split-second timing of the first news of the Japanese surrender offer, as broadcast over three of the four networks.

CBS Network: 7:36:30 a. m.

2nd Network: 7:36:45 a. m.

3rd Network: 7:39:55 a. m.

4th Network: (slightly later)

networks at the speed of light.

Second, to let you know that CBS, in common with most broadcasters, would rather lose an hour of time than an ounce of integrity in handling news.

At the outbreak of the war, CBS re-emphasized this credo in the following instructions to its far-flung staff of newsmen at home and abroad:

"Columbia wants to be first with the news whenever it can and as

have been put out."

How well this policy has served our listeners will be remembered from the furor of the false peace talk last March, when there was *no* such furor over CBS microphones. And again last April when the European war "was over"—but it wasn't.

We pledge that CBS will never let the sweep-second hand of a stop watch outweigh our grave responsibility to be accurate, first or last—but *all the time!*

THE COLUMBIA BROADCASTING SYSTEM

Industry Leaders Comment

"With the surrender of Japan the war on all fronts has now come to an end. We in the radio industry take great pride in our efforts in support of our country's prosecution of this terrible, costly war. We now turn our hearts and minds to the problems of peace and reconversion.

"The arrival of the atomic age will undoubtedly bring with it many great fundamental changes in our civilization. In radio we stand on the threshold of a new era in which television will play a leading part.

"The radio industry and the NBC in particular, will be ready as always, to help our nation and our allies solve the many problems which lie ahead."

NILES TRAMMELL, president,
of the National Broadcasting Company.



With the great shouts of acclaim going up for the hope of a new world as the Japanese capitulate, it must be apparent that many have at least temporarily forgotten that the enduring peace has not yet been completely guaranteed. There is still the awesome and terrible threat of atomic power unbridled. In unconscionable hands, its potentialities are beyond conception of man. Force alone will not maintain the peace. Other agencies must be brought into play, and radio and the press stand high on the roster.

"Through radio, a common understanding of social and human and economic needs of the world can be brought to all. This, of necessity, must be done through a democratic system of broadcasting controlled by humanitarian leaders. The memory of how radio was used by the Axis to distort truths and inflame hatreds to a point where free and peace loving men had to give their lives in a grim battle to restore freedom of thought and action, should not fade.

"It is my firm conviction that radio, just as much as armed policing forces, is a responsibility which the United Nations must assume. It is certainly vital that any threat to broadcasting's independence be curbed, just as the building of armaments for aggression be halted. Never again need it be necessary for the Japanese to use this medium to whip their citizens and satellites into the frenzy which has brought so much suffering and destruction to innocent peoples."

EDGAR KOBAK, President,
Mutual Broadcasting System.

"The peace we have so dearly purchased carries with it new and tremendous responsibilities for all of us. As the greatest medium of communication in history, radio shares largely in them. It must, more than ever before, devote itself to providing better information on current world events; to aid in educating the peoples of the world about their world. I am sure radio will live up to its obligations.

"To do that, radio must continue free, and the freedom which has particularly characterized American radio should be broadcast and extended to apply to the medium in all nations. There must be freedom to broadcast and freedom to listen. Under such conditions, radio certainly will prove one of the most potent of instruments in the shaping of a new and better world."

EDWARD J. NOBLE, chairman,
American Broadcasting Company.



"As radio has played so important a role during the war, keeping our people informed, offering our leaders an unparalleled opportunity to speak to all of us concerning the momentous events which have shaped our lives, so must it face the tremendous responsibilities which the keeping of a world peace imposes upon it.

"One lesson this terrible war has taught us is that all nations of the world are truly neighbors, and from now on we must live, if we are to survive, as good neighbors do—in amity, understanding and cooperation. The progress that science has made during the war—in the development of the airplane, radar, the atomic bomb, to single out only a few—imposes on us that obligation. If we fail to accept that obligation we face a future too terrible to contemplate.

"To assume that obligation, we must educate ourselves to the new world of the peace. Never was there a time when it was necessary for so many to know so much. Education is no longer confined to the classroom and to youth. It is and must be a continuing process, that we may fit ourselves for our roles as world citizens. In that education, radio can and will play a leading role, and I am confident that radio will measure up fully to the responsibility laid upon it.

CHESTER J. LA ROCHE, vice-chairman,
American Broadcasting Company.

WMCA Will Originate Associated's First Program

Associated Broadcasting Corporation's initial broadcast will emanate from station WMCA in New York, Sunday, Sept. 16th, at 2:00 p.m.

The nature of the program cannot yet be divulged but it is expected that the Secretary of the Navy, and War Departments will be present, along with other government officials such as Elmer Davis, former chief of the OWI, Speaker of the House, and the Chief Justice of the Supreme Court.

Music will be furnished by the U. S. Navy School of Music Band (from Washington) with 100 musicians and 40 male voices, and a WAVE choral group.

Program Tieup

Jack B. Creamer's new handy household manual, "The Easiest and Best Way of Doing Everything Around the House," carries a band around the book jacket which urges readers to listen to "The Handy Man" program on WNEW, Monday through Friday, 11:30 on the dial. Bands are about two inches wide with white letters on a red background. Material used on the program emanates from Creamer's newest volume.

Associated Seeks To Enjoin American on Using Of "ABC"

Detroit — Filing of a petition for a temporary and permanent injunction against the American Broadcasting Company by the Associated Broadcasting Corporation of Grand Rapids in Federal Court here came as a sequel to America's use of "ABC" both in their advertising and network announcements.

The petition, which charges that Associated used "ABC" for more than a year and one half is supported by 15 or 20 exhibits including letter heads, brochures and trade paper advertisements. Instances are also cited charging adoption of ABC by the American web in the network's exploitation.

American web counsel have until Wednesday to answer the petition which is scheduled for hearing before Federal Judge Raymond in Grand Rapids, Mich. It is believed that American network attorneys will seek postponement of the hearing in order to obtain more time to file their answer.

Indications that Associated was endeavoring to protect the use of "ABC" and claimed prior ownership to the

business trade mark or slogan came some months ago when Leonard A. Versluis, president of Associated, addressed a letter to the press in which he warned that Associated sought to protect the use of "ABC" in publicity and promotion.

In reply of inquiries concerning a suit filed by the Associated Broadcasting Corporation, Grand Rapids, Michigan, in the Federal District Court, in an attempt to restrain, the American Broadcasting Company today made the following statement:

ABC is a logical and natural contraction of the corporate name of the American Broadcasting Company. As such, it has been widely adopted throughout the radio industry; by trade publications; newspapers; magazines; advertising agencies and advertisers; and the various radio program survey services.

In view of the widespread adoption of that contraction as an identifying symbol for our company, we believe that we are only conforming to a well-established usage in using ABC as a designation for our web.

CBS Plans Special Program Devoted to Atomic Bomb

CBS will present the first authenticated War Department program covering the atomic bomb, August 16 on "Weapons For Victory," the Thursday program of "Service Time," heard Monday through Friday over WABC-CBS, 5-5:30 p.m., EWT.

Produced by Major Andre Baruch of the ASF, program will deal with actual production as well as development of the bomb. Story of how 125,000 people, working on the project, kept the secret guarded will be told.

So far as the litigation over the usage of ABC, initiated in Michigan, is concerned we intend to present every evidence of the ready association of that contraction with our network and of our right to conform to established usage. The American Broadcasting Company does not concede that the Associated Broadcasting Corporation has any legal right to the national use of the abbreviation "ABC." We have just received a copy of the bill of complaint filed in the matter and, until we have had time to study it thoroughly, have no other comment than the foregoing concerning the case.




Radio Chronology of World War II




—1941—

Dec. 7—Radio breaks war news: Radio again came to the front shortly after 2 p.m., giving the world its first intimation of the attacks on U. S. territorial possessions by Japan. Major networks and stations went on a 24-hour basis and offered all facilities to President Roosevelt.

Dec. 8—Microphones were installed at the session of Congress at 12:30 p.m.

Dec. 9—FCC Chairman James Lawrence Fly gave complete assurance that there would be no censorship of radio broadcasting in the immediate future shortly after Congress voted the resolution declaring a state of war existed between the United States and Japan. . . . FCC assigned field inspectors to perform liaison duties between the Interceptor Command and commercial radio stations.

Dec. 11—Treasury Department received hundreds of telegrams pledging 100% co-operation by sponsors, agencies and stations in the sale of war bonds and stamps. . . . Television placed all facilities behind the war effort.

Dec. 12—National Association of Broadcasters advised 200 stations to continue foreign language setup as a means of reaching 15,000,000 listeners.

Dec. 15—Under AFRA sponsorship in conjunction with networks, stations and unions, arrangements are being drawn up for the formation of "mobile units" to visit key defense areas with entertainment and civilian defense instruction.

Dec. 22—Entire broadcasting industry has swung its weight behind the \$50,000,000 Red Cross War Fund drive which got under way by Presidential proclamation Dec. 8.

Dec. 30—Radio Writers War Effort Committee was formed as part of a general plan of the Authors' League of America to integrate and channelize volunteer contributions of American writers to the defense effort.

—1942—

Jan. 7—Payroll defense savings plan got under way whereby entire casts of many radio programs will pledge to set aside parts of salaries for the purchase of Defense Bonds.

Jan. 16—Office of Censorship released its war-time code of practices for radio broadcasters, with main object to keep information from the enemy and administer control over certain programs. All stations throughout the country started immediate operation.

Feb. 17—Broadcaster's Victory Council pledged subjugation of all else on the organization's program to that of 100% co-operation with government bureaus toward winning the war.

April 9—Radio has been placed in the "essential occupation" category in the Canadian manpower mobilization program.

April 15—Formation of a National Advertising Radio Committee to as-

sist in the USO 1942 War Fund campaign was announced.

May 5—Broadcasters, transcription firms, manufacturers, unions, advertisers and agencies have cooperated with the War Department in the development of a custom built table radio-phonograph-library kit to be sent in quantity to troops overseas.

May 26—Entire industry has expressed willingness to cooperate with the Defense Communications Board equipment pooling plan to share repair and maintenance material on a nation-wide basis.

June 17—Radio's bond selling effort on the part of affiliated and independent stations is revealed in the announcement of 1,500,000 announcements during April plus 400,000 hours of programs.

July 2—Radio Women's Service Unit for Defense, a group consisting of New York women radio executives, producers and commentators, has been formed to function on an emergency basis if and when necessary.

July 3—Office of War Information's Radio Division expressed extreme satisfaction with the manner in which radio has "gone to town" on the President's scrap rubber drive.

July 7—Radio's first wartime crop of productions has made its debut, revealing a well-balanced, strong array of material available for every type of sponsorship as prepared by some 200-odd independent producers, networks and stations throughout the country.

Oct. 7—Estimated at commercial card rates, the industry's writers have contributed time on all types of government war messages worth an annual total of \$64,000,000.

Dec. 29—Six specific plans for the most effective utilization of the nation's standard broadcast facilities in the war program have been set forth by OWI designed to provide the American public with information on the war, its aims and our allies, and what the listener can do to help the effort.

—1943—

Jan. 26—Radio came through on the Casablanca conference with a barrage of broadcasts by both domestic and international transmitters unprecedented in its history.

Mar. 22—The 2nd War Loan campaign, largest money-raising effort in world history, has been offered the full resources of radio through the combined efforts of OWI, NAB, the four major networks, and independent stations.

May 25—Cash evaluation place on radio's contribution of time and talent to the 2nd War Loan campaign, April 12 to May 11, amounts to \$6,262,350.00.

July 13—Radio utilized UP and AP as well as BBC announcements from Radio Algiers to present the first and detailed account of the Allies' invasion of Sicily.

Aug. 13—U. S. Treasury reported

radio's bond sales by 455 stations in the 12-month period ending in July totaled \$80,243,968.

Aug. 17—A weekly average of 88 radio programs are beamed on U. S. fighting men in every part of the world, including 34 network shows.

Sept. 3—First radio bulletins on the Allied invasion of the Continent were heard at 1:19 a.m., EWT in New York, followed by a comprehensive coverage from all angles.

Sept. 8—Four major networks and many independents officially heralded the Treasury Department's 3rd War Loan Bond campaign when President Roosevelt spoke over the air to approximately 75,000,000 listeners.

—1944—

Jan. 4—Quentin Reynolds, formerly associated editor of Colliers, just returned from England where he covered the war from its inception up to and including the London Air Blitz of 1940 to become narrator on CBS "Report to the Nation."

Jan. 21—J. Edgar Hoover, by order of FDR, refuses Lea Committee information on National Defense for security reasons.

Jan. 27—President Roosevelt sent a greeting to the 600 members attending fifth annual meeting of the FM Broadcasters, Inc. held Jan. 26 at Hotel Commodore in New York City.

Jan. 31—Radio gave full coverage to atrocity stories dealing with Japan's treatment of Americans and Philippine warriors captured on Bataan.

Feb. 1—NAB Prexy Neville Miller recommends that radio use statistics given out by OWI.

Feb. 2—Frank Burke, editor of Radio Daily urges all broadcasters in an editorial to utilize and air OWI figures, statistics and reports.

Feb. 4—Raymond Clapper, foreign correspondent and MBS commentator killed in plane crash in the Marshall Islands Feb. 3.

Feb. 18—Radio prepares to aid Red Cross 1944 fund-raising drive to start Feb. 29.

Feb. 21—OWI Chief Elmer Davis, criticized Congressman Roy O. Woodruff of Mich. on censorship of war news.

March 2—Henry Morgenthau, Jr., pays tribute to work of radio industry in 4th War Loan Drive success.

March 6—Networks plan for D-Day coverage.

March 16—Radio covers arrival of Gripsholm, diplomatic exchange liner with 650 passengers released from Nazi Internment camps.

March 22—NBC and BBC pool their resources to air actual sounds of invasion battle.

April 4—Maj. Gen. Lewis B. Hershey, director of Selective Service lauds radio industry for aid in war effort.

April 10—NAB cites necessity of replacing radio draftees with women "to keep industry at full operating strength."

April 11—Radio's aid in 4th War

Loan Drive estimated at \$15,000,000 worth of air time.

April 14—Webs begin work on advance campaigns for coverage of D-Day in Europe.

April 18—Dean Carl W. Ackerman of Columbia School of Journalism avers that "The Radio and Press Industries" should be well represented at the next peace conference for recognition of freedom of international communications.

May 2—WOR carries exclusive debut of first broadcast, Sunday April 30, by the American Broadcasting Station in Europe (ABSIE) from London.

May 12—George E. Sterling, chief of the Radio Intelligence Div. of FCC, declared before the Lea Committee that his division can successfully cope with any attempted espionage radio activities.

May 16—BBC announced that its comprehensive schedule of invasion day broadcasts, set up in London, will be made available to all American Broadcasters desiring to monitor any and all such programs.

June 6—D-Day finds radio ready. Webs, stations, act according to plan in all-night efficient newscasts. Millions glued to radio sets.

June 7—Radio's D-Day coverage complete. American Broadcasters keep a free people fully informed throughout the day and night.

June 8—As of D-Day plus two, networks and stations returned to normal schedules with occasional breaks for spot news events.

June 12—Radio gets behind start of new national drive to raise \$16,000,000,000 for 5th War Loan.

June 13—D-Day radio audience estimated at 82 per cent above normal.

June 14—Invasion pool extended. Major webs agree to continue operation indefinitely. Pooling of overseas correspondents' reports held advantageous to American listeners.

June 16—News of B-29 Bombing of Japan, flashed to all networks.

June 21—Chairman Fly defends work of Radio Intelligence Div. of FCC before Lea Committee.

June 22—Nazi rocket-plane attack, disked with description and accompanying sounds by CBS correspondent Edward R. Murrow, was heard by United States listeners.

June 28—Twenty-eight hours of America's top radio shows (minus commercials) are reaching invasion troops each week.

July 3—WMCA broadcasts special inter-racial rally as aid to bond drive.

July 4—Radio generally combines Independence Day observance with programs in aid of war bond sales. . . . NBC carries program from Synagogue in liberated Rome, Italy.

July 5—Broadcasters aid in the Fifth War Loan Drive is praised in official statement from U. S. Treasury Department.

Aug. 7—Treasury announces forma-

Radio Chronology of World War II

1944—Continued

on of wartime radio information service.
 Aug. 9—Signal Corps transmitters offered to industry.
 Aug. 16—Networks after all night vigil report Second D-Day.
 Aug. 22—NAB plans "War meeting."
 Aug. 24—NAB stresses post-war planning.
 Aug. 31—Fly sees fast tele progress when military lifts restrictions.
 Sept. 26—State Department considers world pact to aid free press.
 Oct. 2—World Series beamed via short wave to soldiers abroad.
 Oct. 4—Networks announce plans for returning veterans.
 Oct. 17—Christmas shows going to soldiers overseas.
 Nov. 21—Paul W. Kesten of CBS asks retention of international facilities following war.
 Dec. 3—NBC's 1945 war clinics planned for five major cities opening in New York Feb. 8 and closing in San Francisco, Feb. 28.
 Dec. 5—Networks complete plans for Sixth War Loan Drive.
 Dec. 6—Edward R. Murrow, CBS war correspondent, back from European front warns against premature V-E Day planning.
 Dec. 13—Radio backed up the Sixth War Loan with over 1,675,000,000 impressions, 20 per cent over previous high mark.
 Dec. 15—Phil Cohen, OWI official, back from seven months in Europe, reports on ABSIE operations.
 Dec. 21—Radio Daily sponsors program planning for holidays with slogan "Christmas Shows for G.I. Joes."
 Dec. 27—Army pays tribute to Major Glenn Miller, missing in a flight from England to the European continent.

—1945—

Jan. 3—Figures released by OWI in Washington reveal that the radio industry gave an estimated \$66,141,300 in time and talent to war information campaigns during 1944.
 Jan. 17—Radio called "essential" as industry gets secondary classification by the WMC.
 Jan. 19—War messages on CBS for a three month period totalled 4,746 broadcasts.
 Jan. 26—Treasury figures show radio to be trade leader of all media in Sixth War Loan campaigns giving time and talent valued at \$11,250,000.
 Feb. 5—Harold Ryan, president of NAB, announces that 1945 convention is called off because of wartime travel restrictions.
 Feb. 6—News of the fall of Manila to American forces found radio on the alert.
 Feb. 9—Col. Thomas H. A. Lewis reveals that the Armed Forces Radio Service pressed 553,000 transcriptions overseas during 1944.
 Feb. 20—Radio announces plan to co-operate with OWI to help returning G.I. Joes get jobs.
 Feb. 21—Midnight curfew through-

out the nation hits web remotes from night spots in key center cities.
 Mar. 1—Radio launches 1945 Red Cross drive with network and station participation.
 Mar. 8—OWI officials praised broadcasters co-operation on all drives at New York meeting with NAB committeemen.
 Mar. 12—More than 100 former radio men revealed as holding commissions with the Armed Forces Radio Services in all theaters of war.
 Mar. 20—Colonel William S. Paley, president of CBS on leave, announced as chief of radio for the Psychological Welfare division of SHAEF.
 Mar. 27—U. S. Broadcasters gave \$161,752,000 in time and talent to the war effort during 1944, NAB report reveals.
 Mar. 28—False peace rumor aired through misinterpretation of White House press secretary's statement.
 Mar. 30—Studio spaces allotted radio in Veterans Building in San Francisco for the opening of the United Nation's Peace conference on April 25.
 Apr. 5—FCC reveals prisoner of war communications service to relatives of U. S. soldiers in Germany and Japan.
 Apr. 12—Death of President Franklin Delano Roosevelt shocks nation with radio setting aside three days to mourn the passing of the President.
 Apr. 17—President Harry S. Truman heard in first broadcast over all networks.
 Apr. 19—Webs and stations pay tribute to Ernie Pyle, news-correspondent, killed by the Japanese on Okinawa.
 Apr. 23—San Francisco radio mecca for opening of the United Nations conference on the 25th.
 Apr. 25—President Truman's voice heard on all networks opens United Nations conference.
 Apr. 28—False report of Germany's unconditional surrender carried by radio as a result of San Francisco bulletin from AP.
 Apr. 30—Death of Benito Mussolini, together with some of his followers, disclosed.
 May 1—News of death of Adolf Hitler came from Germany.
 May 2—Radio carried news across the nation of the fall of Berlin and surrender of German armies in northern Italy and western Austria.
 May 4—News of capitulation of German armies of the north.
 May 7—Germany surrendered to United States, England and Russia.
 May 8—V-E Day!
 May 9—V-E Day radio coverage completed. Broadcasters restored normal schedules after two strenuous days of broadcasting.
 May 10—President Truman's proclamation of Germany's surrender was given a new high in Hooper ratings of 64.1.
 May 11—Networks and stations arranged special programs of dedication and prayer in keeping with the President's proclamation.
 May 14—The Seventh War Loan

got under way with the networks and stations, launching an unprecedented campaign.
 May 15—As a result of Germany's surrender realignment of ETO correspondents was worked out by major webs with accent for coverage on Pacific and China.
 May 17—Radio's war work was praised as a "recognized guardian of the public interest" by J. Harold Ryan, president of NAB, in an address to the Kiwanis Club.
 May 21—Censorship restrictions were lifted by Censorship Director Byron Price except for actual zones of fighting.
 May 25—Station WOR protested to War Department because microphones were excluded from Gen. Hodges interview stating that radio was discriminated against on interview with the commander of the First Army in Germany and not the press.
 June 5—Station filed protest with the War Department due to its inability to set up and interview with a ranking general arriving from overseas, protesting the exclusion of air interview with Gen. Omar Bradley.
 June 6—Independent stations and networks planning special programs in commemoration of the first anniversary of D-Day.
 June 7—Meeting of independent broadcasters in New York adopted a formal resolution of protest against the Army public relations office policy of excluding radio interviews from press conferences with arriving generals from the European theater of war.
 June 11—OWI Director Elmer Davis complimented the NAB for services rendered in recruiting and training technical radio personnel to work with the OWI overseas radio operations.
 June 13—Independent stations and networks completed coverage plans for the arrival of General Dwight D. Eisenhower.
 June 18—The OWI appealed to all stations and networks alike for their cooperation in the OWI's campaign "Keep the Japs in the Dark."
 June 19—American radio welcomed its first great Conquering Hero, General Dwight D. Eisenhower, the coverage being only second to the huge reception being prepared by New York City.
 June 20—While Gen. Eisenhower was receiving his welcome from the people of New York, networks and stations were doing the job of their lives in bringing to listeners throughout the world a running story, also the picture of the triumphant tour to the tune of the mightiest welcome ever received by any human being.
 June 26—A final injection of excitement to a nine weeks vigil kept by the radio industry to keep the world informed of one of the biggest events of this generation was President Truman's visit for the closing ses-

sion of the United Nations Peace Conference.
 June 29—A survey of the radio and press coverage of the United Nations Conference conducted by Radio Daily produced some facts that will go down in radio history. A total of 499 hours of radio time went through the San Francisco stations.
 July 5—With broadcasts by American radio correspondents now coming out of Berlin radio is virtually in full rehearsal of the coverage of the forthcoming conference of the Big Three.
 July 18—Webs are standing by for pickups from the "Big Three" conference in Germany.
 July 19—A China-Burma-India service of the American Forces Network in the ETO is now in operation broadcasting news and entertainment directly to troops in the Far East.
 July 20—Coast to coast radio programs being planned to honor "Air Force Day" as proclaimed officially by General of the Army H. H. Arnold for world-wide observation.
 July 23—As reported by the NAB radio support of the Seventh War Loan exceeded in dollar, value, time and effort the industry's huge contributions to earlier bond drives.
 July 24—The list of 14 top radio figures who will leave for an Army sponsored tour of war-torn Europe has been confirmed by the NAB.
 July 26—Because American listeners have evinced particular interest in the political situation of Great Britain the networks and stations of the U. S. A. gave unprecedented coverage to the election returns.
 August 3—Special events departments and newsrooms of networks and stations were galvanized into action following the flash from Washington that a six-thousand word summary of the Potsdam conferences of the Big Three would be released simultaneously in various capitals throughout the world.
 August 7—Special programs and flash announcements devoted to the new atomic bomb were featured by the networks and independent stations. Radio comments covered President Truman's announcement and scientific explanations as to the power of new bomb.
 August 8—The thousands of workers at the Oak Ridge atomic bomb plant first learned via radio what they had been doing for the past two years as announcements on the atomic bomb began to come in on sets in homes of workers on the project.
 August 9—Radio again scored another beat and networks and independent stations carried the first news of Soviet Russia's declaration of war against Japan.
 August 10—V-J Day coverage planning began as rumors of the Japanese surrender spread rampant throughout the nation.

LOS ANGELES

By RALPH WILK

Sandra Gould, familiar to dialers as "Miss Duffy" on "Duffy's Tavern," has been signed to play the role of 'Mitzi' on NBC's "Date With Judy" program.

"The Adventures of Ozzie and Harriet," return to the airlines, August 12th, resuming over CBS. Show is sponsored by International Silver. The King Sisters, famous singing group, have been signed for the program.

Edgar "Cookie" Rairchild's tune, "I Can't Get You Out of My Mind," from Universal's picture "Naughty Nineties," has been published by Viking Music and will get the send-off via the airlines by Georgia Gibbs. Song also is set for recording by Glen Gray.

Ernest Gill is the musical director for the new "Songs by Johnny Russell" program which made its initial bow over West Coast network of American Broadcasting Company, August 4th. Show is in addition to Russell's regular Friday night spot, and also features orchestral numbers conducted by Gill.

Judy Canova has received a citation from the U. S. Treasury Department for her recent Bond-selling tour in the East.

Jack Carson, CBS star now on an overseas tour, writes that he boarded a ship for the South Pacific at noon and by three in the afternoon he developed combat fatigue. "I fought Mal De Mer to a six round draw, but the seventh time around the deck I must have stepped on a booby trap because I lost the works!"

American Tele Progress Reported Ahead of Europe

San Francisco—"American plans for post-war television are far ahead of any European developments," stated Royal V. Howard in an address before the Institute of Radio Engineers at the Engineers Club. Howard is vice-president in charge of Engineering of the Associated Broadcasters, Inc. (KSFO) and the Universal Broadcasting Company, and also vice-chairman of the San Francisco section of the Institute of Radio Engineers.

He has recently returned from Europe where he headed a special scientific staff, and directed the Operational Analyst Staff at the U.S. Army Headquarters. In addition to relating his experiences in Europe he told about the progress the French had made in television, and that they were even working underground during the occupation.

Howard displayed captured German and Japanese radio equipment, including a Jap walkie-talkie and a German tank receiver. He pointed out the advantages of the American equipment over that of the enemy.



Peace, It's Wonderful . . .!

• • • For two hours now we've been sitting at this typewriter just staring at some white paper. Our assignment was to report on the role that radio and its performers have played in this global war. And so we've been sitting here and staring at the paper, wondering what sort of a lead to use. What can you say when a war such as this ends? What is there to say when your heart stops bleeding after four years of waiting, praying and hoping? What is there that we could say that could transcend the declaration of surrender by Japan? Maybe we'd better forget all about a lead and just go into our tribute to these heroes in greasepaint who have brought so much light and cheer to our fighting men in every corner of the world. And so, this column is dedicated to the people, big and small, the behind-the-scenes people who led the entertainment assembly line. Naturally, we haven't the time or space to list all individual or even group credits. Even if we did, we'd probably wind up overlooking the main ones anyway. So, as fast as they pop into our head, and with no thought of chronological order, here they are. Step up, boys and girls, and take a well-earned bow:

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• • • The thousands and thousands of headliners, featured names and bit players who traveled the USO circuits, both here and on the battlefronts. The United Theatrical War Activities Committee, representing all six of the theatrical crafts, headed by the tireless Jim Sauter, under whose banner 82,911 entertainers appeared at 7,091 gratis events, with nary a complaint from either side. And whose job is far from over yet, 'business as usual' going on at the hospitals. The American Theater Wing who made the Stage Door Canteen tag as familiar on Piccadilly Sq. as Times Sq.

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• • • The networks—all of them—who contributed so heavily in time and sweat to acquaint the public with the problems that will confront the homelinks when the servicemen come home—such as in "Assignment Home," for instance. And "CMH," the show honoring winners of the Congressional Medal of Honor and seeking to honor them for life. Not to mention the millions of dollars of free time donated for the sale of War Bonds, Treasury Dep't shows, etc. The war correspondents who risked life and limb to bring you the marvelous eye-witness coverage that only radio can supply. The producers and performers on those shortwave programs beamed right into the GI's lap. The OWI who fought alongside the GI with words instead of weapons. The Victory Caravan, the Ralph Edwards, Kate Smiths, Kay Kysers, et al, who boosted the sale of bonds into astronomical figures. It is to these people and the millions like them who helped see this war through to a victorious finish that the column is respectfully dedicated.

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• • • Sure, there's been friction and criticism on both sides and maybe a bit of hard feelings here and there. The CBI Roundup, for instance, editorially attacking Ann Sheridan for cutting short her tour of the islands, and Sinatra and Ed Gardner in turn bitterly resenting the treatment they received in some quarters. But let's hope all this bitterness is completely washed away in the flood-gates of peace. The fact remains that the vast majority of GIs appreciated the voluntary sacrifices of the performers immensely and the performers in turn were made happy by the warmth they thus distributed and received. And so, regardless of the batting order, radio more than made the team. What's more, they hit in the pinches!

—SID WEISS

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—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

Central Division of the American Broadcasting Company topped its seventh War Loan drive quota of \$32,500 sales to employees, artists and musicians totaled \$47,025.

David Allen, three-year-old son of Ed Allen, NBC central division staff announcer was struck down by an automobile in front of the Allen home in Park Ridge, Ill., last week. Suffering a light brain concussion and facial cuts and bruises, the child was rushed to St. Francis Hospital at Evanston, Ill., where he has been declared out of danger.

Brace Beemer, The "Lone Ranger," will be profiled in the August 21 issue of Look Magazine.

The Black Hawk valley joys and Penny West, featured for many years on midwest stations, joined the WLS talent staff July 30. For the past five years they have been heard over WOWO, Fort Wayne, Ind.

Grove Laboratories, Inc., (Beaumont Company Division), for Four-Way Cold Tablets, St. Louis, Mo., has renewed for 26 weeks its sponsorship of Irving Pfaum's news commentaries Tuesdays, Thursdays and Saturdays, 5:00 to 5:15 p.m., CWT, over WBBM effective Tuesday Sept. 18. Contract was placed through Donahue & Coe, Inc., New York. Pfaum is the foreign editor of the Chicago Daily Times.

J. L. Van Volkenberg, assistant manager of the WBBM-CBS western office, and WBBM news editor Everett Holles leave Aug. 12 on their trip to Pacific battlefronts.

Ell Henry, publicity manager of the Central division of the American Broadcasting Company starts a delayed vacation this week. Other Central division vacationers are Walter Holohan, spot salesman, and Chris Ford, continuity director.

Marked Business Increase Shown In WOR Time Sales

During past 12 months the volume of WOR sales in amusements and retail store advertising has increased 50 per cent, it was announced by Eugene S. Thomas, WOR sales manager.

Richard Connell has been transferred from transcription sales and is now concentrating on amusement advertising. John Fenster moves from sales service and is now handling WOR advertising for retail stores. William Crawford, who formerly handled amusement advertising, is now in the Army. John D. Sauer has joined the WOR staff as an account executive to replace Fenster on sales service.

Four Webs Report 10 Outstanding Events Of War

Looking back in retrospect over the four years of World War II, an executive in each of the four major networks has listed what, in his opinion, are the 10 most significant events of the conflict. These are listed chronologically, not in the order of their importance, and include the entire period of hostilities, extending from the invasion of Poland to final victory.

CBS Names "Big Ten"

By PAUL W. WHITE

(Director of News Broadcasts, Columbia Broadcasting System).

Selecting the ten outstanding news stories between Pearl Harbor and V-J Day is, of course, an impossible task. Anyone accepting the challenge to choose such a list must do so with reluctance, knowing full well that the omissions probably are, in many cases, more important than the inclusions.

I have based my ten selections on what, at this early date, I would like to consider the historic importance of the events rather than the actual news interest at the time. Certainly on no other basis could there be left out such a story as the bridgehead at Remagen, which had about everything a thrilling news story should have—color, suspense and, in the end, the foretaste of victory.

Hesitantly then, here they are in chronological order:

The Fall of Bataan: This was representative of the smashing defeat suffered by the Americans and the British in the Pacific. Bataan, in one work, symbolized Rangoon, Singapore, Wake, Manila, and the sinking of the Repulse and the Prince of Wales.

Invasion of Guadalcanal: Here again is a name that is a symbol. It supplied the pattern for combined operations which, only nine months after Pearl Harbor, put America back on the offensive that led through the Gilberts, the Marshalls, Hollandia, Leyte, Iwo Jima, Okinawa, and to the triumphant return of General MacArthur to Manila.

El Alamein: Perhaps a bigger news story than this was Prime Minister Churchill's decision after Dunkirk to send troops and tanks around Africa to Egypt, thus leaving England almost helpless in case of a German attack by sea, but whether a decision of that kind is a news event may be debatable. El Alamein represents victory for the British at the low tide of her fortunes and changed the course of the entire war.

Allied Invasion of North Africa: This was the big proof that a vast armada of ships could successfully cross submarine-infested seas and land troops and armor in sufficient numbers to help win half a continent, and to provide the springboard for invasion of another one. From the invasion of North Africa stemmed the Allied victories over the Germans at Tunis and Bizerte, and also the later invasions of Sicily and Italy, and the final surrender of the Italians.

Russian Victory at Stalingrad: Perhaps an event of even greater importance than this was the Russian counter-offensive before Moscow only a few days after Pearl Harbor, but it was at Stalingrad that the Soviet Armies finally turned back the Germans and destroyed forever the chance that the German and Japanese armies might meet.

D-Day; The Invasion of Normandy: Here was the beginning of the long anticipated Second Front, and from this one event there followed such tremendous news as that of the St. Lo breakthrough, the capture of Paris, the setback at Arnheim, the courageous stand at Bastogne, the invasion of Southern France and the crossing of the Rhine.

Yalta Conference: It had been at Teheran that the plans for later military victories were drawn up but it was at Yalta, as far as we now know, where was blueprinted the fate of mankind in the formation of the United Nations. Yalta, as the spirit, thus probably supersedes San Francisco, as the body, of the Charter whereby men hope to live together in perpetual peace.

Death of President Roosevelt: It can be argued that historically this was not an outstanding news event because the work he had accomplished with his mind and his will had already been translated into much of the United Nations' resources, but his death, coming at the time it did, seemed to arouse throughout the Allied world a re-determination toward victory and a re-affirmation of man's best principles.

V-E Day: At last, after nearly six years of war, the Germans who were to rule the world for a thousand years surrendered, a badly beaten people. More important, this time they know it.

The Atomic Bomb: This was an event which may or may not have had a great deal to do with the Russian's entrance into the Pacific war a few days later. The frightful effects of atomic bombing undoubtedly hastened V-J Day. And the harnessing of atomic power presents us with the greatest question mark now facing the world.

American Web Selections

By ROBERT E. KINTNER

Vice-President, American Broadcasting Company.

To pick the ten top news events of World War II is a difficult task when records show that there were hundreds of history making incidents since Pearl Harbor. In my opinion ten outstanding events during the war were:

- Pearl Harbor.
- Capture of Guadalcanal.
- Landing in North Africa.
- Italian Surrender.
- Teheran Conference.
- D-Day.
- Roosevelt's death.
- German surrender.
- Atomic bomb.
- Russian entry into war against Japan.

NBC Picks Ten Biggest

By WILLIAM F. BROOKS

(Directors of News and Special Events, National Broadcasting Company).

Our selection of the ten most important news stories of the war follows:

- German Invasion of Poland and outbreak of European War.
- Retreat from Dunkirk and fall of France.
- German invasion of Russia.
- Pearl Harbor attack.
- Invasion of Africa and Italian defeat.
- Invasion of France.
- Fall of Germany.
- Atomic bomb.
- Russia's entry into Pacific War.
- Victory.

* The death of President Roosevelt was the most important story to occur during the war not actually military.

Mutual's Selections

By ABE SCHECTER

(Director of News and Special Events, Mutual Broadcasting System).

Reviewing radio's role in covering the war news since our entry into it December 8, 1941, I would say that the following are the ten most important radio news events during the years that followed:

- Philippine-McArthur Invasion—December 7, 1941.
- Fall of Manila—January 2, 1942.
- The North African Landings—November, 1942.
- Italian Surrender—August, 1943.
- D-Day at Normandy—June 6, 1944.
- V-E Day—May 7-8, 1945.
- Roosevelt Fourth Term Election—November, 1944.
- Death of President Roosevelt—April 12, 1945.
- San Francisco Conference—Summer, 1945.
- Atomic Bombing of Japan, coinciding with Russian Declaration of War on Japan—August 6-8, 1945.

AGENCIES

PROCTER & GAMBLE (American family soap and flakes), Cincinnati, Ohio, has renewed its sponsorship of John Harrington's Monday through Friday, 8:45 to 9:00 a.m. and 5:30 to 5:45 p.m., CWT, news broadcasts for 52 weeks over WBBM, effective Monday, Aug. 20. Contract was placed through H. W. Kastor & Sons, Chicago.

PAUL S. WILSON has resigned as New York manager of William G. Rambeau Company to join the New York sales staff of Adam J. Young, Jr. Incorporated effective August 6th. Wilson has been in radio since 1929 having worked with NBC central division, CBS Radio Sales and United Press Association.

GORDON BUCK is launching a new radio audience research enterprise in Chicago. Buck, who leaves as vice-president in charge of Industrial Survey's recently established radio division to head up his own organization, was long associated with Sam Barton as the latter's production chief. Buck is best known to market researchers through his numerous adaptations of IBM punched cards to market research tabulating problem, and has been closely associated with the development of the Radio Listener Diaries, and expects to build a consulting service upon this technique. Firm will operate under the name of Audience Research Service.

C. E. HOOPER, INC., announces the election of two new directors, Edythe F. Bull, who is also secretary of the corporation and manager of the special surveys division, and Dorothy M. Behrens, whose title is publisher of network Hooperatings and Pacific network Hooperatings reports. Both have been with C. E. Hooper, Inc. since its incorporation and were also associated with Mr. Hooper in radio audience measurement and other research activities of the predecessor company, Clark-Hooper, Inc.

STAZE, INC., maker of Staze, a cream paste adhesive for dental plates, appoints Raymond Spector Company, Inc. as its agency to direct an annual appropriation of over \$300,000. Newspapers, magazines and time on more than 30 of the largest radio stations, will be used, starting immediately.

American's "Blind Date" aircast, slated to wind up its west coast stay on July 30, will emanate from the east for one additional week, bowing out of the area with the August 6 stanza. It will resume from New York on a new day and time starting August 17.

NELLIE FORMAN HANDBAG CREATIONS' advertising account will be handled henceforth by the Hicks Advertising Agency, New York.

WORDS AND MUSIC

By HERMAN PINCUS

THE fervent prayers of the peoples of a world in flames have been answered. The last of the 'Unholy Three,' the war lords of Japan have been uprooted from the seats of the mighty and forthwith dispatched to the immediate foul environs of the Ghosts of Hitler, Attila, Ghengis Khan and Mussolini, herein listed in the order of their infamy. It is still much too early to observe in retrospect the over-all contributions to the successful war effort, made by the music industry; however many factors attesting to the important role played by American songwriters, publishers, musicians, singers and arrangers, in building and maintaining the morale of our millions of fighting men all over the world, are obvious. When the Japs struck at Pearl Harbor that fateful day of December 7, 1941, it was already 'later than most people thought' and our Government's greatest task was that of instantly transforming a people at peace into an aroused nation at war. And that's where the Music Industry with all its affiliated branches came into the picture.

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Within twenty-four hours music publishers delivered to radio stations all over the country hundreds of martial airs and songs. Thousands of orchestra leaders and singers hopped aboard the bandwagon and programmed stirring music and songs on all of their programs. Listeners, aroused by the sneak attack on Pearl Harbor and the inhuman excesses practiced by the Nazi-Fascist hordes, found in their hearts responsive chords to the songs they heard. Songwriters, professional and amateur, temporarily shelved their 'home,' 'love,' 'baby' and 'mother' songs and began pouring into publishers' offices thousands of WAR songs. Some of the outstanding ones we remember include, "Praise The Lord and Pass The Ammunition," "Coming In On A Wing and A Prayer," "In My Arms," "We're Wacky in Khaki," "I'll Walk Alone," "Don't Sit Under the Apple Tree" and hundreds of official and semi-official songs dedicated to various branches of the Armed Forces. It's impossible to tell with any degree of accuracy how many 'war songs' were written but a safe estimate would place the figure to at least a half-million ditties. Contests to discover THE War Song of World War II were held and though many compositions gained national popularity, consensus of opinion seems to hold that George M. Cohan's immortal song of World War I, was also THE Song of World War II.

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An old Chinese proverb says and we quote:—one picture is worth ten thousand words; unquote. Likewise Uncle Sam felt that "One stirring song was worth ten thousand speeches" and for the first time in history, the U. S. Government went into the music publishing business (for the duration) to publish and exploit the songs featured in Irving Berlin's "This Is The Army" and Moss Hart's "Winged Victory." Songpluggers, serving with the Armed Forces were assigned to special offices and detailed to contact radio orchestra leaders and singers. All royalties were donated to the Armed Forces Relief Societies. Music Publishers and in many cases, songwriters themselves printed copies of special songs and about 10,000,000 copies were sent to camps, bases, hospitals, service centers, training centers and USO Headquarters. Many writers donated all or part of their royalties to agencies including the Red Cross, National Community Chests, Salvation Army and Allied Charities.

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Music Societies including among others, ASCAP, BMI, Sesac, Associated Music Publishers and Songwriters' Protective Association contributed works and ideas to the Music Division (headed by Oscar Hammerstein 2nd), of the War Activities Committee. Representative groups were sent to Blood Banks. The Songwriters' Protective Association, headed by Sigmund Romberg, formed numerous groups of tunesmiths into entertainment units, these units travelling to hundreds of hospitals, bases, training centers, canteens and warcraft. To mention the names of a few there were, Charles Tobias, Fred Ahlert, Stanley Adams, Irving Caesar, Gerald Marks,

(Continued on Page 11)

EQUIPMENT

Meck Plans New Building

Plans are being completed for new two-story administration building at The John Meck Industries Inc., of Plymouth, Indiana. John Meck, president, announced last week. The addition will be used for administration offices and the engineering department. The exterior and architecture of the plan will be of English style construction, harmonizing with neighborhood residences.

Joins Crosley Corp.

Appointment of Elwood R. Berkeley as divisional manager in charge of radios and major appliances of American wholesalers, distributors of the Crosley Corporation, in Washington, D. C., has just been announced by David L. Krupaw, managing partner. Mr. Berkeley has tendered his resignation to the Premier division of the Electric Vacuum Cleaner Company of Cleveland where he has been serving as sales promotion manager.

RCA Changes

Hubert H. Kronen has been named vice-president and general manager of the RCA Victor Radio in Rio de Janeiro, S.A., Brazilian subsidiary of the Radio Corporation of America. Mr. Kronen has been with the corporation since 1930. His place as sales manager of radio and appliances in the international division will be filled by C. J. Chisholm who formerly was manager of RCA Victor sub-contract department.

Bendix Expansion

Formation of a new division to handle the foreign trade program of Bendix Aviation Corporation has been announced by Ernest R. Breech, president. Named Bendix International, new setup will be under the direction of Charles T. Zoaral who joined the corporation last January as co-ordinator of foreign affairs. New division will handle the products of the 11 components of the corporation.

B.W.I. Representation

J. W. DeLind, Jr., director of exports for the Crosley Corporation has announced the appointment of E. A. Issa & Brothers of Kingston, Jamaica, B.W.I., as distributors of Crosley electrical household appliances for the island of Jamaica. The Issa organization is approximately 62 years old having been founded by the present Issa brothers' grandfather.

RCA Display Series

A series of five illuminated display depicting as many phases of RCA Victor's manufacturing activities are being made available to dealers for window and store display. Exhibits which are about 8 x 5 feet feature sound power telephones, Victor and Bluebird records, electron tube sound systems, and radio, phonograph and television receivers.

SOUTHWEST

Hackberry Hotel, originating from the studios of KGKO, Fort Worth, and aired by transcription over many stations in the area, has rounded out 5 performances. Program is written by Ben McCleskey who also plays the role of Little Willie. Elmer Baughman plays Hack Berry, proprietor and broadcasts are sponsored by makers of Gold Chain Flour and Feeds. George T. Case has been named program director of KABC to which it came from WBBM, Chicago, where it was production manager and assistant program director.

J. B. (Jack) Taylor, a former director of the Southwestern Association of Advertisers, has been appointed midcontinent manager for the McCarty Company, national advertising counsellors. New offices have been opened in Dallas. Taylor, for the past year, served as administrator in the Radio Research Library at Harvard University.

Robert Brink, baritone soloist has joined the staff of KTSA. He'll be heard daily for a quarter hour Monday through Friday in a program of songs, accompanied by Joe Morin. Brink won the Metropolitan Opera Auditions of the air in 1941.

KABC, San Antonio, is signing on the air daily at 5 a.m. to attract a new general audience prior to switching to a new wave length.

"Stork Club News" made its debut on KMAC with quarter-hour airings Monday, Wednesday and Friday, sponsored by Alamo Royal Baby Laundry. Kay Miller is featured in its program for mothers.

In San Antonio... Chuck Foster and his Hill Billy Band are now being aired on KSTA in a series of programs. Robert Manning is the latest addition to the KABC announcing staff. Manning was recently discharged from the Air Corps. . . . WOI news chief Ken McClure and Bud Thorpe, special events director were on hand with the wire recorder when the 86th Division and the 104th Division returned to San Antonio from the European battle fronts.

Harry C. Withers, managing editor of the Dallas Morning News presents a quarter-hour news commentary Sunday mornings over WFAA. Mrs. Y. Rejebian, book reviewer, is heard Sunday mornings in a commentary of current topics.

Lubcke Talks On Tele Before College Crowd

Los Angeles—Harry R. Lubcke, director of the Thomas S. Lee television station W6XAO, lectured last Tuesday, before the radio and television class of Occidental College, conducted by Dr. Frederick Lindsay. The meeting was held in the Pasadena Playhouse for class members. Lubcke gave the group a brief history of television, told how television programming is accomplished, and summarized television possibilities for the future.

Fake-Wire Peace Flash Gives Newsrooms Trouble

Radio was the victim of a fake Japanese surrender flash Sunday and spent the most of the night reassuring audiences that the war was still on and the report of peace was completely unfounded.

Consensus of opinion in New York was that both the networks and independents were too "scoop" conscious in their handling of the UP flash. Had the newsrooms exercised caution and checked with other sources nation-wide circulation of the rumor might have been held to the minimum, one industry spokesman said. The erroneous news flash, transmitted over UP wires, was carried to the public by networks and stations alike about 9:34 p.m., EWT., Sunday. It had hardly been taken from the tickers and placed on the air when UP sent a "kill" through on the original flash. From then on both stations and networks intermittently throughout the evening retracted the UP flash and gave assurance to radio audiences that the war was still on and that the Japanese had not accepted the counter-proposal to the Allies original surrender terms.

Nets Busy Retracting

Robert St. John handled the flash and retraction on NBC shortly after 9:34. At Columbia Robert Trout cut into the James Melton program to give the news. Later CBS cleaned up the UP message by reporting that it was in error. Bill Crago put the first flash on American and two minutes later Robert Bellaire was announcing UP's retraction. At Mutual Tom Slater, special events manager, handled the original message and followed it up with a complete retraction of the press wire's error.

Impromptu Celebrating

Despite efforts to retract as quickly as possible the networks and stations found that the first announcement had set Times Square, New York; State and Randolph in Chicago and the west coast cities into impromptu celebrating. Every effort was made to break up the celebrations through

spot announcements on local stations and through the use of mobile units and police radio cars. By midnight the celebrations were practically under control and the nation went to bed still tensely awaiting the official news.

The "death watch" on Japan or war of nerves has been taking its toll among news and special events men everywhere in radio. During the past weekend staffs have worked almost continuously and indications are same condition will prevail until the official Victory proclamation of President Truman is given. Radio, on the whole, has done a consistently good job of reporting during the momentous events of the past weekend. Only incident to mar this record was the impulsive handling of the fake flash of Sunday night. This can be charged to the highly competitive business of putting news on the air and the scoop consciousness of some network and station executives.

San Francisco — Sunday's fake peace flash sent jittery San Francisco radio newscasters here into a brief dither of excitement. Stations caught the UP flash, and believing it authentic, immediately broke into programs to read the announcement and then launch into a background story of the war. Two minutes later when the retraction came through they immediately read the denial and followed at frequent intervals to repeat the UP retraction statement.

WORDS and MUSIC

(Continued from Page 10)

L. Wolfe Gilbert, Jay Gorney, Bob McGimsey, Sammy Lerner, M. K. Jerome, Lou Handman, J. Fred Coots, Al Goodhart, Al Hoffman, Milton Drake, Jerry Livingston, Nat Simon, Irving Berlin, Cole Porter, Moss Hart, Gene Buck, Andy Razaf, Lucky Roberts, J. C. Johnson and others too numerous to mention here. Harry Revel and Earl Carroll printed a monthly called "Hollywood Chatter" which they sent to servicemen all over the world. Uniformed songwriters, including Buddy Feyne, Sammy Mysels, Saxie Dowell and Eddy Duchin were awarded citations. Other tunesmiths including John Redmond, Milton Leeds, Harry S. Miller, Rudy Vallee, Emery Deutsch, Buddy Bernier, Frank Loesser, Hy Zaret, Emil Velaszo, Sidney Green, Walter Gross, while in the armed forces wrote and produced numerous shows for the Army and Navy. Space prevents to printing of the names of all who actively engaged their time, efforts and money to the War Effort but their patriotic and unselfish endeavors will never be forgotten.

Premier Is Premature; Canada Gay-Too Soon

Montreal — One of the most extraordinary radio broadcasting blunders occurred Sunday when within a few seconds of the sending out of the false news flash by United Press which cut into a CBC program from New York, a recorded address by the Prime Minister, Rt. Hon. W. L. Mackenzie King, was broadcast. It called on the people of Canada to "give thanks to God, especially since the news had come on Sunday, which made the occasion one for thanks rather than for celebration." Later a prepared statement was broadcast saying that "unfortunately the erroneous report had been accepted as authentic."

The recording had been prepared for use in case Premier King was not available when the news arrived. The Prime Minister's recorded speech was taken as confirmation of the news, despite denials by his office, and it touched off demonstrations, some of them rowdy, in a number of cities. In Ottawa youths strove to overturn street cars full of alarmed passengers and at St. John they made a bonfire of bandstand seats. Liquor stores were attacked at Halifax and other Nova Scotia points and everywhere whistles tooted and sirens shrieked.

Chinese in the larger cities were amongst the most enthusiastic demonstrators and their disappointment was keen when it became known that once again the peace report was premature.

James Carson Gets Post With CBS Latin-Am. Web

James E. Carson, formerly in the public relations department of Consolidated Vultee, has been appointed network service manager of the CBS Cadena de las Americas (network of the Americas) replacing Frank Kizis, resigned, it has been announced by Edmund Chester, CBS director of Latin-American relations.

Carson spent considerable time in South and Central America as a press representative for Pan American Airways, and has wide experience in newspaper and radio work.

Resume Mike Production

Inglewood, Calif.—Universal Microphone Co., has resumed production of its 308 dynamic microphone for p.a. installations and recording purposes. It is high impedance (40,000 ohms) and includes locking type connector of housing.

Radio Greetings

New Yorkers among the 13,000 returned veterans aboard the Queen Mary were given a chance to say "Hello!" to the home town and express their feelings as they set foot on American soil again over WNYC. New York's Municipal station Saturday afternoon from 1:30 to 2:00.

★ ★ ★ COAST - T O - COAST ★ ★ ★

— VIRGINIA —

RICHMOND—WRVA is featuring the use of a magnetic wire recorder and a parabolic microphone in the pick-up and recording of the Tuesday evening "pop" concerts at the World War I Memorial Carillon for broadcast Wednesday evenings during this month.

— DISTRICT OF COLUMBIA —

WASHINGTON — Arch McDonald, WTOP sportscaster paid a visit last week to the district jail to bring the inmates up to date on baseball events.

— WASHINGTON —

YAKIMA—KIT is airing a new Bergman origination called Cover Girl which is being handled by Edna Waugh.

— WISCONSIN —

MILWAUKEE—Ben Wolff, dean of WEMP salesmen, celebrated his 78th birthday by renewing with John P. Wagner, president of the Yellow Cab Company, for the fourth consecutive year of sponsorship of "Sports with Searles."

pictures and publicity on NBC stars; stories of the Arrow-Head Network; pictures of WEAU personnel; give-away souvenirs to studio guests—all in connection with the WEAU Fair schedule.

— CANADA —

SASKATCHEWAN — Bill Hart, CKBI's oldest staff member who has been with the outlet since the early 20s was surprised with a birthday party recently by the gang.

— NORTH CAROLINA —

RALEIGH—Annual meeting of the board of directors and officers of The Tobacco Network will be held in the central offices August 18, during which elections will take place.

— NEW YORK —

WHITE PLAINS—WFAS has prepared an analysis of January-June operations for 1945, to establish exact distribution of time for entertainment, civic, educational, religious, news and war-effort activities.

— CONNECTICUT —

HARTFORD — WDRC's telephone number is 7-1188; that of a local resident, 8-1188, which is the cause of much misery to the latter who is awakened every morning at 6:15 with phone requests for "Breakfast Time" and annoyed every night at 11:15 with requests for "Night Owl," both of which are certainly not misery-causing programs to WDRC.

— COLORADO —

DENVER—A total of 46 years continuous sponsorship is represented by the following sponsors of KFEL News. Jack Wehner, realtor, 3rd year; Denver Lens, 3rd year; Max Cook Sporting Goods Co., 8th year; Dupler Art Furriers, 3rd year; The Knox Co., 6th year; Frumess Jewelry Co., 9th year; Powerine Co., 3rd year; American National Bank, 7th year; Carbone Wines, 4th year.

— NEW YORK —

NEW YORK — Alexander Gabriel, morning news editor of Transradio Press Service, Inc., has started a daily series

on WEVD, titled "The Editor's Desk." Gabriel is heard from 7:15-7:30 a.m. and is available on full time or participation basis. . . . WQXR was sent four dozen giant gladoll, four feet in height, by a grateful listener in Vienna, Ohio. . . . WNEW will feature Tom Howard, George Shelton, Ralph Dumke, Harry McNaughton, The Jesters and others in a new early morning feature, titled "Fun At Breakfast with Ford Bond." Program which started Aug. 13 will be heard Monday through Friday.

— GEORGIA —

AUGUSTA—J. B. Fuqua, WGAC executive vice-president, and F. Frederick Kennedy, president, have purchased the Royal Crown Bottling Co. of that city, at a price said to be around \$175,000.

17 AT 8



THE Hooper Continuing Measurement of Radio Listening for the 1944-1945 Winter-Spring season gives WTIC's 8:00-8:15 A. M. News period a 17.0 rating. This represents 76.5% of the sets in use at that time in the Hartford area—a great tribute to the excellence of WTIC's news service.

300,000 words pour into the WTIC newsroom every day from all the distant corners of the earth. WTIC is the only radio station in New England, and one of the few in the country, subscribing to three outstanding news associations—Associated Press, International News Service and Transradio News.

In addition, a special Washington coverage is maintained by direct wire; and throughout Southern New England WTIC reporters are ever on the alert for news of special interest.

Preparing and presenting this material to the people of Southern New England in an authentic and understandable manner is WTIC's chief aim in its dozen or more newscasts each day.

One more example of that extra service which has made WTIC the dominant station in Southern New England.



DIRECT ROUTE TO SALES IN Southern New England

The Travelers Broadcasting Service Corporation

Affiliated with NBC, and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

Send Birthday Greetings To—

August 14

- Ed. J. Herlihy John Holbrook
Margaret Jacobson Merle S. Jones
Bob Patt John Porterfield
Samuel L. Ross Reinhard Huettig
Walter Winston, Jr. Lew Story

WANTED — SALESMAN

Radio production firm has opening for two salesmen to call on New York agencies. Men with agency contacts preferred. This is a real opportunity for men seeking permanent positions at a good salary with possibilities for unlimited additional earnings.

RICHMOND COVERAGE AT PETERSBURG RATES WIRE or WRITE WSSV Petersburg, Virginia

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 32

NEW YORK, N. Y., WEDNESDAY, AUGUST 15, 1945

TEN CENTS

Radio Airs Victory Details

LONDON

... An Official Welcome
By JACK ALICOATE
Publisher, Radio Daily

WELL, here we are in London town, having flown 3,400 miles from New York, stopping at Labrador, Greenland and Scotland en route.... One sees evidence of the war everywhere.... We are quartered at the Cumberland Hotel, directly opposite the Marble Arch and Hyde Park.... Shortly before V-E Day, a V2 hit about a block away.... Our room still shows the marks of this blast.... One could not hit a two-iron in any direction without seeing compelling evidences of both blitz and buzz bombs.... They took it in this man's island, make no mistake about that, but they came up smiling.... We are being transported in fast American cars chauffeured by grim and courteous British WACS.... Nothing is being left undone to care for our comfort and convenience.... The Army of the good old U. S. A. is a great institution.... Hop on and let's go.

AFTER a welcome three hours sleep at the Officers' Club in Prestwick, Scotland, we left on a fast two-motor job for a quick hop to London, four hundred miles away.... We were met at the airport by Joe Pollock, European Army Radio Chief under Col. Kirby and his aide Capt. Joe Graham.... Clearance photographs, more photographs.... Official reception, more photographs.... NBC's Bill Hedges is commencing to get Kleig eyes.... A roaring 30-mile trip from Bovington field into London.... Bombed-out ruins all along the way and plenty of pill boxes and road stops, too.

IT'S Sunday and the Britishers are out in masse smiling and happy that it's all over, for there is anticipation of
(Continued on Page 2)

Radar-Tele Show

CBS' station WCBW presented the first television show on radar last night outlining its development as featured in an article by Lt. James Peck, USMS, in a forthcoming issue of Popular Science Magazine. Featuring Dwight Cooke, WCBW news analyst, and directed by Leo Hurwitz, the show offered illustrations by Popular Science artists and writers.

Attlee Heard

At 7 p.m., EWT, yesterday, BBC brought the voice of Prime Minister Clement Attlee to United States and the rest of the world as he read the terms of the Japanese surrender. This was followed by the playing of the United States, Soviet Union, British and Chinese anthems, also a thanksgiving service.

OWI Will Cut Staff In Washington Soon

Washington Bureau, RADIO DAILY
Washington—OWI officials are now in the process of determining what proportions of their proposed personnel cut, necessitated by the cut in OWI funds, will come out of the radio and film divisions, the agency said yesterday.

Reduction of American personnel here and abroad by approximately 1,040 persons by Sept. 30, was announced.
(Continued on Page 5)

Ten AAF Web Programs Supervised in Washington

Ten coast-to-coast radio programs are currently being produced in Washington under the supervision of Major Frederick Brisson, Chief, Office of Radio Production, Headquarters, Army Air Forces, Washington, D. C. They include "The Fighting AAF," over the American Broadcasting Company (Sunday), which is composed of
(Continued on Page 5)

Raytheon Asks Chicago CP For Wide-Band, Color Tele

Washington Bureau, RADIO DAILY
Washington — Raytheon yesterday joined the growing number of firms preparing to develop tele transmission in the 480-920 megacycle band, looking to speedy establishment of this service.
The Raytheon company, which is already doing developmental work toward establishing a coast-to-coast relay system for tele, FM and other radio services, applied yesterday for

Entire Nation, Close To Receiving Sets, Given Minute-By-Minute Report Of Japan's Capitulation

All through yesterday—V-J Day—America hugged its radio hungry for the details of Japanese surrender, details which were unfolded hour after hour by networks and independent stations through the medium of news gathering and dispensing organizations which reached into all the key centers of the world, and which switched at intervals to those points abroad, bringing from other continents the actual voices of world figures.

Although victory was "in the air" throughout the day, it was not until 7 p.m. that President Truman officially made the announcement of Japan's acceptance of the Potsdam terms. Within

seconds after the announcement was made by the Chief Executive, Americans from coast-to-coast had the news over their radios.

Immediately following President
(Continued on Page 6)

Mexico Stations Face Prospects Of Strike

Mexico City—Eighteen of Mexico City's leading radio stations are faced with paralyzation of their activities as the result of a strike threatened by the Electricians Union, which claims to control employes of the menaced studios.

Both sides have presented their versions of the dispute's causes before
(Continued on Page 4)

Benson & Hedges Contracts For "Serenade to America"

Marking the largest time and program sale in the history of WEA, Benson & Hedges has purchased the "Serenade to America" program,
(Continued on Page 7)

Post-War Set Survey Studies Price, Design

Radio sets scheduled to be available for distribution this fall will be similar for the most part to pre-war models but their cost will be from 20 to 30 per cent higher at retail than in 1941, according to a survey of manufacturers and distributors published yesterday by the New York Times.

The survey pointed out that most of the new receivers will be smaller models of the amplitude-modulation type, although some frequency modulation receivers may be available before Christmas. The manufacture of
(Continued on Page 5)

"Victory Act III"

Arturo Toscanini is preparing "Victory: Act III," a special broadcast with the NBC Symphony Orchestra and noted soloists, to take place on the NBC network. Maestro Toscanini's concert will be part of a full-hour tribute of great musical artists to America's third and conclusive World War II victory. One of the soloists will be Marian Anderson, contralto.



Vol. 32, No. 32 Wed., Aug. 15, 1945 Price 10 Cts.

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

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FINANCIAL

(Tuesday, August 14)

NEW YORK STOCK EXCHANGE

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.

OVER THE COUNTER

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

20 YEARS AGO TODAY

(August 15, 1925)

Of vital interest to the radio industry is the construction of an 861-mile telephone cable connecting New York and Chicago, which will furnish telephone service practically free from a storm hazards. Cable now completed is the longest in the world.



... An Official Welcome

(Continued from Page 1)

a V-J announcement any minute... London is jammed, and it's worth your right arm to get a room... You stand in line to eat and like it... A quick hot tub and change of clothes, for in two hours we really get down to levelling... The London sightseeing is over... Come, let's get down to work... Six p.m., and we are the guests of honor at the Lord Queensbury Club for a special international broadcast... This great institution is the Old Casino, built by Ziegfeld many years ago and now a glorified "Stage Door Canteen" for Britishers... It has a stage as big as the Roxy... The entertainment is top notch and it runs continuously... We are introduced as a group and the welcome from 1,600 servicemen can be heard in Piccadilly Circus... The cars are waiting... we are on our way to famous Kettner's Restaurant to be officially welcomed by the tops of Britain's show world... Our hosts include the Marquis of Queensbury, The King of Greece, Will Hay, Bob Flanagan of the show world, John Harding, impresario of the National Sporting Club; Jack Hylton and the cream of London's newspaper corps... The special dining room is magnificent, the cocktails perfect and the dinner would make Billingsley green with envy... Reserve soon is broken down.

HANDS across the sea and all that sort of thing, you know... Strange what a cocktail will do for international stability and good will... Our toastmaster is Lord Queensbury, sophisticated, witty and likeable... After his opening remarks we are at ease... London is ours... Speeches by Col. Kirby, Will Hay, who is the Will Rogers of England, and a splendid understanding talk by our own Justice Justin Miller... Let me suggest that radio is going to like Judge Miller, newly elected head of the National Association of Broadcasters... He

has color without ostentation... his charming manner is infectious... His thoughts are as modern as tomorrow's television set... His speech was the highlight of a brilliant evening... Tomorrow we are to be the guests of the British Broadcasting Corporation, starting at breakfast time and ending with a dinner at Claridge's... We'll try to tell you all about it tomorrow.

SMALL TALK

Bel Green hit the jackpot in the Officers' Club at Prestwick, Scotland, for a bushel of bobs, which means shillings to you stay-at-homers — We just passed Jack Benny, Larry Adler and the ace film director, Garson Kanin, who are on their way home — To own a radio set in England one must take out a yearly license which costs 10 bob — An important radio official told me he had not seen an orange or lemon for two months — Financial note: Scotch, if you can get it, costs twice as much here as in New York — Social intelligence: We have the signature of The King of Greece on our short-snorter.

KNOW YOUR ABC's about KOA

The Providence Evening Bulletin rates Denver the country's top test market.

KOA is the station most people in Denver listen to most.

Give your postwar product a whirl over KOA and watch this responsive market react.

FIRST in DENVER

KOA

50,000 watts 850 KC

Represented by NBC SPOT SALES

AVAILABLE

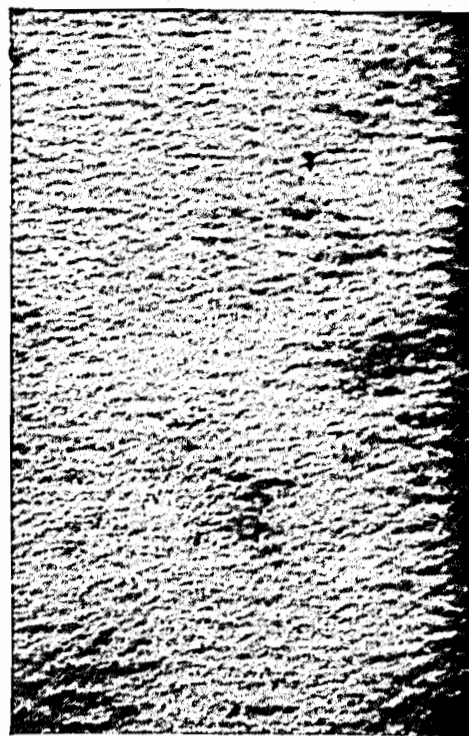
Highly competent research specialist and writer, experienced in field of national and international events, desires position as assistant to news broadcaster. Good at digging up information and digesting material into brief form. Alert. College. Write Radio Daily, Box 203, 1501 Broadway, New York 18, N. Y.



MUSIC has power

WDAS is the only Philadelphia radio station featuring three hours of classical music daily

No wonder WDAS audiences say "Thank You!"



Oil slick

You have to look pretty carefully to spot the oil floating up from a sunken submarine, on the surface of the water in that picture.

But we've made it pretty easy for you to spot how to reach more people for the lowest cost in one of the country's great markets

To tell the story of your product by radio in the city of Baltimore... you simply put the Radio Station W-I-T-H at the top of your budget list.

This successful independent delivers more listeners-per-dollar-spent than any other station in town.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Chicago's

ONLY 24 HOUR STATION

W-I-N-D

560 Kc. 5000 WATTS

Tom Manning ... HAS THE KNOW HOW TO KNOW WHO

TOM (RED) MANNING brings to WTAM all the "big shots" of the sports and entertainment world. It takes "know how" to know "who's who." Cleveland's first announcer ever to broadcast the Yankee and Giants baseball games by *television*; Cleveland's first and only winner of the Sporting News Golden Trophy. Tom is *first* in the "know how" of serving Cleveland fans... just as WTAM is Cleveland's *first* station in listening audience... day and night.



Two City Slickers... SPIKE JONES
on TOM MANNING'S Program

FIRST in CLEVELAND
WTAM
50,000 watts
Represented by NBC SPOT SALES



TOM MANNING and Jewish War Veterans
at Lincoln Memorial Statue Service



TOM MANNING and JENNIE ERLE COX
1945 Maid of Cotton



BOB HOPE, BING CROSBY and TOM
MANNING at 7th War Loan Golf Match

Mexico Stations Face Prospects Of Strike

(Continued from Page 1)
the Federal Board of Conciliation and Arbitration, government agency which is trying to avoid a disruption of local broadcasting.

Bringing specific charges against XEQR, XERQ, XELM and XELA, all of this city, the labor group told the Board that these stations refuse to recognize the union as a bargaining agent in arranging a new contract granting the workers a 30 per cent wage increase.

May Include Other Stations

Denying that they are unwilling to sign a collective contract, the stations' representatives contend that they are simply in doubt as with whom they should come to an agreement, since some of their employes belong to another union.

EU leaders meanwhile affirm their intention of broadening the scope of their demands to take in another fourteen capital stations—none of which has been named.

No date has as yet been set for the proposed walkout.

Treasury Salute Series

Washington—Coming up on "Treasury Salute" programs are re-enactments of the Jap attack on the Franklin and of the U.S.S. Johnston's battle against the Jap fleet. Radio personalities, Miles Boulton and Santos Ortega, supported by a large cast of New York actors, will appear on the U.S.S. Franklin show, written by Edward Ray Downes.



California Commentary!

● ● ● Meredith Willson, recently named the musical director for the Burns and Allen broadcasts when they resume in the Fall, already is working on special orchestrations and novelties for the program. He and

George Burns spent two hours at the Brown Derby recently working out a suitable signature melody for the series. Jack Gross, manager of American's affiliate, KFMB, San Diego, has been huddling with Don Searle and other Western division execs. on business matters. Lloyd Brownfield, Columbia Pacific Boswell and an ardent piscatorial devotee, is vacationing at June Lake. On a recent "Blind Date" show a sailor was putting in a terrific pitch for a date with one of the starlets serving as "date-bait" for the evening. Intrigued, the starlet asked, "If I decide to go out with you tonight will you act like a gentleman?" "I'm not much of an actor," the sailor replied. Bob Barron who is the newest member of the cast of "Hollywood Mystery Time," is a graduate physician who gave up his practice to become an actor. He has been in radio since 1927 and recently played in a Cinecolor movie, "In Old Wyoming."

Los Angeles

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★ ★ ★

● ● ● Starting as an apprentice electrician in a navy yard of his home town, Boston, Jack Haley soon realized that he had to go to New York to try his luck as an actor. He had a short career as a song-plugger, but soon made his Hoboken debut in vaudeville. Within six months of his first appearance, he was ready for big-time vaudeville. John Dehner, KFMB announcer, is having a difficult time keeping engagements these days. He's rehearsing for the Major Joppolo role in the Actors' Lab production of "A Bell for Adano," narrating a patriotic film short, playing in a picture at M-G-M and working in a network radio show. His annual "vacation" from KFMB was spent working at the various engagements. The guys and gals of the American mailroom are issuing a breezy weekly house organ. Ransom Sherman played a humorous character on the Charlotte Greenwood show Aug. 12. He was spotted by Tommy Freebairn Smith, Foote, Cone and Belding director of the program. Harry Von Zell has an important role in "Uncle Harry," new Universal release.

★ ★ ★

Thanks!

- ROBERT ALDA
- DAVE BARBOUR
- COUNT BASIE
- LES BROWN
- SMILEY BURNETTE
- BENNY CARTER
- FRANKIE CARLE
- CARMEN CAVALLERO
- NAT COLE
- BING CROSBY
- DAVE DEXTER
- LEE DIXON
- AL DONAHUE
- JIMMY DORSEY
- TOMMY DORSEY
- DUKE ELLINGTON
- CONNIE HAINES
- WOODY HERMAN
- COLEMAN HAWKINS
- JOHN B. HUGHES
- EDDIE HEYWOOD
- KING SISTERS
- GENE KRUPA
- PEGGY LEE
- TED LEWIS
- JIMMY LUNCEFORD
- FREDDY MARTIN
- MARILYN MAXWELL
- CONGRESSMAN McDONOUGH
- JOHNNY MERCER
- VAUGHN MONROE
- RED NICHOLS
- WILL OSBORNE
- TONY PASTOR
- BEN POLLACK
- PHIL REAGAN
- JOE REICHMAN
- BUDDY RICH
- DAVE RUBINOFF
- DR. WALTER RUBSAMEN
- ANDY RUSSELL
- ARTIE SHAW
- FRANK SINATRA
- JO STAFFORD
- KAY STARR
- TOMMY TUCKER
- HELEN WARD
- PAUL WESTON
- PAUL WHITEMAN

— for appearing in person during the past twenty-six weeks on "Can You Tie That?" over the original "Make-Believe Ballroom" on KFMB.

Sincerely,
AL JARVIS

Every 24 Hours

51

SPONSORED
NEWSCASTS
UP-AP-INS

W-I-N-D
CHICAGO

560 Kc. 5000 WATTS

"A Bit of Paris in New York"

Henri

Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50
DINNER From \$2.00

Famous French Candies

15 EAST 52d ST.

Seventh Week's
Vacation

**THE
JACK
KIRKWOOD
SHOW**

Procter & Gamble

1st CHOICE
IN
CHATTANOOGA
IS

WDOD

20th YEAR

CBS

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

Post-War Set Survey Studies Price, Design

(Continued from Page 1)

Frequency Modulation and television sets on a major scale is not expected before next year, however.

Although the War Production Board has given manufacturers permission to resume civilian production by September, it was emphasized by the Times, and by industry executives questioned by this publication, that shortages of material required for civilian sets will make rapid construction and distribution difficult for some time.

The price and design of home receivers will be greatly influenced by the number of new competitors expected to enter the field, the Times said, pointing out that the number of manufacturers has practically doubled the figure of 1941. RCA-Victor, according to Joseph B. Elliott, general manager of the home instrument division, will endeavor to improve on all existing models of home receivers. At the moment plans are in progress for early delivery of table models, with a limited number of the console type set. AM-FM and television will be incorporated in sets as soon as conditions permit," RCA said, and the retail price will be approximately \$400—based on 1941 labor conditions." The construction and marketing of television sets is still "very problematical, however."

Dorman D. Israel, vice-president of the Emerson Radio and Phonograph Corporation, in charge of engineering and production, said his company plans production in quantity of four types of receivers, the table model type, table model and automatic photograph, an AC-DC battery portable and the pocket type. Mr. Israel believed these sets would sell about 10 per cent higher than previously in range from \$25 to \$85. In the television field, Emerson expects to combine FM with a video receiver, when production is possible, pointing out that the public, for a time at least, will insist on radio as it is today.

Wm. Robson To Direct

Hollywood — William N. Robson has been signed to direct the Macquers "Request Performance" which airs over CBS for 39 weeks starting Oct. 7. Campbell Soup is sponsor.

Ten AAF Web Programs Supervised In Washington

(Continued from Page 1)

wire recordings made in bombers and fighter planes over Japan on actual missions; "Wings Over The Nation," broadcast over Mutual and consisting of dramatized messages of AAF accomplishments and needs (Thursday); "Twentieth Air Force Time," the dramatic and humorous story of the life of a B-29 crew via Mutual (Sunday); "Hello, Mom," the dramatized report to "Mom" telling her the experiences and adventures of herservice sons and daughter over Mutual (Saturday); "I Sustain The Wings" in which combat experiences depicting new AAF developments are dramatized over NBC (on Saturday); "Flight to the Pacific," in which interviews with overseas crews already fighting there are short-waved here, heard over the American (Saturday); "AAF Scrapbook," based on Air Force human interest stories, AAF information and commentary over CBS (Friday); "Return to Duty," the true life drama of a flyer's rehabilitation and reassignment, over Mutual Tuesday; "AAF Band," broadcast of service music from Bolling Field, Washington, D. C. over NBC (Saturday); and Wrigley & Co's "America In The Air," dramatization of AAF develop-

Tomlinson Leaves On Tour To Latin Amer. Countries

Edward Tomlinson, inter-American advisor and commentator for the National Broadcasting Co., and associate editor and staff correspondent of Collier's magazine, is on a two months tour of Latin American via Pan American World Airways to gather material for a series of magazine stories and broadcasts. Mr. Tomlinson will broadcast from Caracas, Venezuela; Rio de Janeiro, Brazil; Montevideo, Uruguay; Buenos Aires, Argentina, and Santiago, Chile. He will also cover the International Communications Conference in Rio de Janeiro for NBC.

ments and combat stories over CBS (Saturday). Heard on the programs presenting musical accompaniment are the official AAF orchestras and singing voices.

Additional importance is attached to the coming conference by yesterday's surrender of Japan.

OWI Will Cut Staff In Washington Soon

(Continued from Page 1)

nounced. At that rate approximately 4,470 employes will remain in OWI employ in the Fall.

The reduction figures include only American employes because no determination has been made yet as to how many foreign employes will be needed.

Detailed personnel figures will be released as soon as they are available.

Antique Auction Items

A violin given to George M. Cohan when he was eight years old and an oil painting of Dan Sickles, Civil War hero, are two of the unusual items which were offered for sale on Dave Elman's "Auction Gallery," Monday, Aug. 13th, from 10 to 10:30 p.m., over WOR-Mutual.

KNOW-HOW shows how in Western North Carolina

SUNDAY SUPERIORITY

The first exhaustive survey of radio listening in Western North Carolina was made by Industrial Surveys Company. WWNC is the first station of its size and the first outside of a metropolitan market to subscribe to a listener diary study. This study represents reports covering a greater percentage of radio homes than in any other market so measured. It includes those in all 12 counties in the WWNC daytime primary (and roughly the night-time primary and secondary) area.

The leader in weekday ratings, WWNC also is out in front all day SUNDAY. Of the 64 quarter-hour Sunday periods between 8 a.m. and 12 midnight, WWNC leads in every one; has a rating at least double that of the second-rating station in 54 periods; has a rating higher than all other stations combined for 42 quarter hours.

BALTIMORE'S
Listening Habit

W
C
B
M

MUTUAL BROADCASTING SYSTEM

JOHN ELMER President GEORGE H. ROEDER General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

WWNC 570 KC Serving Western North Carolina from ASHEVILLE

Don S. Elias, Executive Director Represented by the Katz Agency

Exclusive!

Chicago's Only NEWS-ON-THE-HOUR SERVICE

W-I-N-D

560 Kc. 5000 WATTS

Radio Airs Victory Details

V-J Day Reporting Had All America As Listeners

(Continued from Page 1)

Truman's announcement signifying the end of the war, Networks launched round-the-world and nation-wide pickups, with on-the-scene descriptions of public reaction to the greatest news bulletin of the war—allied acceptance of the Japanese surrender.

CBS carried the flash from the White House that the war had ended when Robert Trout made the announcement at 7:00.55 p.m. EWT, according to Paul White, network director of news and special events. Immediately following was the message that General Douglas MacArthur had been appointed Supreme Allied Commander of occupation forces in Japan. From 7:09 to 7:14 p.m. network broadcast a recording of the address by Prime Minister Attlee, and then went back to Washington for reactions at the White House and vicinity. Reports from correspondents in the United States and overseas were then broadcast, followed by program from New York news headquarters, including mobile unit pickups through celebrating areas. CBS continued news broadcasts and pickups until 3:15 a.m. EWT.

At 4:18 p.m., NBC carried the flash that the Jap surrender reply had been brought to Government House in Berne, Switzerland, from Dr. Max Jordan, network correspondent. At 5:27 came the news that the reply had been transmitted to Washington, and official acceptance of the surrender was aired at 7:01.05 by Morgan Beatty. Beginning at 7:06 with Prime Minister Attlee's address from London, the network followed with reports from overseas correspondents, nation-wide pickups, commentaries from New York and prayer services.

American network was on the air with the victory announcement at 7:01.10, followed by pick-ups around the White House and Lafayette Park with reactions of civilians and servicemen. At 7:59 the network went na-

tion-wide with man-on-the-street interviews, followed with Prime Minister Attlee's transcribed address, and then continued with round-the-world reaction from foreign correspondents. Roundtable discussions from New York and principal cities were interspersed with news bulletins and up-to-the-minute developments. From 9:30 to 11:30 American broadcast a special show, "Make Way for Tomorrow," featuring prominent personalities.

At 7:00.03 Mutual Broadcasting System flashed the momentous news from the White House followed by comments from New York and 11 cities throughout the country. At 7:45 Prime Minister Attlee was heard, followed by a Pacific roundup, roundtable discussions and religious programs, one of which featured Archbishop Francis J. Spellman. At 11:00 p.m. the network expected to carry Emperor Hirohito's speech from Tokyo.

Networks and stations alike flashed the bulletin that Japan had acceded to Allied surrender terms at about 1:50 a.m., EWT, yesterday.

CBS New York newsroom reported receiving the message at 1:50:48 on a direct teletype from the network's offices in San Francisco which was monitoring all Tokyo broadcasts. The CBS flash said "Jap Domei says it has learned of Imperial acceptance of the Potsdam declaration." Receipt of the

flash put the Columbia forces in high gear again and pickups from various points in the nation and world capitals followed, under the direction of Paul White.

Stan Shaw, platter spinner on the American web, first announced the flash to the network at 1:51:52 a.m., according to the web's press department. Announcers, staff writers, and commentators were hastily summoned to report to the newsroom where Robert E. Kintner, vice-president, Thomas Velotta, director of special features; Richard L. Tobin, director of news, and John Madigan, national news director, mapped plans for the day's coverage.

"I was sitting up with a sick enemy." With those faintly ironic words Robert St. John, who kept a microphone vigil unbroken since the Japanese surrender offer over 100 hours ago, probably best sums up radio's death-watch on the Japanese empire. The NBC news and special events division, under the supervision of William F. Brooks, director, continued its blanket coverage begun with the Jap surrender offer on Friday and accelerated into high gear at 1:53 a.m. yesterday when it aired the Domei peace flash.

From that moment until 10:00 a.m., when it returned to normal schedule, the NBC network, on a 24-hour basis

Networks, Indies Comb The World For Comments

since Friday, broadcast pickups from key points around the world. Reporters were heard from Guam, Pearl Harbor, Okinawa, Manila, Paris, London, New York, Chicago, Washington, Denver, Salt Lake City, Cleveland, San Francisco and Hollywood. Almost all of the entire staff of commentators were heard. Reporters in NBC mobile transmitters around the country broadcast on the scene descriptions of many of the spontaneous celebrations. Special programs awaited official word of peace.

Mutual carried the news of the flash from Tokyo over a nation-wide network at 1:51:10 a.m., EWT. From that point on, open channels of communication were set up at once by A. A. Schechter, news and special

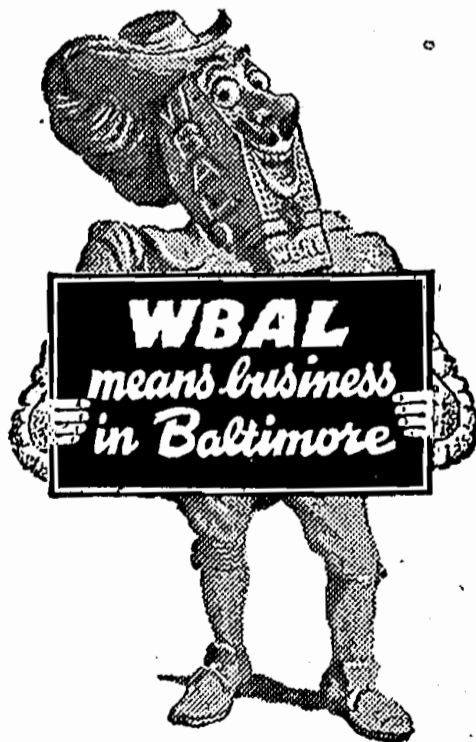
(Continued on Page 7)

ANNOUNCER WANTED

by Southern 50 KW station. Salary and talent. Excellent opportunity for good man. Write Radio Daily, Box No. 201, 1501 Broadway, New York City.

SALESMAN WANTED

Real opportunity for experienced man who knows how to sell retail accounts. Call Jack Compter, PL 3-4204, radio station WHOM.



50,000 Watts • NBC Network
Edward Patry & Co., National Representatives

WE HAVE IT ALL —from soup to nuts

A regular "Who's who" of national accounts, every product field in the book, use KQV for their Pittsburgh spot coverage. They get value—that's why! 1410 kc—1000 w—Basic Mutual Network.



ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.



Indies Joined By Indies In Reporting Victory

(Continued from Page 6)

ents chief, for instant use of MBS commentators in Europe, China and Pacific area.

Bob Brumby was heard from Guam 12:35 a.m., EWT, bringing the report from overseas, and other correspondents reported throughout the day morning. At 12:22 p.m., EWT, yesterday, Mutual carried the news that the Japanese cable received from Bern, Switzerland did not contain an answer awaited by the world. To further speed dissemination of news, physical arrangements were established for important flashes to be put on the air directly from in front of the battery of newsprinters in the News Division, and other microphones temporarily set up in news offices where commentators analyzed flashes as they came to them. Meanwhile newsmen stood by in Washington further guaranteeing immediate bits of information from the Capital.

A total of 76 news broadcasts, commentaries, discussions and foreign pickups were made from the time of the original flash early yesterday morning until noon.

Indies Go Into Action

Climaxing three days of mounting tension, New York's independent stations remained alert for the expected flash of the Japanese surrender all Monday night and most of the important stations continued broadcasting throughout Tuesday morning when the original Tokyo radio bulletin was received.

Immediately following President Truman's surrender flash independents launched special victory programs, devoting air time to news bulletins, "on-the-scene" pickups of yesterday's celebrations throughout the city, and interpretations of developments by commentators and public figures.

WANTED — SALESMAN

Radio production firm has opening for two salesmen to call on New York agencies. Men with agency contacts preferred. This is a real opportunity for men seeking permanent positions at a good salary with possibilities for unlimited additional earnings. State complete background in first letter. Our Staff knows of this ad. Box 200, Radio Daily, 1501 Broadway, New York 18, N. Y.

WEVD

5000 WATTS 1330 KC.

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD "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.

Benson & Hedges Contracts For "Serenade to America"

(Continued from Page 1)

heard Mondays through Fridays (6:15-6:40 p.m., EWT), according to James V. McConnell, national manager, NBC Spot Sales Department. Sponsorship starts Monday, Sept. 3, for 52 weeks. This series, totalling two hours and five minutes on the air weekly, is handled through Arthur Kudner, Inc.

Ed Gardner Guesting

First appearance on the air after his return from Europe of Ed Gardner, "Archie" of "Duffy's Tavern," will be on the Ray Bolger show for Rexall, Friday, Aug. 17, at 10 p.m., EWT, over CBS from Hollywood. Gardner, while overseas, set up a G.I. "Duffys Tavern" in Italy for several weeks. He will relate unusual incidents of his travels during the forthcoming guest appearance.

ONE OF THE 17 "FINALISTS"

KLZ was among the 17 "finalists" in the George Foster Peabody judging for outstanding public service.



REPRESENTED BY THE KATZ AGENCY

KLZ

DENVER

LOVER-OF-MEN

STARS OVER KMBC



Like all KMBC personalities, Caroline Ellis is nationally publicized and nationally known! Caroline is KMBC's woman commentator with a daily "Happy Home" quarter-hour. Hitch your advertising to a "Star!"

KMBC

OF KANSAS CITY

SINCE 1928 BASIC CBS STATION for MISSOURI and KANSAS

Foreign Radio Service Formed By H. A. Mestanza

H. Alban-Mestanza and Eliane Henno de Alban-Mestanza have formed the Foreign Screen and Radio Service to handle foreign language theatrical and commercial films and transcriptions for the foreign market. Mestanza has had over 20 years of experience in production and distribution of Latin-American motion pictures and for several years had been editor of the film trade magazine, Teatro Al Dia.



Helen Barr

WKY OKLAHOMA CITY

The Katz Agency Representative

WKY's Home Service Director is daily source of ideas and information for Oklahoma women on home-making, cooking and personal appearance.

Chicago's

BEST NEWS SERVICE AP-UP-INS W-I-N-D

560 Kc. 5000 WATTS

Worcester's Top 28 NIGHT TIME Network Programs

ALL on WTAG

Radio Theatre 32.4

Hooper Survey Dec. '44—Apr. '45

WTAG WORCESTER

RESULTS CONSISTENTLY

Showmanship and Service Build Responsive Audience

17,448 listeners write for a sample of an ice-cream-making product. They have written just as readily for a Mother's Day poem, a hand lotion sample, information on brooders. WLS receives a million letters a year; our files bulge with 237 proved advertising result stories.

Showmanship and service (21 years of them) bring this steady response to WLS; provide a friendly, confident audience for your message. For further facts, for an answer to some of your sales problems in the huge Chicago-Midwest market of 14,406,550 people, call the nearest John Blair office today.



890 KILOCYCLES 50,000 WATTS AMERICAN AFFILIATE

REPRESENTED BY JOHN BLAIR & COMPANY



TIME!

When it's time to speed merchandise across the country, time buyers turn to Weed & Company for aid in locating good times on good stations. Weed men are thus able to "highball" a train of contracts into the hands of Weed-represented stations.

Complete understanding of station problems, as well as time buying problems, makes Weed men able dispatchers of radio advertising business for sales-able stations. When you are represented by Weed & Company you know that "time will sell."

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 33

NEW YORK, N. Y., FRIDAY, AUGUST 17, 1945

TEN CENTS

Radio Censorship Ended

LONDON

... V-J Day Abroad
By JACK ALICOATE
Publisher, Radio Daily

It is three o'clock in the morning and this capital of the British Empire is a madhouse.... Three hours ago at the home of London's famous Jack Hylton and sitting beside First Lord of the Admiralty Alexander we listened over the wireless to Prime Minister Attlee proclaim V-J Day... Then all hell seemed to break loose... The Strand is a seething mass of service men and women from all Allied Nations celebrating the advent of peace after six years of war and privation.... To be caught up in this whirling Niagara is to be carried along for blocks.... The whole town is a riot of color and the next two days have been declared national holidays.... It's all over, London is happy!

THE V-J announcement came as a fitting climax for a full day of military observation by our group headed by Col. Ed Kirby and Judge Justin Miller who by the way looks every inch a fighting man in his uniform.... Early this morning in convoy and behind screaming sirens of RAF MP's we were escorted to the headquarters of the U. S. Eighth Fighter Command located at High Wycombe some 30 miles from London.... This outfit now under the command of General Larson is the famous Eighth that wrecked the aims and ambitions of Germany.... It was from this very spot that General Doolittle directed and carried thru the dynamic strategic bombing accomplishment that spelled doom for the Reich at its height.... This command has some 200,000 in personnel and could send up as many as 1,000 bombers in a single day.... Redeployment is proceeding rapidly and the prin-

(Continued on Page 2)

Tele Review

A one-hour television dramatization of the news highlights of World War II including the Japanese surrender will be produced by the American Broadcasting Company on WRGB, Schenectady, tonight from 9 to 10 p.m. The program will be titled, "Headlines on Parade," and will portray many of the incidents glorifying the achievements of the American soldier.

Public Service

Fl. Wayne — When war's end found Fort Wayne without newspapers, WOWO, distributed by boys and dropped from an airplane special one sheet paper containing the wire reports of the surrender, a chronological outline of the war, and the victory message from the mayor. Paper also featured cuts of WOWO news staff and a listing of the station's regularly scheduled newscasts.

Radar's Wartime Role Reveals Industry Aid

The radio industry's part in the development and manufacture of one of the war's great secrets,—radar—was revealed Wednesday.

The Philco Corporation of Philadelphia disclosed that it had worked on the radar bombsight known as "Mickey," which was used in conjunction with the Norden bombsight for pin-point bombing. "The electronic bombsight spots targets 100

(Continued on Page 5)

Radio Scoops Newspapers In Canada Through CBC

Montreal—In eastern and central Canada radio had no competition from the press when the Japanese acceptance of surrender terms was announced and there were no "extras" selling on the streets as the last evening papers had gone to press

(Continued on Page 2)

Webs To Be Represented At Surrender Of Japan

Each of the four networks will have a staff correspondent with General Douglas MacArthur when he meets with the Japanese emissary who is flying to Manila and during the formal surrender which will take place aboard an American flagship in Tokyo Bay, it was learned from an authoritative source yesterday.

In addition to the network representatives, each of the news services and the newsreels will be repre-

Byron Price, Director Of Department, Makes Announcement With "Thanks And Appreciation" To Industry

Washington Bureau, RADIO DAILY

Washington—Abolishment of censorship as it affects radio and the press was announced Wednesday by Byron Price, director of censorship, with "the thanks and appreciation of your Government."

The action of Director Price, which followed a Presidential directive, means: 1—Voluntary censorship of the radio and press is at an end; 2—No further censorship of international communications whether by letter, cable, or other media; 3—Censorship bureau employees given thirty days' notice and liquidation of the agency placed in the hands of a skeleton staff.

Atomic Bomb Still Secret

Following closely on the Price announcement the War Department admonished the radio and press to guard the secrets of the atomic bomb despite the cessation of hostilities with Japan. The War Department statement said: "Loose talk and idle speculation by individuals now or formerly connected with the project,

(Continued on Page 7)

Navy Pays Tribute To Radio's War Role

Lieut. Commander Charles E. Dillon, officer in charge of Navy's radio program section was reluctant to make any statement as to radio's part in the war as "Nothing I can say will do justice to the subject. Commercial radio has been absolutely indispensable to the U. S. Navy in keeping the public informed of the progress of the war. Commercial radio (espe-

(Continued on Page 5)

Two Extremes

Mary Patton, radio actress, and Frank Papp, NBC director, are man and wife, and they represent — from a certain standpoint — the beginning and end of a war. Seems Mary's birthday is Dec. 8, the day on which the United States declared war on Japan, while Frank's birthday is August 14, the day on which the Nipponese finally and officially threw in the sponge.

West Coast Monitors Focal Point For News

West Coast Bureau, RADIO DAILY

San Francisco—The long five-day vigil of monitors in radio's listening posts here came to a wild finish with the official announcement from the White House of Japan's surrender agreement and the pickup of Emperor Hirohito's message to the Jap-

(Continued on Page 7)

Westinghouse Asks Portable Experimental

Washington Bureau, RADIO DAILY

Washington — Application for a new portable mobile developmental station received at FCC Friday from Westinghouse, gave no indication of

(Continued on Page 7)

sented, RADIO DAILY learned. The decision to allow the radio networks, press and movies to give individual rather than pool coverage was arrived at in Washington in the past few days.

On Wednesday,—V-J Day plus one—the networks carried King George's address to Parliament and John W. Snyder's report, "From War to Peace" on the aims of the Office of

(Continued on Page 6)



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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.

Radio Scoops Newspapers In Canada Through CBC

(Continued from Page 1)

more than an hour before. For that reason the spread of the news which touched off celebrations quickly was entirely attributable to radio: the studios of the CBC international service had been on the alert for several days previous to the joint declaration by Prime Minister Attlee and President Truman of the Japanese acceptance of the Allied terms.

In a hurried last-minute scramble special foreign language editions of the declaration were prepared and transmitted from the powerful short-wave transmitters of the CBC. The announcement was carried in all principal foreign languages.

Send Birthday Greetings To—

August 17

Abram Chasins Claire Glazer
George Howard Arlene Johnson
Frederick W. Ziv Axel Gruenberg
"Uncle Don" Carney

August 18

Joseph Glicksman Walter O'Keefe
William C. Roux Sid Weiss
Alvin Wilder

August 19

Marcus Bartlett Don Bernard
Anico Ivos Bob Kerr
Sponcor Odom John W. Outler, Jr.
Jimmy Shield Elsie Eckstein

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



LONDON



... V-J Day Abroad

(Continued from Page 1)

cial mission now is to get the remaining personnel back to the States as rapidly as the transport situation permits.

WE were greeted upon our arrival in true military style by Col. Bryan who was formerly corporation counsel for the City of New York... Comfortably seated in the chairs formerly occupied by General Doolittle and his staff we were addressed by a battery of alert senior officers on different phases of the war effort... After this indoctrination we were escorted to the map room, for we are now a make believe bomber crew and are being briefed by a young but war-wise battery of Majors and Colonels, each with a string of decorations as long as your arm... We learn about the weather we expect to encounter en route... Intelligence tells us of the fighter opposition we may have to fight off and where it will attack, our target is pointed out and we set our watches to the split second... Our mythical mission accomplished, the results are added and we find we have done a good job... The comprehensive accomplishments of this outfit are so enormous as to be bewildering... With 1,700 targets hit and accounted for to this Eighth goes the major credit for the clearing skies of the vaunted Goering Luftwaffe... Truly its record is breathtaking manifestation of the value of modern air power.

LUNCH at the Officers' Club with a veteran flight officer beside each of our party and then into our convoy for a dash to Royal Air Force headquarters some 10 miles away. We are greeted by Air Vice-Marshal Langford Sainsbury and are made to feel at home... In a jiffy a visit to the map and briefing rooms, spell-binding factual talks by senior flight officers on their trials, tribulations and accomplishments in strategic night bombing as well as the vital part played by radar and communications... RFC saved England—in doing so the RFC saved the world... Tea and crumpets at the Officers' mess and then back to London via the charming and delightful Buckinghamshire countryside along Hammersmith way... The war is over but the accomplishment of the Eighth Bomber Command and the Royal Air Force working side by

side is already carved upon the marble tablets of history to live forever.

SMALL TALK: The average meal in London costs twice as much as in New York—Leonard Reinsch, personal representative of President Truman is the Ambassador Extraordinary and Minister Plenipotentiary of our outfit—Practically all the military equipment one sees here is marked U.S.A.—Rationing in England limits a man to one suit a year—There are plenty of eggs here but they are all hydrated, the last real one we saw was at the Stork Club.

Crews Going to Europe As Armed Forces Educator

Albert Crews, a production director for NBC in Chicago, has been granted a seven-month leave of absence to establish a radio department at the new U. S. Armed Forces Institute to be located in Biarritz, France.

Crews, who will be commissioned a major, is the author of the textbook "Radio Production Directing," which was reserved for Army use. In addition to establishing a curriculum of radio courses for the new GI University, he will help with the programming of the Armed Forces Radio Service station in the Biarritz area.

Exclusive!
Chicago's Only
NEWS-ON-THE-
HOUR SERVICE
W-I-N-D
560 Kc. 5000 WATTS

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

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



Boat drill

The crew of a Canadian transport line up for rigid inspection by U. S. Coast Guard, during a life-boat and fire drill just before leaving for the war zone.

Would that most advertisers take the same precaution in radio time buying!

The smart time buyer checks his selection of radio stations every step of the way. Even when it's as open and shut as buying time in Baltimore.

Down here the job is simplified.

If you want to reach the greatest number of listeners-per-dollar-spent, you simply choose W-I-T-H, the successful independent.

But even then we insist that you study the figures carefully that prove W-I-T-H is the buy.



W-I-T-H
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

WORLD BEAT

Max Jordan, from Berne, Switzerland — 4:18 PM, Tuesday, August 14th, 1945

“Within approximately two hours from now, the White House in Washington will have the complete transcribed facts of the Japanese reply to the last message of the Allies in relation to their demand of unconditional surrender . . . the general impression in diplomatic quarters (is) that Japan has accepted the terms of the Allies in principle, and that the war is over.”

These historic words of NBC's Max Jordan scooped the world's press and radio with a clear cut “beat” on the most important, most eagerly awaited news story of modern times. It was Max Jordan, too, who scooped press and radio before the war began with news of the “Peace in Our Time” Munich pact.

This kind of reporting—plus NBC's reliable day-to-day coverage—is what audiences have come to expect, and why, when great events are pending, they tune first to NBC, “America's No. 1 Network” . . . for news, too.

SPECIAL CAB 81-CITY REPORT, FRIDAY, AUGUST 10

Here is the *first available* record of how America followed the news after the first electrifying flash of Domei . . . Japan's willingness to surrender:

IN THE MORNING (9 TO 12 AM)

NBC, with an average rating of 8.2, had a 67% greater audience than any other network.

IN THE AFTERNOON (12 TO 6 PM)

NBC, with an average rating of 6.8, had a 58% greater audience than any other network.

IN THE EVENING (6 TO 10:30 PM)

NBC, with an average rating of 8.4, had a 42% greater audience than any other network.

National Broadcasting Company

America's No. 1 Network

A SERVICE OF RADIO CORPORATION OF AMERICA





The shift to a peacetime economy puts a big burden on the shoulders of radio. What has been a buyers' market becomes, almost overnight, a sellers' market. The whole philosophy of the American people must be changed from promiscuous buying to product and service identification. Much of this job of re-education falls into the lap of broadcasters.

Entertainment of all types is destined to become much more competitive. This, obviously, will result in a more distracted radio audience. It will be harder to hold listener-interest in "just another radio show." The answer is better programming.

Local advertisers who are faced with the problem of re-establishing themselves in their communities . . . advertisers who know the values of radio as a commercial medium . . . will certainly want the best program their budgets will allow.

Over 400 advertisers all over the nation are sponsoring *NBC Recorded Productions*. Their preference for these network-calibre programs has paid big dividends in audience response.

There are 19 NBC Recorded Productions covering almost every type of radio entertainment . . . drama, mystery, quiz, daytime serial, juvenile, fashion, music, inspirational, sports, variety. Time units range from 5 minutes to ½ hour.

Many special promotion and publicity features are included in the NBC Recorded Program package—giving the retailer the opportunity for a complete merchandising job. Such material as newspaper publicity releases, mats and photos of featured artists, recorded pre-announcements, window and store displays is supplied.

And the cost? It's negligible. Just a fraction of the production cost of these top flight shows. We can afford this because of nation-wide syndication.

May we give you further advantages of using an NBC Recorded show?

NBC-RRD
RADIO-RECORDING DIVISION

AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS
New York • Chicago • Washington • Hollywood • San Francisco

A SERVICE OF RADIO CORPORATION OF AMERICA



A Reporter's Report Card . . . !

● ● ● **EDDIE CANTOR:** Hollywood is still giggling over Geo. Jessel's definition of what he still has to do to be a success. Even tho' he's produced two big pictures, he says life won't be complete until he can sign David Street, the singer, to a \$1,500 weekly contract. That's so Street, says George, can afford to marry Lois Andrews and he can quit paying her alimony! . . . **ELLIOTT ROOSEVELT:** The betting is even that you'll take that movie job, despite your denials! . . . **CAROLE LANDIS:** When Horace Schmidlapp and you get married, AP's Jack O'Brien wants to know who gets custody of Harry Bloomfield! . . . **MORTON GOULD:** Hear that Lily Pons may only go on the Kosty-Chrysler opener and that they may use a femme guesstar policy! . . . **FRANK MORGAN:** Fanny Brice's feud with her sponsor has reached major league proportions! . . . **CLARENCE MEN-SER:** Bertha Brainard, reported to be on a three-month leave of absence from NBC, took along all her personal belongings—including her famous piano. What's the lowdown? . . . **MARTIN STRAUS:** Milton Berle, home after doing hundreds of hospital shows, did a special routine in an operation room for a GI about to have a limb amputated. Berle went through his usual madcap paces and had the soldier laughing. Then Milt, according to an eye-witness, went outside and bawled like a baby for 45 minutes! . . . **BERT WHEELER:** Howcum you don't use your daughter on your air show? She proved herself a honey of a comedienne and songstress during your army camp appearances.

★ ★ ★

● ● ● **GEO. WASHINGTON HILL:** Manufacturers of Chelsea cigars have what they call a "sensational new packaging idea which will revolutionize the industry." . . . **ROSE MARIE:** Have a prediction on us. When "Spring in Brazil" opens, you'll find yourself the new toast of the town. After the way you rocked them at the Capitol, you rate it. . . **LUBA MALINA:** Glad you turned down Jessel's offer for a role in "Doll Face." A straight role would be strictly a waste of time and talent. Hold out for one of those wild, madcap Russian roles which skyrocketed you to the top in that field. . . **MONTE PROSER:** Hear you're opening a Copacabana out in Hollywood. . . **FRANK GALLOP:** Harry Von Zell being tested for a big film role in the Errol Flynn picture, "Never Say Goodbye." . . . **WALTER CRAIG:** Frank Vogel, just out of the Navy, will shove off for Paris next week as an Information Specialist with the Army. He lived in Paris for 14 years.

★ ★ ★

● ● ● **DARRYL ZANUCK:** Mrs. Imogene Stevens, the Texas trigger-woman, has two movie outfits bidding for her if she is freed of the murder rap which comes up for trial soon! . . . **JOHN HEWLETT:** Viewtone Co. promises to come out with "hundreds of thousands" of television sets for the "average man"—a small table model (4½ x 6½ screen) scaled at \$100 . . . **GEO. WOLF:** Your "Radio Reporter" script last week which you did with Dick McDonagh on "How To Write For Radio" was so sensash that the OWI grabbed it as a text copy! . . . **LEE SHUBERT:** Lunt and Fontanne, worn from their European travels, have gone to their country home until December! . . . **ANN SOTHERN:** "Maisie" switches to Wednesdays at 10:30 p.m. for three weeks starting Aug. 22nd, after which you get a regular 9:30 spot on the same nite for the remainder of the run! . . . **GINNY SIMMS:** Your new orchestra conductor when you debut on CBS Sept. 28th will be Frank DeVol, stickwaver for Vallee last season! . . . **STAN SHAW:** Many of the telegrams you receive for record requests come from press agents who request their clients, natch! . . . **BOB BURNS:** What's the inside on your reported tiff with your sponsor? . . . **BILL GARGAN:** Damon Runyan would like you for the lead in that radio series based on his stories . . . **DR. KROEGER:** The telegram you and your Chicago colleagues sent to Mutual protesting the announced hypnotism series because of your research in that field resulted in an immediate cancellation of the program.

CHICAGO

By BILL IRVIN

NORTHWESTERN University re-viewing stand, WGN-originated Sunday morning Mutual network discussion program, will move to the West Coast for three broadcasts in September. It will be the first time in the ten-year history of the educational series that any program has originated outside the Middle West. Myrtle Stahl, educational director of WGN, plans to arrive in San Francisco where the first broadcast will originate in the studios of KFRC, on Sept. 2, a week in advance of that date to handle special arrangements for the program. A panel composed of Henry Kaiser, shipbuilder and industrialist; Gov. Earl Warren of California, and Paul Raver, administrator of the Booneville Dam project, will discuss "Should Industry Move West?" On Sept. 9 and 16 the program will come from the studios of KHJ in Los Angeles, when "Our Stake in the Pacific" and "The Propaganda Role of Motion Pictures" will be discussed. Normally heard at 10:30 a.m., CWT, on Sundays, the West Coast broadcasts have been scheduled by the Don Lee network for special night time periods, 8 to 8:30 p.m., PWT.

Jewel Tea Co., Barrington, Ill., has renewed its sponsorship of Paul Gibson on WBBM.

ON THE BOARDWALK



IT'S WFPG 10 TO 1!

A recent certified poll* reveals that Boardwalk radios in Atlantic City are tuned to WFPG 10 to 1!

Atlantic City is the mecca of millions . . . ALL YEAR ROUND from ALL OVER the country. Reach a cross-section of America through WFPG, New Jersey's only American Broadcasting Company station.

For further details on the Friendly Group, contact Spot Sales—New York, Chicago, San Francisco, Los Angeles.

* Consumer Research and Survey Poll

Station WFPG 90%
Station "A" 9%
Outside Stations 1%



WSTV Steubenville, O. • WFPG Atlantic City, N. J.

WJPA Washington, Pa. • WKNY Kingston, N. Y.

Radar Importance In War And Peace Revealed By Gen. Sarnoff And Philco

(Continued from Page 1)

...iles away, according to Philco," the article said, "and not only locates the target but tells exactly where in flight the plane must drop its bomb and to score a direct hit."

Brig. Gen. David Sarnoff, president of the Radio Corporation of America, said that radar would provide accurate "fixes" for trans-oceanic navigation when weather conditions prevented other methods, and "Landings at airports in heavy weather will be greatly simplified by future developments in radar."

According to Laurence K. Marshall, president of the Raytheon Manufacturing Company, his concern is specialized in producing micro-wave tubes essential to radar search gear. The Raytheon firm installed radar on the U. S. S. Augusta which carried President Roosevelt and President Truman on conference trips.

Contributions to radar by the General Electric Company were concentrated on navigation equipment for ships on the high seas or lakes, simplifying procedure regardless of weather conditions, by means of a screen which reflects obstacles in the path of the vessel.

The Bell Telephone Laboratories and its manufacturing branch, the Western Electric Company, stated during the past few days that through June 1945, they had produced more than 52,390 radar sets of sixty-four different types, valued at more than \$800,000,000. These firms made known that they had "substantially full responsibility for development and production of radars for Navy ship gunfire control," according to a statement by Walter S. Gifford, president of the American Telephone and Telegraph Company.

OWI Releases Bulletin

Partial lifting of the radar censorship ban by the American and British Governments has made it possible at this time for broadcasters to get a clear picture of one of the most closely guarded secrets of the war—the science and development of "radio detection and ranging."

In booklets prepared and issued jointly by the Office of War Information and the British Information Services, the history of radar and its

development as a powerful weapon of war and its subsequent application to a peacetime economy is outlined with the object of supplying the public with its phases of scientific research and its value as experienced in the past half decade.

"The biggest influence radar will have after the war is indirect," the OWI booklet points out. "The thousands of man-years which have gone into the improvement of the detailed components which make up a radar set—many of these components being identical with those of a radio set or television set, or hearing aid, or other electronic device—have made obsolete many of our prewar ideas about what could and could not be done in electronics."

Television Treated

Radar has made electronics one of America's major industries, the booklet points out, one "now comparable in size to the prewar automobile industry." Through its enormous laboratories, it adds, radar can be expected to find innumerable applications in a wide variety of fields.

"If television is still around the corner after the war," the OWI publication declares, "nothing but economic factors, not technical ones, will have kept it there. Communication, especially radio communication, will have a tremendous flowering based largely on the opening up of the microwave field."

"Individual radio communication is even beginning to appear a practical matter, subject to certain limitations. The number of men who have been trained in the techniques of radar operation and maintenance by the Army and Navy is colossal; we can expect these men, in large part, to make feasible the greatly expanded use of electronic equipment of all

kinds, because of their preparation to enter the industry or to set up in the parts and repair business.

"Altogether, it is fair to say that radar, as radar, will have a mild immediate beneficial effect on all our lives, by making it safer to travel by sea or by air. But the impact on electronics generally of techniques developed during the war because of radar will have profound and far-reaching effects on the shape of our daily life."

Raytheon Helped On Bomb

With approval of the War Department, Raytheon Manufacturing Company of Waltham, Mass., is authorized to state that it has been associated with the "Manhattan" project and has contributed to the development of the atomic bomb.

Navy Pays Tribute To Radio's War Role

(Continued from Page 1)

cially under the OWI allocation plan) has been largely responsible for the success of all Navy recruiting jobs. Recruitment of Waves, Aerial Gunners, nurses and even of binoculars can be attributed in major part to radio. I don't believe there is a radio program in the country which hasn't cooperated with us at some time on some phase of Navy activity.

"We have especially appreciated the turning over of complete shows to Navy programs which gained the finest writing, acting, and musical talents, and the high audience ratings of popular scheduled commercial programs—with the sponsor footing the bill. I feel that what I have said is altogether inadequate to express our appreciation for the invaluable help of the nation's commercial broadcasters."

KNOW-HOW shows how in Western North Carolina

The first exhaustive survey of radio listening in Western North Carolina was made by Industrial Surveys Company. WWNC is the first station of its size and the first outside of a metropolitan market to subscribe to a listener diary study. This study represents reports covering a greater percentage of radio homes than in any other market so measured. It includes those in all 12 counties in the WWNC daytime primary (and roughly the night-time primary and secondary) area.

FIRST ALL WEEK

Throughout the WEEK one Western North Carolina station leads all competition. WWNC has a 7-day average MORNING rating more than four times that of the second-rating station; an AFTERNOON average better than 2½-to-1; an EVENING average better than 2½-to-1.

More, WWNC commands virtually half the total audience morning, afternoon and evening.

WWNC



570 KC Serving Western North Carolina from ASHEVILLE

Don S. Elias, Executive Director

Represented by the Katz Agency

WHO SAID INFLATION?
W-I-N-D delivers
79%
MORE
daytime audience
PER DOLLAR
IN 1945 than in 1943

Based on C. E. Hooper continuing Measurement of Radio Listening, February-April, 1943 and 1945.

W-I-N-D
 5000 WATTS *Chicago* 560 KC.

You are in GOOD COMPANY when you advertise in . .

KMPC
 LOS ANGELES
 710 Kc.-10000 WATTS
 THE WEST'S GREATEST INDEPENDENT
 NATIONAL SALES REPRESENTATIVE • PAUL H. RAYMER COMPANY

Webs Will Be Present At Japan's Surrender

(Continued from Page 1)

War Mobilization and Reconversion following the peace.

For the most part, networks returned to commercial program schedules, interrupting whenever necessary with news bulletins and messages from important personages on the reaction following victory. Similar schedules were expected to be maintained during Thursday and Friday.

Mutual on Wednesday morning aired Admiral Leahy's message and followed later in the day with Byron Price's talk on censorship, and King George's speech. George Bernard Shaw was heard on a recorded interview with Kathryn Cravens, MBS correspondent in London. In the evening the network carried Reconversion Director Snyder's talk, with the remainder of air time devoted to commercial programs.

CBS offered special news programs throughout the day, the British Monarch in the afternoon, and the Washington report on Reconversion at 7:30 p.m., EWT. On the day of the actual signing of the surrender document, CBS plans to air special victory programs, including "Citation to the American people," "My Coun-

Athletes Discuss Future On Bill Stern's Program

Eleven sports "greats" were heard last night on Bill Stern's sports program over NBC from 8-8:30 p.m. Discussing the post-war future of athletic progress, generally, were "Happy" Chandler, Elmer Layden, Col. Matt Wynn, Gene Sarazen, Bobby Jones, Joe Louis, Commdr. Jack Dempsey, Dan Ferris, Babe Ruth, Bing Crosby and Bill Tilden.

WTAG V-J Day Coverage

Worcester blew the lid off Tuesday night and within minutes of the official word from the White House that the war was over, WTAG began coverage of local reaction as madly cheering crowds began to celebrate. All commercial programs and announcements were cancelled by Managing Director E. E. Hill for an indeterminate period.

try," and "Pearl Harbor to Tokyo." Actual program times and details are awaiting further data on the surrender ceremonies.

American aired the King of England's speech from 4:00-4:10 p.m., EWT, the Reconversion broadcast in the evening, and filled in commercial programs with news bulletins throughout the day.

Leaders Will Explain Works Of Social Security

Paul V. McNutt, Federal Security Administrator, and Arthur J. Altmeyer, chairman of the Social Security Board, will explain how Social Security and Federal state aid will facilitate individual adjustment from war to peace, in a joint address over WTOP, CBS, Washington, Monday August 13th. The program will be heard over WABC, New York from 7:00-7:15 EWT. The broadcast marks a decade since the Social Security Act was put into operation on August 14, 1935.

Exclusive!
CUBS '45
BASEBALL
W-I-N-D
CHICAGO
560 Kc. 5000 WATTS

Want A Test Market

WBOC Has the Answer!

1944 Per Capita Retail Sales:

WBOC's Market \$72
 National 54
 Per capita sales in largest city of WBOC's Primary Area were \$1,813 — more than three times the national rate.

1944 Effective Buying Income:

WBOC's Market \$1,19
 National 1,16

1944 Gross Cash Income Per Farm

WBOC Area \$5,67
 National 3,48

POST-WAR IN THIS AREA MEANS HIGHER INCOME AND GREATER PER CAPITA BUYING!

Wire or write for coverage map, market data, availabilities, etc.



WBOC

Radio Park, Salisbury, Md.

JOHN W. DOWNING, Pres.
CHARLES J. TRUITT, Mgr.

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

RICHMOND
COVERAGE
 AT
PETERSBURG
RATES
 WIRE or WRITE
WSSV
 Petersburg, Virginia

BOBBY SHERWOOD
 records for
LANG-WORTH



KCMC
TEXARKANA
U.S.A.
 • AMERICAN
 • MUTUAL
 1230 Kc.

A Major Distributing Point for the States Market

KCMC is the only Radio outlet in the vast Texarkana market. For information and availabilities, write or wire Frank O. Myers, Manager, KCMC, Texarkana, U. S. A.

Retail trade territory comprises an area with radius of 50 miles in four states; population 331,420. KCMC coverage extends far beyond this territory.

Wholesale trade area covers radius of 75 miles; population 416,267 (1940 census).

Price Praises Radio As Censorship Ends

(Continued from Page 1)

standardize the future of the nation. It is the duty of every citizen, in the interest of national safety, to keep all discussions of this subject within the limits of information disclosed in official releases."

Price's Statement

Director Price paid glowing tribute to radio and the press in his bulletin to broadcasters and editors. In it, he said:

"It gives me great pleasure to inform you that effective at once voluntary censorship is ended and the burden and its attendant cautions entirely cancelled.

"During the long, trying years since Pearl Harbor you have written a bright page in the history of free enterprise. No one will dare question, hereafter, that your patriotism and patient cooperation have contributed greatly to the glorious vic-

"You deserve, and you have, the thanks and appreciation of your Government. And my own gratitude is that of my colleagues in the unpleasant task of administering censorship is beyond words or limit."

"In an address over the radio, Mr. Price spoke of the preservation of freedom of expression, an 'American heritage' handed down from one generation to another, asserting:

"If the war had cost us this freedom, or any measure of it, the victory would be a victory in name only. As it is the radio and the press throughout the United States are assured of emerging from the present crisis as free as they were before the Japanese assault on Pearl Harbor.

Self-Imposition Laudable

"During the intervening three years and eight months both broadcasters and editors have voluntarily withheld information which would have aided the Germans and the Japanese

Ave Maria Hour

WMCA — Sunday — 6:30

For 10 years the number one religious drama of the Americas.

IT'S A DONALD PETERSON PRODUCTION

Chicago's
ONLY
24 HOUR
STATION
W-I-N-D
 560 Kc. 5000 WATTS

Westinghouse Asks Portable Experimental

(Continued from Page 1)

the use to which the equipment would be put. In explanation of the program which Westinghouse announced Thursday with an elaborate "send-off" and which involved placing of antennae and transmitter in airplanes flying 30,000 feet above the earth, FCC had only following information;

"The applicant has a program of research and development which cannot be successfully carried on under any of the classes of broadcast stations already allocated other than developmental. Westinghouse has devised a new method of broadcast transmission which is applicable to all methods of high frequency broadcasting, including aural broadcasting, television, facsimile and relay. The feasibility of this new system has been worked out and proven in part and it is now necessary to carry on further development under actual operating conditions."

to defeat us; but even these restraints—self-imposed and loyally upheld—were removed today when the Office of Censorship ceased performing all its wartime activities.

"The record, as I have just informed broadcasters and editors in a special message of gratitude, is a bright page in the history of free enterprise.

"Its success was climaxed only last week with President Truman's announcement that an atomic bomb had been dropped over a Japanese military center. The event was a complete surprise to the enemy for American radio stations, newspapers, magazines, and all other publications, and newsreels had cooperated in preventing premature disclosure."

West Coast Monitors Focal Point For News

(Continued from Page 1)

anese people. During this period all network and several independent stations here were on a 24-hour alert to catch every word of information emanating from Domei or the Pacific area and as it came in it was immediately put on the air for the eagerly waiting world.

With the actual official surrender all network stations swung into action to give the local color on network roundups and also to pipe in reports from Pacific correspondents at Manila, Pearl Harbor, Guam, Okinawa, Australia, the Third Fleet, etc. With the ending of hostilities the radio industry can write another brilliant chapter in their records of service to the peoples of our nation and the world. KGO - American, KPO - NBC; KFRC - Mutual; KQW - Columbia and the OWI and FCC are still following the Pacific surrender and occupation developments and this city's radio listening posts will continue to be the focal point of interest for some time to come.

Jay For Reed At WNYC

Cyril Jay, formerly on the announcing staff of WNBC, Binghamton, N. Y., has been appointed to replace Howard Reed at WNYC. Reed recently entered the armed forces of the nation.

SALESMAN WANTED

Real opportunity for experienced man who knows how to sell retail accounts. Call Jack Compter, PL 3-4204, radio station WHOM.

PRINCETON UNIVERSITY
*** PRECEPTORIAL OF THE AIR**
Conducted by
Princeton University Professors
Emanating from
Woodrow Wilson's former office
at Princeton University
BEGINNING NEXT SUNDAY at 2:00 P. M.
 A New Weekly Feature On
W PAT
93 ON YOUR DIAL
 *PRECEPTORIAL— A Type of Forum Discussion Inaugurated at Princeton by Woodrow Wilson.

REACH THESE 2 PROFITABLE MARKETS..

WEST
EASTON
PENNSYLVANIA
 Phillipsburg, New Jersey

WAZL
HAZLETON
PENNSYLVANIA

NBC
MUTUAL

Represented by
RADIO
ADVERTISING
COMPANY

COAST-TO-COAST

— OHIO —

COLUMBUS—Howard A. Donahoe has taken over supervision of promotion, publicity and merchandising at WCOL, in addition to being program director. **CLEVELAND**—Robert S. DeTchon has become sales manager of WHK. **CINCINNATI**—Minabelle Abbott recently celebrated her sixth anniversary as postmistress of the WLW Saturday a.m. "Mailbag Club," program for shut-ins. **DAYTON**—Stanley G. House is the new publicity director at WHIO. . . . WHIO has its new mobile unit set up 24 hours daily at the county fairs this year, with daily broadcasts the order of the day.

— OREGON —

PORTLAND — KGW's shortage of actors has been considerably alleviated by the return of Ted Hallock, erstwhile Captain of the Army Air Corps. His first assignment was a commitment to "double" . . . Merrill Meade, former Florida newspaper man, has joined the staff of KGW as night news editor. . . . Marjory Allingham of the KGW staff has been notified she was granted the Pan-Hellenic scholarship for her junior year at the University of Oregon.

— PENNSYLVANIA —

PHILADELPHIA—Zella Drake Harper, WIBG woman's program conductor, celebrated her 13th anniversary on the air last Monday. . . . Joe Frassetto will again lead the orchestra for the Atlantic City Beauty pageant. **PITTSBURGH**—Vickey Corey, scribe for KDKA and editor of the

"NAB Beam," will resume teaching at the University of Pittsburgh this Fall. . . . Carlton Ide, formerly with WBZ before entering the service, has been selected as the regular news reporter on KDKA for Duquesne Light Company.

— WASHINGTON —

YAKIMA — New advertisers on KIT include A. G. Homann, Sunnyside contractor, who built the homes he sells over KIT for the Richland Project, one of the atomic bomb "homes." KIT reports being first on the spot for interviews from the project, handled by John Roberts, news editor; Clarence Lemming, announcer, and H. B. Murphy, chief engineer.

— NEW JERSEY —

ATLANTIC CITY—WFPG has inaugurated a new series to be heard thrice weekly from 7:45 to 8 p.m. titled "Your Opinion." Program features man-in-the-street interviews by Joe David and Jimmie Grohman, who will ask questions of national and local interest from a spot on the boardwalk directly in front of the Steel Pier. **PATERSON**—WPAT's Adele Hunt has been requested by local women's groups to help them organize clubs bearing the same title as her program, "Hunt For Happiness."

Worcester's Top 28 NIGHT TIME Network Programs

ALL on WTAG

Thanks to the Yanks 32.2

Hooper Survey Dec. '44—Apr. '45

WTAG

WORCESTER

WDOD

SINCE 1925*

THE BEGINNING OF RADIO IN CHATTANOOGA

CBS

doing the

5,000 WATTS DAY AND NIGHT best job in Chattanooga

PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

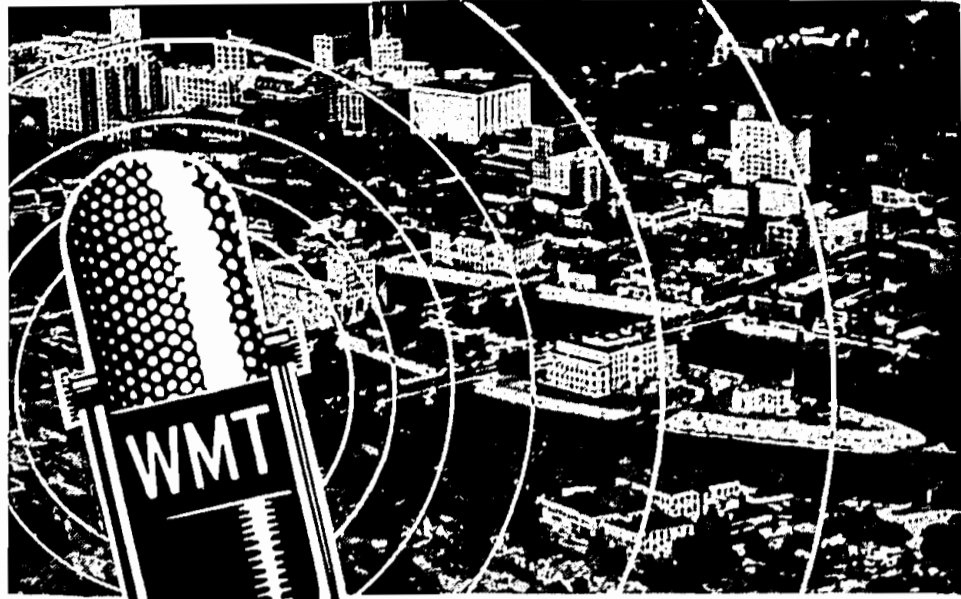
First in Chattanooga

Exclusive!

WIBG
990 ON YOUR DIAL

Athletics and Phillie's HOME GAMES

PHILADELPHIA



The *Only* CBS Station Within a 110 mi. radius of Cedar Rapids

WMT only . . . and only WMT brings those good, good CBS programs to the 1,131,782* folks inside our 2.5 mv. line! This is the largest population reached by any station in Iowa. They get the best network shows at Iowa's best frequency — 600 KC with 5000 watts!

*(1940 census — imagine what it is now!)

WMT
WATERLOO
5000 WATTS - DAY and NIGHT - 600 KC
BASIC COLUMBIA NETWORK

Represented by KATZ AGENCY

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 34

NEW YORK, N. Y., MONDAY, AUGUST 20, 1945

TEN CENTS

FMBI Continues As Entity

LONDON

... A Visit with BBC
By JACK ALICOATE
Publisher, Radio Daily

UP bright and early for a steaming hot breakfast of porridge and kippers, then to roll call and our caravan of cars for today we are the guests of the British Broadcasting Corporation.... On our way to headquarters we pass famous London landmarks, Queens Hall, Marble Arch, Trafalgar Square and Regent Street, again having an opportunity to see the terrific havoc caused by the blitz. Whole blocks have been entirely obliterated.... Promptly at nine we arrive at Broadcast House, the headquarters of BBC located directly off Oxford Circus.... Here we are enthusiastically greeted by the Director General, W. J. Haley and have the pleasure of meeting many other important BBCites including their noted chief engineer, E. G. Chadder and the director of their North American service, J. W. MacAlpine.

NO history of the glorious war record of Britain would be complete without including the drama and tragedy of Broadcast House through both the dark and brighter days of the war.... Here is the studio still in operation in which a bomb dropped during a broadcast killing seven... We inspected their post-war equipment now in the making.... Most interesting perhaps is a pictorial history of BBC activity from the start of the war to V-E Day.... It covers the walls of an entire studio and its story is one of daring ingenuity, courage and sacrifice.... Radio here at BBC played its compellingly important part in winning the war just as it did in the United States.... Another quick auto jump for inspection of BBC operational headquarters lo-

(Continued on Page 2)

Pedagogue

Pittsburgh — KDKA, in co-operation with the Pittsburgh public and parochial schools, this Fall will inaugurate a Monday thru-Friday series of educational programs especially designed to supplement textbook instruction. The programs will be synchronized with, and aligned to, certain academic courses pursued by the students.

Postponed

Washington — The FCC hearing on the proposed sale of WINS, New York, to Crosley Radio — now owned by the Aviation Corp. — was postponed on Friday from August 20 to September 19 on motion of the Commission. The sale contract calls for \$1,300,000, plus \$400,000 in time in 10 years to Hearst Radio, present owner of the station.

Philco Buys Portion Of Don McNeill Show

Sale of the Don McNeill "Breakfast Club" show to Philco Company for sponsorship during a 15 minute period of its full hour morning show on the American network was reported the past weekend.

Philco, through the Hutchins agency, purchased the 15 minute period from 9:45 to 10 a.m., EWT, Monday to Saturday inclusive, starting September 3, with Swift and Company continuing sponsorship of the period from 9:30 to 9:45 a.m. The show will originate

(Continued on Page 4)

Hearing On "ABC" Case Continued Until Sept. 3

Hearing on the petition of the Associated Broadcasting Corporation against the American Broadcasting Company seeking a temporary and permanent injunction against the use of "ABC" by American was con-

(Continued on Page 2)

Rejects Offer Of Membership By NAB; Votes To Handle Alone Problems Of NAB Scope And Nature

OWI Urges Industry To Continue Radio Aid

Appealing to agencies, sponsors and broadcasters to continue their support of the OWI allocation plan despite the surrender of Japan, George P. Ludlam, chief of the OWI radio bureau, Friday sent a telegram to the industry. In the message Ludlam paid tribute to the loyal support of radio during the war and stressed the urgent need of continuance of the assistance given.

The OWI message follows: "Your
(Continued on Page 6)

Hollywood Stars Plan Red Cross Program Series

Los Angeles—Participation of Hollywood stars in a series of 28 transcribed radio programs to highlight this year's Red Cross drive was set by the Hollywood Victory Committee,

(Continued on Page 6)

WWDC Will Originate First Associated Program

Associated Broadcasting Corporation's initial broadcast will originate from station WWDC, Washington, D. C., Sunday, Sept. 16th, at 2:00 p.m.,

(Continued on Page 6)

Washington Bureau, RADIO DAILY

Washington — FM Broadcasters, Inc., will continue their own organization separate and distinct from the NAB, the directors of FMBI decided last week. President Walter Damm, who was re-elected, wrote this decision to NAB President J. Harold Ryan, who had on August 9 invited FMBI to merge itself within the NAB.

The FMBI board elected Wayne Coy of the Washington Post to serve

(Continued on Page 6)

Webs Name Analysts To Cover Surrender

Plans for the coverage of the Japanese surrender conference in Manila by the four major networks are under way, with correspondents being assigned from various sections of the Pacific theatre or being dispatched from the U. S. specifically for that purpose, radio officials announced over the week-end.

Columbia Broadcasting System will

(Continued on Page 4)

"Treasury Salutes" Will Be Continued

Washington Bureau, RADIO DAILY
Washington — With the emphasis upon "human reconversion" the Treasury Salutes, quarter-hour discs for local sponsorship widely used by

(Continued on Page 7)

* THE WEEK IN RADIO *

V-J Day Coverage

By MILDRED O'NEILL

RADIO, weary from a week of round-the-clock service, took stock of its accomplishments the past week-end with the conclusion that the industry had done a creditable job of keeping the public informed of the Japanese surrender terms and the final V-J Day announcement on last Tuesday night.

From the time of the original surrender to the final confirmation of Japan's acceptance of the Potsdam

terms radio was constantly on the alert. Networks and stations throughout the country went back to 24-hour service and this remained in effect until President Truman's statement Tuesday night confirming Victory.

Fake surrender flash of Sunday by UP gave radio a few bad hours during which it was kept busy dispelling the erroneous peace report.

Following President Truman's an-

(Continued on Page 6)

Ringside

San Francisco — KYA gave an exclusive on-the-scene broadcast of the tumultuous riot that took place here on V-J Day. The fracas started just a short distance from the station's studio. A microphone was hung out the window and KYA commentators gave a running eyewitness report as crowds of sailors smashed windows and looted stores for over an hour on Market St.



Vol. 32 No. 34 Mon., Aug. 20, 1945 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. Mercer...

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

FINANCIAL

(Friday, August 17)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Am. Tel. & Tel., CBS A, CBS B, etc.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists various items like Nat. Union Radio, Du Mont Lab., etc.

Edwards Subbing For Baker

Ralph Edwards, conductor of "Truth or Consequences," will substitute for Phil Baker on the latter's "Take It or Leave It" program next Sunday over CBS.

20 YEARS AGO TODAY

(August 20, 1925)

The Washington Square Players have been conducting experiments in the development of radio voice technique in co-operation with members of the scientific staff of the University.

Connect in Connecticut

WDRG logo with text: HARTFORD, CONNECTICUT WDRG - FM

LONDON ... A Visit with BBC (Continued from Page 1)

ated in a former department store building on Oxford Street... Here all services to the U. S. are beamed as well as the British Commonwealth.

IT'S now high noon and we are comfortably seated in our cars for the nearly two hour drive to Caversham for a tour of the extensive and comprehensive BBC monitoring service... Our route takes us out through Shepherds Bush, Maidenhead, along the Thames and near Oxford for a close hand picture of the quaint and delightful English countryside...

end a great day... We are all tired for we have been at its since early morning... It's nearly 10 and the speeches have not started... We have just heard the finest after dinner talk since we left Washington...

SMALL TALK: There are no FM sets in operation in Britain and television is static... One of the few times an American was censored and cut off the air at BBC was when Ambassador Winant inadvertently mentioned the weather...

Hearing On "ABC" Case Continued Until Sept. 3

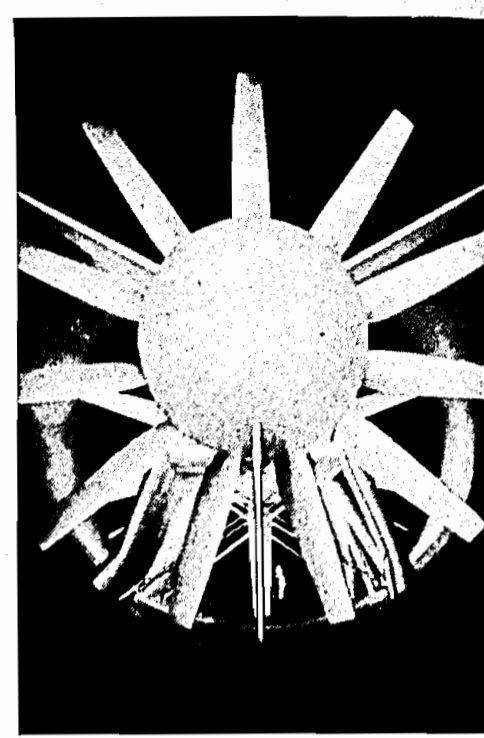
(Continued from Page 1) tinued in Federal Court at Grand Rapids, Mich., until September 3. The court, in the meantime, granted the American time to file a brief in defense of their use of the "ABC" trade identification.

Arrau On Dorsey Show

Claudio Arrau, pianist, was guest of Tommy Dorsey on the "RCA Show" over NBC Web Sunday at 4:30 p.m.



"WFDF Flint says many of the boys haven't seen a white girl in months."



Makes 600 mile gale

Two sets of fans, as shown in this photograph, force air through the test section of a wind tunnel at Moffett Field, California. They develop a gale of 600 miles per hour... speed almost equal to a bullet.

It's far from being the largest test chamber... but it has the highest velocity for a tunnel of this size.

Not the largest, it says... but man, how it produces! And we're using this story because there's a parallel in it for radio station W-I-T-H in Baltimore.

We're not the biggest, either. But this successful independent produces more listeners-per-dollar-spent than any other station in town.

It will pay you to take a look at the facts. Remember... it's W-I-T-H, the independent in Baltimore.

Coverage ... in Philadelphia advertisement for WDAS, featuring a logo with a radio tower and city skyline.

W-I-T-H IN BALTIMORE advertisement featuring a stylized face logo and contact information for Tom Tinsley.

THE radio stations of

the country have been face to face with tremendous responsibility during the past war years. They are to be complimented on the service they performed. AP radio is glad to have been a part. Its coverage of World War II speaks for itself. But the task is not finished. Now another responsibility faces all of us in radio. News is constant. This is no time to relax.

AP NEWS FOR RADIO

Webs Name Analysts To Cover Surrender

(Continued from Page 1)

be represented at the Japanese surrender by John Adams or Bill Downs, veteran correspondents now in the Pacific area. Downs landed with the British Army on D-Day working with them during the offensive. He won the Headliners Club Award for his work on the German surrender at Hamburg. Previous to his Pacific assignment Adams represented CBS in South American countries from headquarters in Rio de Janeiro. Recently he has been on Guam, Guadalcanal and in the Philippines.

Merrill Mueller, head of the NBC Manila staff of correspondents, is expected to represent the network at General MacArthur's historic meeting. Mueller has a wide and impressive background in the Pacific and European theater, having worked with General Eisenhower's radio division.

American's plans at the moment provide for coverage of the occasion by David Brent, who has been in the Philippines as a newspaperman since 1922 and was interned by the Japanese in Santo Tomas prison, and Jack Hooley, Pacific Coast staff correspondent who has been on Guam and other Pacific islands. Additions or substitutions to this staff may be made before the meeting of the American and Japanese authorities.

Don Bell, Bob Brumby and Charles Minor will be on hand for the Mutual Broadcasting System, each a seasoned and competent correspondent. Bell, imprisoned by the Japanese after the fall of Manila, was known as "The Voice of Manila" during the early part of the war.



Notes From An Aisle Seat . . . !

● ● ● Trade speculating on the "mass" resignation of those four execs. (the backbone of the Drene acc't) at H. W. Kastor. Question being kicked around is whether this will be another Doherty, Clifford and Sheffield proposition and whether Kastor will be able to hold on to the P & G account. Latter has already come out with a statement that they will remain with Kastor, but insiders are skeptical. . . . "Perry Mason" show going from Pedlar & Ryan to Dancer-Fitzgerald-Sample. Same sponsor but a different product. . . . Helen Hayes' opener Sept. 8th will be "Madame Curie." Top playwrights, incidentally, have promised to write originals for the series. . . . Film companies planning Technicolor newsreels as their number one post-war project. . . . Ham Nelson, Bette Davis' ex, back in town after two years in the Pacific. . . . Lew Parker-Edelbrew show switching from WOR to WJZ in Oct. . . . Latest racket around town is that of groups of fly-by-nighters who solicit typewriters and office appliances to repair, take the stuff from your office, sell it and then disappear. . . . Tim Markisms: If you bought a cow and two ducks, what would you have? Milk and quackers. Also this: Many men smoke but Fu Manchu.

★ ★ ★

● ● ● The industry welcomes back into the fold two of its outstanding musical directors—Meredith Willson and Harry Salter—after three years in service. Willson was head of music for the Armed Forces Network and Salter was Chief of Music Production Section of the War Dep't. Both contributed heavily toward keeping up morale among the fighting men and reflected great credit upon the industry they represented. Not only did Harry Salter supervise the music for radio units and Signal Corps films, he also demonstrated his creative ability by coming up with one of the outstanding morale ideas of the war—the Army-Navy Hit Kit which distributed the nation's top tunes to the GIs everywhere.

★ ★ ★

● ● ● Mrs. FDR has okay'd a dramatic show submitted by Frank Cooper and will go on the air in the Fall as narrator. . . . Cooper has also set three writers with shows: Will Glickman for the new Cornelia Otis Skinner airer—Jay Sommers with Joan Davis—and Della West Dickey for P & G's "Woman of America" . . . Al Hauser out of the army and back handling Taft Hotel and Vincent Lopez. . . . The Bayne-Zussman office, which put over the original "Swoonatra" campaign on Frankie, have sold the title of Les Brown's hit tune, "Sentimental Journey," to 20th-Century as title and theme for Maureen O'Hara's next film. . . . Leon Gonzales on CBS' "Time to Remember" Aug. 21st. . . . Most radio thespians point toward getting a solid role in the theater. Gil Mack, after nine months in the hit show, "Bell for Adano," finds he prefers radio's quick-shifting scene so is back in radio again with both feet. . . . New shakeup due at Biow Agency, we hear. . . . The Fitzgeralds will get the latest lowdown on hay fever sufferers when they interview Sid Ascher Thursday afternoon. . . . It's a boy at the Zeke Manners.

★ ★ ★

● ● ● Radiokays: Steve Ellis' nitely sports chats via WMCA. . . . Evelyn doing "Begin the Beguine" with Phil Spitalny's conglomeration at the Paramount. Louie Sobol dubbed 'em "troubadables" . . . "Washington Story," edited and produced by Cecil Carnes, former World-Telly scribe, Sat. Evening Post war correspondent and author of eight tomes, latest of which is "Secret Mission Submarine" . . . Shirley Eder's lively pinch-hitting for Dor. Kilgallen on Mutual's "Leave It To The Girls." (It'll be rebroadcast locally Tues. ayem) . . . Kay Armen for accepting a last-minute invitation to entertain at the Brooklyn Army Base (when one of the regulars became ill) and for her superb performance. . . . Dick Sanville, CBS director, for giving so many newcomers to radio a break—and the Kraft Music Hall for booking so many Negro personalities.

Philco Buys Portion Of Don McNeill Show

(Continued from Page 1)

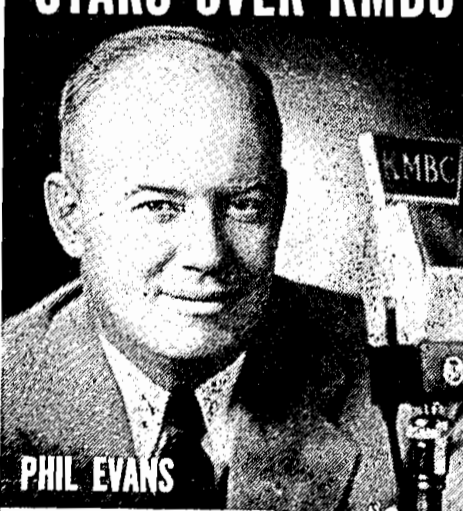
nate in Chicago with possibilities of McNeill moving to New York later.

It is anticipated that the American will also make available for sponsorship the first half hour of the "Breakfast Club" show which heretofore has been sustaining.

WFIL Sustaining Program Gets Commercial Sponsor


Philadelphia—Sale of "This Week in Philadelphia," sustaining show on WFIL for the past two years, to the Crawford Clothes Company for commercial sponsorship on a 52 weeks basis was announced Friday by Roger W. Clipp, president and general manager of WFIL. Program is a half-hour show highlighting the events of the week in Philadelphia. Show is produced in "March of Time" fashion using recordings of Philadelphia events with live dramatic sequences. John Scheier narrates the show which is produced by Howard Schreiber and Ruth Fox of the special events department.

STARS OVER KMBC



PHIL EVANS

Like all KMBC personalities, Phil Evans is nationally publicized and nationally known! Phil, as KMBC farm editor, is heard three times daily from "KMBC Service Farms". Hitch your advertising to a "Star" by phoning Free & Peters, Inc.



KMBC
OF KANSAS CITY

SINCE 1928 BASIC CBS STATION for MISSOURI and KANSAS

BALTIMORE'S
Listening Habit

W C B M

MUTUAL BROADCASTING SYSTEM

JOHN ELMER GEORGE H. ROEDER
President General Manager

FREE & PETERS, Inc.
Exclusive National Representatives



World's First Station Celebrates 25th Birthday

A quarter-century ago, commercial* radio broadcasting began. On August 20, 1920, the "billion year silence of the ether" was broken by WWJ, originally 8MK, The Detroit News radio station.

Many broadcasting "firsts" followed.

WWJ was America's first commercial radio station to broadcast daily programs. First to broadcast election returns. First to broadcast World Series results. First to broadcast a complete symphony concert. First to organize a broadcasting orchestra.

Throughout 25 years of existence, WWJ has maintained its leadership in public service, entertainment and ethical responsibility. Recently, it demonstrated its initiative by becoming the first station to ban transcribed announcements and transcribed singing commercials. And immediately after Pearl Harbor it eliminated middle commercials from newscasts.

Looking ahead, WWJ established a Frequency Modulation station—WENA—which has been in constant daily operation since May 9, 1941. Ten

months ago an application was filed with the Federal Communications Commission for permission to construct a Television station.

The pioneering spirit which actuated the establishment of America's first commercial broadcasting station lives and thrives at WWJ after 25 years of broadcasting in the "public interest, convenience and necessity."

*WWJ acknowledges the pioneering research efforts of such scientists as Dr. Lee de Forest, Dr. Frank Conrad and others operating under experimental and amateur licenses.

NBC BASIC NETWORK
Associate FM Station WENA
Television C. P. Pending

WWJ

OWNED AND OPERATED BY
THE DETROIT NEWS
THE HOME NEWSPAPER
950 KILOCYCLES—5000 WATTS

THE GEORGE P. HOLLINGBERY COMPANY, National Representatives

THE WEEK IN RADIO

V-J Day Coverage

(Continued from Page 1)

nouncement, the next day Byron Price, Director of Censorship, stated that the end of radio and press censorship would end immediately and that the agency would be liquidated in 30 days.

WPB authorized the manufacture of home radio sets and equipment by six companies on a "spot" basis, controlled by the availability of material.

It was revealed that each of the four networks will have a staff correspondent with General MacArthur when the Japanese surrender document is signed. News services and newsreels will also have their representatives at the signing.

Associated Broadcasting Corporation of Grand Rapids, Michigan filed a petition in Federal Court for a temporary and permanent injunction against the American Broadcasting Company in the use of the letters "ABC." This came as a sequel to the use by American of "ABC" in both advertising and network announcements.

The Raytheon Company applied for permission to construct an experimental television station in the Chicago area, with five kilowatt power, for the purpose of wide-band color television.

Brig. Gen. David Sarnoff, president of RCA, expressed the opinion that radar would provide accurate "fixes" for trans-oceanic navigation when weather conditions prevented other methods and will greatly simplify through future development "landings" at airports.

WWDC Will Originate First Associated Program

(Continued from Page 1)

EWT, and not from WMCA in New York as previously announced in RADIO DAILY.

The program features, as noted, Elmer Davis, chief of the OWI; the Speaker of the House, the Chief Justice of the Supreme Court. Music will be offered by male and female service groups.

Merryman Adv. Club Speaker

Philip Merryman, NBC director of facilities development and special assignments, will deliver an address tomorrow before the St. Louis Advertising Club on the subject "Television: Dollars and Cents for the Advertiser." He will speak under the sponsorship of KSD, NBC affiliate in S. Louis.

SALESMAN WANTED

Real opportunity for experienced man who knows how to sell retail accounts. Call Jack Compter, PL 3-4204, radio station WHOM.

FMBI Rejects NAB's Offer Of Association Membership

(Continued from Page 1)

as vice-president, succeeding T. C. Streibert of WOR. L. W. Herzog continues as secretary-treasurer. The new FMBI board—15 instead of nine—includes the following: C. W. Myers (KOIL), new directorship, one-year term; Gordon Gray (WMIT) new directorship, one-year term; C. M. Jansky, Jr. (W3XO) new directorship, two-year term; Clarence Leich (WMLL) new directorship, two-year term; G. E. Gustafson (WWZR) new directorship, three-year term; W. R. David, (WGFM) new directorship, three-year term; T. C. Streibert (WOR) re-elected, three-year term; R. H. Manson (WHFM) re-elected, three-year term; Wayne Coy, elected to succeed John V. L. Hogan, three-year term.

Mastin Succeeds Doolittle

Also Cecil D. Mastin, re-elected to fill the unexpired term of Franklin M. Doolittle (resigned); Lee B. Wailes, John Shepard, 3rd, Arthur B. Church, G. W. Lang and W. J. Damm, all serving unexpired terms.

Combining proxies with the votes of those present, FMBI by a vote of 72 to one, amended its charter and its by-laws to delete that portion of them which delegated the responsibility for general overall broadcasting industry problems to the NAB. The amendments free the FMBI to act in problems of this scope and nature.

Reporting on the annual audit, Secretary-Treasurer Herzog said FMBI's accounts showed a balance of \$26,102.34 as of Dec. 31, 1944 and \$17,099.47 as of July 31, 1945.

The president's annual report, a

report by W. R. David on broadcast equipment, one by R. H. Manson on receivers, the report of the FMBI engineering consultant, C. M. Jansky, Jr., and a statement by Prof. E. H. Armstrong will be carried in a subsequent issue of the bulletin.

Damm's letter to Ryan follows:

"The board of directors of FMBI, at its meeting held in Milwaukee, Wisconsin, on August 14, requested me to acknowledge, with appropriate appreciation, your letter of August 9, transmitting a resolution adopted by the board of NAB inviting our association to join with your association in working out a constructive plan for the absorption of FMBI by the National Association of Broadcasters."

"As you know, our association was formed, and has been maintained, for the purpose of promoting the development of FM broadcasting, and the members of our board feel that they are under a positive duty to the membership they represent to make certain the development of FM broadcasting be encouraged with increased vigor during the next few post-war years, when this new and improved system of broadcasting will enjoy its most rapid growth.

"Our board was of the opinion that neither your letter nor the resolution transmitted therein, provides any basis for consideration by our association. Only a comprehensive statement covering policies, practices and services to be rendered by the NAB for its members interested in the development of FM broadcasting could afford such a basis."

Hollywood Stars Plan Red Cross Program Series

(Continued from Page 1)

with George Murphy and Sylvia Sydney signed up to record the first two this week.

Platters will be dramatic sketches featuring various aspects of Red Cross work, and each will star a top personality. Programs will be distributed to individual stations throughout the country, with broadcasts scheduled to start Sept. 23.

Edgar Bergen, Kenny Baker, Fay McKenzie, Louis daPron, Pat Patrick and Evans and Evans played a week-end show for 600 Army nurses embarking for the Pacific, Victory Committee reported, and the Marx Brothers appeared at five San Diego Navy installations Saturday and Sunday.

New FCC Applications

Washington Bureau, RADIO DAILY

Washington—Applications for two new AM and one FM station were received last week by FCC. Indian River Broadcasting Co., Fort Pierce, Fla., and Freeport Broadcasting Co., Freeport, Ill., were the two AM applicants and Northwestern Broadcasting Co., of Vernon, Tex., applied for an FM license.

Gets Post With RCA As Radiomarine Chief

Captain George F. Shecklen, USNR, has been elected vice-president and general manager and a director of the Radiomarine Corporation of America, it was announced by Charles J. Pannill, president of Radiomarine. Prior to entering the Navy in December, 1941, Captain Shecklen was commercial manager of RCA Communications, Inc.

Following his recall to active service with the rank of Lieut. Commander, he served successively as Communication Officer, National Censorship, New York; District Communication Officer, Third Naval District, and as aide to General Robert C. Davis, USA, on a special mission to South America for the State Department.

Operetta Premiere

"The Electric Hour" broadcast the world premiere of the new operetta, "Song Without Words," on its broadcast Sunday, Aug. 19, at 4:30 p.m., EWT, over CBS from Hollywood. Cast included Franca White, soprano; Felix Knight, tenor; Announcer Frank Graham and the Robert Armbruster orchestra and chorus.

OWI Urges Industry To Continue Radio Aid

(Continued from Page 1)

loyal and patriotic support of OWI Radio Bureau programs throughout the war has been an outstanding aid in bringing a successful conclusion. Continuation of your fine assistance badly needed in the weeks immediately following sudden peace and some information programs make it necessary even for months. Successful handling of such problems as food production, keeping merchant ships manned, transportation, industrial redeployment, veteran's affairs, war bond and victory loans can be an important help in speeding reconversion especially during the critical transition period.

"For example; Treasury states that despite end of hostilities the need for buying and holding war bonds remains acute. Costs of war must be met.

Changes to Come

"Changes in OWI station announcement plans to permit dropping of transcriptions is being formulated and will reach you shortly. Meanwhile, we urgently request your continued cooperation with OWI regional office. Future relations between the radio industry and government is something beyond short-lived scope of the OWI, and this message is addressed to the immediate future."

to
control
Durham*

you

must

schedule

WDNC



*NORTH CAROLINA'S
THIRD LARGEST CITY

Represented by Howard H. Wilson Co.

'Treasury Salutes' Will Be Continued

(Continued from Page 1)

Broadcasters during the war, will continue to be sent out by the Treasury for the time being, and will be widely used in the forthcoming "Victory Loan" drive.

Chairman Clarence Cannon, of the House Appropriations Committee, said Friday after conferring with President Truman that his committee will get to work and examine the huge war appropriations it voted earlier this year in order to see how much of the 127 billion dollar total can be pared off.

Rehabilitation of American fighting men and the return to normal peacetime living will be the theme of the new Treasury Salutes.

Activities of universal public interest such as the various phases of hospitalization and other care for the sick and wounded, the "GI Bill of Rights" and veterans employment placement will be explained dramatically through the re-enactment of personal, true-life stories of our servicemen.

According to Lt. (jg) David Levy, USNR, chief of war finance's radio section, the new series will aim "to maintain the high public interest which the programs have won through their timeliness and star performers, and to explain as interestingly as possible the Treasury's continuing need to raise money through victory bond purchases."

Lt. Palmer Thompson, assistant director, convalescent service branch of the Medical Administrative Corps, and Staff Sgt. Millard Lampell, Air Forces writer, have been added to the "Treasury Salutes" staff of writers. They will concentrate on original stories obtained through interviews with men in their respective branches of service. Mark Warnow's orchestra will furnish the music. All programs will continue to be produced by Mark Goodson.

Currently, the following writers are authoring the "Treasury Salute" scripts: Hector Chevigny, Richard Dana, G. Worthington Post, Donald Agger, Wilbur Sedman Todman, Ira Marion and Howard Connell.

Details of the victory loan — time

Plan 3-Day Radio Course At Iowa Teachers College

Cedar Falls, Ia.—Iowa State Teachers College will offer public service organizations, social agency groups, and representatives of farm, business and professional groups an opportunity to learn how to prepare radio programs with increased "listener interest" in its "Institute for Radio Writing and Production" beginning Monday, August 20th through Wednesday, August 22nd.

The course will involve talks, lectures, preparation of scripts and production of programs for two daily broadcasts over station KGEL.

Herbert V. Hake, instructor in radio and director of the radio studios at the Teachers College, will have the aid of 11 prominent experts in the industry, among whom will be four representatives of the American Broadcasting Company: Merrit R. Schoenfeld, assistant general manager of the central division; Gene Rouse, program manager of the central division; Robert R. White, production director of the public service division; and Chris Ford, continuity writer for the central division.

Instructors from station KXEL will be: Joe DuMond, president and general manager; Ava Johnson, European observer and news analyst; Isabelle Loar, continuity editor; Hugh Muncy, farm director; Elizabeth Gahre, director of promotion, and Don Kassner, chief engineer.

length of drive and goals—will be determined this week, Secretary of the Treasury Fred M. Vinson said Friday, with announcement of the details due next Thursday or Friday. Vinson said that he intends to continue the sale of Series E Bonds indefinitely beyond the extent of the drive, and that he is hopeful the payroll savings plans will be continued.

It was announced Friday also that H. Quenton Cox, assistant manager of KGW, Portland, Ore., arrived here last week to assist Lt. David Levy, chief of the war finance division radio section. Cox has been active in War Bond Drives since 1940, and has been a leader in Oregon activities. He will serve through the Victory Loan Drive.

The Treasury announced also that it is recording "Ten Years From Now," by Joan Whitney and Alex Kramer, and "I Don't Want to Change the Subject," by Brown and Henderson, with new victory lyrics, and will send pressings to all stations for immediate use.

**Worcester's Top 28
NIGHT TIME
Network Programs**

ALL on WTAG

Aldrich Family **31.7**

Hooper Survey Dec. '44—Apr. '45

**WTAG
WORCESTER**

*Send Birthday
Greetings To—*

August 20

Alan Reed	Andre Baruch
Jack Copeland	Don L. Davis
Ted Donaldson	Walter Guild
Jack Teagarden	Lurene Tuttle
Dal Wyant	

Radio Station K S D

Announces

the Appointment of

Guy E. Yeldell

(Formerly Automobile Advertising Manager
of the St. Louis Post-Dispatch)

National Sales Manager

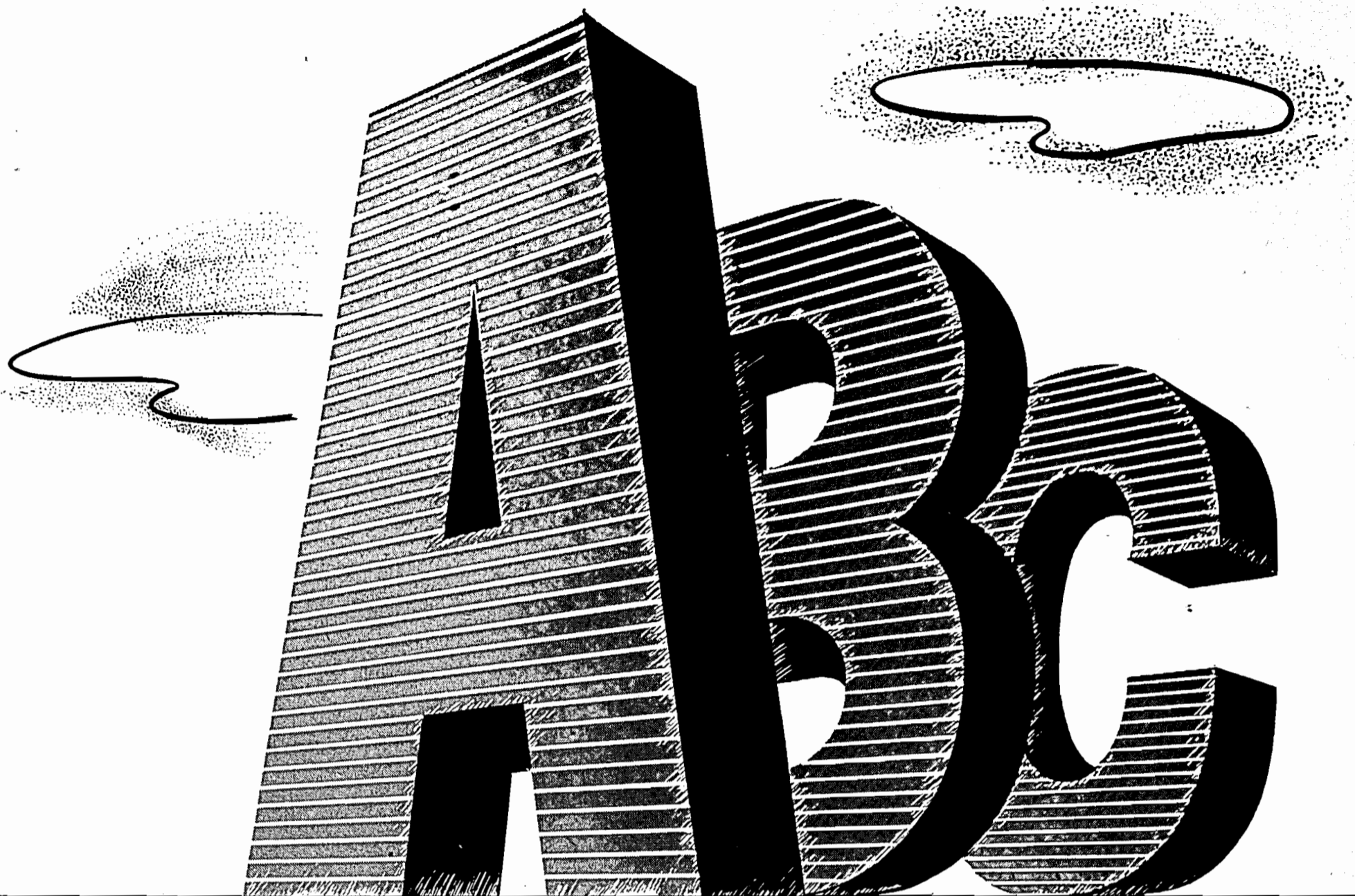
Effective

August 13, 1945



Radio Station KSD Is Owned and Operated
by the ST. LOUIS POST-DISPATCH

National Advertising Representatives: FREE & PETERS, Inc.



Associated Broadcasting Corporation

expands to full time COAST-TO-COAST operations September 16

40 million potential customers in the metropolitan areas are available through ABC basic outlets*

**All
Big
Cities
at
Minimum
Cost**

Streamlined Major Market Coverage

New York	Buffalo	Minneapolis	Los Angeles
Boston	Cincinnati	St. Paul	Long Beach
Philadelphia	Pittsburgh	St. Louis	Oakland
Washington	Detroit	Denver	San Francisco
Baltimore	Chicago	Salt Lake	Portland
Richmond			Seattle

*A total of 3,970 ABC commercial program hours were broadcast through facilities of 196 outlets in 1944, thus insuring adequate secondary coverage on request.

New York

Chanin Building
122 East 42nd Street
Murray Hill 53227

Chicago

Carbon-Carbide Building
230 N. Michigan Avenue
State 5466

Hollywood

Wilshire Center Building
3055 Wilshire Boulevard
Exposition 1339

EXECUTIVE OFFICES: KEELER BUILDING • GRAND RAPIDS • MICHIGAN

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 35

NEW YORK, N. Y., TUESDAY, AUGUST 21, 1945

TEN CENTS

Cites Radio Wartime Role

PARIS

... Official Reception
AFN and Gen. Patton

By JACK ALICOATE
Publisher, Radio Daily

A PERFECT landing at Orly Field and we are in Paris, to be met by French Government officials and high officers of the information and educational division of USPET, under which the American Forces Network operates. . . . bulbs are clicking and it's old home week for some of the boys who have been over here in radio since D Day. . . . We are soon comfortably quartered in the elaborately appointed Raphael Hotel at the Etoile. . . . It was formerly the headquarters of the German General Staff when they occupied Paris and now is an Army hotel for high ranking officers. . . . From outward appearances Paris has not changed much. . . . The boulevards are well lighted, the theaters and night clubs are in full swing, the happy GI and his French companion crowd the typical Parisienne sidewalk cafes, but the shops are comparatively empty and food is frightfully scarce. . . . These sturdy French have gone through several terrifying years. . . . They are bravely starting on the long journey. . . . They know it won't be easy.

ON NOW to the headquarters of the Army Forces Network just off the Champs Elysees, housed in an imposing building at one time occupied by the German Gestapo. . . . Here to be greeted by Col. John S. Hayes, AFN network chief, and his entire staff. . . . Col. Hayes is well known to American broadcasting as a former executive at Mutual. . . . The able Col. Joe Pollock, who was our shepherd in England, is on his way back
(Continued on Page 2)

Rarin' To Go

Montreal—Canada's estimated 4000 "hams" who filled the air with their call letters before the war, are anxiously seeking to get back on the ether. To date, there has been no relaxation of the official order banning their activity. Plans for their future may come under consideration at the conference in Rio de Janeiro scheduled to be held next month.

Fore!

Today is the day when scribes and broadcasters et al. take their trusty clubs in hand and try for a score that doesn't shape up too ridiculous when the handicap is deducted. For today is the day when Sid Eiges, manager of NBC press department plays host at the annual press department golf tournament and dinner at the Bonnie Briar Country Club, Larchmont, N. Y.

BWC Relaxes Orders; May Disband Shortly

Board of War Communications, which is expected to ease itself out of the picture shortly, has rescinded many of its restrictions and now holds control only over telegraph and telephone operation at the present time. Order of July 1942 placing all Alaska stations under War Department supervision has been rescinded as well as the order of October 1942 giving similar authority to the War Dept. over Puerto Rico and the Virgin Islands.

Important relaxation over the week—
(Continued on Page 2)

New CBS Transmitter For Color Television

CBS will install a new ultra-high frequency television transmitter in the Chrysler Building in December, in newly-acquired space in the observation area on the 71st floor, it
(Continued on Page 6)

New Links In Coaxial Cable Are Approved By Commission

Washington Bureau, RADIO DAILY
Washington—The FCC has approved an additional 339-mile link in the proposed New York to Los Angeles coaxial cable of the American Telephone & Telegraph Co. to carry tele and heavy telephonic traffic. The new link, extending from Meridian, Miss., to Shreveport, La., contains six coaxials between Meridian and Jackson, Miss., a distance of about 99

Ryan, Retiring President Of The NAB, Says Industry Rendered Services Without Parallel In History

Listener Preferences During Summer Mos.

Audience participation type of programs, interview and mystery dramas lead the "first fifteen" in the current ratings, with "We, The People," "Dr. I. Q." and "Take It Or Leave It" the first three respectively. "Man Called X" and "Mr. District Attorney" are fourth and fifth respectively, followed by "Vox Pop" and "Crime Doctor." Others in order are the Walter Win-
(Continued on Page 7)

E. J. Noble Files Motion To Examine Donald Flamm

Edward J. Noble, chairman of the board of the American Broadcasting System, yesterday filed a motion in State Supreme Court of New York in which he seeks to examine Donald Flamm (before trial) former owner
(Continued on Page 6)

Mennen Co. Buys ETs For New Morning Show

The Mennen Co. has inaugurated a new morning transcribed show over 100 stations covering national key markets beginning August 13th called "Fun At Breakfast With Ford Bond,"
(Continued on Page 6)

Washington Bureau, RADIO DAILY

Washington—With 10 days to go before formally leaving the fold of NAB as president to be succeeded by Justice Justin Miller, J. Harold Ryan paid tribute to radio's wartime role and stated that the broadcasting industry is now dedicated to the cause of liberty. Ryan, who resigned his presidency some time ago, further stated that the "art of communication will have an important bearing" on the conscience of the new world, and
(Continued on Page 7)

4-H Club To Petition For Better Programs

Hartford, Conn.—Meeting held at Storrs, on the University of Connecticut campus, resulted in a large group of 4-H Club members signing a petition for better radio programs, those that will tend to strengthen rather than weaken family ties. Petition will be forwarded shortly to
(Continued on Page 4)

AMA Names Committee For Personnel Placement

The American Marketing Association announced yesterday the names of the member of the newly formed national committee on Personnel and Placement. The new committee,
(Continued on Page 4)

Inside Story

Dr. James L. McConaughy, deputy director of the Office of Strategic Services and president of United China Relief, who was heard last night on the American network's "Headline Edition," is probably the first traveler back from the Far East who was actually out there at the time of the atomic bomb's introduction and on the day Russia declared war on Japan.

miles, and eight coaxials between Jackson and Shreveport, a distance of about 240 miles. Estimated cost of this new link is \$7,056,000.

The units of the trans-continental route completed are: New York-Philadelphia, two coaxial-unit cable, 90 miles; Philadelphia-Baltimore, six coaxial-unit cable, 100 miles; Baltimore-Washington, D. C., four coaxial-
(Continued on Page 6)



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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, August 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am Tel. & Tel.	179	178 $\frac{3}{8}$	178 $\frac{5}{8}$	+ $\frac{3}{8}$
CBS A	37 $\frac{1}{4}$	36 $\frac{1}{2}$	36 $\frac{1}{2}$	- $\frac{3}{4}$
CBS B	37	37	37	- $\frac{1}{8}$
Crosley Corp.	37 $\frac{3}{4}$	36 $\frac{1}{2}$	36 $\frac{1}{2}$	- 2 $\frac{1}{2}$
Farnsworth T. & R.	16	15 $\frac{5}{8}$	15 $\frac{5}{8}$	- $\frac{1}{4}$
Gen. Electric	44 $\frac{7}{8}$	43 $\frac{1}{8}$	43 $\frac{1}{8}$	- 1
Philco	37	36 $\frac{1}{4}$	36 $\frac{1}{2}$	+ $\frac{1}{2}$
RCA Common	14 $\frac{3}{4}$	14	14 $\frac{1}{8}$	+ $\frac{1}{8}$
Stewart-Warner	19 $\frac{3}{4}$	18 $\frac{7}{8}$	18 $\frac{7}{8}$	- $\frac{7}{8}$
Westinghouse	34 $\frac{1}{2}$	33 $\frac{1}{8}$	33 $\frac{1}{4}$	- $\frac{7}{8}$
Zenith Radio	36 $\frac{5}{8}$	36	36	- $\frac{1}{4}$

NEW YORK CURB EXCHANGE

Nat. Union Radio	5 $\frac{3}{8}$	5 $\frac{3}{8}$	5 $\frac{3}{8}$	- $\frac{1}{8}$
------------------	-----------------	-----------------	-----------------	-----------------

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 $\frac{3}{4}$	8 $\frac{1}{2}$
Stromberg-Carlson	19 $\frac{5}{8}$	20 $\frac{5}{8}$
WCAO (Baltimore)	27	...
WJR (Detroit)	24 $\frac{1}{2}$...

"Crime Photographer" Shifts

"Crime Photographer," heard Wednesdays on CBS from 8-8:30 p.m., switches on Sept. 1 to Saturday, same time.

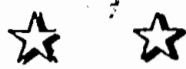
20 YEARS AGO TODAY

(August 21, 1925)

Interesting personalities appearing on radio recently have been Ernest Thompson Seton, master of woodcraft; Nellie Revell, well-known newspaper woman whose fight for life attracted world-wide attention and Marguerite Harrison, woman explorer.

SALESMAN WANTED

Real opportunity for experienced man who knows how to sell retail accounts. Call Jack Compter, PL 3-4204, radio station WHOM.



PARIS

... Official Reception
AFN and Gen. Patton

(Continued from Page 1)

to Washington. . . . Lt. Don L. Kearney, Fordham '39 via radio to the armed forces web, is our new conducting officer, under Col. Ed Kirby, for this theater. . . . He has the smile of an Irish tenor, the charm and blarney of an NBC spot salesman, and the hitting power of a Notre Dame half back.

LUNCHEON at the internationally famous George V Hotel. . . . Our host is Brigadier General Thompson, Chief of the Information and Educational division of the Army in Europe. . . . His colorful briefing of his operations was interesting and constructive. . . . This is the outfit that looks after orientation. . . . That establishes schools and colleges over here and brings in the students; that trains the professors and that publishes the Stars and Stripes and that has under its wing the radio activities under Col. Hayes of the AFN. . . . We reply to General Thompson through our spokesman Judge Justin Miller. . . . Judge Miller is a man of stature, penetrating understanding, and one who does not lack a highly developed sense of sophisticated humor. . . . The more we see of him the more we like him.

TODAY is V-J Day, but one would hardly know it. . . . The streets are quiet and to the GI it is just another day of rest. . . . There are several official V-J functions but no one is excited. . . . Cars await us for a quick tour of Paris, and then back to the hotel for tonight we are officially welcomed by the Government of France at the famous Maison Des Allies. . . . Elaborate dinner is being tendered by Jacques Soustelle, French Minister of Information, and is to be attended by about 50 persons, including our outfit.

TO MEET Gen. George S. Patton face to face and to talk to him is a refreshing as the first spring morning after a hard cold winter. . . . He is resplendent in his uniform and his mind works like a whip. . . . He has a sense of humor too for he was up against a pretty wise cracking crew in this gang, for a half hour, and believe you me no one topped him. . . . We had pictures taken with this

colorful general — — — banb gang we must be soldiers.

FRANCE is now watching the American Army dwindle under its observant eyes. . . . From D Day to V-E Day American troops were scattered all over the landscape in liberated countries. . . . Today one can travel through France and Belgium and never see an American soldier for hours at a time. . . . Redeployment is proceeding rapidly.

SMALL TALK: One sees more snappily dressed WACS in Paris than in New York or London—the scribe bar is the gathering place for most of the newsmen and photographers in Paris from GI's that I have talked to, their principal worry is whether they will get their old jobs back—Gen Patton's signature adorns our short snorter—we have not seen a taxi since our arrival.

BWC Relaxes Orders; May Disband Shortly

(Continued from Page 1)

end now permits the resumption of operations by amateurs on the 112-115.5 megacycle band for a 90-day period. This renewed activity however, will not be permanent until the FCC assigns a band. It is expected that after 90 days the Commission will permit amateur operation on the 144-148 band.

Chicago's

BEST NEWS
SERVICE

AP-UP-INS

W-I-N-D

560 Kc. 5000 WATTS



Feed line

It takes just one 50 calibre machine gun on a P-51 Mustang Fighter to eat up all those bullets during one flight. The plane has six guns, so figure out for yourself how many slugs are tossed at an enemy plane. It would take 36 Air Force Armorers to carry all the ammunition for one plane.

Firepower. That's the stuff that wins wars. And it takes the same kind of power to sell goods. If you've got something to sell in Baltimore, Maryland . . . W-I-T-H, the radio station, can and does deliver the "power" of more listeners for the lowest cost of any station in town.

Most time buyers know this . . . so this is just a reminder that W-I-T-H, the successful independent, is your safe bet in Baltimore.



W-I-T-H
IN BALTIMORE

TOM TINSLEY, President

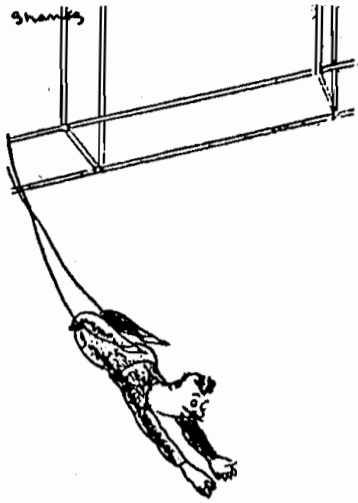
REPRESENTED BY HEADLEY-REED

IN PHILADELPHIA
Nearly everybody listens to
WDAS BROADCASTS OF NEWS
ON THE HOUR • EVERY HOUR

That's why

78 percent of our sponsors renew regularly.





"OOP — SORRY!"



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We missed by 1/10th of one per cent

Our recent post card survey on "Regular Listening to New York Radio Stations" showed 14.7% of the radio audience in our primary area listened regularly to WQXR after 6:00 PM on weekdays or a total of 441,000 homes.

For a double check, we compared our findings with a person to person survey conducted by The Pulse of New York among 2,100 radio homes. 60% non-telephone homes and 40% telephone homes, scientifically weighted by county population and economic distribution as follows:

6% A Incomes; 24% B Incomes; 40% C Incomes; 30% D Incomes.

The Pulse interviewers asked, "How often do you listen to WQXR—frequently; occasionally; seldom; never."

According to "The Pulse" 14.6% of those interviewed said they listened "frequently" to WQXR . . . almost identical with the result obtained by the post card survey, which was 14.7%.

Well! That's not so bad after all.

Incidentally, if you don't have a copy of our original post card survey, we will be glad to send you one.

WQXR AND FM STATION WQXQ
730 FIFTH AVENUE, NEW YORK 19, N.Y.

The Radio Stations of The New York Times

AMA Unit To Assist Personnel Placement

(Continued from Page 1)

whose chairman is George H. Allen, manager and secretary of the Co-operative Analysis of Broadcasting, was formed last month to organize and follow through on the placement of ex-servicemen in the marketing field.

The committee is already at work aiding returned veterans and filling job openings which offer opportunities to servicemen having marketing experience.

The 20 committee appointments made to date include: Washington, D. C., Paul H. Bolton, president, Bolton Advertising Company; Cincinnati, A. H. Boyland, vice-president, advertising and market research, The Drackett Company; Seattle, William H. Horsley, president, Pacific National Advertising Company; Chicago, C. T. Heusenkveld, Armour & Company; San Francisco, R. A. Balzari, president, R. A. Balzari & Associates; Robert Baxter, McKinsey & Co.; John Doxey, California Packing Corp.; New Jersey, Elsa Zump, National Oil Products; Milwaukee, Wilford York, Hoffman & York; Rochester, A. Howard Smith, Bausch & Lomb Optical Co.; New Orleans, Leonard Gessner, Fitzgerald Advertising Agency; Los Angeles, George Weaver, Foote, Cone & Belding; Philadelphia, Dawson Spurrier, McLain Organization, William P. Beuhl, McGraw-Hill Publishing Co., C. E. Stitler, Jr., Reuben H. Donnelly Co.; New York City, George H. Allen, chairman, Co-operative Analysis of Broadcasting, Stephen I. Hall, Caldwell Clements Publishers; Baltimore, J. Howard Blake, director of market research, Glenn L. Martin Company; St. Louis, F. C. Weber, manager, market research, D'Arcy Advertising Co.; Pittsburgh, C. E. Livingston, media manager, Ketchum McLeod & Grove, Inc.

WANTED

Top notch news and play by play sports announcer. Permanent position open Sept. 1st to right man. Contact Bob McRaney, Mid South Network, WCBI, Columbus, Miss.

Every 24 Hours

51

SPONSORED
NEWSCASTS
UP-AP-INS

W-I-N-D
CHICAGO

560 Kc. 5000 WATTS



California Commentary!

● ● ● One of the most effective morale-building programs offered hospitalized servicemen is "Welcome Home," heard every Saturday, 3-3:15 p.m., EWT, over KNX. Wounded servicemen participate on the programs, with Roy Maypole acting as narrator and Ray Sollars as writer. The program interested patients at the 5,000-bed Corona Naval hospital so much that servicemen there organized amateur nights that are conducted twice-

Los Angeles

a month. Recently, "Welcome Home" conducted the first broadcast aired from a B-29 over Hollywood. Tom Hargis has returned to KNX following a three weeks vacation in the High Sierras to resume his duties as program director. Bob Latting, American announcer, is being considered by the net as a replacement for Don Norman on "Walkie Talkie" when Norman leaves for Chicago. A few days ago, Latting's wife presented him with a baby daughter, weighing six pounds 10 ounces. And so, Latting is assured of one new show anyhow, since he's a cinch to wind up as midnight emcee of "Walkie-Squawkie." Lois January, who has been called the "Reveille Sweetheart" of the armed forces, has been cast as a fast-working gold-digger in the picturized version of "Breakfast In Hollywood."



● ● ● For first time in history of the "Blind Date" show there occurred a "Blind Date" that wasn't blind. It happened when Seaman David Wormser of Los Anglese won a date on the weekly funfest with starlet Joan Barton. While stationed in the Pacific, he had met Joan who was with a USO troupe, but until show time neither knew the other was participating. Radioites have long claimed their profession gets in the blood, but it remained for Mrs. Helen Linley, sister of Les Wawhinney, special events and news director at KHJ-Don Lee, to prove it. Vacationing from her program-production post with the Canadian Broadcasting Corp., she couldn't resist the call that summoned her brother to the Don Lee news room at 4 a.m. Aug. 10. Acting as assistant to Mawhinney, she helped with telephone and teletype messages throughout the day. Dave Street, featured soloist on "Sealtest Village Store" and "Meet Me At Parky's," at one time did some bass slapping and piano playing with Hal Grayson, Al Lyons and Irving Aaronson. He had also been a member of such popular groups as Six Hits, And A Miss and the Mele-Aires who recorded with Johnny Mercer.



● ● ● Radio personalities are all over the place—and right good—in Paramount's version of "Duffy's Tavern," which was trade-shown last week. In addition to Ed "Archie" Gardner, Charles Cantor, Eddie Green and Ann Thomas, weekly features at the "Tavern," Bing Crosby, Eddie Bracken and Cass Daley lend their talents to the fun. The Crosby offspring, Gary, Phillip, Dennis and Lin, also appear in a sketch. One of the highlights on Kay Kyser's broadcast from Rizal stadium in Manila Aug. 16 was the appearance of the famous alumnus of the "College of Musical Knowledge" Ish Kabbible, now Pvt. Merwyn Bogue. Frank DeVol will have an orchestra of 24 men to background the songs of Ginny Simms when her program debuts on CBS Sept. 28. DeVol has just been named Ginny's conductor. Gordon Jenkins will baton the orchestra on the Bob Burns program this fall. Jenkins is author of the tune, "San Fernando Valley," which valley, incidentally, contains Burns' own home. Carol Stewart, former CBS sound-effects girl now featured soloist on the Marlin Hurt "Beulah" program, has auditioned for a regular singing spot on the Edgar Bergen-Charley McCarthy ailer. "Sorry, Wrong Number," starring Agnes Moorehead, already aired on "Suspense" three times by popular request, will be broadcast again Sept. . One of the most-talked-of-radio scripts of its kind, it concerns the frantic efforts of a neurotic woman to convince the police that she has information about an impending murder.

4-H Club To Petition For Better Programs

(Continued from Page 1)

radio broadcasting companies. Discussion that brought about the petition was at a session of the Older Rural Youth Conference where the question of family ties and their importance to the country's future came up. One speaker was of the opinion that certain radio programs appeared to handle faithfulness as though it were the usual thing to do.

In course of the discussion it was stated that program on the air could be developed with a view toward promoting closer family relationship. The petition was taken up with the full conference and it was decided to circulate it and forward at least one to various broadcasting companies. Conference also voted to strengthen the 4-H Club system; or, develop a new organization even stronger than the one now extant.

Philco Sets Dividend

The Board of Directors of Philco Corp. has declared a dividend of twenty cents (20c) per share of common stock payable Sept. 12, 1945, to stockholders of record August 28, 1945. The previous dividend was 20 cents per share paid June 12.

There's
NO QUESTION
...about SELLING
KANSAS when
you hire:
W I B W
The Voice of Kansas
TOPEKA

Ben Ludy,
GEN'L. MGR.

34th Week

**THE
JACK
KIRKWOOD
SHOW**

Procter & Gamble

POWER FOR GOOD

WHEREVER radio can help to solve the myriad problems of peace, the zeal and skills of CBS are pledged to the task.

Before the outbreak of this war, radio meant to many just a quick and convenient means of ephemeral expression.

Radio emerges into peace accepted round the world as a penetrating and durable medium by which men's minds and hearts communicate.

It has proven its almost 'atomic' power—for good.

Such power for good creates an unconditional responsibility.

Long before war broke out in Europe—back before Munich and Prague and Godesberg—CBS accepted this responsibility, lived with it, practised it.

In the sobering tasks of peace, as well as in its happier moods and opportunities, we shall continue to accept this responsibility, live with it, practise it

THE COLUMBIA BROADCASTING SYSTEM

AGENCIES

JAMES DELAFIELD has joined the staff of Benton & Bowles, Inc., as account executive on Maxwell House Coffee, and Yuban Coffee accounts.

ROBERT ROBSON has joined Grant Advertising, Inc., New York, as production and traffic manager. He formerly was associated with Kenyon Eckhardt and Erwin, Wasey & Co., Inc. He replaces Carl Wheeler, recently made head of service control.

HELEN FAITH KEANE has joined H. W. Kastor & Sons Advertising Company as fashion director. Miss Keane formerly was account executive at the Abbott Kimball agency. She is a member of the Fashion Group and will direct, for the second year, the Fashion Training Course given by the group, and will also continue as fashion consultant for Liberty Magazine, where she is responsible for a monthly spread of fashion-news photos.

Mennen Co. Buys ETs For New Morning Show

(Continued from Page 1)

featuring stars from popular night time network shows. The show will be heard five days a week between 7 and 8 a.m., Monday through Friday, on a five-minute transcribed program.

According to Lewis F. Bonham, Director of Advertising and Sales Promotion of The Mennen Co., the show will call for the largest advertising appropriation ever budgeted by the firm.

Nationally famous artists featured will include Tom Howard, George Shelton, Ralph Dumke, Harry McNaughton, and The Jesters, with Ford Band as emcee.

New Links In Coaxial Cable Are Approved By Commission

(Continued from Page 1)

unit cable, extending to a length of forty-three miles.

Now under construction are links from Washington, D. C., to Charlotte, N. C., eight units for 400 miles; Atlanta to Meridian, Miss., six units for 300 miles and Shreveport to Dallas, eight units for 200 miles.

Yesterday's approval brings the number of miles of the proposed project now approved to 1,482. With additional construction proposed by the company to complete the route to Los Angeles, the total route miles will be 3,287. Estimated cost of the complete project is \$56,356,000.

Commission also granted the AT&T, long lines department authority to construct seven new experimental class two point-to-point radio stations, to be used with the two terminal stations at New York and Boston previously granted by the Commission. These seven intermediate repeater stations, completing the system for "line-of-sight" transmissions over the relay chain between New York and Boston, will be located as follows:

Five miles west of Stony Point, N. Y., on Jackie Jones Mountain; five miles southeast of Pawling, N. Y., on Birch Hill; four miles southwest of Bristol, Conn. on Spindle Hill; seven miles east of Glastonbury, Conn., on John Tom Hill; three miles east of Staffordville, Conn., on Bald Hill; five miles northwest of Worcester, Mass., on Asnebumskit Mountain; and

New CBS Transmitter For Color Television

(Continued from Page 1)

was revealed yesterday by Dr. Peter C. Goldmark, director of engineering research and development. The transmitter will broadcast television in high definition color, on a frequency of 485 megacycles. A coaxial cable carrying the 10-megacycle signal will connect the transmitter to the laboratories at 485 Madison Avenue via the studios in Grand Central Terminal, 15 Vanderbilt Avenue.

A special antenna, developed in the CBS laboratories, will also be installed for the new transmitter. The signals will be received on both direct viewing and projection receivers.

With the acquisition of the additional space, CBS now has three floors in the Chrysler Building for television broadcasts. The 71st will be devoted entirely to the new ultra-high frequency transmitter, and the 74th and 75th floors are now being used for black and white television.

WANTED

SECRETARY to radio couple. Complete charge of small office. Experienced, neat, personable. Salary starts at \$35. Send full particulars to Box 204, Radio Daily, 1501 Broadway, New York 18, N. Y.

one mile northwest of Waltham, Mass., on Bear Hill.

Frequencies will be assigned from time to time by the Commission's chief engineer; 10 watts power; A2, A3, A4, A5 and special emissions. The same restrictions and provisions are contained in this grant as were provided for in the grant of the terminal stations! however, the Commission gave applicant authority to operate these seven stations without presence of duly licensed operators in accordance with Section 318 of the Act.

E. J. Noble Files Motion To Examine Donald Flamm

(Continued from Page 1)

of WMCA in connection with litigation that developed over the sale of the station by Flamm to Noble. Sale took place in 1941 for \$850,000. Since then Flamm alleged he was coerced into selling the outlet.

Flamm subsequently brought a damage suit for \$2,925,000 and later Noble entered a counter suit for libel asking \$1,000,000 damages. In yesterday's motion, Noble asked that Flamm produce his books and records to determine the earnings of the station prior to the sale.

Farley Will Lead Forum Over WHN On N. Y. Jobs

Ex-Postmaster General James A. Farley, Chairman of the Greater New York Committee for Economic Development, will lead a symposium of civic and industrial leaders on the subject, "Post War Jobs In New York City," tonight in a special broadcast over WHN, from 8 to 8:30.

Office Manager Named

Edward H. Frank has been named office manager for the lamp division's Northwestern district headquarters in Chicago of Westinghouse Electric Supply Company. Frank, with Westinghouse since 1916, succeeds George A. Olsen, who has gone to Westinghouse in Milwaukee.

RICHMOND
COVERAGE
AT
PETERSBURG
RATES

WIRE or WRITE

WSSV

Petersburg, Virginia

RADIO DAILY, as a gesture to honorably discharged servicemen and women, offers free position want ads to those seeking employment in radio. Only restriction is that the copy be limited to 25 words or less.

Veteran, 30, ten years sales promotion and business experience, seeks position as time or advertising salesman. Write, Serviceman's Want Ad, Box No. 17, Radio Daily, 1501 Broadway, New York City.

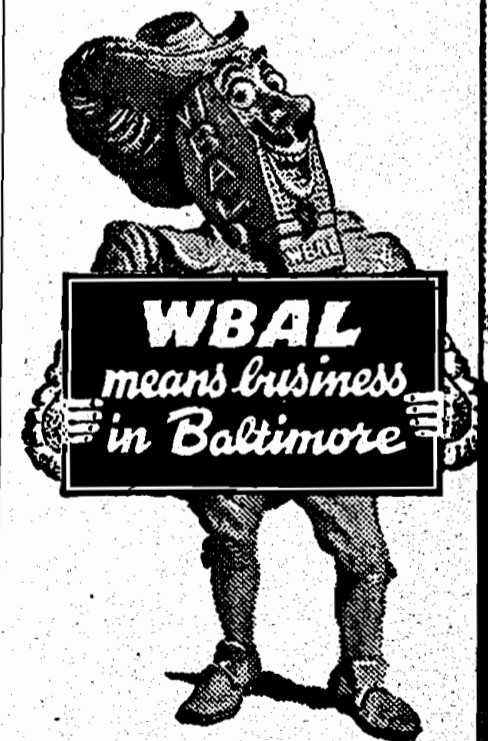
Young man, 27, Army experience in public relations work, radio dept.; entertainment specialist; directed, supervised radio shows. Seeking position in radio or with advertising. Write, Serviceman's Want Ad, Box No. 18, Radio Daily, 1501 Broadway, New York City.

Retired Marine 2nd Lt., college, one year's experience at WRGB Television studio . . . production, actor, adaptor. Wants advertising, radio, or television. Should grab him while he's still cheap. Write: Serviceman's Want Ad Box No. 19, Radio Daily, 1501 Broadway, New York City.

Hawaiian Island Station Joins Columbia Network

Station KTOH, Lihue County, the Hawaiian Islands, has joined the Columbia network as part of the Hawaiian group which already includes KGM Honolulu, and KHBC, Hilo, according to Herbert V. Akerberg, CBS vice president in charge of station relations.

Owned and operated by the Garden Island Publishing Co. in Hawaii, KTOH, which was established in 1940, operates with 250 watt power on a frequency of 1,490 kilocycles.



50,000 Watts • NBC Network
Edward Petry & Co., National Representatives

**WHO SAID
INFLATION?
W-I-N-D delivers
79%
MORE
daytime audience
PER DOLLAR
IN 1945 than in 1943**

Based on C. E. Hooper continuing
Measurement of Radio Listening,
February-April, 1943 and 1945.

W-I-N-D
5000 WATTS Chicago 560 KC.

Radio's Wartime Role Praised By NAB Prexy

(Continued from Page 1)

radio tied up definitely in the line of things to come. Having demonstrated itself as a medium of public service during the war without parallel in the history of the world," Ryan saw the service rendered as a triumph of Democracy and the free enterprize system. In this connection he said:

"We fought with and for the type of enterprise that distinguishes the government of free people. While many things have grown old with us during the war, certainly the love of freedom emerges newer and fresher than ever. Freedom has been won again but it is such a vital consideration that we must regard it almost as having been won for the first time. We must make it secure in the peace with language applicable to the world today.

"This has been a mechanized war on a battlefield for science; instruments of warfare have been developed which give great promise of world improvement in the peaceful days to come.

"The question is now asked, has the conscience of mankind improved? Can we devote scientific advancement solely to the progress of a peaceful world?

"This is a question to which broadcasters can supply an answer. Now in its 25th year, nearly four of which have been war years, the American system of broadcasting has demonstrated itself as a medium of public service without parallel in the history of the world. The science of broadcasting is one in which tech-

Send Birthday Greetings To

- August 21
- | | |
|--------------------|----------------|
| Don Albert | Ken Carpenter |
| Bob Haring | Thomas Hudson |
| Bob Jellison | Carlton Kadell |
| Bob Jellison | Carlton Kadell |
| Howard W. Friedman | |

Exclusive!

CUBS '45

BASEBALL

W-I-N-D

CHICAGO

560 Kc. 5000 WATTS

COAST-TO-COAST

—TEXAS—

FORT WORTH—KGKO presents for evening listeners a five-minute sustainer of humorous anecdotes called "Oddities" which tell odds and ends about places, people and events in the news which never make the headlines but are good for a laugh.

SAN ANTONIO—Studios, offices and lounge of KABC are being enlarged and remodeled. . . . Among new shows on the KABC air are Fish & Hunt Club, Country Fair, Your Modern Home and Ice Box Follies.

—UTAH—

SALT LAKE CITY — "Cash College," KDYL's new audience participation quiz show presented each Friday night from the Utah Theater, proved so popular that the Salt Lake Exchange Club asked the

nical improvements possess immediate potentiality for public good. These improvements are in the field of communication, wider dissemination of ideas, the creation of better understanding among peoples through the medium of sight and sound.

"Radio - television communication now transmits practically everything that may be seen or heard. Peacetime industry operation soon will bring this improved public service within reach of countless millions.

"The art of communication will have an important bearing on the conscience of the new world. It must, however, be at all times a medium of free expression among free people, a medium for the development of good conscience by men of goodwill.

"The broadcasting stations and networks of America furnished fighting men and rendered service at home and abroad in every field where civilian and military communications were needed to speed victory. In the name of our service to the cause of liberty we now dedicate ourselves to its perpetuation in the interest of world harmony."

staff to present a similar type of show at the club's annual outdoor picnic and entertainment in Big Cottonwood canyon. The Professor Quiz of the program is Emerson Smith, KDYL program director.

—WEST VIRGINIA—

PARKERSBURG—Following a dramatization dealing with a county bank robbery on the Calling All Girls program over WPAR recently, the studio was swamped with telephone calls wanting to know if the local bank had been robbed.

CHARLESTON — Dick Lane, former program director at WHJB, Greensburg, Pa., had been added to the announcing staff at WCHS. So also has been Walter MacCulloch, who comes from the National Academy of Broadcasting in Washington.

—MASSACHUSETTS—

WORCESTER — It was old home week at WTAG recently when two former special eventers at the outlet paid a visit on the same day. Surprise guests were Bob Dixon, now with WOR-Mutual and Captain Gil Hodges, base adjutant at Suffolk Army Air Base on Long Island.

BOSTON — Harold E. Fellows, general manager of WEEI, has changed WEEI's identification announcement. It is now: WEEI-Boston, the international airport. "Of the future" is no longer needed.

Listener Preferences During Summer Mos.

(Continued from Page 1)

chell substitutes, Phil Harris (first half) "Hit Parade," Gabriel Heatter, Screen Guild Players, Lowell Thomas, Jack Haley show, "Dr. Christian," "Can You Top This" and the "Beulah Show." Top rating however is 12.5 and scales downward to 8.8.

Other statistics as indicated in the Hooper radio reports reveal the Philco "Summer Hour" with Paul Whiteman as highest in the Listeners Per Listing Set with 3.09. Average Evening Audience is 5.7 down 0.1 from the last report two weeks ago and up 0.2 from the same period a year ago. Average evening sets-in-use are 10.1 which is the same as the last report and 0.3 more than a year ago.

Average evening audience available is 71.3 a decrease of 0.1 since the last report and the same as that reported a year ago. "Take It Or Leave It," had the highest sponsor identification index, 90.2. "Alexander's Mediation Board," had the largest number of women listeners per listening set with 1.63. Philco "Summer Hour," had the largest number of men listeners per set with 1.12 and "Lone Ranger" the largest number of children listeners per listening set with 1.21.

PUBLIC NOTICE

ONLY FOUR RADIO STATIONS ARE ENTITLED TO USE THE SQUARE DEAL INSIGNIA:



A SQUARE DEAL STATION

- WSYR** Serving the great Syracuse and Central New York market. Since 1922, the old reliable, at the crossroads of the Empire State. Basic NBC, 5000 watts on 570 kc.
- WTRY** Serving Albany, Schenectady and Troy with strong clear signal. Top local and network programs. 1000 watts at 980 kc, middle of the dial.
- WKNE** Serving "the heart of New England," including much of Vermont and New Hampshire. CBS and smart local programs. 5000 watts full time at 1290 kc.
- WELI** New Haven's "Voice from the Blue" (basic) delivers this leading Connecticut market. 1000 watts (D), 500 watts (N), on 960 kc, middle of the dial.

WHAT THE SQUARE DEAL IN RADIO MEANS TO YOU

- More than your contract calls for; more services and at fair rates public to all.
- Interested personal attention by skilled staffs to insure success of your campaign.
- Uniform promotion and merchandising policies in vigorous support of your program.
- Absolute integrity and honest dealing in relations with listeners and advertisers.
- Maximum attention to war and community programs resulting in real public influence.
- No questionable advertising permitted, retaining full listener confidence.

NOTE: When two or more of these stations are ordered, you save money. Many more advertisers are using all, or two or three of these stations.

Look for the Square Deal when you buy

Invest in the United States & Buy War Bonds & Stamps

A. E. Wilder
President

W-D-O-D
20th YEAR
CBS
for
CHATTANOOGA
5,000 WATTS DAY AND NIGHT

first in Chattanooga in

LISTENING AUDIENCE

ADVERTISING VOLUME

PUBLIC SERVICE

Climaxing A Brilliant Record In World War II, **INTERNATIONAL NEWS SERVICE**

won wide acclaim for its outstanding array of extraordinary FIRSTS in the closing days of the Pacific conflict.

Two of these I.N.S. FIRSTS made journalistic history.

On Tuesday, August 14, William K. Hutchinson, veteran I.N.S. Washington Bureau chief, was first by 57 minutes with the news that the U. S. had received Japan's final unconditional surrender note, agreeing to all "Big Four" demands.

Previously, on Friday, August 10, Hutchinson had revealed exclusively and on highest authority that the U. S. would agree to leave Hirohito on the throne to carry out our surrender terms. This story remained EXCLUSIVE for 18 hours and 44 minutes until officially confirmed the next day. Hutchinson made this a two-ply exclusive by revealing further, on Saturday, August 11—nine hours before the official announcement—that the "Big Four" jointly would support the American position by permitting the Jap emperor to retain his throne.

**Here are only a few of the many other FIRSTS
scored by I. N. S. as Japan went down to final defeat:**

AUG. 8—FIRST with Russia's declaration of war on Japan.

AUG. 11—FIRST with the "Big Four" reply to Japan's surrender offer, confirming Hutchinson's great exclusive on U. S. willingness to leave Hirohito on the throne.

AUG. 12—FIRST to reveal that General

Douglas MacArthur would be named Supreme Allied Commander to enforce surrender terms.

AUG. 14—FIRST with official announcement in Washington that Japan had surrendered, confirming Hutchinson's earlier exclusive story.

The list of I.N.S. World War II exclusives and firsts is indeed impressive, but of far greater importance is the I.N.S. record for ACCURACY.

In peace, as in war, I.N.S. pledges rigid adherence to its slogan:

"Get It First, But—FIRST Get It RIGHT."

INTERNATIONAL NEWS SERVICE

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 36

NEW YORK, N. Y., WEDNESDAY, AUGUST 22, 1945

TEN CENTS

Set Makers Rush Lines

PARIS

... And the Army-Forces Network

By JACK ALICOATE
Publisher, Radio Daily

THE FAR-reaching and brilliant success of the Army Forces Network here in Europe is an enduring tribute to radio generally and to the foresight of Gen. Marshall, Gen. Eisenhower, and those of the radio folk over here scattered far and wide that go to make up a brilliant and winding broadcasting team for the good old U. S. A. This outfit is under the direction of Brigadier General Thompson, and its group of guiding officers include Lt. Col. John S. Hayes, former Mutual executive, and from the Navy, Lt. Hendrix, who is Chief of Operations and formerly with Young & Rubicam. The Army Forces Network, with headquarters here in Paris, has a complement of some 10 officers and about 300 enlisted men and WACS, each a specialist in his or her line. It now operates 28 stations. At its height it had 51 and had a European Hooper equivalent to about three and a half million listeners. It operates 11 hours each day and 14 hours weekly and a short wave to China, Burma and India.

HERE is a small, compact, hard hitting, professionally qualified outfit that is a composite in personnel of the best the states has to offer. Captain Frank Danzig, chief of the Troop Information Section, was formerly with Columbia. Captain Andy Cummings, Germany Operating Officer, was formerly with Benton & Bowles. Captain William J. Pickering, technical supervisor, is a young old NBC and Western Electric man, and Major Bob Light, program supervisor, was con-

(Continued on Page 2)

Good Tutor

Chicago—One-year course in radio writing, designed to help improve the quality of daytime radio, will be offered this fall by the Northwestern University School of Speech, according to Dean James H. McBurney. It will be taught by Irma Phillips, one of the industry's highest paid and prolific script writers. She authors three current NBC serials.

It's Something!

San Francisco—"The only international agreement whose rules have been kept throughout this war, was the one signed by 72 governments in the early twenties, allocating wave lengths," observed ex-president Herbert Clark Hoover, in an address delivered before a group of KPO-Stanford Radio Institute students.

Victory Loan Pledged Radio-Agency Support

Advertising and radio industry has pledged continued support of the War Bond sales program, in as great a volume as the government may need, according to Thomas H. Lane, director of advertising, press and radio of the War Finance Division. Lane yesterday revealed to War Finance state chairmen of the Treasury Department, that messages by phone, wire and letter have come from all network heads, the NAB, advertising associations and other media groups

(Continued on Page 6)

James Joining Mutual Heading Sales Operations

E. P. H. (Jimmy) James, who has just returned to civilian life after three years as a captain in the Army Air Forces Intelligence Division, will join the Mutual Broadcasting System in September as manager of

(Continued on Page 2)

Washington Front

By ANDREW H. OLDER

TWO weeks have passed now since the announcement of the end of the broadcasting equipment freeze, with all comers once again invited to send their applications for various types of broadcast licenses to the FCC. Thus far, about the only applications received have been from non-primary-service sections or various other areas from which applications have been acceptable throughout the war period. . . . But the FCC is not

Start Reconversion At Rapid Pace With Receivers Scheduled In 60 Days; Tubes Offer No Problem

Reconversion plans among radio receiving set manufacturers, already under way when the War Production Board issued its revocation of L-265, the order controlling all electronic equipment, will result in modern sets being available to the consumer within the next 60 days, according to consensus of leading companies concerned with such reconversion. The 60-day date is held to be conservative, it is believed that sets will be rolling off the assembly lines well in advance of that time.

Manufacturers queried by RADIO DAILY yesterday said they regarded the future of all electronic lines with confidence and complete optimism.

Revocation of L-265 means that spot authorizations, first of which were granted for receiving sets a few weeks ago, will no longer be necessary for set production, transmitting equipment or any other radio or equipment manufacture. Construction of new stations will still be held up by L-41, the construction order, but some indication that it may soon be relaxed is to be found in the recently announced change in FCC policy with respect to the granting

(Continued on Page 8)

Applications For FM Approach Flood Level

Washington Bureau, RADIO DAILY

Washington—High water mark for filing of FM applications with the FCC was reached yesterday with the receipt of 14 new FM license requests. Apparently the heat is on. To take up the frequencies FM applications were filed by the Troy Records Co., Troy, N. Y.; the People's Radio Foundation, Inc., New York; Alleghany Broadcasting Co.; Pittsburgh Unity Corp., Mansfield, Ohio;

(Continued on Page 6)

Radio Andorra Policy Interests U. S. Ad Men

British Bureau, RADIO DAILY

London—Representatives of American advertising agencies are interested in Radio Andorra, the new commercial broadcasting station situated in the Pyrenees, between France and Spain, which has recently indicated its intention to change from non-com-

(Continued on Page 7)

Combo Sets

E. K. Jett, former FCC member, in a broadcast over CBS the other night, advised his listeners to make sure and buy a combination AM and FM receiver when they go to market. Jett said that within four or five years after production is in full swing, half of America's homes will be equipped with FM receivers. Rural areas will still need AM, however.

(Continued on Page 7)



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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.

PARIS ... And the Army-Forces Network (Continued from Page 1)

nected with important shows both as writer and producer. The GI in Europe likes his radio. There is a constant listening ratio of 85 per cent. He listens to 24 news broadcast each day, has his own GI Hit Parade and Quiz shows, and shades of Martin Block, there are even GI disk jockeys.

THEY have commercials too. Not like Tours of course, for Army commercials cover educational books obtainable. Xmas mail, the European GI school system, savings and bonds, etc. They also have their counterpart of LSMFT. It is VDMT. This goes out constantly as a hitch hiker and means Venereal Disease Means Trouble. This is one of the biggest problems Army folk have to deal with today, for the percentage of GI infected up to the last report issued yesterday reaches the alarming figure of 15 per cent.

We listened to some records going over the air and the skillful and sly use of Army commercials would make Gabriel Heatter green with envy. One of the agreeable surprises was a live program broadcast in our honor. It was as bright as Gen. Patton's buttons, and as technically perfect as a Corwin opera. The story of the mobile stations that followed the armies into Germany is one of hard work, sweat, romance and adventure. Equipment was not always the best. Werewolves were constantly about to

sabotage. Gas for transportation was a problem because the fighting units had it all. Food and sleeping quarters were not easy to obtain. Still they carried on and the GI, as he was advancing, constantly had both entertainment and news from home. The average GI is a good listener. He writes both for and complaining letters. One letter will ask for more symphonic music, and the next will damn it. The story of technical difficulties too is absorbingly interesting. We can't pass it along however for when we get into frequencies, kilowatts and antennas, we are lost in a technical tornado. Some day someone will write the saga of the American Forces Network. It should be must reading for everyone connected with radio.

SMALL TALK: We had dinner last night with Clifton Fadiman just before he took off. When he reads this he will be back in New York. French television is on the way back. We are to see it in operation tomorrow. Col. Hayes tells us that the key man in every AFN station is the cook. Every USO star and outfit that comes over does some live broadcasting. Occasionally one can hear more stars on one program than you will hear in a week back home. The Metro, which is the Paris subway, is efficiently operated. All service men in uniform ride free.

FINANCIAL (Tuesday, August 21)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Lists various stocks like Am. Tel. & Tel., CBS A, Crosley Corp., etc.

Gene Carr In Town Gene Carr, formerly of the U. S. Office of Censorship and now director of radio for Brush-Moore Newspapers, Inc., of Ohio, operators of WHBC, Canton, and WPAY, Portsmouth, is visiting briefly in New York.

20 YEARS AGO TODAY

(August 22, 1925) Whenever the S. S. Berengaria makes the port of New York, radio fans have a treat in store. William Ballyn, chief steward of the liner, has a standing appointment with WJZ to give a recital of songs of the sea that he knows so well.

SALESMAN WANTED Real opportunity for experienced man who knows how to sell retail accounts. Call Jack Compter, PL 3-4204, radio station WHOM.

James Joining Mutual Heading Sales Operations

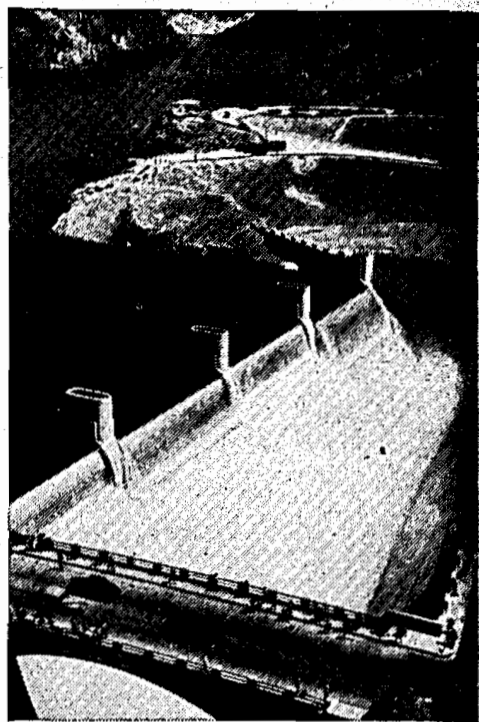
(Continued from Page 1) sales operations, it was announced by Z. C. Barnes, vice-president in charge of network sales. In his new connection, James will supervise the work of the sales service, estimating and contract division, and will also coordinate the sales, program, research, promotion and station activities.

Prior to his Army service James was director of publicity, promotion and research with NBC and the former Blue Network, completing 15 years of continuous activity in radio promotion, advertising, merchandising and research. He began his radio career in 1927 as sales promotion manager of NBC, and is the co-author of "The Technique of Market Research."

Philco's Net Income \$1.20 A Share In 1st Half

Net income of Philco Corp. in the first six months of 1945 totaled \$1,644,623 or \$1.20 per share of common stock, after estimated Federal and State income and excess profits taxes and after provision for adjustment and renegotiation of war contracts, it has been announced by John Ballantyne, president. These earnings compare with \$1,907,711 or \$1.39 per share during the corresponding period of last year.

In the second quarter of 1945, net income amounted to \$798,514 or 58 cents per share as compared with \$846,109 or 62 cents per share in the first quarter of this year, and \$961,385 or 70 cents per share in the second quarter of 1944.



6 years to fill

Early on the morning of August 6, Lake Mead, the 115-mile reservoir in back of Boulder Dam, took its first spill into the concrete trough on the Arizona side. It carried through great tunnels around the dam and emptied back into the Colorado River below. For six and one half years the lake has been filling and now the water is spilling in great torrents over a man-made crest.

There's a lesson in that story for advertisers.

You've been telling consumers about your products... even when you didn't have too much to sell during the last five years. You've been building up background.

If you've been using W-I-T-H in Baltimore radio... you'll have the satisfaction of knowing that you've been reaching more listeners-per-dollar-spent, all that time.

MUSIC has power WDAS is the only Philadelphia radio station featuring three hours of classical music daily No wonder WDAS audiences say "Thank You!"

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

*Thank you, Mr. Gray -
I.N.S.*

KOIL

BASIC
COLUMBIA BROADCASTING SYSTEM
5000 WATTS 1290 KILOCYCLES

OMAHA 2
NEBRASKA

OFFICE OF GENERAL MANAGER

August 16, 1945

Mr. Seymour Berkson
General Manager
International News Service
235 East 45th Street
New York, N. Y.

Dear Mr. Berkson:

I wish to express my appreciation for the great work turned in by International News Service during the closing days of the war.

The "beat" scored by INS in flashing the news that Japan had surrendered, followed by the sensational verification of William Hutchinson's disclosure earlier that General MacArthur had been chosen as Supreme Commander in Japan, made it possible for KOIL and KFOR to be well out in front of other stations in this area.

The flash the following day that gasoline and canned goods had been removed from the ration lists was so outstanding that we were able to flash it to our listeners well in advance of other stations not using International News Service.

Your Nebraska-Iowa Bureau Chief here, Craig Campbell, was on the job twenty-four hours a day during the height of the news breaks seeing to it that this Bureau continued its smooth job.

Your repeated accurate exclusives and scoops have more than justified the confidence we have in International News Service.

Your entire organization is to be congratulated on the alert manner in which the news report was handled.

Yours very truly,
Gordon Gray

Gordon Gray
General Manager, KOIL-KFOR

GG:hrc

LOS ANGELES

By RALPH WILK

PEGGY WEBBER, has written, produced, and directed a half-hour comedy show, "Oh, Miss Tubbs!" which the Frank Vincent Agency is peddling as a fall show. Peggy is producing the show as a television series for Mutual's W6XAO.

William N. Robson has been signed by the Ward Wheelock Advertising Agency to direct the new Masquers Club air show "Request Performance," which goes on the air each Sunday night for 39 weeks, starting October 7th. Program is sponsored by Campbell's Soups and will be broadcast coast-to-coast over CBS network. Robson is the only radio director who has won the famed Peabody Award two successive years. He won it in 1942 for "The Man Behind the Gun" program, and in 1943 for a single broadcast, "An Open Letter to the American People on Race Prejudice."

George Fisher, who interviews stars and chats about their activities over KECA Monday through Friday nights, has sold an original screen story entitled "Hollywood Inside Out" to Paramount and will play himself in the picture.

Ruth Russell of B B D & O, has resigned and is now vacationing in Las Vegas.

Jack Carson, who has spent past several weeks in Honolulu entertaining GI's, has embarked for Australia with his unit.

Hollywood Announcer Jim Bannon has been signed to do the splicing chores on the new Mutual mystery show, "The Amazing Nero Wolfe."

Wood Rejoins WOR

Robert C. Wood, former WOR account executive in the Chicago office who has just received his discharge from the Army, has joined WOR's New York sales staff and is temporarily taking charge of John Nell's accounts during Nell's leave of absence.

John Fenster is now handling retail and department store advertising and Richard Connell is account executive for amusement sales.

John Sauer has joined the WOR sales staff and is handling sales service.



Reporter At Large . . . !

● ● ● The California Chamber of Commerce couldn't have done a better job in picking the weather for the annual NBC Press Department's Golf Tourney and Gambol held up at Bonnie Briar Country Club in Larchmont yesterday. It was a regular 'weather clear, track fast' type of day. We don't know the golf jargon for it, but it was the kind of day that made the 19th hole a pleasure. Syd Eiges and Tom Knode, NBC's praise-agents, crowded Billingsley with their astute programming for the event and no matter what your sport was—be it golf or dominoes—you were assured of plenty of action. It was our idea of a golf tournament—with the contestants handicapping themselves and nobody missing out on a prize. You even got a prize if you so much as finished! The guest list reads like the Who's Who in Radio and about the only one we didn't spot up there was Tokyo Rose—mainly because it was a stag affair. But we did see Niles Trammell, Clarence Menser, Frank Burke, Nick Kenny, Ed Levin, Ben Gross, Bill Brooks, Joe Koehler, Jack Gaver, Frank Mullen, Frank McCall, Don Mersereau, Charlie Alicoate, Jerry Walker, John Royal, Roy Witmer, Bob Warburg, Joe Weigers, Bob Wilkinson, Bob Brown, Ed Schneider, Barry Farris, M. H. Shapiro, Geo. Wolf, Lou Frankel, Ben Kaufman, Lloyd Egner, Chester Bahn, Ed Anthony, Julius Haber, Geo. Frey, Horton Heath, Tom Kenney, Marvin Kirsch, Andy Lang, Frank LaClave, Red Kugel, Cy Kneller, Bill Kelly, Parker James, Milt Livingstone, Bill McCambridge, Tom O'Neill, Phil Newsome, Clay Morgan, Ed Thayer, Bill Ryan, Henry Schwab, Marty Schraeder, Manny Rosenberg, Don Short, Carl Mollander, Ed Maher, John McKay, Jim McConnell, Frank McCall, Louis Allwell, Ed Balmer, John Glass, Al Cusick, Arnold Blom and a host of others.

★ ★ ★

● ● ● Nat Abramson's pacer, Dixie Hal, copped two races at Freehold, N. J., Monday (paying off \$22.50 and \$8.00) without Nat having so much as a thin dime riding on it. Nat was so busy with V-J excitement, last-minute changes, etc., that his trainer couldn't get in touch with him! . . . Berne Tabakin has formed a radio producing agency called Paragon Productions. His first show includes Frank Parker, Kay Lorraine and Paul Barron's ork. . . Ray Knight handling a terrific sports quiz idea by Eli Cass. . . Les Elgart's crew opening at the Lincoln Blue Room tomorrow nite. . . The American net's ace sportscaster, Harry Wismer, will air the All Stars-Green Bay Packers football game Aug. 30th over Mutual. . . Wick Crider switching from J. Walter Thompson to BBD&O in a few weeks as assistant to Arthur Pryor. Al Durante will probably take over his former publicity chores. . . Lew Parker, heard only locally, has had such an outstanding build-up that he rates as many listeners hereabouts as any of the national comics. . . Three of the five acts on the Chesterfield show this week were booked in by Abbey Greshler.

★ ★ ★

● ● ● P & G dividing the network between Jack Smith-Oxydol show and Vic & Sade. Smith will air over CBS in the east, with latter doing the west on same net, same time. Looks like the boys from Cincinnati are out to get a rating on their half-hour across-the-board time—or else! . . . Harriet Van Horne, World-Tolly radio ed, raps the to-do about the common man in an article, "In Defense of the Uncommon Man" in September's "Go" mag. Paul Denis, on "The Customer's Always Tight" and Dorothy Parker, on returning GI's, are in the same issue. . . Look for a scandal to break about the CBI theater 'black market' and the bleggie who is reported to have walked out with over a million in cash! . . . Eddie Garr, who broke his back in a jeep accident while on a USO tour, ironically enuf, was on his way to a first aid station to have an injured digit repaired. . . What is this about the American web taking their sustaining artists off contract? . . .

★ ★ ★

CHICAGO

By BILL IRVIN

NELSON BROS., Chi., have signed a 5-week contract renewal for sponsorship of seven WBBM programs: "Serenade," 10:40 to 11:15 a.m., Sunday; "Welcome Home," 10:45 to 11:00 p.m., Sunday; "Patty Ford's Busy Line," 10:45 to 11:00 p.m., Monday through Friday; "Missus Goes to a Party," 3:45 to 4:00 p.m., Monday through Friday; "Everett Holles, News Commentaries," 4:35 to 4:45 p.m., Monday, Wednesday and Friday, and news broadcasts at 1:30 to 1:45 p.m. and 10:30 to 10:45 p.m., Saturdays. Contract was placed through George H. Hartman, agency, Chicago.

Johnnie Neblett, head of Neblett Radio Productions and narrator of "So the Story Goes," is on a vacation trip to Los Angeles, where he will also seek additional material for his radio series. He will be cut in from the West Coast for his portion of the NBC "Tin Pan Alley" of the air broadcasting Aug. 18 and 25 on which he is narrator.

Arthur Sears Henning's weekly Capitol Comment, 6 to 6:15 p.m., CWT, Saturdays over WGN, will be replaced by Ralph Ginsburgh's Palmer House Concert Orchestra, effective Aug. 25, during Henning's five-week vacation from his job as head of the Chicago Tribune Washington Bureau. He will return to the air Sept. 29.

ON THE BOARDWALK



IT'S WFPG 10 TO 1!

A recent certified poll* reveals that Boardwalk radios in Atlantic City are tuned to WFPG 10 to 1!

Atlantic City is the mecca of millions . . . ALL YEAR ROUND from ALL OVER the country. Reach a cross-section of America through WFPG, New Jersey's only American Broadcasting Company station.

For further details on the Friendly Group, contact Spot Sales—New York, Chicago, San Francisco, Los Angeles.

* Consumer Research and Survey Poll

Station WFPG 90%
Station "A" 9%
Outside Stations 1%



WSTV Steubenville, O. • WFPG Atlantic City, N. J.
WJPA Washington, Pa. • WKNY Kingston, N. Y.

"A Bit of Paris in New York"

Henri

Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50

DINNER From \$2.00

Famous French Candies

15 EAST 52d ST.

COMING and GOING

BEN GRAUER, NBC announcer is en route to Guatemala, where he will line up material for special network programs.

M. H. SHAPIRO, managing editor of RADIO AILY, who spent the past two hectic weeks visiting the soul amid the sylvan glens and shades of the Berkshire foothills, returned to his desk the early part of this week.

ALLEN T. SIMMONS, president and station manager of WADC, Akron, Ohio, is in Gotham for conferences with officials of CBS, with which the station is affiliated.

HAROLD STEIN, photographer well known in network circles, has left for 10 days of fishing at Lake Tarleton, Florida.

JOSEPH C. HARSCH, CBS news analyst, is here from Washington, D. C. on a short visit.

THOMAS C. McCRAY, eastern program manager of NBC, has left on his annual vacation.

C. BRUCE McCONNELL, president and general manager of WISH, Indianapolis, has returned to Indiana after having spent the major portion of a recent week in Gotham.

RHODA PLATE has returned from an extended vacation and has resumed her vital role on the New York staff of the Broadcast Measurement Bureau.

WILLIAM MALO, commercial manager and sales promotion director of WDRC, Hartford, is back at the station following a short business trip to New York.

MORTIMER C. WATERS, vice-president of Cripps-Howard Radio, Inc., was a visitor recently at the headquarters of CBS in New York.

PHILLIP P. ALLEN, manager of WLVA, American network affiliate in Lynchburg, Va., was here last week in the course of a short business trip.

ROBERT DOOLEY, in town from KFAB, Lincoln, Neb., conferred on Monday with Hugh Altis at the local headquarters of the BMB.

ALLEN MANNAMAKER, general manager of VGTM, Wilson, N. C., has left with his family on a vacation trip of two weeks.

CONNIE STACKPOLE, director of "The New England Cupboard," broadcast over WNAC and the Yankee Network, is back in Boston after having spent some time in New York for confabs with agency executives.

DONALD C. BATTIN, of general engineering at WABC, is visiting the old homestead at Townsend, Mass.

CARTER M. PARHAM, commercial manager of WDDO, Columbia network outlet in Chattanooga, Tenn., a recent caller at the offices of the web.

JAMES MELTON, tenor heard on the "Texaco Star Theater" program, has returned from Chicago and Detroit, where he visited to inspect and get ideas on museums displaying old automobiles.

*** PROMOTION ***

Children's Clothes Drive

The Tom Mix Straight Shooters' Theater Party of KSAL, Salina, Kans., sponsored by Ralston Breakfast Cereal, obtained approximately a ton of used clothing from 500 children in connection with the Save The Children Federation's national drive last Aug. 8th at the station's broadcast from the Fox Watson Theater.

The program culminated the clothing drive in Salina with strong cooperation from merchants and business organizations and offered prizes of war bonds and war stamps to energetic young clothing gatherers.

WSB Symphonette

The combined efforts of WSB, Atlanta, the Atlanta Journal and Emory University to bring modern and classical music to a visible and air audience have met with a gratifying reception. All tickets for the first two concerts of the WSB Symphonette from the Glenn Memorial Auditorium on Emory University campus were distributed long before the concerts. Albert Colesman, WSB musical director conducts the Symphonette which will run into the Fall.

Iowa State Institute

KXEL of the Josh Higgins Broadcasting Company, Waterloo, Iowa, has prepared a folder on the forthcoming Institute for Radio Writing and Production at Iowa State Teachers College. Information on purpose, procedure, expenses, registration and recreation is given, as well as pertinent details and photographs of the teaching staff of the institute.

FM Panorama

FM is the subject of a new, attractively presented and illustrated brochure from WELD, FM station in Columbus, Ohio. The 31-page book presents a complete story of WELD operations, installations and program-findings during the five formative years since the first broadcast.

AGENCIES

LEW KASHUK ADVERTISING COMPANY has been appointed to handle the radio advertising campaign for the Schlossmans Furniture establishment. A spot and program series will be used on New York City stations.

KNOX REEVES ADVERTISING, INC., Minneapolis, has been elected to membership in the American Association of Advertising Agencies.

BURTON G. FELDMAN, formerly of Foote, Cone & Belding, has joined the Olian Advertising Company as copy chief, Chicago office.

JULIAN GREENWOOD, formerly of Buchanan & Co., has joined McCann-Erickson, Inc. as assistant account executive.



You seldom see

a Special Events Director

like

BILL FARREN

When the roving job of Special Events and Publicity Director was opened up by Jack Steck's appointment to Program Director at WFIL, Roger Clipp could have selected anyone of several qualified men to head the department.

But he naturally turned to Bill Farren . . . and for good reasons. For Bill's experience seems to have been tailor-made for the job.

Since 1928 when he started at the first commercial radio station in the country (KDKA), he has been an announcer, sportscaster, newscaster, newsreel commentator and producer. With NBC, Bill broadcast: the first television show from the World's Fair; first visit to the U.S. by the King and Queen of England; official newscasts to Admiral Byrd's expeditions at the North and South Poles; radio addresses by the President of the United States; and many headline news events since he came to WFIL two years ago.

Today when many special events center around military affairs, Bill Farren's education at the U.S. Naval Academy and service with the U.S. Signal Corps gives him an edge over most special events directors.

In fact, you seldom find a Special Events Director as experienced and adept in handling news events so well as Bill Farren. And here at WFIL, special events are a vitally important part of our *Public Service* to the people in the nation's third largest market.

IN PHILADELPHIA **WFIL** MEANS PROGRESS and PUBLIC SERVICE

Represented Nationally by THE KATZ AGENCY



When it's time to speed merchandise across the country, time buyers turn to Weed & Company for aid in locating good times on good stations. Weed men are thus able to "highball" a train of contracts into the hands of Weed-represented stations.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD

KLZ DENVER

For the fifth time in four years, KLZ was among the winners in the annual survey of station promotion conducted by the Billboard

Billboard
Eighth Annual Radio Station Promotion Survey

Regional Channel Division
In recognition of outstanding achievement in radio promotion, based upon exhibition in the Radio Station and Canada.
Presented to Station **KLZ**

REPRESENTED BY THE KATZ AGENCY

Victory Loan Pledged Radio-Agency Support

(Continued from Page 1)

to the effect that powerful support would be forthcoming in the Victory Loan and that they would stay on the job "as long as the government needs its help in selling bonds to pay for the war."

Specific pledges of support came from the following, among others:

FREDERICK R. GAMBLE, President, American Association of Advertising Agencies: "You may definitely count on our fullest co-operation as we have given in the past."

PAUL WEST, President, Association of National Advertisers, Inc.: "On behalf of National Advertisers, ANA is glad to pledge all out assistance in obtaining needed advertising sponsorship for your great Victory Loan."

CHESTER J. LaROCHE: "Now that we have peace we cannot slacken our national efforts in any way. One of our most important tasks is maintenance of our sound financial structure. The American Broadcasting Company will assist in every way in making the forthcoming Victory Loan a success. You have our assurance that we will co-operate closely."

J. H. RYAN, President, National Association of Broadcasters: "The ability of the American people to co-operate has stood the test of war and has contributed much to the winning of the peace. It remains to be seen if the same full measure of co-operation will be given to preserve and maintain that peace. The crucible in which that test will be made is the forthcoming Victory Loan Campaign. Proud of the contributions made by the radio broadcasting industry in the seven War Loan campaigns, we realize the weight of a greater responsibility in supporting the Victory Loan. On behalf of the industry I pledge our fullest effort and dedicate our facilities to assist you in making it a ringing demonstration of America's ability to co-operate in peace as well as in war."

EDGAR KOBAK, President, Mutual Broadcasting System: "Mutual Broadcasting System and its 276 affiliated stations enthusiastically pledge their backing of great Victory Loan. Let us know what you want done and consider it done. Best wishes successful meeting."

C. L. MENSER, Vice-President in charge of Programs, NBC: "Be sure you may count on NBC to complete the job to which we have given so much effort during these past years. You may count on our full co-operation."

DOUGLAS COULTER, Vice-President in charge of Programs, the Columbia Broadcasting System: "If radio has demonstrated anything during the war, it has shown that it can help Uncle Sam raise essential funds in massive sums and one of the most challenging opportunities to apply the lessons of war to the peace is that of supporting the Victory Loan which we shall do with eagerness and all the skills at our command."

WORDS AND MUSIC

By HERMAN PINCUS

TIME was when T. L. Canada Associates with a tag that read "publicity and promotion. New York-Hollywood-Chicago," used to send this desk many a juicy tid-bit . . . came the war and with it a shortening of the imprint for it's now Sgt. Tom Canada, Headquarters Company, Camp Patrick Henry, Va . . . but the items still come in . . . Tom's latest letter informs us that Red Skelton, hospitalized for the past five months is slowly getting his health back . . . Erskine Butterfield, Ray Eberle and Ish Kabibble and Vance Campbell are collabing on shows for the lads at Camp Lee, Va. and Sgt. Harry Douglas, formerly with the "Deep River Boys" has formed a GI unit called Camp Hill Quartette which is also doing a swell job for the servicemen.

☆ ☆ ☆

TIN PAN ALLEY-OOPS—Donald Novis, tenor-turned-baritone (a good trick if you can do it and HE DID IT) will open at the Versailles Club in Gotham, September 12. . . ● Here's one for the book . . . Buddy Rich, Tommy Dorsey's drummer, was barred from the Palladium recently (by a guard who didn't recognize the lad) because Buddy was wearing a Zoot suit . . . fortunately the owner of the famous dance palace came along and introduced the drummer, adding "and Buddy is the guy who built the Palladium." . . . ● Whispering Jack Smith, one of radio's earliest crooners, opens at the Ruban Bleu in New York, September 12. . . ● J. Edgar Hoover, FBIggie, expects an increase in crime immediately following the war and has asked Jerry Devine, writer and director of the "This Is Your FBI," series to present the programs, based on actual criminal cases, in an entertaining manner BUT with the emphasis on the theme, "Crime Does Not Pay." . . . ● Lou Singer and Hy Zaret are collaborating on a Russian operetta, "Mutual Love," to be published by Leeds Am-Rus Co.

☆ ☆ ☆

RADIOLOGY:—Pretty Eileen Barton, "The Gal who sang with Frank Sinatra," will be heard starting Saturday (10-10:30 a.m.) August 25 on a new NBCommercial, "Teen Timers' Canteen," Joe Mansfield, one of that net's ace producers, will handle the show. . . ● Gus Edwards, that sentimental sage of song, will be given a coast-to-coast salute, Wednesday when Eddie Cantor makes a guest appearance on "Wednesday With You" via the NBChain . . . some of Edwards' songs will be played including, "In My Merry Oldsmobile," "By the Light of the Silvery Moon," "School Days" and "Jimmy Valentine" . . . besides the popeyed comic, Edwards also discovered Walter Winchell, Lila Lee, George Jessel, Georgie Price and Bert Wheeler. . . A note by special messenger from that crack flack, Spencer Haire, informs us "that something new under the sun is the fact that baritone Johnny Thompson, now heard with the "Breakfast Club," gives away professional copies to the first 100 fans who request them" . . . that isn't new . . . for years we've been handing professional copies to our landlord . . . however he still insists on the RENT. . . Before going on the "We, The People," CBS show recently, Lt. Eugene Valencia, USNavy ace who downed 24 Japlanes rehearsed his script three times . . . but when he went on the air, he neglected the script and gave his listeners the thrilling story in his own words. . . ● It was 13 years ago that J. C. Flippen, making his air debut, introduced the "amateur hour." . . ● Dave Titus will produce the new Joan Davis CBS show which starts Sept. 3 with Andy Russell handling the vocalisthenics. . . ● Hal Moore, WNEW Announcer has authored a fiction piece, "Legends of Tuscarora" which will appear in the October issue of Blue Book Magazine. . . ● Starting Sept. 15, Perry Ward's "What's Doin' Ladies," an ABCo-sponsored program, becomes a half-hour show sponsored by the Hunt Packing Corp. . . ● Radiolite Helen Bennett has been signed for a lead role in the forthcoming Universal flicker, "Royal Mounted Rides Again."

—Be A Rational National—

Applications For FM Approach Flood Level

(Continued from Page 1)

United Garage and Service Co., Cleveland; East Carolina Broadcasting Co., Goldsboro, N. C.; Leaf Chronicle Co., Clarksville, Tenn.; James A. Noe, Alexandria, La.; WCBT, Inc., Roanoke Rapids, N. C.; Freeport Journal Standard Publishing Co., Freeport, Ill.; American Republican, Inc., Waterbury, Conn.; Gore Publishing Co., Fort Lauderdale, Fla., and James A. Noe, Lake Charles, La.

Hughes Productions, a division of Hughes Tool Co., applied for two new FM stations, one in Los Angeles and one in San Mateo County, Calif.

Applications also were received for seven AM stations. These were filed by the Blue Ridge Broadcasting Co., Roanoke, Va.; Radio Broadcasting, Hot Springs, Ark.; Athens Broadcasting Co., Athens, Tenn.; Voice of Augusta, Inc., Augusta, Ga.; Central Illinois Radio Corp., Peoria, Ill.; Studebaker Broadcasting Co., San Diego, Calif., and Amphlett Printing Co.

AM Pleas Also Received

Application for a tele station was received from KRLD, Dallas, Texas.

The Commission also received applications for a new non-commercial station a new AM and a new FM station late last week.

Providence Bible Institute, Providence, R. I., applied for an educational broadcast license to operate in frequency between 91 and 92 megacycles with special emission for FM.

Odesa Broadcasting, Odesa, Tex., applied for a standard station. Wendell Mayes and C. C. Woodson of Odesa Broadcasting own 25 per cent interest in each in KBWD, Brownsville, Tex. J. S. McBeath, of the Odesa Company, owns 25 per cent of KXOK, Sweetwater, Tex.

Colonial Broadcasting, Providence, R. I., applied for a new FM station. Individuals of the company are all residents of Putnam, Conn.

Application for acquisition of control of WBML, Macon, Ga., by sale of 25 per cent of stock in middle Georgia broadcasting licensee corporation, now owned by Mrs. Arthur Christie, to the corporation to be held as treasury stock. Price for the stock would be \$20,000.

Cornell Names Radio Head

Louis W. Kaiser of Syracuse, N. Y., has been named head of the radio services for the Colleges of Agriculture and Home Economics at Cornell University. The new director, recently released from the Army Air Corps with the rank of Captain, was formerly with radio stations in Syracuse and Buffalo.

Will Be Heard On CBC

George Caracker, assistant to Walter Lennon of the World Wide Broadcasting Company, announces the "Beyond Victory" program now in its third year will be heard over Canadian stations.

Radio Andorra Policy Interests U. S. Ad Men

(Continued from Page 1)
 Commercial to sponsored programs and will include English language programs. Indications are that this step will open the way to fuller commercialized radio as soon as it is demonstrated that the station is effectively received, and that the unit will be increased in power to accommodate future operations. Present plans reveal that bi-lingual broadcasts in French and Spanish will start on September 1st, the object being to cover Spain, France, Portugal and Switzerland. Programs will be kept purposely international in flavor to appeal to the area and sponsors will be permitted to introduce themselves during the program as well as before and after.

Basic Time 15 Minutes

The basic unit of time will be a 15-minute program which will be recorded and prepared in England or in Paris.

The rights have been negotiated for by a new company known as Freemantle Overseas Radio and have been acquired by Empire Overseas Radio, a subsidiary of the Empire Film Corporation, Ltd., of which V. Cochrane-Harvey is joint managing director. Mr. Cochrane-Harvey indicated recently to a London newspaper that Leonard Urry, who has been active in a number of programs on BBC, will be in charge of programs, working from London.

Rates quoted for the time unit of 15 minutes are presently scaled as follows: Weekdays, 65 pounds per broadcast for a series of 13; 58 pounds each for a series of 104 broadcasts; Sundays, 75 pounds for a series of 13 broadcasts; 68 pounds for a series of 104 broadcasts.

Stork News

Fred Smith, vice-president in charge of advertising, promotion and research, American Broadcasting Co., is the father of an eight pound, five ounce boy born Sunday at the Margaret Hague Hospital in Jersey City. Child is named Frederick George after Smith's father, whose birthday would have been Sunday if he had lived.

5000 WATTS 1330 KC.
WEVD

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

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

Washington Front

(Continued from Page 1)

tion is what is holding up the filing, with no one willing to reveal his plans to his competitors or possible competitors any earlier than is absolutely necessary. Thus the end of the 60-day period, which terminates October 7, is the time when the heavy business will start piling in on the FCC. . . . By that time Chairman Porter is hopeful that his legal and engineering and accounting staffs will be ready to take it as it comes. He hopes all pending cases which can be wiped off the books before then will be off, and that he will have been able to supplement the Commission staff somewhat by that time. . . . It looks like busy days ahead for the FCC—and for Information Czar Earl Minderman.

☆

ELMER DAVIS's V-J plea for extension of OWI did not meet with an enthusiastic response here in Washington, but don't write OWI off already. It may lose its identity, but there is a real possibility that far-seeing legislators will recognize the validity of his claims that an American information service is badly needed. . . . We refer there to the foreign functions of the agency. There will also be some support for the carrying on of some of its domestic functions. Particularly during the reconversion period most broadcasters would be happy to see the work of George Ludlam's Radio Bureau continue to make heavy claims upon broadcasters for aid in putting across the reconversion program as already apparent. The volume of government announcements will fall off from the huge wartime schedule, but will be great enough to justify the maintenance of a co-ordinating agency to do the job in the same effective manner the OWI Bureau has operated—and it is generally conceded within the industry that Ludlam's operation of the agency has been businesslike and intelligent.

Copies Of Corwin Script Distributed By Banker

More than 300 copies of Norman Corwin's "On a Note of Triumph," V-E Day program broadcast over CBS on Tuesday, May 8th, have been purchased by Delcevere King, board Chairman of the Granite Trust Co., Quincy, Mass., for personal distribution to service men in his home town, civic officials, and to all members of the United States Senate.

Published By Simon & Schuster
 "On a Note of Triumph" was repeated on Sunday, May 13th, and published shortly after in book form by Simon & Schuster.

In distributing copies of the book, Mr. King stated that it dealt strongly with problems of the day, in expressive forceful fashion, and that his purpose was "to bring others the force of its impact."

THAT the GOP intends to make FCC operations an important feature in their 1946 campaign is evident. Although Louis Miller, member of the now-defunct Cox-Lea Committee of the last Congress, is no longer in the public view, Representative Dick Wigglesworth, capable Bay State veteran, has not forgotten about the FCC. His war against the Commission antedates the Cox fracas. In fact, it antedates the FCC. Wigglesworth became considerably annoyed with the old Federal Radio Commission as a result of the activities of Sam Pickard, a former member, when he went to CBS as vice-president in charge of station relations. When the FCC let many years go by without doing anything important to curb Pickard, who was getting sizeable interests in several radio stations in return for getting them CBS affiliation contracts, Wigglesworth turned on the FCC. (It wasn't until last year that the FCC really cracked down on Pickard, when it ordered the revocation of the WOKO license). . . . Another thing that has Wigglesworth greatly annoyed is the high prices at which many stations have sold during the war years. He feels that broadcasters have been trafficking in licenses, and that the FCC has been at fault for failing to stop the practice. . . . Harry Barger, who went to the Republican National Committee after flopping as a substitute for Eugene Garey as counsel for the Cox-Lea Committee, has been at work on this phase lately—going through commission records on all transfers since early 1944. . . . Wigglesworth feels too that the FCC has exerted a censorious hand over program content. Temporary licensing, etc., have been the instruments by which the FCC has constrained stations to curb anti-administration commentators, etc., he claims. He blames the FCC for the removal from the air of commentators Upton Close and Boake Carter.

Farren Gets New Post With WFIL, Philadelphia

Philadelphia—William A. Farren, a member of WFIL's announcing staff for two years, has been appointed director of publicity and special events, it was announced last week by Roger W. Clipp, president of the station. Mr. Farren succeeds Jack Steck, recently named WFIL program director.

A former student of the U. S. Naval Academy in the first world war, and discharged in 1943 from the Army Signal Corps, Mr. Farren has been in radio since 1928 when he joined KDKA in Pittsburgh. He later was associated with WNEW in New York and the National Broadcasting Co., from 1936 to 1941.

In 1939 Mr. Farren covered NBC's first televised show from the World's Fair in New York City.

EQUIPMENT

New S-W Distributor

Cowan-Boze Company, Inc., Atlanta, Ga., has been appointed distributor of Stewart-Warner home radios for the Atlanta territory, the radio division of Stewart-Warner Corporation announced. H. W. Sommerwerck, vice-president and general manager of the Cowan-Boze Co., will head dealer sales in that territory. Mr. Sommerwerck was associated with a Baltimore sporting goods house for 20 years prior to his present position.

McHugh With Emerson

William J. McHugh, industrial relations specialist and author and lecturer on labor problems for the past 13 years, has been appointed Director of Industrial Relations at Emerson Radio and Phonograph Corporation, Benjamin Abrams, president, announced last week. Mr. McHugh will supervise employe training, labor problems, and veteran rehabilitation at the plant in the Port of Authority Building in the city of New York.

BALTIMORE'S
Listening Habit

W
C
B
m

MUTUAL BROADCASTING SYSTEM

JOHN ELMER President	GEORGE H. ROEDER General Manager
-------------------------	-------------------------------------

FREE & PETERS, Inc.
 Exclusive National Representatives

Expect Set-Making Within 60 Days; WPB Sees 3,500,000 By End Of 1945

(Continued from Page 1)

of construction permits, and in the revocation of some orders affecting construction. These include the order regulating construction of equipment and machinery. L-192, an order controlling lumber and lumber products; L-311, an order controlling certain lumber, and some orders controlling metals were revoked. The latter includes the order controlling copper, the principal wiring metal, and regulations over zinc and lead used in tube manufacturing. Structural steel, especially essential to tower construction, remained under control.

Revocation of L-265, which rigidly controlled all electronic equipment except for use in non-commercial experimental work including tubes, receiving sets, instruments, etc., opens the field for expansion of the radio market, exploitation of FM and tele, application of lessons learned in war of possibilities for radio and all the other adventures in broadcasting which have been waiting the go-ahead signal.

Typical Example

Typical example of how reconversion is proceeding may be gleaned from the RCA Victor picture of the situation:

First sets from the factories, the kickoff line, will comprise the best 1942 models, plus a few items of post-war design. More post-war models, both radio and combination sets will follow. Tele lines are fixed for a later date.

Indianapolis, Ind. factory will make the first console sets (phonograph combinations) and the Bloomington, Ind. plant will handle the portables.

Princeton plant will continue as a research laboratory.

Camden plant will expand its manufacture and pressing of recordings of which the plant has never been able to keep up with

the demand. Expansion will include a Hollywood plant which is expected to get under way pressing disks by Sept. 1.

Camden will also be the plant for manufacture of FM and television transmitters, industrial electronic goods and industrial television.

Tubes are no problem as to re-conversion. Instead of shipping to the Army and Navy, shipments will go to the consumer.

No figures on number of sets to be manufactured will be available for a time, nor will price list of manufactured goods be available right away.

New Stromberg Plant

Stromberg-Carlson Company of Rochester, N. Y. yesterday began construction on a new \$300,000 building, alongside of its main plant. Building will cover an area of 60,000 square feet and will be used for the manufacture of chassis for radio and television sets. Company is already at work in production of radios and other products. It made considerable radar equipment during the war.

Philco Corp. of Philadelphia, in a statement issued yesterday by John Ballantyne, president, says it is rapidly proceeding with the production of peacetime goods, which of course is headed by radio receiving sets. Volume production, Ballantyne said, would be reached in the fourth quarter of 1945.

Other firms such as General Electric, Zenith and Westinghouse are among the many larger organizations rapidly going into radio production with the expectation that their sets will be on the market in less than two months hence.

Washington Bureau, RADIO DAILY

Washington—Approximately 3,500,000 new radio sets for civilian use by the end of the year are indicated in the sweeping cancellation of military contracts for electronic equipment that have been planned, Melvin E. Karns, director of the War Production Board's radio and radar division, said yesterday.

Karns said that the cancellations would amount to more than 80 per cent of the total contracts outstanding on July 1, 1945. Remaining mili-

tary orders will consist of a limited amount of new procurement and research contracts plus continuation of some existing contracts on a reduced basis. Such production will be protected by WPB authority to grant special priorities assistance when needed.

The transition from military to civilian production was expedited, according to Karns, for the industry through the modification July 26 of Order L-265 (electronic equipment), now revoked, which permitted manufacturers of components to order materials and start production for civilian use. The availability of components will be a major factor in the speed with which producers turn out finished radios and other electronic equipment.

Karns said that in general there will be a supply of components ample to meet most needs of the industry. Some items may be short, he said, but in most such instances it will be possible to use substitutes. It is expected that a quantity of components will shortly be available from surplus stocks. Further gains are anticipated from longer production runs made possible by less precise specifications of civilian designs.

Agency Ends Sept. 30

In the light of the prospective cutbacks and revocation of Order L-265, WPB said, the electronics research supply agency is winding up its affairs and will cease to function about Sept. 30. This agency has operated as a source of components for military and civilian research and development laboratories. Since contract cancellations will now provide adequate component supplies for this purpose, ERSA's services are no longer needed, WPB said.

Because of differences in military and civilian end equipment specifications and needs, the quantity of components turned out for \$200,000,000 worth of military equipment would supply approximately \$80,000,000 worth of civilian end equipment. Karns said that the 1941 monthly production of civilian equipment, radios, etc. averaged about \$23,000,000 and that the 1939 average monthly rate was \$19,662,000.

WPB said that its radio and radar division would continue to aid the industry in eliminating bottlenecks and in the analysis and solution of other problems, but that priorities assistance would be granted only in very rare cases of unusual hardship. With the lifting of production restrictions, WPB emphasized, the maximum amount of civilian production will be achieved if each manufacturer thoroughly investigates all probable limitations, locates substitutes for those materials in short supply and plans his production in a sound manner. On the whole, however, the industry is being given a free hand to proceed with civilian production on its own.

FIRST

first

in War!



The U. S. Treasury has just paid KGW the supreme compliment of naming assistant manager, H. Quenton Cox, assistant director in charge of national War Bond radio promotional activities.

first

in Peace!



These radio pin-up gals were photographed in the KGW studios in the month of Nov., 1924.

first

in Audience Influence!

Audience Influence, the PLUS factor, must be present before your advertising investment will pay maximum dividends. By ALL measurements, KGW is your FIRST buy in the great Pac. N. W. market.

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON



REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.

KNOW YOUR ABC's about KOA

Particular attention is given by KOA to special events and public service broadcasts of local interest. Nearly 200 every year.



Send Birthday Greetings To—

August 22

Carroll Cartor	Fayo Parker
Ernest Hackworth	Martha Raye
Losloy Woods	Don Prindle

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 32, NO. 37

NEW YORK, N. Y., THURSDAY, AUGUST 23, 1945

TEN CENTS

Web Season Starts Early

PARIS

... A Day With
Radio France

By JACK ALICOATE

Publisher, Radio Daily

THE Arc De Triomphe is but a short walk from our luxurious and centrally located Hotel Raphael just off the Etoile. This morning before breakfast we paid a visit to the Tomb of the Unknown Soldier and the flame that burns constantly to show our head in meditation and say a lot of a prayer for the many of our boys that will never leave this continent. As we viewed the full length of the Champs Elysees, the famous old boulevard seemed dull and listless. An overcast sky helped make this beautiful boulevard look drab and tired. At any rate, reconstruction here in France is going to take a long time. At dinner last night the French Minister of Reconstruction, M. Dautry, told us that it would take 15 years of extensive toil to bring France back to a reasonable facsimile of her former glorious self. He further stressed the point that during the coming winter coal will be of far more importance than food and heaven knows there is little enough of that.

AND so we are off to spend the day as the guest of Radiodiffusion Française. Our military escorted convoy is moving and our first stop is the Maison de France, a station that was formerly a private enterprise until wrecked by the invaders, then completely rebuilt by the Germans and now operating with complete set of American equipment. Here we renewed an old acquaintance with Madeleine Carroll, who was rehearsing a sort of soap box thing in which she had a delightful old French taxi driver

(Continued on Page 2)

Visitors

Sixteen convalescent GIs from Camp Upton, N. Y. visited WHN's "Gloom Dodgers" show yesterday to get an insight into radio at work as part of their journalism course. Co-emcee Moréy Amsterdam interviewed several of the group during the broadcast, while several of the GIs interviewed him after the show on his creation of his 1945 hit, "Rum and Coca Cola."

Fraternizing

During course of the NBC Press Department Golf Tournament dinner Tuesday night, one of the prizes awarded was for a net high score of 183. This was less a 35 handicap and went to a red-eyebrowed reporter on a weekly trade paper. Although roundly applauded for being what appeared to be an honest man, said man confided enroute home that the clubs were borrowed — from Jim O'Bryon, Mutual network publicity head.

No Letup In Messages Says OWI Bureau Head

No immediate lowering of radio time requirements for programs scheduled by OWI's Domestic Radio Division can be expected soon, according to George Ludlam, chief of the division. Recruitment programs for merchant seamen, nurses for civilian hospitals and emergency farm workers must continue, said Ludlam. The salvage program is as essential as ever, with the added danger that

(Continued on Page 3)

CBS & NBC Reporters Converging On Japan

Seven CBS network correspondents will be on the scene in Japan and China to broadcast the final signing of surrender documents, and to report

(Continued on Page 11)

Two-Band FM Receivers Taboo Porter Tells Manufacturers

Washington Bureau, RADIO DAILY
Washington—Receiver manufacturers were urged not to manufacture FM sets capable of tuning to both the new and the old frequencies in a letter from FCC Chairman Paul Porter to R. C. Cosgrove, RMA president, made public yesterday. Text of the letter follows:
"Dear Mr. Cosgrove:—As president of the Radio Manufacturers Association you have advised the Commission

Four Networks Have 80 Commercials Either Returning Or New Accounts; Latter Mostly On MBS-Amer.

Omaha Outlets Plan Battle For Listeners

Omaha—Apart from the fact that bids for the "purchase or lease" of station WOW will be received on or before noon today, a new scramble for audiences is expected to get under way here soon. In connection with the WOW move by the Woodmen of the World Life Insurance Society, all proposals will be open and considered and the Society will choose whether it will seek to resume oper-

(Continued on Page 3)

Nazi Trials In Nuremberg Covered By WOR-Mutual

The war criminals trials, scheduled to begin in Nuremberg, Germany on September 1st, will be described daily by overseas correspondents of the Mutual Broadcasting System

(Continued on Page 9)

Tilden Chi. Radio Head Of Sherman and Marquette

Chicago — Sherman & Marquette yesterday announced the appointment of Louis E. Tilden as radio director in the Chicago office. For the past

(Continued on Page 12)

New and returning commercial programs to the four networks starting approximately Sept. 1 and running well into October, will be over the 80 mark, with Mutual probably showing the largest number of programs absolutely new to the web. Vast majority of the programs scheduled to reopen their season on NBC and CBS are

(Continued on Page 11)

Waive Operator Rule For 500,000 R. R. Men

Washington Bureau, RADIO DAILY
Washington—To facilitate the use of radio for increased efficiency and safety in railroad operations, FCC waived operator license requirements for the 500,000 employees expected eventually to use such equipment. In lieu of its own examinations, the Commission approved a procedure

(Continued on Page 11)

Louis Howard President Of The Tobacco Network

Raleigh, N. C.—Louis Howard, owner of WHIT, New Bern, N. C. and WJNC, Jacksonville, N. C. was elected president of the Tobacco Network at its annual meeting held Saturday,

(Continued on Page 11)

Impartial?

When Harry Wismer broadcasts over Mutual the All-Star football benefit from Soldiers Field, Chicago, on August 30, he'll have a hard time being impartial, because one of the players will be Al Cavigga, WOR-Mutual engineer, who has been granted a leave of absence to play in the game. Al, a member of the N. Y. Giants, was a gridiron star at Louisiana State.



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Wednesday, August 22)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	178 3/4	178 1/2	178 1/2	...
CBS A	37	37	37	...
Crosley Corp.	37	37	37	+ 1/2
Farnsworth T. & R.	15 7/8	15 1/2	15 1/2	+ 1/8
Gen. Electric	44 7/8	44 3/8	44 7/8	+ 1/2
Philco	37	37	37	+ 1/2
RCA Common	14 3/4	14 1/2	14 3/4	+ 1/4
RCA First Pfd.	85 1/2	85 1/4	85 1/4	- 1/2
Stewart-Warner	19 3/4	19	19	- 1/4
Westinghouse	34 3/4	33 1/2	34 3/8	+ 1 1/8
Zenith Radio	37	36 1/2	37	+ 1/2
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	30 1/2	30 1/2	30 1/2	...

"Esso" Sponsor On WWL

New Orleans—Beginning last Monday, August 20th, the Louisiana Division of the Standard Oil Company of New Jersey presented its "Esso Reporter" over WWL at 10:00 p.m. nightly, Monday through Friday. Other "Esso Reporter" program times remain unchanged.

20 YEARS AGO TODAY

(August 23, 1925)

With the advent of WNAB in Boston, the operations of WJZ-WJY in one building, are duplicated in New England. WNAC and WNAB, both in Shepard stores, are now in operation although no attempt will be made at present to broadcast regularly over WNAB. It will be used for airing news, stock reports and special features.

SALESMAN WANTED

Real opportunity for experienced man who knows how to sell retail accounts. Call Jack Compter, PL 3-4204, radio station WHOM.

PARIS

... A Day With Radio France

(Continued from Page 1)

character continually thrash out French-American relations. This station is also used by the USIS which is the United States information Service, being the counterpart of OWI in the states. Bill Tyler is in charge. We were intrigued with a regularly broadcast program explaining to the French the background of typical American songs and music, the real significance of jazz and swing, a daily five minute lesson in basic English, and helpful hints to French maidens who have married American GIs on how to hold your husband. That how to hold your husband idea might be a good tip for some enterprising New York station with a little extra time on its hands.

ON NOW to Montparnasse where the headquarters of Radio France is located. Here one finds a parallel to Broadcasting House in London for radio in France is now government controlled and private franchises are probably out forever. To own a radio set in France one must pay the government each year through the local postoffice a franchise tax of three hundred francs. The physical headquarters of Radio France is rather imposing, but the equipment as a whole is rather dated. We watched a broadcast, rehearsals, film and wire transcribing, posed for pictures, and then hurried on past the historic Bourse and Place Vendome to the Champs Elysees studios, where we were comprehensively briefed by the interesting and colorful Phillip Desjardins, in French short wave activities to Canada, North America and the colonies. This Desjardins is a character out of the book. He and his brother built the famous Brazzaville station for the Free French in Equatorial Africa, out of tin cans, and tied telephone wire and hair pins. In those days he was known as the "Wolf." On now to Maison Des Allies, the swanky Paris officers' club, for a lengthy and elaborate lunch given in honor of our outfit by Radio France and attended by many high in diplomatic and political circles as well as radio. The principal address was by M. Gulnebert, director of Frenchradio. This was followed by an "Information Please" hands across the table sort of quiz thing that sent everyone out in cordial and happy spirits. Our luncheon side kick was G. C. Salvador of the Ministry of

Information. We are now considerably better informed on French politics. Local elections will be coming along in about six weeks, at which postwar policy will then be made.

FRANCE is still a beautiful and gracious lady. Her home is in urgent need of repairs and her raiment is a bit threadbare but her eyes are still bright, her chin is still up, and her spirit is still unconquered. Here we are in deep soliloquy while our command is calling to board our cars for the American Embassy. The dynamic and popular Ambassador Caffery has rolled out the red rug and our outfit, in formals, once again lives up to its reputation of being the best dressed non-combat expedition on the continent. Gen. Chennault is there and tells us of China. Here is a man that is surely all soldier. The Ambassador's cocktail soiree was a huge success with no serious casualties at this early check up.

SMALL TALK: French short wave is now going out in 28 different foreign languages. The hardest thing to find in Paris is a good cold bottle of beer. FM in Paris is completely undeveloped and television is still in the rompers stage. One of the prize names of our short snorter is that of Gen. Chennault. Today we stopped to make a few notes in the house in which Franz Liszt lived from 1823 to 1878.

McLean NBC Mag. Editor

Jim McLean, for two years special public relations representative for General Electric, has joined the NBC press department as magazine editor. McLean, who attended Ohio State University, joined the United Press in 1935 as wire editor in New York, later becoming staff correspondent for the same wire service in Buenos Aires, Argentina.

In 1938 he joined "This Week" magazine as associate article editor, then became an editor with the FCC in Washington, where he remained for two years until beginning his General Electric affiliation.



Thanks

We're glad that smart time buyers have a streak of some of that you-know-what that's illustrated by the picture.

For they were the boys who scrapped to keep us on many a radio list.

They ignored the razzle-dazzle of big-name call letters . . . and stayed right in there saying, "But your big buy in Baltimore is an independent. Look at these W-I-T-H facts."

Those facts are available to anyone who has a sales problem in this, the country's sixth largest city.

If you want to reach more listeners for every dollar you spend . . . W-I-T-H is your buy.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

WDAS AUDIENCES HAVE BEEN Loyal FOR MORE THAN TWENTY YEARS

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



Omaha Outlets Plan Battle For Listeners

(Continued from Page 1)

tion of the station, or enter into a contract with the party submitting the best proposals, in the opinion of the Society. The decision of the Society will be submitted to the Supreme Court of Nebraska for its consideration and action. For the past two and one half years WOW has been involved in litigation resulting from a deal for lease of the outlet made with a group headed by John Gillin.

Background of the fight for radio listeners involves the shift of the 5,000 watt-KOIL from CBS to the American Broadcasting Company, taking network spot now held by KOHW, daytime 500 watt station. Date for the shift is November 1.

KFAB, formerly basic CBS for Lincoln and a rural area estimated at 100 counties, will be bidding for KOIL's former CBS audience. KFAB, which has been strong in the daytime will have just as strong a night signal since WBT, basic CBS station at Charlotte, N. C., will be directionalized.

Harold Roll, promotion manager of KFAB, is arranging an ambitious promotion campaign aimed at snaring KOIL's CBS audience, while KOIL is scheduling a vigorous drive to retain its CBS listeners and also to grab former American network listeners now held by KOWH.

KOWH, owned and operated by the Omaha "World-Herald," hasn't unveiled its plans. Also in the field are WOW, an NBC affiliate 5,000 watt and KBON, having a Mutual tieup.

KFAB with its 10,000 watts is Nebraska's largest, but due to its 1110 dial position is no stronger than WOW. With the loosening of materials, however, it plans to construct three 50,000 watt towers near Papillion, Neb., near Omaha. It now originates two newscasts and one man on the street show from Omaha. But for the time being, at least, KFAB will keep its studios in Lincoln.

KFAB's program calls for stressing that CBS followers no longer can get their favorite shows on KOIL and also will plug its night offerings. KOIL will plug the fact that it can offer an average of six hours more of American network shows than KOWH's daytime operations permitted.

Two-Band FM Receivers Taboo Porter Tells Manufacturers

(Continued from Page 1)

unnecessary the change from the lower to the higher band would be facilitated.

Higher Cost to Public

"Testimony in recent proceedings before the Commission indicates that a two-band receiver will cost the public more than a single band receiver. The Commission feels that there is no valid reason for requiring the public to bear this extra expense.

"After careful study the Commission has assigned the 20 mc band between 88 and 108 megacycles as the permanent home for FM broadcasting. This was done because it was believed that this higher band would render a more satisfactory service than the present band of 42 to 50 megacycles. In the future all FM receivers should be manufactured to cover the new 88 to 108 megacycle band. There appears to be no reason whatsoever for building receivers which would also cover the old 42 to 50 megacycle band, which has been withdrawn from assignment to FM and has been assigned to other services. The manufacture of receivers covering the old band would not only result in increased cost to the public but would, in the Commission's opinion, retard the changeover from the old to the new band, which change-over the Commission feels should be accomplished with the least possible delay.

Main Reason Advanced

"The only reason that has been advanced for the manufacture of receivers covering the old FM band as well as the new is that by building such receivers demonstrations of FM reception to prospective customers will be possible. This does not appear to be a valid reason. We anticipate that very shortly the Commission will announce its standards for FM broadcasting in the higher band. As soon as this is done, FM stations will be required to take steps to begin operation in the new band as soon as possible so that by the time receivers are available all stations will be operating in the new band. Thus it will be possible to demonstrate the operation of the receivers in the band which is to be permanent home for FM.

Power Not Available

"One further point made by the proponents of the two band receiver should be noted. Namely, that even if stations are operating in the new band by the time receivers are available, high power will not be immediately available in the new band and that it is important that demonstrations of receivers be conducted with

high power. The Commission is informed by transmitter manufacturers that 10 kilowatt transmitters will be immediately available for the new band. The Commission's engineers are of the opinion that this is sufficient power to demonstrate the new receivers and industry representatives appearing at the recent Commission hearing testified that 10 kilowatts would be satisfactory for their purposes.

Seeks to Prevent Service Loss

"Our purpose in permitting an FM station which has moved to the higher band temporarily to continue simultaneous operation in the lower band was simply to prevent the loss of FM service to persons in the community who possess the old style receivers and who have not yet had opportunity to convert them or replace them with a new receiver. It is not known how long it will be possible to do this because of the needs of the services which have been assigned to the old FM band. It is the Commission's desire to permit this dual transmitting operation as long as it is necessary. However, if new receivers are manufactured to cover the old band, the Commission might very well take the position that it was

No Letup In Messages Says OWI Bureau Head

(Continued from Page 1)

victory may result in relaxation of efforts unless the public is reminded of the continuing need. Warnings not to unnecessarily burden the transportation system will continue also.

Biggest job for radio now on the agenda will be propagandizing for the Victory Loan Drive which will be coming along this fall. Dates for the drive will be announced later this week.

Sees No Program Reduction

Ludlam says no major reduction in government programming is expected until after the drive, but that cancellations of some programs, such as recruiting for the Armed Services, may result in a somewhat modified schedule.

necessary to put an end immediately to all FM transmissions in the old band in order to protect the public from an unnecessary expense and to insure that the change-over from FM's new and permanent home should not be delayed.

"The Commission would appreciate your Association's keeping it advised as to when new FM receivers will be on the market as this will help the Commission arrange to have all present FM stations operating on a new frequency by that time."



We're up bright and early every morning at WJW, for we have some 360 different products to sell in over 685,000 radio homes. In the Cleveland area, WJW selling impressions cost less. Based on actual audience figures in Cleveland, WJW delivers more daytime listeners per dollar . . . 23 to 37% more . . . than any other station.

Chicago's
BEST NEWS SERVICE
AP-UP-INS
W-I-N-D
 560 Kc. 5000 WATTS

CRACK SECRETARY ASSISTANT
 for radio writer, director, producer. Six years secretarial, plus network writing and indie directing experience. Young, vital, can handle responsibility. Write RADIO DAILY, Box 206, 1501 Broadway, New York 18, N. Y.

BASIC
ABC Network
 CLEVELAND, O.
WJW
 850 KC
5000 Watts
 DAY AND NIGHT
 REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY



Looking for a musical show with the get-up-and-go of an army jeep . . . with one of the greatest musical combinations on record . . . with NBC's newest singing "find" . . . with all the elements of rapid-fire entertainment?

We've got it . . . we're proud to say. And it's yours at a negligible cost . . . because it's a new NBC Syndicated Production called:

THE ART VAN DAMME QUINTET WITH LOUISE CARLYLE

Featuring America's Ace Accordionist, Art Van Damme, and lovely Louise Carlyle, this big little show has just been released for local and regional advertisers.

Art Van Damme has been playing theatre engagements since he was ten. His big break came when the late Ben Bernie discovered him in a small Chicago night spot. The Maestro was so impressed with the sensational new accordion style this slim young man had developed that he hired Van Damme as a featured soloist. Several years later the Art Van Damme quartet was organized and began to entertain the nation over the NBC network.

Petite, brunette Louise Carlyle comes from Cleveland where she studied opera. She came close to making it a career until her brother, who had a band, persuaded her to try singing popular tunes. When brother Russ went into service, Louise inherited the baton and toured the nation with her brother's orchestra. Night dates followed. She is now featured on the Hires show every Sunday over a nationwide network.

The Art Van Damme Quintet with Louise Carlyle is a fast-moving musical with a happy blend of top-notch talents. Today's and yesterday's best tunes played and sung in a fresh new style. A quarter-hour of solid entertainment for a widely diversified audience . . . for any sponsor interested in the universal appeal of music. Write, wire or phone your nearest NBC-RRD office for an audition record today.

NBC-RRD
RADIO-RECORDING DIVISION
AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS
New York • Chicago • Washington • Hollywood • San Francisco
A SERVICE OF RADIO CORPORATION OF AMERICA



Windy City Wordage

• • • Don McNeill and his Breakfast Clubbers will broadcast from N'Yawk from Sept. 3 through 8, with McNeill and "Pops" Whiteman trading guest appearances, inasmuch as they'll soon be working for the same

Chicago

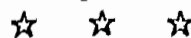
sponsor—Philco. Don will visit the maestro's program on Sunday, Sept. 2, with "Pops" hustling over to the Breakfast Club on Labor Day. Philco's due to take over 15 minutes of the B.C. next month. . . . Dolores Gray, vocalovely on the Jack Benny summer replacement, auditioned for a Broadway show last week. And while in the east she got two attractive radio bids, one of which she will probably take when her summer series ends Sept. 23. She would like to double in brass, dividing her time between Broadway and radio. . . . Lum and Abner return from their vacation Sept. 3, broadcasting for their first three weeks from American studios in Merchandise Mart while they talk things over with their sponsor—Alka-Seltzer. . . . Robert D. Williams, program director of KUSD, the University of South Dakota station at Vermillion, is the winner of the dramatic program contest at the NBC-Northwestern University Summer Radio Institute. . . . It's a girl for the Vincent Pelletiers, their third. Vince is spieler on Carnation Contented, Tin Pan Alley of the Air and Hymns of All Churches. The new arrival has been named Terese Michele. The Pelletiers have a boy, Vincent Edgar, age 12.



• • • Harry Wismer and Johnnie Neblett will share mike duties for the WGN-Mutual broadcast of the All-Star football game in Soldier Field here Thursday night, Aug. 30. Wismer will handle the play-by-play and Neblett the color. Wilson Sporting Goods Co. is paying the freight on the broadcast. . . . Wismer will also be at the mike, along with Red Barber, for the Esquire-sponsored broadcast of the All-American Boys' Baseball game Aug. 28 via ABC from the Polo Grounds in N. Y. Quiz Kids Joel Kupperman and Harve Fischman will lug bats for the opposing teams. . . . Elayne Hildagarde Fox of the RADIO DAILY office is out from N. Y. for a vacation gander at the Windy City. Bright and early Tuesday morning Elayne hied herself down to the Breakfast Club where Don McNeill welcomed her with an on-the-air interview in which he coyly suggested that maybe Elayne would put his name in the paper. Elayne said sure and here it is—Don McNeill. . . . The story of two ex-vaudeville hoofers who adopted the new medium of radio a few years back and went on to become one of the top comedy teams of the air will be dramatized on Mutual's "Freedom of Opportunity" Friday night. The ex-hoofers are Jim and Marion Jordan of Peoria, whom the world knows as Fibber McGee and Molly. Jim and Marion broke into radio in Chi, achieved their first real recognition here and also their entree into radio's top money brackets. . . . Clifton Utley, NBChicago commentator, has about given up the idea of taking a vacation. Clif was headed for his first sojourn from the mike since 1939 when he discovered he was walking out on a newsman's field day: the atomic bomb story, the Russian declaration of war on Japan and the Jap surrender.



• • • Richard Tucker, Metopora tenor and summer replacement for John Charles Thomas on the Westinghouse show, has arrived in town to sing as cantor in the Chicago synagogue for the High Jewish holidays and to begin an engagement on Mutual's Chicago Theater of the Air Oct. 6. . . . Stove Fillip, m.c. of ABC's Chicago Varieties, formerly was producer-director of Station B-24, the "morale division" of a bomber plant at Willow Run, Michigan. . . . Terminating a year of weekly programs over WBKB, the U. S. Navy television show, "The Recruiters," was dropped by the Navy Department immediately after the Jap surrender.



SAN FRANCISCO

RAY CLARK, NBC war correspondent, broadcast the first on-the-spot warning to the Japs and report back to radio listeners in the United States of a Superfortress raid direct from the "City of Omaha" as it flew in formation over the Japanese city of Ogaki on July 28th.

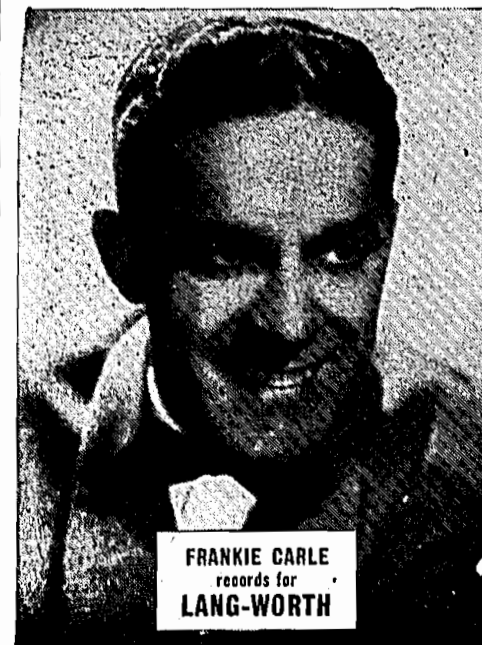
Teaming with Clark on Pacific coverage, NBC correspondent Joe Hainline broadcast interviews with returning Avenger pilots as they returned to the deck of a Third Fleet carrier.

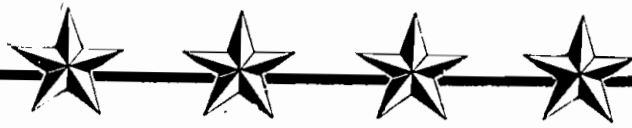
After a two and a half year absence, John Gordon Campbell has returned to radio and joined the sales staff of KSFO. In pre-war days he was on the sales staffs of NBC and KFRC, and had also served as advertising manager for Langendorf Bakeries and for Schenley Distilleries.

Off the air since Pearl Harbor, station KYA has resumed its Man-on-the-Street broadcasts. Bill Brown, veteran question-man, interviews men and women in front of the Tele-news Theater on such subjects as "will women want to stay home after the war," each noon, Monday through Saturday.

Blonde, Willowy Barbara Cary of the San Francisco NBC staff is being called the Airwave Pick-Up Queen. She is the only woman news editor assigned to overseas shortwave pick-ups, and George Thomas Folster in the NBC Guam studios says that when she goes on the air for a few-seconds pre-broadcast conversation with him, her voice is so admired that each day in the cold gray pre-dawn hours, several service men gather in the Guam studios just to hear her exchange quips, etc. with him. She has eight or 10 "pick-ups" on hand waiting for her voice most every morning of the week.

A new program titled "Man Alive" is being aired by KROW-Oakland as a weekly quarter-hour public service feature in co-operation with the East Bay Chapter of the National Safety Council.





HONORS ENOUGH

FOR ALL 4 NETWORKS

On J-S Day, Tuesday, August 14



On Japanese-Surrender Day, August 14, that day which climaxed *all* the climaxes of World War II—the C. E. Hooper staff worked round-the-clock in 32 cities—in a searching measurement of radio listening.

Never was the place which broadcasting plays in American life more sweepingly revealed. Listening leaped from peak to peak throughout the day—often at levels which doubled ordinary war-time tune-in. Conservative projection indicates that 30,000,000 American homes turned to their

radios that day for the first authentic news of final victory.

There is no room in radio for smugness—but no broadcaster can read *without pride* the record which this timely and intensive study writes. The results, released exclusively by CBS, contain honors enough for everyone. If, in the process, they explode certain myths, that's all to the good...

SEE NEXT TWO PAGES





HONORS FOR CBS

1. The CBS *share of audience* held to a higher level throughout the day (never averaging below 20% in any clock hour) than that of any other network. Network X dropped to 16%, Network Y to 12, Network Z to 10.
2. CBS led the field during 9 half hours in the morning, afternoon and evening—and led its nearest rival through 10 half hour periods.
3. The CBS lead grew at one point to 135% more audience than the next highest network—an appreciably larger lead than we yielded to any other network, at any point.
4. Working uphill against traditional Tuesday night listening habits, CBS increased its regular share of total Tuesday night audience by 17%—while its nearest competitor lost 26%.



HONORS FOR NETWORK X

1. Network X nosed out CBS on average ratings for all periods combined by a narrow 1 point lead—thanks largely to that lucky Tuesday evening.
2. Network X hit a peak of 44% of total audience during one period (higher than the CBS peak of 38%)—offsetting its 16% low.
3. Network X dropped behind CBS twice during the evening, but rallied strongly and led CBS at the finish line by a score of 33 to 30, in percent of total audience.
4. Network X crossed the finish line with more than twice as large an audience as either Network Y or Z. (So, of course, did CBS.)



HONORS FOR NETWORK Y

1. Network Y, which lives less by words than by deeds, turned the tables on Network Z. Network Y's average rating of 6.2 was almost 15% higher than its nearest rival's 5.4.
2. Network Y, in a wonderful half-hour at 8:30 a.m. swept the field! It led CBS by 50% and led its traditional competitor, Network Z, by nearly 200%!
3. Although Network Y dropped to only half the audience of CBS during the evening, it averaged $\frac{2}{3}$ as large an audience as either CBS or Network X during the daytime.
4. While Network Y in certain periods had only 10% of the total audience, still that was $\frac{1}{3}$ more than the low ebb of its rival's audience (7.3).



HONORS FOR NETWORK Z

We promised honors enough for everyone, and we meant it. There aren't as many, of course, at the bottom of the list as at the top. But still enough to go around...

1. Network Z proved there is room for a fourth network by corralling a loyal slice of the audience from morning to night.
2. Although Network Z dropped, in share of audience, from 17.5% in the morning to 16.8% in the afternoon and down to 12.1% in the evening, it averaged 14.6% for the whole day.
3. Moreover, Network Z proved it could average 87% as high as its nearest rival—and 53% as high as CBS—and that's nothing to hide under a bushel.

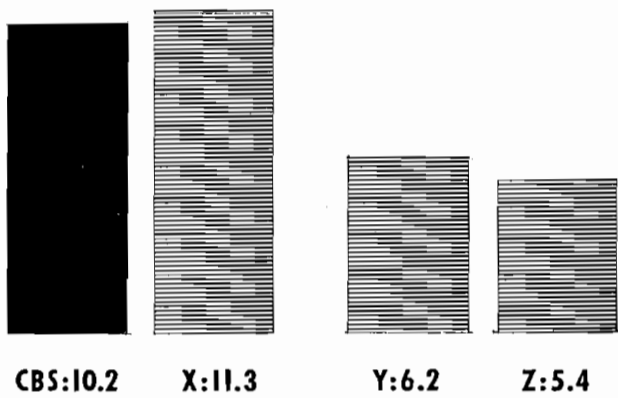
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TOTAL TUNE-IN AND SHARE OF AUDIENCE

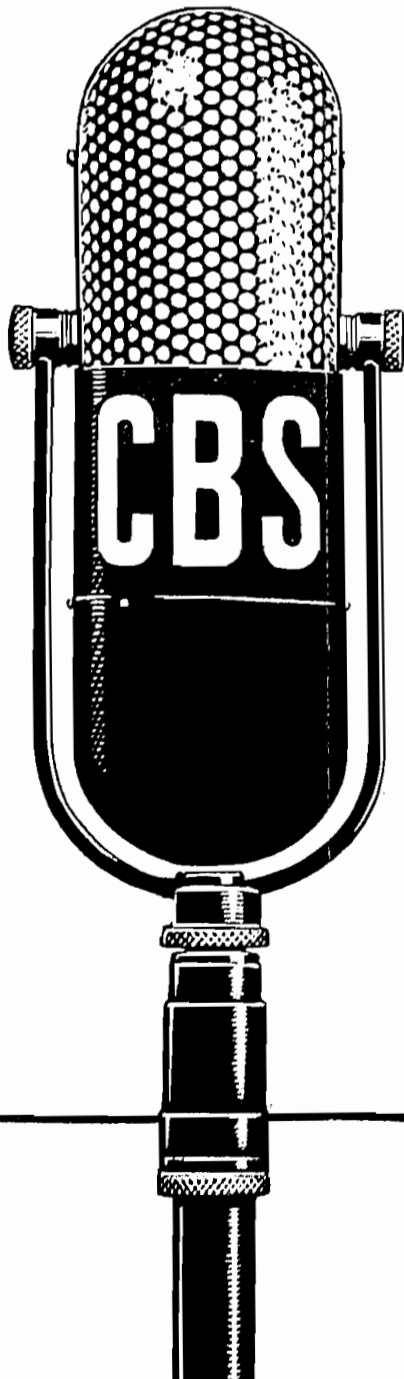
On Japanese-Surrender Day — August 14, 1945 — Hooper (32 Cities)

AVERAGE HOOPER RATINGS

8 a.m.-10:30 p.m. 32 Cities



32 Cities—EWT	Sets On	CBS Share	X Share	Y Share	Z Share
Morning					
8:00-8:30	42.3	26.2	31.8	23.8	7.3
8:30-9:00	40.8	20.3	28.3	31.2	11.8
9:00-9:30	45.1	30.5	33.0	14.9	13.5
9:30-10:00	41.5	26.3	30.7	17.0	16.4
10:00-10:30	40.1	29.8	26.7	14.7	20.1
10:30-11:00	38.1	31.8	20.9	18.3	18.6
11:00-11:30	37.7	24.4	23.9	18.4	26.1
11:30-12:00	38.5	24.5	18.7	13.6	28.1
Average to Noon	40.5	26.7	26.9	19.2	17.5
Afternoon					
12:00-12:30	37.3	35.4	15.7	18.3	18.0
12:30-1:00	39.0	38.4	16.3	20.4	14.4
1:00-1:30	33.8	34.9	19.2	18.2	14.7
1:30-2:00	30.9	30.2	24.8	19.1	14.1
2:00-2:30	30.2	28.4	25.6	16.8	15.2
2:30-3:00	26.8	24.3	28.1	16.6	14.0
3:00-3:30	28.1	18.5	27.0	19.7	16.3
3:30-4:00	26.2	23.4	33.2	16.0	10.2
4:00-4:30	27.0	23.0	32.3	17.1	13.8
4:30-5:00	29.7	22.1	43.5	12.4	10.0
5:00-5:30	29.7	18.2	41.3	10.6	15.2
5:30-6:00	31.6	21.9	31.0	16.0	15.0
Average to 6 p.m.	34.6	27.2	27.5	17.9	15.9
Evening					
6:00-6:30	41.5	31.8	31.1	15.2	9.5
6:30-7:00	46.0	27.6	35.8	14.2	11.4
7:00-7:30	63.1	25.8	44.2	10.9	10.9
7:30-8:00	53.2	25.2	43.4	14.2	12.4
8:00-8:30	44.9	36.2	30.9	11.0	13.8
8:30-9:00	36.5	31.5	34.5	14.8	11.1
9:00-9:30	33.8	24.0	33.0	24.6	11.9
9:30-10:00	30.8	26.1	31.2	17.0	14.6
10:00-10:30	30.9	30.2	33.2	12.6	14.2
Aver. to 10:30 p.m.	37.1	27.5	30.4	16.7	14.6



THE COLUMBIA BROADCASTING SYSTEM

COMING and GOING

HARRY MAIZLISH, general manager of KFVB, Los Angeles, has returned to the West Coast after a visit of about three weeks in New York.

GLENN MARSHALL, Jr., commercial manager and sales promotion director of WMBR, Jacksonville, Fla., is back at the home office following a business trip to New York.

BARNEY CRAIGSTON, sales manager of the American network's co-operative program department, and **GEORGE SCHREIER**, bustling publicity manager of the division, are vacationing.

MARJORIE LAWRENCE, Australian-born star Wagnerian opera, has returned from an eight-month tour overseas. She was the first allied singer to perform in the German language in Germany since the United Nations occupation.

SAMMY KAYE, with his swing-and-swayers, is filling an engagement at the Steel Pier in Atlantic City.

FRANK PAPP, NBC director, and **MRS. PAPP**, radio actress widely known as Mary Patton, left this week for a vacation in upper New York State.

EVELYN KNIGHT has returned from Rio de Janeiro following a three-month engagement at the Copacabana Casino.

LES RYDER, station manager of WCED, Dupont, Pa., is in Gotham this week for conferences at the headquarters of CBS, with which the station is affiliated.

CLIFFORD LUE, who was here from WDSM, Duluth-Superior, is back at the station after having made a quick trip to Washington, D. C.

HOWARD STANLEY, assistant director of promotion for the Columbia-owned stations, has left on a business trip that will take him to WAPI, Birmingham, Ala.; KMOX, St. Louis, and WBBM, Chicago.

JOHN LAUX, general manager of WSTV, Asheville, N.C., is in Gotham for confabs with officials of the Mutual network.

Esperanto Course At WABF

Based upon the premise that a common language will greatly aid good will among the nations of the world and eliminate racial and religious prejudices, WABF (FM) begins a course in Esperanto on Friday evening, Aug. 24th, at 7:10. G. Allen Connor, director of the International Language Institute in New York, and Doris Tappan Connor, of the International Cseh Institute at The Hague, will conduct the course in Esperanto, a language originated in 1887 which has appeared in 4000 books published since that time.

Worcester's Top 28 NIGHT TIME Network Programs

ALL on WTAG

Vox Pop **31.6**

Hooper Survey Dec. '44—Apr. '45

WTAG WORCESTER

★ PROMOTION ★

WWL Show In Auditorium

"Convair Musical Varieties," Wednesday night WWL, New Orleans, feature, is now presented in the city's auditorium for audience accommodation. Spotlighted on the program is the 16-piece orchestra directed by Irvine Vidacevich; Dotty O'Dair, vocalist; Bob Donet, vocalist; Placide, linguist; Irving Fazzola, clarinetist; the Convair Trio; Ogden Lafaye, pianist, and Chink Martin on the bass. Produced by Stanley Hayes, the program has as its emcee John Kent and Ed Hoerner, commercialist, from 8 to 8:30 p.m., CWT.

Facts And Figures

WKBN, Youngstown, Ohio, has completed a comprehensive brochure of facts and figures on its new five kw. coverage. Contents include Millivolt Contours, CBS County Coverage Maps, U. S. Census Bureau statistics and are designed to justify the "Claim for Market Fame." New publication will be put into the mails in the near future.

Hudson Joining CBS Net As Assistant To Bryson

Robert B. Hudson, director of the Rocky Mountain Radio Council, will join the program department of CBS on Sept. 1, Douglas Coulter, vice-president in charge of programs, announced yesterday. He will assist Lyman Bryson, director of education, in the supervision and administration of the network's educational programs. Hudson is a graduate of Hampden-Sydney College, Va., did graduate work in education at Teachers College, Columbia University, and held a Rockefeller Foundation fellowship for the study of broadcasting. The Rocky Mountain Radio Council, organized by Hudson, is an association of 30 colleges and universities in the mountain region which since 1939 has been co-operating with commercial radio stations in presenting public service programs. The excellence of the council's work has been recognized by various organizations in annual awards, and a number of foundations have made contributions to its support. Hudson has been active for 10 years in the American adult education

WEBR Bat Boy Contest

WEBR, in co-operation with the Buffalo Baseball Club, is inviting youths 16 or under to participate in the WEBR Bat Boy Contest. Contestants are asked to write 250 words on why they would like to be a bat boy for a big league club. Winner is to serve as official bat boy for the Buffalo Bisons. He will also receive an autographed set of pictures of the players, baseball bat and glove, and pictures of himself in action.

Canning Education

Using WMT, Cedar Rapids, as a medium, eastern Iowa wholesale fruit dealers are disposing of 1945's crop to housewives through half-minute announcements and chain breaks. Idea is to educate the consumer in canning with a minimum of sugar and bring out the fact that commercially canned fruit is fast becoming extinct. Schedule which takes in 25 spots a week will continue through the month of September.

Refuse Commercial Permit To Canada College Outlet

Montreal—The Dominion Department of Transport has rejected the application of the Alberta Government for a commercial license for the University of Alberta radio station. It was understood the Government was told that the station was originally established by the university for educational purposes only and it was because of this fact that the license was originally granted. Edmonton already is serviced by two commercial stations, CJCA, owned by the Edmonton Journal, and CFRN, owned by the Sun-WAPTA Broadcasting Company. movement. He is an officer of the American Association for Adult Education and was executive secretary of the Adult Education Council of Denver from 1935 to 1938. He has lectured on adult education and radio at several western universities and has been consultant in broadcasting to the Office of War Information. His publications include a number of articles and professional papers in this field.

AGENCIES

FRANCIS H. FENN, president and chairman of the board of the American Bantam Car Company of Butler, Pa., formerly manufacturers of small passenger cars and now making heavy-duty cargo trailers exclusively, has engaged Roy S. Durstine, Inc. as the company's advertising agency. American Bantam has made over 100,000 trailers of various types for the Armed Forces.

LITTLE AND COMPANY, Los Angeles, has been elected to membership in the American Association of Advertising Agencies.

PAUL S. WILSON, formerly New York manager of William G. Rambeau Co., joined the New York sales staff of Adam J. Young, Inc., Aug. 13. He also became a member of the firm. Wilson has been in radio since 1929 having worked with NBC's central division, CBS radio sales and United Press.

BARCA LABORATORIES, Bklyn., manufacturers of Barcolene, an all-purpose cleaner, will place its advertising through the Charles W. Hoyt Company, Inc. Radio and newspapers will be used.

Nazi Trials In Nuremberg Covered By WOR-Mutual

(Continued from Page 1)

tem who will be at the scene, Edgar Kobak, president of the network announced yesterday. WOR-Mutual now is presenting daily reports of the trial of Vidkun Quisling in Oslo, Norway, by Birger Jacobson and Kathryn Cravens. The trials of Goering, Von Ribbentrop and other high-ranking Nazis at Nuremberg will be reported by Leslie Nichols, recently with Admiral Halsey's 3rd Fleet, and Murray Young, WHK, Cleveland, Ohio, news commentator now broadcasting for Mutual from Paris.



WAYNE SMITH

Feminine hearts go pit-a-pat when WKY's new romantic young tenor gets the signal, "Sing, Mr. Smith," morning, at 8:15.



EXCLUSIVE! Athletics and Phillie's HOME GAMES. **WIBG** 990 ON YOUR DIAL. PHILADELPHIA

EQUIPMENT

Meck Appointments

Henry Hutchins, president of the John Meck Industries Sales Corporation, announced last week the following list has been appointed district managers for the John Meck Industries: R. M. Brotherson, Chicago, Ill.; W. A. Hendrickson, Scituate Center, Mass.; J. W. Marsh, Los Angeles, Calif.; L. D. Marsh, Seattle, Wash.; L. W. Maynard, Clayton, Mo.; L. R. Schenck, Livingston, New Jersey; Mr. W. G. Steward, Philadelphia, Pa.; M. F. Taylor, Silver Spring, Md.; R. H. Van Dusen, Winter Haven, Fla.; P. A. Boyd, Pittsburgh, Pa.; J. M. Maynard, Dallas, Tex.; Gail Halliday, Denver, Colo.

RCA Changes

Richard A. Glidewell and Lucien Begin are two new appointees of the Radio Corporation of America. The former is sound products sales manager of RCA International Division. Begin has been made technical consultant on RCA film recording. Both appointments were announced by Karl L. Streuber, manager of the theater and sound equipment department of the division.

Order Of Merit

Burrell S. Manuel of Los Angeles, vice-president of Westinghouse Electric Supply Company, has received the Order of Merit of the Westinghouse Electric Corporation. This is the highest company award for distinguished service. The ward in actual form is a large bronze medal bearing on its face a silver "W" and his name, with the legend "whom his fellow men delight to honor."

Stromberg Additions

Two more distributing organizations have joined the Stromberg-Carlson Company of Rochester to handle the firm's line of radio, FM and television receivers. They are the Central Supply Company of Brownwood, Texas, and the Farrar-Brown Company of Portland, Maine. The appointments are of exclusive distribution in the area of each.

Seeks FM License

Plans to apply to the FCC of an experimental FM transmitter license were announced last week by Jules M. Labert, general manager of the National Design Service, engineering firm engaged in post-war radio receiver designs. Organization which has a staff of 65 engineers are now doing designing for RCA, Templeton Radio and Manufacturing Corp, General Electric Co., and Eastman Kodak Company.

SMART COPY BUY!

SCRIPT WRITER—Young woman with creative ideas; continuity; creation and production of special programs; university graduate; comprehensive knowledge of programming, music, and literature; experienced, with know-how of station operation; desires change from East to Chicago or vicinity. Available for interview. Write Radio Daily, Box 205, 1501 Broadway, New York 18, N. Y.

WOMEN IN RADIO

By MILDRED O'NEILL

Well Done!

Out of World War II has come an old, simple phrase with new meaning . . . well done! At best an understatement, a phrase for women the world over, in all walks of life. For those who entered the service . . . for those who stayed behind, waiting in fear, anxiety and hope . . . for those who took the place of men in industry. They all worked and fought in their own way to help bring about this total victory over the forces of evil. They've learned about themselves during these bad years, too. They've found new abilities, new strength, new importance, and they look forward to playing an important part in shaping the future.

☆ ☆ ☆

For many of the women of radio, it was a new role they played . . . that of reporting on a world war to listening millions . . . going overseas into danger areas to entertain our fighting men . . . developing war-time programs . . . filling the shoes of men in front of and behind the microphone. The vital job they did and the manner in which they created a permanent place for themselves in a male-minded industry is already legend. But not one that will go down on paper alone. One that will be made to count in the days to come as radio adjusts itself to being the Voice of America . . . in peace.

☆ ☆ ☆

A review of the jobs women are doing in broadcasting and the industry in general would add up to much more than there is room for here. Anyway, the story is by now well known. And while, as individuals, women broadcasters worked at their programs and in co-operation with the government on war loan drives, recruiting of womanpower for home and overseas, on salvage drives and with the returning sick and wounded, the importance of a unified effort in the job at hand and in molding the days to come was not forgotten. Out of a teamwork spread from coast to coast emerged the campaign called Women of the United Nations, created by the Association of Women Directors, to bring to women in business, organization and the home information on the activities of women of other lands.

☆ ☆ ☆

The ending of the war in this 25th year of radio certainly adds a new significance to the anniversary. It's been many things to many people—and we mean radio, not the war. Listen to the story of the young wife whose husband had been in a Japanese prison camp since his capture three years ago at Corregidor. In a message from him conveyed to her by the Red Cross, he requested that she listen to a recording of the song "I Heard You Cried Last Night." Unable to buy or locate a record of it among her friends, she called the radio station and was invited to come over to the studio and listen to the only record they had. As she listened, tears streaming down her face, to the words "so calm your fears and dry your tears," she understood what it was he wanted to say to her, and was comforted. The young wife left that studio with the recording safely tucked away under her arm, compliments of the station.

☆ ☆ ☆

Then there was Bill, serving with the Army in Germany, who hadn't heard a radio in weeks. One day, along with some buddies, he came upon a set. Suddenly he heard a familiar voice and whooped joyously. "Quiet, you guys! That's my Mom!" And it was. So what do you think radio is to Bill in Germany and "Mom" in the United States?

LOS ANGELES

By RALPH WILK

WAUHILLAU LaHAY, N. W. Aye agency's radio publicity director in New York, has arrived here, after terminating a coast-to-coast trip with stops in key cities throughout the country to exploit agency's United Rexall Drug Company show, starring Jimmy Durante and Garry Moore. Program returns to CBS Network September 14, following the Ray Bolger "Rexall Summer Series." Miss LaHay plans a brief Mexican vacation. She will return here for the start of the Durante-Moore series, and also for Nelson Eddy's return to "The Electric Hour," Via CBS, September 16.

Rufus Bell, merchandising counselor, Azusa, Calif., has joined the staff of Ralph E. Power Advertising. He will act in an advisory capacity to direct field surveys in the 11 western states for electronic manufacturers, studies in consumer demand and retail distribution.

Dick Joy, who'll soon have his own radio station in Palm Springs, Calif., has just been assigned the announcing stint on Vox Pop program for August 27th, and will also spell the Harry James show, Aug. 31st. All shows are from Hollywood.

Nat Winecoff has set a deal with the Walt Disney Studios for the Peel Music Enterprises to publish the entire score from the forthcoming Disney Production, "Make Mine Music." Songs will be released under the Southern Music Company label.

Major Anne B. Cowan, WAC, has reported for duty with Armed Forces Radio Service here and has been assigned to the program section, it was announced by Col. Thomas H. A. Lewis, Commandant of AFRS. Before entering the service she was a member of the Jessie Bonstelle Civic Theater group in Detroit.

Alan Ladd substituted for Hedda Hopper Monday, 13th, during "Hedda Hopper's Hollywood" heard over the Columbia network.

Dinah Shore's "Open House" program will lean more heavily to Dinah's songs, according to present plans, when it resumes over NBC on Sept. 6.

Exclusive!
Chicago's Only
NEWS-ON-THE-
HOUR SERVICE
W-I-N-D
560 Kc. 5000 WATTS

Seven CBS Reporters Converging On Japan

(Continued from Page 1)

In the initial phases of occupation. Detailed plans for the broadcasts must await developments in the complicated negotiations between Japan and General Douglas MacArthur, according to CBS News Director Paul White.

Wesley Edwards, Bill Downs and Tom Leimert, now on Guam; and John Adams, in Manila, will probably go to Japan for the formal surrender. The *Blue Rider* is expected to remain with the fleet when it steams into Tokyo harbor.

Eye-witness accounts of the surrender of Japanese forces in China will be reported by Don Pryor, who has been heard from Chungking.

Two of CBS' veteran correspondents, Bill Dunn and George Moorad, are flying to the Pacific scene from San Francisco.

Wesley Edwards and Bill Dunn have been broadcasting progress of the Japanese war since Pearl Harbor. Edwards advanced with the forces and broadcast from newly-won bases in the Western Pacific. Dunn reported the long, hard battle up through the Southwest Pacific.

NBC Men Gathering

NBC's entire force of correspondents in the Pacific is on its way to China and Japan to bring eye-witness accounts of the signing of the Japanese surrender document and describe the initial phases of the occupation of Japan, according to William F. Weeks, director of NBC's news and special events division.

Headed by Merrill Mueller, NBC correspondent attached to General MacArthur's headquarters, these include Joe Hainline, with Admiral Halsey's 3rd Fleet; George Thomas Blister, roving reporter, and George Williams, attached to Army headquarters on Guam, also Guthrie Janson, roving reporter assigned to the Far Forces.

Four additional NBC newsmen, recently appointed to posts in the Pacific, have been instructed to take up vantage points along the Asiatic mainland. These are Ross McConnell of NBC affiliate KOMO in Seattle; Howard Pyle of NBC affiliate KFAR Phoenix, Arizona; Ray Clark of NBC affiliate WOW in Omaha, Nebraska; and Jack Shelley, of NBC affiliate WHO, Des Moines, Iowa. Robert Shaplen, correspondent for "Newsweek" magazine and NBC, who broadcast the first eye-witness description of the effects of the atomic bomb on the Jap city of Nagasaki, also will cover the signing of the surrender.

AGENCIES!

Well-known Hollywood producer-writer with excellent BG in agency and network radio, wishes berth with established agency in N. Y. Young, executive and creative, with fine reputation and connections will terminate Hollywood contracts shortly.
Wire for details to
8508 Sunset, Los Angeles

Four Networks Set Red Carpet For 80 Commercial Programs

(Continued from Page 1)

returnees to the same network, although some exceptions are noted.

Several names will be heard on different networks with the same script or type of program, and in some cases programs developed as summer replacements, will have a new spot of their own when the season gets under way. For the most part, shows are returning earlier than usual and the dates are tentative here and there. Apart from MBS, programs listed are from 6-10:30 p.m. New York time.

Lineup for the start of programs on the various networks is as follows:

NBC Programs

SUNDAY: Great Gildersleeve, 6:30 p.m., Sept. 2; Jack Benny, 7 p.m., Sept. 30; Fitch Bandwagon, 7:30 p.m., return undetermined; Edgar Bergen (Charlie McCarthy) 8 p.m., Sept. 2; Fred Allen, debut, 8:30 p.m., Oct. 7, and The Comedy Theater-Harold Lloyd, will not return in the 10:30 p.m. slot where Meet Me At Parky's continues.

MONDAY: Cavalcade of America, 8 p.m., Aug. 27; Information Please, 9:30 p.m., Sept. 10.

TUESDAY: Everything For The Boys, leaves NBC Oct. 9, no replacement set. Mollie Mystery Theater, 9 p.m., Oct. 9; Fibber McGee & Molly, 9:30 p.m., Oct. 2; Bob Hope, 10 p.m., Sept. 11 and Hildegard, 10:30 p.m., Sept. 11.

WEDNESDAY: An Evening With Romberg (moves from Tue.) 8:30 p.m., Oct. 17; Eddie Cantor, 9 p.m., Sept. 26; Kay Kyser, 10 p.m. return undetermined.

THURSDAY: Bob Burns, 7:30 p.m., Oct. 4; Burns & Allen, moving over, 8 p.m., Sept. 20; and Dinah Shore, 8:30 p.m., Sept. 6. (Adventures of Topper, moves to 8 p.m. for two weeks Sept. 6 and 13, and leaves the air); Kraft Music Hall, 9 p.m. return undetermined; Abbott & Costello, 10 p.m., Oct. 4, and Rudy Vallee, 10:30 p.m., Aug. 30.

FRIDAY: Duffy's Tavern, 8:30 p.m., Sept. 21 and Amos 'n' Andy, 10 p.m., Oct. 5.

SATURDAY: Life of Riley (comes from ABC) 8 p.m., Sept. 8; Truth or Consequences, 8:30 p.m., Sept. 8, and Judy Canova Show, 10 p.m., Sept. 1. The Teen Timers Show, debuts 10 p.m., Aug. 25.

CBS Programs

SUNDAY: Adventures of Ozzie and Harriet, 6 p.m. back on air; Toasties Time, 6:30 p.m., Oct. 7; Adventures of the Thin Man, 7 p.m., Oct. 16; Beulah Show, shifts on Sept. 26; Request Performance, 9 p.m., Oct. 7.

MONDAY: Jack Smith Shows, comes on network Sept. 21 and goes across the board Oct. 3; Jack Kirkwood show 7 p.m., Sept. 20; Joan Davis show debuts 8:30 p.m., Oct. 3; Lux Radio Theater, 9 p.m., Sept. 27.

TUESDAY: Inner Sanctum, 9 p.m., Sept. 28, and This Is My Best, 9:30 p.m., Oct. 18.

WEDNESDAY: Jack Carson, 8 p.m.,

Oct. 12, and Frank Sinatra, 9 p.m., Oct. 5.

THURSDAY: FBI In Peace and War, 8:30 p.m., Sept. 23, and Hobby Lobby, 9:30 p.m., Sept. 30.

FRIDAY: Ginny Simms, debuts 7:30 p.m., Sept. 28; Kate Smith, 8:30 p.m., Sept. 14; Durante-Moore, 10 p.m., Sept. 14, and Danny Kaye, 10:30 p.m., Sept. 28.

SATURDAY: Helen Hayes, 7 p.m., Sept.; Mayor of the Town, 9:30 p.m., Sept. 1; Saturday Night Serenade, 9:45 p.m., Sept. 15; Give and Take, Aug. 28, at 10 a.m. Grand Hotel, 1:30 p.m., Oct. 6.

Mutual Network

Sherlock Homes returns Mondays 8:30 p.m., Sept. 3; Dale Carnegie, Sunday, Aug. 26, at 2:45 p.m.; Quick As a Flash, Sunday, Sept. 9, at 6 p.m., and The Shadow, Sunday at 5 p.m., Sept. 9.

New programs debuting on Mutual are: Ilka Chase, Sunday, Sept. 9, at 1:15 p.m.; The Nebbs, Sunday, Sept. 9, at 4:30 p.m.; The Inside of Sports, Monday, Sept. 10; House of Mystery, Monday through Friday, Sept. 1, at 12 noon; Victor Lindlahr, Monday through Friday, Sept. 10, at 12:30 p.m.; Captain Tim Healey, Monday through Friday, Aug. 27, 5:30 p.m.; Dave Elman's Radio Auction, Monday, 10 p.m., Sept. 17; also several other commercials scheduled to return.

American Web Programs

Many American commercials set to start are new accounts. The new shows include:

Jack Berch Show, Monday, Aug. 27, 4 p.m., Monday through Friday; Jack Armstrong, Sept. 3, Monday through Friday, 5:30 p.m., sustaining during summer; Tennessee Jed, Sept. 3, Monday through Friday, 5:45 p.m.; Breakfast Club, Philco Corp. effective Monday, Sept. 3 sponsoring 9:45 to 10:00 p.m., Monday through Friday; Gillette Bouts, Friday, Sept. 7, at 10:10 p.m.; Theater Guild on the Air, Sunday, Sept. 9, 10-11 p.m.; Dick Tracy, sustaining during summer, Monday, Sept. 10 and will be heard every Mon., Wed. and Fri. Tues. and Thurs. shows are co-operative. 5:15 p.m.

Hedda Hopper, Monday, Sept. 10, 8:15 p.m.; Gangbusters, Saturday,

Waive Operator Rule For 500,000 R. R. Men

(Continued from Page 1)

whereby the applicants will be required to pass an examination conducted by railroad examiners.

The Commission granted construction permits to U-Dryvit Auto Rental Company, Inc., yesterday to experiment with radio communications between delivery trucks and a central office in Boston, Mass. Three portable and portablenobile stations will be installed on vehicles owned and operated by the company.

Louis Howard President Of The Tobacco Network

(Continued from Page 1)

Aug. 18th, in Raleigh. Howard succeeds Fred Fletcher, general manager of WRAL, Raleigh.

Billy Hodges, general manager of WGTC, Greenville, N. C. was elected vice-president. Harry Bright, general manager of WGBR, Wilson, was re-elected secretary. Allen Wannamaker, general manager WGTM, Wilson, was re-elected treasurer. Eugene P. Weil continues as general sales manager for the Tobacco Network.

'Vox Pop' To Hollywood

"Vox Pop," program conducted by Parks Johnson and Warren Hull, and heard Mondays over CBS from 8-8:30 p.m., is moving to Hollywood and will emanate from the film capital Aug. 27. It is shifting to the Coast temporarily to participate in Paramount's celebration of its Third of a Century Anniversary.

Sept. 15, 8:00 p.m. (Off air since Jan. 5); Orson Welles, Sunday, Sept. 16, 1:15 p.m.; Hop Harrington Series, Monday, Oct. 1, 4:45 p.m., Monday through Friday; Ford Sunday Evening Hour, Sunday, Sept. 30, at 8 p.m. and Boston Symphony, Saturday, Oct. 6, 9:30 p.m.

this is
WDOD

20th YEAR

the
STATION
IN
Chattanooga
CBS

PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES
5,000 WATTS
DAY AND NIGHT

Every 24 Hours
51
SPONSORED
NEWSCASTS
UP-AP-INS
W-I-N-D
CHICAGO
560 Kc. 5000 WATTS

"Hams" May Operate Until Nov. 15—FCC

Washington Bureau, RADIO DAILY

Washington—Amateur radio operators in good standing who have been off the air since Pearl Harbor may now operate until November 15, 1945 in the 112 to 115.5 megacycle band, FCC announced yesterday.

They will share this band with the war emergency radio service which was established as a temporary radio service for emergency communication in connection with national defense and conditions jeopardizing public safety. Many of the operators in this service were amateur volunteers. This service will be terminated on November 15, 1945.

About 60,000 amateur operators were licensed at the time the Commission ordered them off the air after the outbreak of war. All of these, except those whose operator licenses were suspended or whose station licenses were revoked, will be eligible to operate in the 112 to 115.5 megacycle band thrown open by the Commission yesterday.

Before the end of the provisional period announced yesterday, the Commission will announce a further policy on future amateur operation. It is anticipated that other bands allocated to amateurs in the recent FCC frequency allocations will be made available to them as soon as they are vacated by present users.

Tilden Chi. Radio Head Of Sherman and Marquette

(Continued from Page 1)

five years Tilden has been with NBC here, first in the International Division, and more recently as account executive on network sales. The move is announced as a result of increased radio activity in the agency's Chicago office due to local originations and large volume of spot recordings.

Stern To Air Grid Opener

Bill Stern, NBC director of sports, will broadcast a play-by-play account of the season's first major football game, the contest between the Michigan and Great Lakes elevens Saturday, Sept. 15 (NBC, 1:45 p.m., EWT), in Michigan Stadium, Ann Arbor, Mich.

COAST-TO-COAST

—MICHIGAN—

DETROIT—Lt. David Zimmerman, WWJ announcer, has just been appointed head of the huge entertainment program at the St. Victoret Staging Area near Marseilles, France, where troops are being processed for movement home or to the Pacific for occupation. Zimmerman supervises a huge amphi-theater which accommodates 8,000, as well as three smaller theaters featuring USO groups. In brief broadcast ceremonies which current headlines rendered all but anti-climatic, WJBK was presented this month with a special Treasury Flag commemorating its sale of \$8,492,000 in E Bonds in the three year period ending on that date. Robert Douglas, deputy director of the War Bond division for Michigan, made the presentation. The flag is the third presented to the station for bond sales.

—MISSOURI—

ST. LOUIS—New people at **KXOK**: Don Phillips, formerly with **WMCA**, New York, and Don Norman, just out of the Army Air Forces and formerly with **WTAD**, Quincy, Ill., as staff announcers. **KXOK**'s sales staff adds: Edwin Van Arx, recently discharged from the Army; Don Jay Willders and L. Leroy May. New Program: "What's in a Name?" presented by Bert Hughes three times weekly at 12:15 p.m. EWT, sponsored by Comfort Printing Company. . . . Over two thousand broadcasts have been aired by the Columbia Brewing Company of St. Louis on **KSD** in the last seven and one half years, with the first program originating on December 7, 1937. The program, which has been a quarter-hour, live talent presentation, has run for four hundred consecutive weeks. . . . Guy E. Yeldell has been appointed national sales manager for the station.

—NEW JERSEY—

ATLANTIC CITY—**WFPG** launched a new show this month called "Man About Town," aired six times weekly from 1:15 to 1:30 p.m. The program consists of purely local news and current events, announced by Ed Sweet. . . . Glenn Miller's orchestra won top honors on Joe Davis' "Midnite Jam-boree" record show in the program's first orchestra popularity contest, despite the fact Miller has been listed as "missing in action" since last December and his outfit disbanded for almost three years. . . . **PATERSON**—

Mark Lawrence, formerly sports and special events announcer at **WNLC**, New London, Conn., has joined **WPAT** staff, Ted Webbe, program director makes known. . . . former station engineers Wayne Rhine and Bernie Clapper, now with the Army in Germany, met in Reims, where they "made a day of it," according to a letter Earl Lucas, chief engineer, received. . . . "Homes for Servicemen" is a new daily feature which started Aug. 24th on Bob Bright's "Bandstand" program over **WPAT** devoting part of the air time to finding homes for the boys and their families who are having trouble with the housing situation. Housing agencies are assisting. . . . **NEWARK**—As a result of extending the use of its facilities to "The Jersey Journal" during suspension of the publication since June 12th, **WAAT** was cited editorially last week on the first day of publication. The station offered facilities for a nightly "local" news period by C. J. Ingram, radio writer for the paper, through the courtesy of Roland Trenchard, **WAAT** public relations head.

—CANADA—

TORONTO — **CKEY** has issued a challenge to any station to prove they have a better technical staff. Their reasons: First Canadian station to use walkie-talkies for on-the-spot broadcasting; perfect coordination between announcer and operator that eliminates all pauses between announcements; technical staff has put the station up to 5 kw, a feat performed by only one other station in Canada during wartime.

—CALIFORNIA—

SAN FRANCISCO — **KGO** is sending out a new program schedule to advertisers and agencies which presents morning, afternoon and evening programs on one side of a 6-page sheet which folds into a self-mailer. Cover page contains a pictorial relief map of northern California, showing its most famous sections.

—TENNESSEE—

MEMPHIS — Names of service men and women scheduled to land in New York are sent to **WHBQ** by direct wire, through special arrangements made by station manager by Bob Alburty. They are broadcast daily at 3:30 p.m. during a program of recordings. . . . Although **WHBQ**'s juvenile baseball team placed third in the city-wide league of 14 teams, Bob Alburty entertained the boys at a watermelon feast and picnic in reward for their efforts.

—WISCONSIN—

MILWAUKEE — Two large Milwaukee department stores have increased their schedules on **WTMJ**. Gimbel's have bought a quarter-hour strip, Monday through Saturday and The Boston Store has started a new Saturday afternoon series. **E A U CLAIRE** — **WEAU** gave extensive coverage of the Northern Wisconsin District Fair held at Chippewa Falls. Outlet had a booth at the Fair from which emanated feature broadcasts and interviews.

Sale Of WBT Approved For Sum Of \$1,515,000

Sale of **WBT** and relay stations **WEHI** and **WCBE**, Charlotte, N. C. to Southeastern Broadcasting Co. was approved yesterday by the FCC. **CBS** will receive \$1,515,000 for the property. Reason for the sale was said by **CBS** to be compliance with Commission Ruling 3.106 which provides that: "No license shall be granted to a network organization for any standard broadcast station in any locality where the existing standard broadcast stations are so few or of such unequal desirability that competition would be restrained."

FCC also approved acquisition of control of **WFLA**, Tampa, Florida, by A. W. Curry and R. Keith Kane, trustees under the will of John Stewart Bryan, D. Tennant Bryan, John Stewart Bryan, Jr., and Amanda Bryan Kane. Controlling stock amounting to 160 shares or about 1.71 per cent of the outstanding common stock of the Tribune Company, licensee of the station, will be purchased by stockholders for \$41,340.

Voluntary transfer of control of **WLIB**, Brooklyn, N. Y., from Dorothy S. Thackery to Theodore Corp. was also approved. Theodore Corp. will trade 25 shares of unissued capital stock for 100 shares, or 100 per cent of **WLIB** outstanding capital stock.

New Television Lens; 3-Dimensional Structure

A new type of optical lens structure, providing "infinite focus,"—three dimensional—and considered to be of great value to both television and motion picture production, was previewed yesterday by members of the press and manufacturing groups at Lloyd's Projection Room, 729 Seventh Ave., N. Y.

The Garutso Optical Balance, designed by Stephen E. Garutso, eliminates distortion and blurring of figures on film and makes possible accurate photography of objects from very near the camera to "optical infinity," without the loss of speed or the use of camera tricks. In television, the lens will provide for excellent definition of characters and depth of field, and is considered by its sponsors to be "one of the most remarkable discoveries in the field of optics."

**RICHMOND
COVERAGE
AT
PETERSBURG
RATES
WIRE or WRITE
WSSV
Petersburg, Virginia**

Send Birthday
Greetings To—

August 23

Michael Bartlett	Bob Crosby
Wendell Hall	Lawrence Marks
John McCarthy	Frank Pacelli
Arl Van Harvey	Forrest Wallace
Vivian Crozier	Lou Conterno

Chicago's
**ONLY
24 HOUR
STATION
W-I-N-D
560 Kc. 5000 WATTS**

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 38

NEW YORK, N. Y., FRIDAY, AUGUST 24, 1945

TEN CENTS

Name Rio Meet Delegates

REIMS

... Redeployment,
Radio and Champagne

By JACK ALICOATE

Publisher, Radio Daily

AFTER a complete semester of continental radio our outfit, 16 strong, is about to move in on the Army. . . . A perfect landing at the historic city of Reims after an early morning hop from Paris. . . . Here for the first time we see bang up evidence of United States participation in the war. . . . German hangars fringing the air field were bombed into twisted masses of nothing by our bombers shortly after D Day. . . . German occupation signs are still in evidence, a smashed German bomber presents mute evidence of deadly aim and German prisoners of war are everywhere. . . . Lunch at the imposing Mourmelon Officers Club and then for a full day inspecting an inspiring Army project under the direction of a challenging directing officer.

WE ARE now at the Reims assembly area under the command of General Royal B. Lord. . . . This major link in the chain of redeployment has been assigned the task of housing and processing the more than three million ground air and service forces on their way to the States or the Pacific area. . . . It is a gigantic development consisting actually of 17 different camps each capable of handling a full division of 15,000 men. . . . There's a happy touch too in the fact that the camps are each named after big cities in the states with streets, parks, theaters, stores and landmarks actually laid out to conform to their locations back home. . . . Each camp is a miniature metropolis in itself with theaters, hospitals, libraries, athletic fields—in fact

(Continued on Page 2)

Repeater

Guests have been known to repeat on various programs that have a guest star policy, some names reaching as high as 12 appearances over a period of time but usually vocalists. "Spotlight Bands" however, for Sept. 5, will have Tommy Dorsey as guest orchestra, which makes the 43rd time he has been on the show. Frankle Masters is runner-up with 39 guest shots.

Hot News

One of the most important Army releases over a single program—or network—occurred Wednesday evening when Maj. Gen. Fred L. Anderson, assistant chief of staff, outlined Air Forces demobilization plans over "Headline Edition," 7 p.m. nightly feature on American web. The announcement was scheduled for release at 7:15 but Gen. Anderson was permitted to issue it on the program.

FCC Declines Comment On British Expert

Washington Bureau, RADIO DAILY

Washington—Officials of the FCC have declined to disclose at this time the nature of the assignment given Charles A. Seipmann, former director of program planning for the British Broadcasting Company, who recently completed a 30-day task for the FCC in Washington. A spokesman for the FCC said that a statement regarding Mr. Seipmann's activities would be released when it is deemed advisable.

Wiswell Joins Muzak As Recording Director

Andrew M. Wiswell has been appointed to succeed Ben Selvin as recording director of Muzak and Associated Program Service, effective September 4th, according to Harry E. Houghton, chairman of the board and

(Continued on Page 15)

Receiving-Set Manufacturers Announcing Production Plans

With General Electric set to spend \$20,000,000 reconverting its Schenectady plant for peacetime goods, the first radio set to roll off the assembly line in the Middle West was a portable set made by Galvin Manufacturing Co. makers of Motorola radios for autos and the home. Other western manufacturers are on the job and like Galvin will shortly be turning out small home sets and those

Department Of State Announces Group For Inter-Amer. Radio Conference As Approved By Pres. Truman

Quebec's Web Plans Ready In Few Weeks

Montreal—Plans for the establishment of a Quebec broadcasting system, authorized at the last session of the legislature, are expected to be made public within a few weeks.

Negotiations with existing private stations are under way and have made such progress, it is said, that it will be possible for the government to announce the formation of the bureau to be placed in charge of the

(Continued on Page 6)

Radio Men Released By AFRS On West Coast

Los Angeles—Following the Army's decision that men over 38 years of age are eligible for discharge, Armed Forces Radio Service today released to civilian life six more enlisted men, several of them prominent in radio

(Continued on Page 5)

"Try 'n' Find Me" Debuts On CBS Net Next Monday

New audience participation show, "Try 'n' Find Me," will debut on CBS August 27, Monday through Friday at 3-3:15 p.m. Tom Shirley will be

(Continued on Page 4)

Washington Bureau, RADIO DAILY
Washington—The Department of State announced yesterday the composition of the U. S. delegation to the third Inter-American Radio Conference to be held at Rio De Janeiro beginning Sept. 3.

The first Inter-American Radio Conference was held at Havana, Cuba, in 1937, and the second Inter-American Radio Conference, in Santiago, Chile, in 1940.

The composition of the delegation

(Continued on Page 15)

"Quiz Kids" Renewal Tops Week Biz In Chi.

Chicago—Quiz Kids, sponsored by Miles Laboratories, Inc., 6:30 p.m. CWT, Sunday, has been renewed on the American Broadcasting Company for 52 weeks effective Sept. 3. Contract was placed by Wade Advertising Agency.

Contract renewals for "World Parade" and the Wednesday night 7:30 p.m., CDST, spot for 52 weeks each,

(Continued on Page 6)

Powell Mystery Series Starts On Mutual Sept. 27

Dick Powell's "Band Wagon Mysteries," sponsored by the F. W. Fitch Co., and heard currently over NBC will be aired over 259 Mutual

(Continued on Page 2)

Statistics

Tallest "Quiz Kid" to wrap his feet around a desk in the studio is Robert Burke, who measures six feet, two inches, without his cowboy boots. Shortest of the youthful wizards is Patrick Conlon, eight years old, who by stretching a little hits the yardstick at 48 inches, or four feet net. Pat and Bob plan to stick with Joe Kelly, who also claims to be an Irishman of parts.



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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

(Thursday, August 23)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	179	178 1/2	179	+ 1/2
CBS A	37 1/8	36 5/8	37 1/8	+ 5/8
CBS B	37 1/4	37 1/4	37 1/4	+ 3/4
Farnsworth T. & R.	16	15 1/2	15 3/4	+ 1/4
Gen. Electric	45 3/8	44 7/8	45 3/8	+ 1/2
Philco	38	37	38	+ 1
RCA Common	15	14 5/8	15	+ 1/4
Stewart-Warner	20 1/8	19 1/8	20	+ 1
Westinghouse	34 3/4	34 1/8	34 3/4	+ 3/8
Zenith Radio	37 1/4	37	37
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	30 1/4	30 1/4	30 1/4	- 1/4
OVER THE COUNTER				
	Bid	Asked		
Du Mont Lab.	7 3/4	8 1/2		
Stromberg-Carlson	19 1/2	20 1/2		
WCAO (Baltimore)	28			
WJR (Detroit)	25			

Bellaire To Far East

Robert Bellaire, former UP editor in Tokyo and recently American web consultant on Far Eastern affairs, has been appointed Far Eastern Editor for Collier's and other Crowell publications.

20 YEARS AGO TODAY

(August 24, 1925)

WNYC with 526 meters and WHN with 360 meters, are managing to keep on the air throughout most of the day. . . . Considerable interest was evidenced in the air appearances of Louise Stallings, prima donna, and Bill Wathey, specialist on sports.

SALESMAN WANTED

Real opportunity for experienced man who knows how to sell retail accounts. Call Jack Compter, PL 3-4204, radio station WHOM.

REIMS

... Redeployment, Radio and Champagne

(Continued from Page 1)

every facility a boy might find in his own home town.

FOLLOWING a screaming siren escort we first visited Boston. . . . For a minute we were back on the Old Boston Commons. . . . Our next stop was Cleveland. . . . The guard was at attention and the band greeted us with the gusto of John Philip Sousa. . . . With the usual Army foresight and discretion we were not given the opportunity to inspect Camp Carlisle. . . . Camp Carlisle constantly handles from three to five thousand Army nurses on their way back home. . . . German prisoners of war do practically all the work. . . . There are some 15,000 in this area and those who work receive 80 cents a day. . . . They are governed by their own nomcoms and comprise every type from common laborers to skilled artisans from every field. . . . Their camp is clean, their food adequate, and we are told they are consistent workers. . . . They seemed to us grim, contemptuous, and probably still unconvinced.

OUR immediate conducting officer was Captain Anson Martin in charge of radio for this area. . . . The problem of what to do with 250,000 he supervises with nothing but time on their hands while awaiting transportation from Europe is one of major proportions. . . . Here it is that radio plays an important part. . . . The American Forces Network under the command of Colonel Johnny Hayes has one of its more powerful stations located right here in Reims. . . . It is doing a splendid job in keeping this huge transient army supplied with news and entertainment at all hours. . . . The chateau in which Station Reims is located was formerly occupied by the Polignac family of Pommeroy champagne fame. . . . Back to our billets at the Golden Lion Hotel

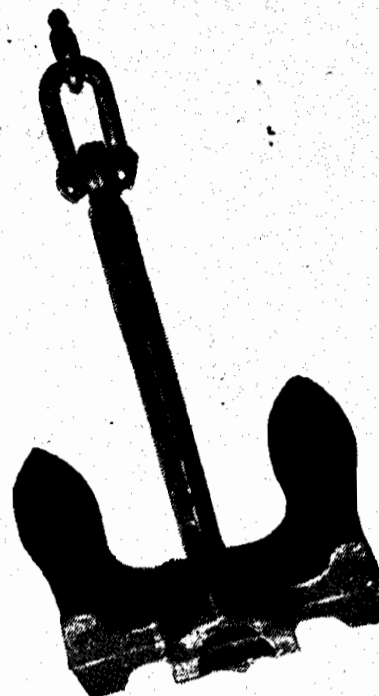
where we are royally entertained with cocktails and dinner by General Lord and his entire staff. . . . as this column is simply an observation of army efficiency and expediency we will tell you absolutely nothing about our visit to the Pommeroy headquarters where we were each presented with a bottle of Pommeroy thirty seven.

SMALL TALK: The Pommeroy Caves extend nearly 10 miles and there are now over 9,000,000 bottles in fermentation . . . one can't buy a bottle of champagne here unless you have an empty bottle to exchange. . . . One hoghead at the Pommeroy now holds 18,000 gallons of buzz water. . . . The Pommeroy Caves are 90 feet underground and the main building reminds us of a comfortably endowed southern college. . . . We have finally learned that it is far more difficult to make champagne than it is to drink it.

Powell Mystery Series Starts On Mutual Sept. 27

(Continued from Page 1)

Broadcasting System stations beginning Thursday, Sept. 27th, it was announced by Ade Hult, vice-president in charge of Mutual's Mid West operation. The program, scheduled for 52 weeks, will be heard from 8:30 to 9:00 p.m., EWT, and is handled by L. W. Ramsey and Co., Davenport, Iowa. Show was a summer replacement for Fitch on NBC.



Anchor

Modern shipbuilding has done away with the romantic ship anchor. Instead it favors that business-like affair in the picture. It has flukes instead of hooks. And a socket which allows it to become more securely imbedded on the bottom.

Radio station time buying has been made more business-like too.

No more automatic buying of the big-name call letters that go back to early days in radio. No romancing.

Instead it's, "How many listeners do I get for the money I spend?"

Down here in Baltimore we've got a successful independent that gives you more listeners-per-dollar than any other station in this five-station town.

If you want to imbed your sales store more deeply in this great Baltimore market . . . W-I-T-H is your anchor.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

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

Coverage
...In Philadelphia
WDAS covers the largest cross-section of the buying public in the Philadelphia area . . . at lowest cost.

"Please, Mr. Rosen!"

RADIO

VARIETY

Wednesday, July 25, 1945

Variety's Capsule Appraisal of Radio's Know-It-Alls

NAME	EDUCATION	EXPERIENCE	ORGANIZATIONS	DISTINCTION	POLITICAL SLANT	QUALIFICATIONS
FULTON LEWIS, JR.	U. of Va.	Former president of U. of Newark. Wash. correspondent—Universal Service. Started in radio by way of reading news flashes nightly on Wash. station.		"That Man in the White House." Covered Cuban Revolution—1934.	Extreme reactionary. Pro-monopoly and big business. Anti-labor.	Unlimited contacts with reactionary legislators and big business lobbyists in Washington.
SYDNEY MOSELEY		London Daily Express. N. Y. Times.	Overseas Press Club others.	Has written books on stock exchange and television.	Typical British Tory	Has

Q.—WHEN IS A CAPSULE NOT A CAPSULE?

A.—*When you REVEAL only a superficial knowledge of*

FULTON LEWIS, jr.

EDUCATION: George Washington University, University of Virginia.

EXPERIENCE: 21 years news reporting, becoming star reporter, syndicated columnist and assistant manager reporter, syndicated columnist and assistant manager of Washington Bureau, Universal News Service. Started in radio 1927. Has continued writing syndicated work feature. Has broadcast from every state in the U. S.; Canada, London, Paris, etc. Participated in a variety of broadcasts and on more than one network.

ORGANIZATIONS: Founder and first president Radio Correspondents Association. Member National Press Club, Sigma Nu Fraternity, Cosmos Club, Chevy Chase Club and the honorary J. Russell Young School of Expression which included the late President Roosevelt.

DISTINCTION: In a poll of all members of Congress, was chosen the radio network commentator giving best presentation of national news. Won radio newscaster award of Sigma Delta Chi for reports on the synthetic rubber situation. Won first Alfred I. Dupont award to the radio news commentator performing most outstanding public service. Twice named one of ten outstanding young men in Durward Howe's biographical dictionary "America's Young Men." Cited by American Legion for national war effort work. Cited by J. Edgar Hoover for work with the F.B.I.

It is an undisputed fact that FULTON LEWIS, JR., has started more Congressional Investigations and

has been given more space in the CONGRESSIONAL RECORD than any other radio reporter.

POLITICAL SLANT: (and we quote) SENATOR TOM CONNOLLY of Texas: "Mr. Lewis is a splendid radio commentator"; CHAS. M. GALLOWAY, Counsel for Comptroller General of U. S.: "I regard the news broadcasts of Fulton Lewis, jr., the very best feature on the air"; W. FRANK PARSONS, Director, U. S. Employment Service, Dept. of Labor: "His commentaries on public affairs are, in my judgment, notable for their excellence." BUFFALO COURIER EXPRESS: "There's no commentator who knows more about the news than Fulton Lewis, jr." WASHINGTON POST: "Lewis carefully looks into both sides of the matter before starting hurling accusations. The amazing results of his one-man campaigns are a tribute to his unfailing energy and his sincerity in doing what he believes is right." BILLBOARD: "Lewis is probably the greatest reporter alive today."

QUALIFICATIONS: May we suggest, Mr. Rosen, that Lewis's outstanding record is due, not to reporting from prepared news handouts, nor to excellent guesswork, but to the simple expedient of knowing the people on both sides of the political fence who know the correct answers and being in the right place at the right time.

SINCERELY

Wm. B. Dolph

Manager of Fulton Lewis, Jr.

LOS ANGELES

By RALPH WILK

HANK ALLEN, lately of BBD&O, joined KECA Sales Executive Staff on Aug. 1, it was announced by Amos Baron, Sales Manager. Allen replaces George Irwin who has resigned to go with Robert Dennis Agency.

When the "Adventures of Ozzie and Harriet" returns to the air via CBS, this month, the King Sisters will be heard on the radio show each Sunday. Ozzie Nelson and Harriet Hilliard will continue the same format as last season with the addition of a musical number by the Kings.

Columbia's "Jack Kirkwood Show" hit the airwaves again on Monday, August 20. Replacing Tommy Harris, emcee Kirkwood's side-kick, will be newcomer Gene LaValle, who worked with the rotund comedian when he toured the vaudeville circuits from Cleveland to San Francisco.

Exportadora, Inc., will be export agent for the Hoffman Radio Corp., according to announcement from H. Leslie Hoffman. Donald M. Palmer, Exportadora, will leave in September on a six months trip to Latin-American countries and Central and South America.

Nestor Paiva has been set by Patrick Michael Cuning to narrate "Glorious Whitewasher," member of his "Tom Sawyer" television series. Cuning is directing the production, which is being made by Telecine.

Bing Crosby substituted for Hedda Hopper Monday, August 20th, during "Hedda Hopper's Hollywood" heard over CBS. Crosby gave the lowdown on film city higher-ups, and attempted to hold up Miss Hopper's consistently good average of bringing in movie scoops.

Jack Haley was given a surprise birthday party by General Easterbrook at the Officers' Club, Santa Ana Army Airbase, following his Sealtest Village Store broadcast from the camp. The General ordered a birthday cake especially cooked for the comedian, with flashlight bulbs serving as candles.

"Try 'n' Find Me" Debuts On CBS Net Next Monday

(Continued from Page 1)
emcee. Listeners send in questions which are to be answered by contestants and if no answer is correct that sender of the question receives the cash prize.

Southern Cotton Oil Co. is the sponsor.

Ave Maria Hour

WMCA — Sunday — 6:30

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



A Reporter's Report Card . . .!

● ● ● J. EDGAR HOOVER: Two new 'lunatic fringe' organizations have been formed, one with hate-quarters in Detroit and the other right here in Harlem. . . . MAYOR LaGUARDIA: The CAA is about to announce stringent orders against low flying over cities. . . . FRANK SINATRA: Jo Stafford, whom you would like for your show, is getting two 15-minute spots of her own. . . . NILES TRAMMELL: BBC is going commercial this fall for the first time. . . . LEE SHUBERT: Max Gordon, who was given first crack at it, turned down clare Luce's play, "The Happy Marriage." . . . ELMER DAVIS: The OWI will be continued until all overseas political situations are on the way to being cleared up. . . . JOAN ROBERTS: Your boss, Dave Selznick, will relent and allow you to do an air show. . . . BEATRICE KAY: Are those huddles with Paramount about a new film or television? . . . GEORGE JESSEL: Lay you six-two-and-even that Lois Andrews does not become Mrs. Dave Street. And you should learn business tactics from your ex, Georgie. She's made over 100 G's in the past two years on her real estate investments. . . . SIGMUND ROMBERG: Is it true that the only reason you haven't returned to your beloved Calif. is the measly five thousands bucks you're earning weekly out of your air show and 'Up in Central Park'? . . . HARRY HERSHFIELD: WNEW offered Pete Donald \$25,000 per year to do a 15-minute ayem period of story telling, but Pete nixed it as he doesn't want any local shows.

★ ★ ★

● ● ● FRANK HUMMERT: Wires are still pouring in from stations all over the country commending you on your good taste and showmanship in inserting that 45-minute musical show the other day following the speech by King George in place of the regularly skedded serials, "Stella Dallas," "Lorenzo Jones" and "Young Widder Brown." Naturally, this is no reflection on the serials—it's just that an occasion like that called for something special and you delivered (and how!) on but a few hours notice. . . . DINAH SHORE: Jimmy Rich, formerly in charge of music at WNEW, is now general manager with Guild Records. . . . JAY FAGGEN: Loosen up and tell a pal what your angle is with Sumner Welles. . . . LEOPOLD STOKOWSKI: Over 14,000 requests for tickets have been received by Geo. Goodwin for the Clef Award concert at Carnegie Hall Sept. 28th. They should've hired Madison Sq. Garden. . . . JIM SAUTER: Glad you're feeling so much better. Incidentally, did you know that camp shows will continue to tour the overseas theaters for at least a year after V-J Day?

★ ★ ★

● ● ● TOMMY DORSEY: Those Jon Hall-Frances Langford rumors have cropped up again. . . . BILL SLATER: Understand that next season the three ball clubs here will air over three different stations. . . . JOE RINES: Eddie Cashman is back on the Coast and will produce the Rudy Vallee and Abbott & Costello stanzas. . . . JOSEPH BONIME: RKO will film a series of your radio Whodunit, "The Sheriff" . . . WOODY HERMAN: Your daughter, Ingrid, and Sylvia Sidney's son, Jody, are having quite a romance at Hollywood's Garden of Allah. But don't you think that she should wait until her fourth birthday before she goes steady? . . . LOUIE B. MAYER: Howcum you don't use your two great horses, "Thumbs Up" and 'Busher' in one of your superdupers? . . . CHUBBY GOLDFARB: Hear that you turned down a fabulous offer from Sam Stiefel for your Paul Winchell contract. We don't blame you. . . . LLOYD SHAFFER: The ailing Ted Steele, whom you replaced on the Chesterfield show, confides to intimates that he is through with radio. . . . FRED ALLEN: Talk around is that this year you'll whip up a foud with Charlie McCarthy instead of Benny. . . . JOHN ALDEN: Why don't you speak for yourself, John? Of course, we're referring to the Roma Wine account—not Miles Standish. . . . EVERETT CROSBY:

★ ★ ★

CHICAGO

By BILL IRVIN

WBKB, Balaban & Katz television station atop the State Lake Building, proved the efficacy of visual news coverage last week when the station's regular newscasters, Gil Hix, Don Faust and Joe Wilson, after considerable research, graphically related the story of the development of the atomic bomb. All available information was translated into charts, diagrams, photos and other visual devices. Further coverage, featuring physicists and other scientific experts from the University of Chicago, one of the focal points in the development of the bomb, is in the process of preparation for early presentation over WBKB.

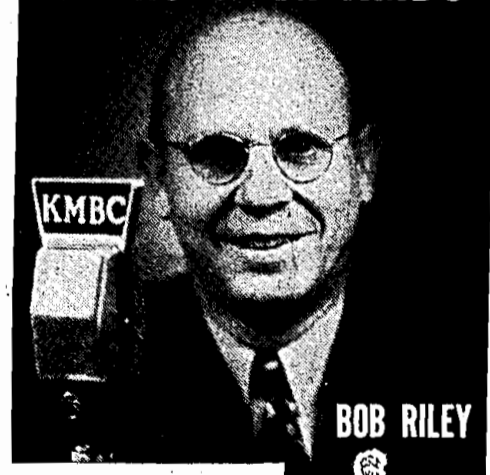
Two Toscanini Concerts For Gen. Motors On NBC

Arturo Toscanini, returns to the General Motors Symphony of the Air, Sunday, Sept. 2, for the first of two consecutive concerts, over NBC, Sundays 5-6 p.m. Charles F. Kettering, vice-president of GM and head of its research laboratories, will speak during the intermission period.

Serutan Signs Lindlahr

Victor H. Lindlahr, food authority and author of "You Are What You Eat," will begin a five-times-a-week series, Monday through Friday, on WOR-Mutual, Monday, Sept. 10, from 12:30 to 12:45 p.m., sponsored by Serutan Company. Lindlahr's broadcasts were formerly heard over WOR at 9 a.m.

STARS OVER KMBC



BOB RILEY

Like all KMBC personalities, Bob Riley is nationally publicized and nationally known! Bob, as KMBC's official marketcaster, broadcasts direct from Kansas City's livestock terminal—another exclusive KMBC feature! Hitch your advertising to a "Star" by phoning Free & Peters, Inc.

KMBC
OF KANSAS CITY

SINCE 1928 BASIC CBS
STATION for MISSOURI and KANSAS

Coming and Going

AL LOWE, accompanied by MRS LOWE, are returning from WNEC, Macon, Ga., for conferences with the newly-appointed national representatives of the station.

G. FRITZ LEYDORF, radio research consultant of the broadcasting division of the Crosley Corporation, left Wednesday on the first leg of a trip that will take him to Rio de Janeiro, where he will attend the Third Inter-American Radio Conference which starts September 3.

JIM O'BRYON, director of advertising and publicity for the Mutual network, leaves today on vacation trip to Northern Ontario.

EDWIN BUCKALEW, field manager of station operations for the Columbia Pacific Network, will be in Hollywood this week-end for conferences with network affiliates in Washington and Monrovia. He'll be back at Columbia Square on Sept. 17.

STANLEY FLORSHEIM, director of the American network's co-operative program department, leaves today on a business trip to Chicago.

WILLIAM O. TILNIUS, assistant manager of NBC's spot sales department, and CHARLES MILLER, sales promotion manager of WEA, have returned from Chicago, where they spent several days conferring with spot sales executives.

ALAN COURTNEY, disk jockey at WOV, has just returned from the West Coast, where he spent his vacation. During his visit he made a transcription with Frank Sinatra.

RUSSELL CASE, director in charge of popular music for Victor Records, will leave today for Hollywood, where he will handle the Dinah Shore series for Victor.

BILL HENDERSON, station relations manager for Associated Broadcasting Corp., is in Grand Rapids, Mich., where he is visiting at the executive offices of the network.

DON RICKERT, personal manager of Johnny Thompson, American network "Song Salesman" currently on loan to the "Breakfast Club" program in Chicago, is spending a few days in the Windy City conferring with his client on the forthcoming fall schedule.

ALLAN MELTZER, of Allan Meltzer, Inc. leaves today on a business trip to the West Coast.

H. M. FAUST, manager of the central division for MBS, a visitor this week at network headquarters in New York.

MARTHA RAYE is expected in town today or Monday.

Radio Men Released by AFRS On West Coast

(Continued from Page 1)

Before the war, it has been announced by Col. Thomas H. A. Lewis, commandant of AFRS.

Leaving the service are Cpl. Bill Morrow, former Jack Benny writer; Sgt. Ed Merrill, former account executive for Young & Rubicam; Pfc. Urban Lynch, former studio and field engineer for NBC; Sgt. Earl Lawrence, former instrumentalist and arranger for Alfred Wallenstein and NBC; Sgt. Marvin Fisher, former gag writer for Al Pearce, Chase and Sanborn and other programs; and Cpl. David N. Tamkin, former music arranger at film studios.

Col. Lewis also announced the names of other AFRS personnel who have been discharged recently, including Melvin Angle, former director of news and special events for California Radio System; T/Sgt. Will Bell, former executive assistant to Dolph Zukor; Sgt. Bill Card, formerly assistant program director for NBC; M/Sgt. Michel Perriere, former pianist and conductor KFI-KECA, 1940-41, 20th-Century Fox, Warners; Sgt. John Rider, former radio director Biow Agency, left to take an overseas position with OWI; and Pvt. Robert Lee, producer for Young & Rubicam and writer on Columbia workshop.

Special Tele Show

Films covering the development of the atom and the atomic bomb will be televised by WNBC, NBC's New York station, on Sunday at 8 p.m.

SMART COPY BUY!

SCRIPT WRITER—Young woman with creative ideas; continuity; creation and production of special programs; university graduate; comprehensive knowledge of programming, music, and literature; experienced, with know-how of station operation; desires change from East to Chicago or vicinity. Available for interview. Write Radio Daily, Box 25, 1501 Broadway, New York 18, N. Y.

WNYC To Air Sports, Including Army Games

WNYC, New York Municipal outlet, will air the annual Police-Sanitation Departments' baseball contest Saturday, Sept. 1st, at 1:30 p.m., EWT, from the Yankee Stadium. Sgt. Mel Allen, veteran sports announcer now in the Army, will handle the play-by-play over the mike.

The Municipal station will also handle the Army's four home games at Michie Stadium at West Point, beginning Sept. 29th, through Nov. 3rd.

On Friday, Aug. 24th, from 8:15 to 8:45 p.m. the station will broadcast "Does Science Make Modern Man Obsolete?", a forum discussion in connection with the Conference of Science, Philosophy and Religions at Columbia University. Ordway Tead, prominent educator, will moderate a panel group including Norman Cousins, editor, The Saturday Review of Literature, William Albright, archaeologist at Johns Hopkins University, and Edgar S. Brightman, of Boston University.

Will Handle Tennis Tourney

Los Angeles—Locally, KMTR will broadcast the National Tennis Championship Tournament at Forest Hills, Sept. 2nd and 3rd, 12:30-2:30 p.m.

WANTED

Experienced play by play sports announcer, football, basketball, and baseball. Year around job at excellent salary and excellent opportunity on one of the best sports stations in the nation for the right man. Wire experience and starting salary to Wm. C. Grove, KFBC, Cheyenne, Wyoming.

Is there more

than ONE

Fulton Lewis, jr.



Take a sponsor from A to Z...and you'll probably find Fulton Lewis, jr., performing a terrific selling job for him.

Yes, there is a Fulton Lewis, jr., with local sponsors on 171 Mutual stations . . . an individualized, personal "salesman" for scores of products and services.

Things look great for Fall and Winter, so pick out your Fulton Lewis, jr., now in the few spot market availabilities that are still open.

Wire, phone or write at once to Cooperative Program Department

MUTUAL BROADCASTING SYSTEM

1440 Broadway, New York 18, N. Y.

Originating from WOL, Washington, D. C.



AGENCIES

AD FRIED advertising agency of Oakland, Calif., is planning a radio schedule for two new accounts: Royal Art Galleries (portraits), of Los Angeles, and Delanes Jewelers, of Oakland. The agency also has been named to place the account of United Tavern Owners, Inc., of Oakland.

JAMES C. RESOR has been transferred to the time buying and station relations division of McCann-Erickson's radio department. He was formerly on the production detail staff.

DON WALSH, former radio editor of the Providence, R. I., Journal and Variety, has joined the radio staff of Steve Hannagan's office.

H. A. VOGEL has joined the Joseph Katz Company, Baltimore, and New York advertising agency, as an account executive. Until recently, he was assistant national sales promotion manager of the Calvert Distillers Corp.

GREAT LAKES MINK ASSOCIATION, Lake Geneva, Wisconsin, has appointed the R. T. O'Connell Company as their advertising agents.

ADOLPH L. BLOCH ADVERTISING AGENCY, Portland, Oregon, has been elected to membership in the American Association of Advertising Agencies.

G. C. BIRD AND ASSOCIATES is instituting an advertising and exploitation campaign in connection with its custom transcribed show, "The Black Flame Of The Amazon," which deals with the adventures of Harold Noice, American explorer, and is offered in 225 15-minute episodes. It was test run by the Hickok Oil Co., Toledo, over the Michigan Network of 11 stations and local stations in northern Ohio.

New Teen Age Series Gets Sponsor On WNAC

Boston — Chandler's "Teen Age House Party" starring Al Dorey, baritone formerly featured with Benny Goodman and Margaret Nord, Good Sport editor of the Boston Herald, as teen age consultant, bows in over WNAC Saturday, August 25 from 10:30 to 11:00 a.m. to begin a 52-week contract with Yankee key station.

Program of fun, music and style news of interest to all teen agers is unique in that it is being presented by one department, the teen age shop of Chandler & Company, Boston. It is also the first large scale radio show to be aired by Chandlers.

Under the direction of Linus Travers, executive president the Yankee network has conducted extensive research studies for the past three months among high school girls in Boston and its suburbs to discover their likes and dislikes in leisure hour entertainment.

Quebec's Web Plans Ready In Few Weeks

(Continued from Page 1)
system soon with details as to the stations to be merged in the scheme.

It is believed the government system will include stations in Montreal, Quebec, three Rivers and Sherbrooke, and probably one in the Chicoutimi district, and that some of the stations will be purchased by private agreement, while others will have to be expropriated. Under the legislation adopted, the system will be known as the Quebec Radio Bureau and will be operated by a manager appointed by the Lieutenant-Governor in Council, at a salary of \$9,000 a year, and an assistant manager at \$7,500. The Office of the bureau will be in Quebec.

Wherever necessary, the expropriation of stations will be conducted by a bureau of three arbitrators, one to be named by the Quebec radio bureau, another by the one expropriated and they will choose the third, or, in case of disagreement, he will be named by the Chief District Magistrate of the province.

The cost of acquiring properties and stations is limited to \$5,000,000 by the provincial law. Loans contracted by the bureau will be guaranteed by the province, and the provincial treasurer will be authorized to advance from time to time amounts necessary for the payment of expenditure from the consolidated funds of the province. After payment of interest, land sinking charges, salaries and other expenditures, any remaining sum will form part of the consolidated fund of the province.

The system will operate along the lines adopted by existing public and privately-owned stations.

New Business On WABC Announced By Hayes

Renewal by Vick Chemical Company, for all its products, of WABC's 9:00-9:15 news period on Mondays, Wednesdays and Fridays, and the purchase by four other sponsors of participations in the station's morning programs, has been announced by Arthur Hull Hayes, general manager of WABC. Agency on the Vick Chemical renewal, which is effective September 10, is Morse International, Inc.

The participations are: Gibson Art Company, for Gibson Greeting Cards, in the 8:45-9:00 a.m., "Margaret Arlen" program, for Tuesdays, Thursdays and Saturdays, as of September 25th, through the Christiansen Advertising Agency.

Kurley Kate Corporation, for its abrasive cleanser, Wednesdays and Fridays in the 8:15-8:30 a.m., takes "Phil Cook" show effective September 26th, through the Al Paul Lefton Company, Inc. The Musterole Company, for "Musterole"; Monday through Saturday in the "Phil Cook" show, effective September 3rd. Agency: Erwin-Wasey, Inc., Smith Brothers Cough Drops, in the 6:30-7:45 a.m., "Arthur Godfrey" program, for Tuesdays, Thursdays and Saturdays, effective August 28th. Agency is J. D. Tarcher & Company, Inc.

"Quiz Kids" Renewal Tops Week Biz In Chi.

(Continued from Page 1)
were announced this week by the W.

A. Sheaffer Pen Company, through Russel M. Seeds Company, Inc., renewed "World Parade," heard Sundays from 2:00 to 2:30 p.m., CDST, over the full NBC network, effective Sept. 16. The program features Baritone Phil Kinsman, commentator Max Hill and the Sheaffer Pen Men under the direction of Lou Breese. The Wednesday 7:30 p.m., CDST, spot with a repeat at 10:30 p.m., CDST, currently featuring Billie Burke in the "Gay Mrs. Featherstone," was renewed by Brown & Williamson Tobacco Corp. (Raleigh and Kool cigarettes), through Russel M. Seeds Company, Inc., over the full NBC network, effective Sept. 12. An evening with Romberg, featuring Sigmund Romberg with his orchestra and guest soloists, will be heard in the period beginning Sept. 19.

"Voice of the Dairy Farmer," sponsored by the American Dairy Association, through Campbell Mithun, Inc., will add four stations to its network on Sept. 2. The new stations are WSM, Nashville, Tenn., WHAM, Rochester, N. Y., WTAR, Norfolk, Va. and KGNC, Amarillo, Texas. Program is heard Sundays at 12:00 noon, CDST, and features Clifton Utley, news commentator, and Everett Mitchell, NBC central division director of agriculture.

CBS Tele Engineer On Network Sunday

Dr. Peter C. Goldmark, inventor of CBS color television and director of the network's engineering research and development department, will speak on "Television—Physical and Engineering Side," during the intermission period of the Columbia Broadcasting Symphony program, Sunday, Aug. 26th over WABC, 3:00-4:30 p.m., EWT. Dr. Goldmark's talk is the second in a series by authorities in the field of radio communications to be heard during these programs.

Dr. Goldmark will summarize, in non-technical terms, advances made in television engineering during war time, sketch a picture for the future and describe television sets expected to be available soon and the performance expected from them. He will also discuss improvement in sets that are definitely foreseen, particularly as they affect network television, color, size of receiving panels, and other phases of the subject.

Crosley Sets Personnel For Foreign Expansion

Cincinnati—Coincidental with the reopening of many foreign markets, the Crosley Corp. is expanding its export activities and personnel. In this connection, Tye M. Lett, Jr., has been appointed assistant director of exports for Crosley. According to John W. DeLind, Jr., director of exports, Lett has considerable background in the export field.



James A. Hatzi, recently discharged from the Army, has rejoined the musical staff of station WISN, Milwaukee, being the first member of the WISN staff to return to his former job. Hatzi was attached to the 36th Infantry Division Band as a violinist and served three years and five months in Italy, Southern France, Germany, the Rhineland and Central Europe.

Richard Eisiminger, former managing editor of the Bakersfield Californian, and for the past three years in the public relations department of the U. S. Marine Corps recruiting office, has joined the press department of NBC Hollywood as news editor. He replaces George Turner resigned to enter the free lance writing field.

Robert Hoffman, formerly a 1st Lieutenant in the U. S. Army, and William J. Millard, Jr., have joined the NBC Radio Recording Division in New York as salesmen. Hoffman, holder of the Bronze Star with oak leaf Cluster, was born in Brooklyn, N. Y. He attended Syracuse University and graduated with a B.S. degree in 1937. He came to NBC in 1939 as a member of the Guest Relations Department, enlisted in the Army in 1940 and received an honorable discharge in Feb. 1945. Prior to joining NBC he was associated with the Periodical Sales Co., Chicago.

Captain John H. Fern has joined the news staff of KFRC-Mutual, San Francisco. He has just returned from 34 months overseas where he served as a combat reporter in the Pacific area, and also as Public Relations officer for the Seventh Fighter Command. His new appointment with KFRC-Mutual is in line with the network's new policy of enlarging the scope of their Pacific coverage as planned by Abe Schechter, director of Mutual's news and special events.

Robert C. Wood, former WOR account executive in the Chicago office who has just received his discharge from the Army, has joined WOR's New York sales staff and is temporarily taking charge of John Nell's accounts during Nell's leave of absence.

Crutchfield Serves WBT As Acting Gen. Manager

Charles H. Crutchfield has been appointed acting general manager of WBT, Charlotte, N. C., it has been announced in New York by Frank Stanton, vice-president and general manager of CBS, which owns the 50,000-watt radio station. Crutchfield's appointment is effective September 1 when WBT's present general manager, A. D. "Jess" Willard Jr., relinquishes that post to become executive vice-president of the National Association of Broadcasters in Washington.

TELEVISION DAILY

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★ ★ SECTION OF THE RADIO DAILY . AUGUST 24, 1945 ★ ★ ★

Poll Of Industry Opinion

Six-Hour WNBT Show Pictures V-J Activity

The dramatic panorama of America turning from war to peace was mirrored by NBC's television cameras in a continuous six-hour videotape over WNBT, V-J Day, Tuesday, August 14th.

At 6:00 p.m. WNBT started telecasting with the announcement from Switzerland by NBC correspondent Max Jordan that the Jap reply was in the White House. A series of films on the Pacific war plus pickups of the gathering excitement in Times Square continued until 7:01 p.m. when President Truman's historic announcement was given to the world. Men and women, including civilians, military personnel, ministers,

(Continued on Page 9)

Foresees Big Payroll For Video Industry

Television stations will have a total national payroll of over 16 million dollars, Paul E. Carlson, merchandising manager of Allen B. Du Mont Laboratories, Inc., predicted in an address before the opening session of the Board of Education sponsored War Industries Training Program at the Radio & Maritime Trade Center, New York City.

Mr. Carlson told the group of about 50 radar-trained veterans taking the course that this figure was based on an estimated annual station staff payroll of \$128,000 multiplied by the 121 commercial television stations for which applications are now in the hands of the Federal Communications Commission plus the nine television stations now operating. It does

(Continued on Page 10)

Tele-Plane Tests

First tests of the new Westinghouse 'stratovision' plan for the transmission of television will be made in the Pittsburgh area late this fall, officials of the company said yesterday. The specially constructed airplane which will be used is now under construction at the Glenn L. Martin company.

Leading Manufacturers Give Views On Prospects Of New Television And FM Sets This Year

Polling opinion of leading manufacturers on the prospects of early marketing of television and FM receivers, *Television Daily* obtained varied reactions to the business outlook for the balance of 1945. In seeking expressions, *Television Daily* wrote: "we are desirous of getting a statement from your company on the proposed line of television and FM receivers, approximate retail prices, and whether or not some of these new receivers will be available before the end of 1945." The answers follow:

"Walter Evans in no position to quote television prices. Doubtful whether Westinghouse FM or Television will reach public in 1945."—GEORGES FAURIE, *Mgr., Advt. and Sales Promotion, Home Radio Div.*

* * *

"Philco plans to be ready with television receiving sets for the general public within a few months after the end of the war, but we would prefer not to reveal details or prices just yet."—COURTNEY PITT, *Public Relations, Philco Corporation.*

* * *

"Expect to manufacture FM receivers, also direct view and projection television priced approximately \$150 to \$450, FM probably above \$100. Do not expect either will be available this year."—PAUL L. CHAMBERLAIN, *General Electric Co.*

* * *

"RCA believes that both FM and Television receivers will enjoy great public demand in the post-war period. We are planning a complete line of FM and television receivers which we expect to manufacture as soon as War Production Board regulations and the supply of materials and parts permit. No comment can be made regarding price of these new products until OPA formulas for post-war pricing have been established."—FRANK M. FOLSOM, *RCA Victor Division of RCA.*

* * *

"We plan to manufacture complete line of FM receivers with prices ranging from approximately \$100 to \$1,000 for various combinations of equipment. All FM receivers will be provided with tuning bands for present as well as new FM channels. Production of FM receivers will start as soon as material and labor are released and deliveries on some models may be possible by end of year, if no further delays are caused by limitation orders. Also some production of television receivers is expected in spring of 1946."—RAY H. MANSON, *President, Stromberg-Carlson Co.*

* * *

"Seventh Crosley is placing FM circuits in number of models and have some plans on television. We definitely feel FM receivers will be available very shortly but that Television receivers will not be ready this fall. We are unable to establish price program pending action from OPA but all Crosley line

(Continued on Page 9)

Jolliffe Gives Views On Electronic Outlook

Corpus Christi—A vast system of radio relay stations, blanketing the entire country, carrying telephone and telegraph messages, broadcast programs, facsimile and television simultaneously, was envisaged here by Dr. C. B. Jolliffe, vice-president in charge of RCA Laboratories, in an address on "The Radio-Electronic World of Tomorrow," delivered at the Naval Air Technical Training Center on Ward Island.

Pointing out that wartime research has greatly accelerated the normal progress of all branches of communications, Dr. Jolliffe mentioned radar, citizens' radio, electronic heating and aviation radio as other fields that will become of increasing importance to the public in peacetime.

"Each of these new applications of

(Continued on Page 9)

Mt. Wilson Tele Site Regarded As Perfect

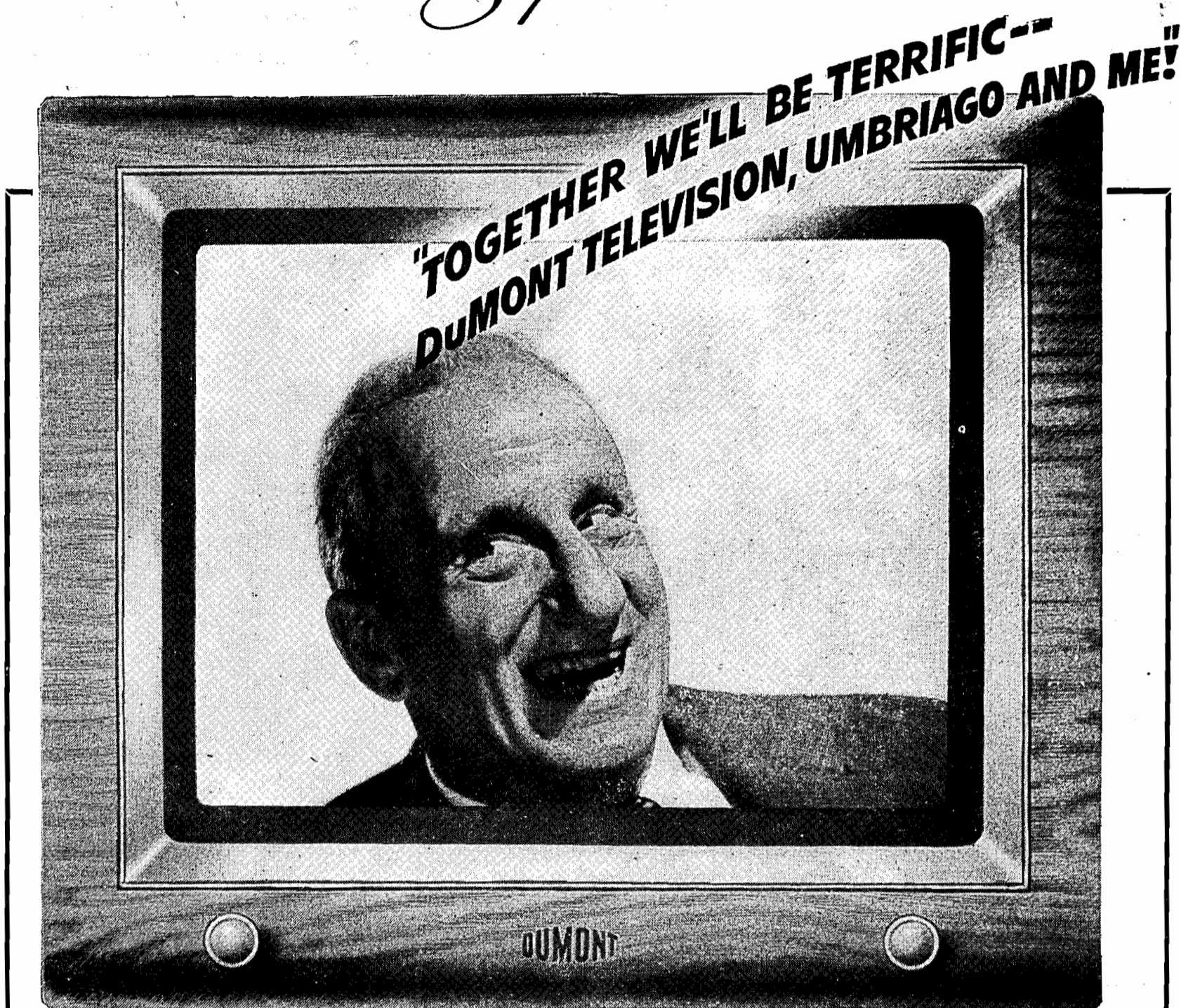
Los Angeles—Referring to Mt. Wilson, on which one of the highest powered stations in the world will be built for W6XAO by the Don Lee Television and Don Lee Broadcasting System, Harry R. Lubcke, who is director of television for W6XAO, said, "it is an ideal site for the location of television transmitting equipment. The people of Southern California are singularly fortunate in having such a high mountain range so close to a large center of population. This is an ideal arrangement for television broadcasting. Because of this favorable condition it is to be expected that television stations in California and Southern California

(Continued on Page 10)

Atomic Program

Television and the atomic age was combined in a special telecast over Columbia's station, WCBW, last night. Titled, "Experiment in the Desert," it dramatized the first test of the atomic bomb at the Alamogordo Air Base, New Mexico, using live talent—but without an atom bomb, however.

JIMMY DURANTE *Says:*



Precisely, Mr. Durante, our favorite kind of carryin's-on, too.

But already there're aggravations for you. Everybody wants to get in the act as more and more advertisers realize the unprecedented mass sales potential of this amazing power-packed new medium! More and more are seeking "television time" on Station WABD to preview their products, to test program ideas and develop effective commercial techniques *before* the peacetime rush.

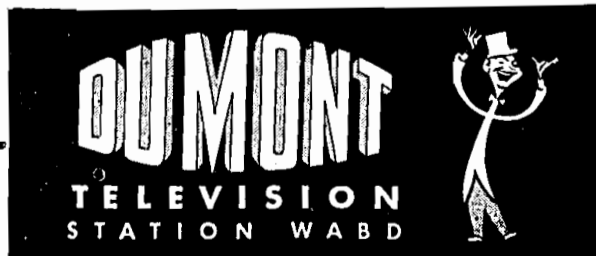
(Soft that music, maestro, here's our commercial.)

You, too, still have time to experiment inexpensively. Consult your advertising agency. Visit Station WABD... write our Time Sales Department for appointment.

*Appearing on the Durante-Moore program...returning to the air soon at 10 P.M. every Friday over CBS.

ALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVE., PASSAIC, NEW JERSEY. TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVE., NEW YORK 22, N. Y.

Copyright 1945, Allen B. DuMont Laboratories, Inc.



Six-Hour WNBT Show Pictures V-J Activity

(Continued from Page 7)

Business men, war veterans and workers and political figures were featured on that "night of all nights." Arranged under the supervision of John Royal, NBC vice-president in charge of television, the program featured numerous pickups from New York's celebrating areas and visits to WNBT's Radio City studios.

Distinguished figures from the religious, political and professional world included the Honorable James H. Farley; the Most Reverend J. Francis A. McIntyre, speaking for Archbishop Spellman of the New York Archdiocese; Rabbi Edward A. Stein, of New York; Canon Edward W. West, speaking for Bishop William Manning of the Cathedral of St. John the Divine; Dr. Tsune Chi Yu, Consul General of China, in New York; James R. Young, author and Engineering Features Syndicate writer who has spent considerable time in Japan; and Ira Mosher, president of the National Association of Manufacturers.

WRGB Gives Wide Cover To V-J Day Celebration

Schenectady—On Japanese surrender day, WRGB went on the air at 11 a.m. and relayed features presented by the NBC station, WNBT, until 7:30 p.m. At that time, "man on the street" interviews were conducted on the lawn in front of the studio before a camera which had been moved out of doors. Included in the interviewees were service men, war workers and Gold Star mothers. At 5:50 the relay from WNBT was resumed until 9 p.m. when the program again was originated in the studio of WRGB. A prayer and invocation were delivered by a local clergyman. There were additional interviews (a woman who was living in Pearl Harbor on December 7, 1941; Captain J. S. Evans, U.S.N., Inspector of Navy Materials at G.E.), and musical selections by a Chinese choir and a Russian baritone. At 9:35 C. H. Lang, vice-president of G.E. and chairman of the company's War Products Committee, was interviewed and told about some of the company's achievements during the war. These were highlighted in a motion picture film called, "G.E. at War," which followed Mr. Lang's interview. At 10:21, "Master of the Skyways," a training film made by the company about the turbosupercharger, the device which made possible high altitude flying of our bombers, was shown. At 10:45 relay from WNBT was resumed and continued until midnight when the station signed off the air.

Merryman Television Speaker

Philip Merryman is back at NBC after having addressed the St. Louis Advertising Club last Tuesday on the subject, "Television: Dollars and cents for the Advertiser."

Poll of Industry Opinion

(Continued from Page 7)

will be competitively priced."—R. C. COSGROVE, V.P. and Gen. Mgr., *The Crosley Corp.*

* * *

"Freed-Eisemann will again be identified with a quality FM radio-phonograph combination, encased in cabinets, both period and modern, of skilled craftsmanship, ranging in price from approximately \$265 to \$1,250. We do not believe that television is ready as yet, commercially speaking, and for that reason we expect that it will be several years before Freed-Eisemann television receivers will be on the market. In the meanwhile, however, Frequency Modulation will certainly replace standard broadcast operation, and FM will surely demonstrate its superiority to millions of listeners and new set-owners. We also believe that the public will wait for what it wants . . . and we definitely believe that if the results of countless polls and surveys mean anything, the public has expressed a decided preference for FM in its new post-war receivers. And a fairly high percentage of these receivers—again basing our opinion on unbiased survey results—will be radio-phonograph combinations of the console type."—FRANK SCHMITT, *Advertising, Freed Radio Corp.*

* * *

"I can advise that while we have definite plans for our line of post-war Television and FM receivers, it is our present thinking that these will not be available before the end of 1945. In other words, we are concentrating on the "Head Start" models which we announced to our distributors last month."—DORMAN D. ISRAEL, V.P., *Engineering and Production, Emerson Radio & Phonograph Corp.*

* * *

"General Electric's equipment reservation plan for radio and television broadcast equipment introduced in 1943 has been enthusiastically received by the industry. It has resulted in the reservation of equipment amounting to many millions of dollars. Plan has enabled General Electric to plan its post-war production. General Electric will build a complete line of equipment for radio and television stations. Delivery of this equipment will depend upon factors not yet fully determined by industry and government."—J. D. McCLEAN, *General Electric Co.*

Tele Workshop Group Producing Special Film

Los Angeles—The Workshop Committee of the Affiliated Committee for Television is producing a 16 mm. film dealing with the background of tele technique. It is being produced for study purposes by the members of ACT.

ACT members are also showing much interest in the tele course that will be conducted at the University of California at Los Angeles, inasmuch as their officials outlined the course, which will open in the fall.

ACT, which was formed a year ago, has 20,000 members and embraces 13 organizations, including the Screen Actors, Directors, Screen Writers, Radio Writers, Cartoonists, Office Employees and Script Clerks Guilds, AFRA, Screen Set Designers Local, American Society of Cinematographers, Motion Picture Costumers Local, Broadcasting and Television Mixers Guild and Makeup Artists Local.

Lecture forums, which are conducted twice-a-month, will be resumed in September.

Coast Tele Organization Elects Officers For Year

Los Angeles—The Affiliated Committee for Television held its semi-annual elections for officers at its Executive Committee meeting recently.

The newly appointed officers who were inducted are Chairman, William Brockway, SWG.; 1st Vice-Chairman, Vance Graham, AFRA; 2nd Vice-Chairman, Joseph Walker, ASC. Re-elected as Treasurer was Ben Dwoskin, MPC. Sue Weldon remains as the Executive Secretary in charge of the office.

Recruiting Show Ends After Year On WBKB

Chicago, Ill.—The U. S. Navy television show, "The Recruiters," originating in the Balaban & Katz WBKB, Chicago, terminated a year of weekly programs immediately after the Japanese surrender.

A variety type show, "The Recruiters," was designed to enlist per-

Jolliffe Gives Views On Electronic Outlook

(Continued from Page 7)

radio," he said, "can create a new industry which will affect other industries. As the war approaches its conclusion, engineering developments and planning must be speeded up so that the trained men who come out of the armed services are not unemployed or their skills lost because it becomes necessary for them to take employment in other industries."

Tele Prospects

Discussing television, he said, "It does not take much imagination to see television as a possible five or ten billion dollar enterprise, employing thousands of men and women, directly and indirectly. At the present moment all the instrumentalities are ready." Organization of television into a service, he added, needs the enthusiasm and imagination of creative thinking by young men who will not be stopped because of obstacles.

Radar Use Forecast

Dr. Jolliffe predicted wide application of radar to post-war aviation.

"Radio instruments," he said, "can look ahead, warn the pilot of obstacles and tell him at all times the altitude of his plane. Radio can make flying a safer and more reliable service; therefore it can be an important part of another great industry."

Recalling the many uses of handie-talkies and walkie-talkies by the armed forces, Dr. Jolliffe prophesied counterparts of these applications in peace:

"A farmer's wife can talk to her husband while he is on the tractor; a construction superintendent on a skyscraper give directions to his workers, a doctor can keep in touch with his office; a businessman can talk to his office even though he is in his car on the highway, in his airplane or on a train. The possible uses are as extensive as the human mind can imagine."

Discussing developments in ultra-high frequencies, Dr. Jolliffe pointed out that radio relays could do the job now being accomplished in the telephone and telegraph fields by wires.

"It is not fantastic," he explained, "to imagine long telephone and telegraph lines being replaced by lines of towers spaced 25 to 40 miles apart each equipped with small automatic radio transmitters and receivers carrying coast-to-coast many messages simultaneously over highly directive radio beams. A single line of radio relays can carry telegraph, telephone and television or radio programs simultaneously with less maintenance or service than wire lines. Radio beams need no supports; maintenance problems are reduced to a minimum."

sonnel in the Navy's Radar training program, offering the services of former professionals who were stationed at Naval stations in the Chicago area.

Foresees Big Payroll For Video Industry

(Continued from Page 7)

not include the 30 non-commercial and relay stations for which applications are on file nor any of the other related fields in television.

Among other phases of television work which he described as offering considerable potential employment were manufacture of receivers and transmitters, station installation, programming and sales and receiver installation and maintenance. In describing employment opportunities for the latter, he said, "In many ways the fundamental miracle of television has become a matter of everyday acceptance to some of you who have used its adaptations in wartime. This alone can afford employment opportunities to many as television expands."

Mt. Wilson Tele Site Regarded As Perfect

(Continued from Page 7)

particularly should serve the greatest audience in the country.

"In view of this generous bounty of nature, the format of television allocation in California can well differ from that of other states in the union. It is obviously desirable that these gifts of nature be utilized to the fullest in order that television may reach its fullest stature as a service to the public."

"In television, it is power times height that counts, not power alone," Lubcke pointed out. "The new site, together with the ultimate in television equipment, insures our having both."

The plan for the new station is one in a series of important forward-moving steps taken by Don Lee Television, pioneers in the industry, since W6XAO first went on the air on the same operating frequencies Dec. 23, 1941. Lubcke has been director of tele activities since that time.

"Because of the war, no grants are being made to any television station at this time," he said, "but Don Lee's experimental work has continued side by side with its fulfillment of war contracts. As soon as restrictions are lifted, we expect to devote our energies to increasing our leadership in the television broadcasting field."

The W6XAO station now in operation on Mt. Lee will continue to be used as a tele relay station and studio site, Lubcke said.

McMann To Westinghouse In Eastern Division Post

Sunbury, Pa.—Appointment of R. H. McMann, former procurement control director of the Republic Aviation Corporation and a veteran of more than 20 years in the radio receiver merchandising field, as eastern district manager of the Home Radio Division, Westinghouse Electric Corporation, has been announced by

Postwar Television

By LAWRENCE W. LOWMAN

(CBS Vice-President in Charge of Television)

No first-night audience, studded with professional critics, could be more had-boiled than the American public will be when it is asked to sit in judgment of post-war television.

The verdict, if it were to be called for today, would not be wholly pleasing to some of us. About the kindest criticism the hopeful new medium might expect would be some such comment as "This is an original and an interesting experiment."

Which is rather a pity, and not very fair to television. Had we had the good fortune to launch our commercial career thirty or forty years ago, with no more experience or better facilities than we have today, we would have swept the country in a wave of enthusiasm. Television



L. W. LOWMAN

would have been "the rage." People might even have been trampled to death in the rush to buy sets.

There will be no such threat to life or limb when television receivers go on sale after the war. For when that time comes, the movies will have had thirty to forty years' experience in satisfying public demand for bigger and better pictures. Radio will have had over twenty-five years in which to attract public loyalty and mold mass leisure habits to its own entertainment forms.

Radio and the movies have, in short, spoiled the public for any new mass medium of entertainment that falls far short of their own present high standards. The spoiling has been gradual—sort of an unconscious mass education. If you doubt it, imagine for yourself what would happen if a movie exhibitor were to offer his customers—at today's box office prices—a run of 1915 pictures. Imagine the CAB or Hooper of a broadcaster who would try to attract an audience with a duplicate of 1925's best program.

Making the hurdles for post-war television still higher are the almost endless published "visions of a post-war world"—nearly all of which contain a glowing promise of perfection for television. The man on the street, without ever having seen a set, has already accepted the miracle of television as an accomplished fact. Another fact—that what he sees in his mind's eye is far superior to what he would see on today's television screens—has never occurred to him.

If this man on the street is not to Harold B. Donley, manager of the division.

Mr. McMann will be located at Westinghouse New York Headquarters, 40 Wall Street, and serve all of New England, New York and northern New Jersey.

be disillusioned when he enters the market for a post-war television set, vast improvement will have to be made in two directions. One concerns the technical quality of the picture, itself; the other, the programs. How CBS stands on the matter of improved pictures is too well known to need repeating here. Since our original statement on this subject—April 27, 1944—much has happened to indicate that what we advocated then will be accomplished. We are confident today that well within one year after present restrictions are lifted, the public will be able to see high-definition, full-color images projected on the wide bands of the high frequencies. These pictures, much like the images now in his mind's eye, will not disillusion the man on the street.

What CBS has done in the direction of improved programs may not be so well known. In May, 1944, we resumed a regular weekly schedule of live programs, interrupted for several months by the war. In June, we began weekly research into television audience reactions, a continuing study designed to examine the effectiveness of ours and other programs. In January of this year, we formed the Television Audience Research Institute, an expanded and independent CBS operation created for the benefit of video programming. The Institute is working for better programs as diligently as our engineering research is seeking to speed the day of better pictures.

Much has been accomplished in the past year that has been noticeable, not only to ourselves, but to trade critics and television audiences as well. Many suggestions coming out of our research activities have been acted upon with favorable results. Mistakes, unsuspected until discovered by outside audiences, have been eliminated. Our progress, perhaps, has been slow, but it has been an orderly progress built on a strong foundation of factual knowledge. Our estimate of the public's attitude toward post-war television, incidentally, is not speculation, but is based on tangible evidence already at hand.

CBS network advertisers are joining us in intensified experimentation with all phases of the production, testing and broadcasting of programs. We believe we have now accumulated the necessary staff, facilities and experience to make this working partnership mutually worth while. We feel sure that, with the added thought and talent of our clients, far greater progress will be made in the coming year than has yet been achieved.

The war has given all of us in television a prolonged opportunity to improve our product. When the curtain goes up on post-war television, we hope to have learned enough to win the public's encouragement, if not its instant acclaim.

Expects Higher Quality In Post-War Tele, FM

From IRA A. HIRSCHMANN

Vice-Pres., Metropolitan Television Inc.

Post-war programming standards in FM and television should and will be much higher than present-day radio standards, as a simple matter of good business.

Metropolitan Television's station W2XMT is already working with experimental television programs to be tied up with Bloomingdale's and Abraham & Straus's products. These programs cannot be revealed at this time, but they are based on a general overall policy. Our aim in both FM and video, radio's successors in the post-war period, is to demonstrate that a better standard of programming will be gratefully accepted by the American people, and be profitable in the long run. The public represents the lack of restraint and taste shown by present day advertisers in "ramming" their products down the public's throat that they've reached the state of revulsion.

Radio got off to the wrong start appealing to the cheapest element in American taste. Radio aimed down not up. Sponsors underestimated the public.

We intend to demonstrate that the American people are better than present operators of radio stations think they are. By elevating program standards people will become accustomed to wanting and buying better things. Tests prove this. The democratic process is to expose more people to the best, not the worst. The American public is entitled to better programs. They'll keep people happy, and they'll pay off.

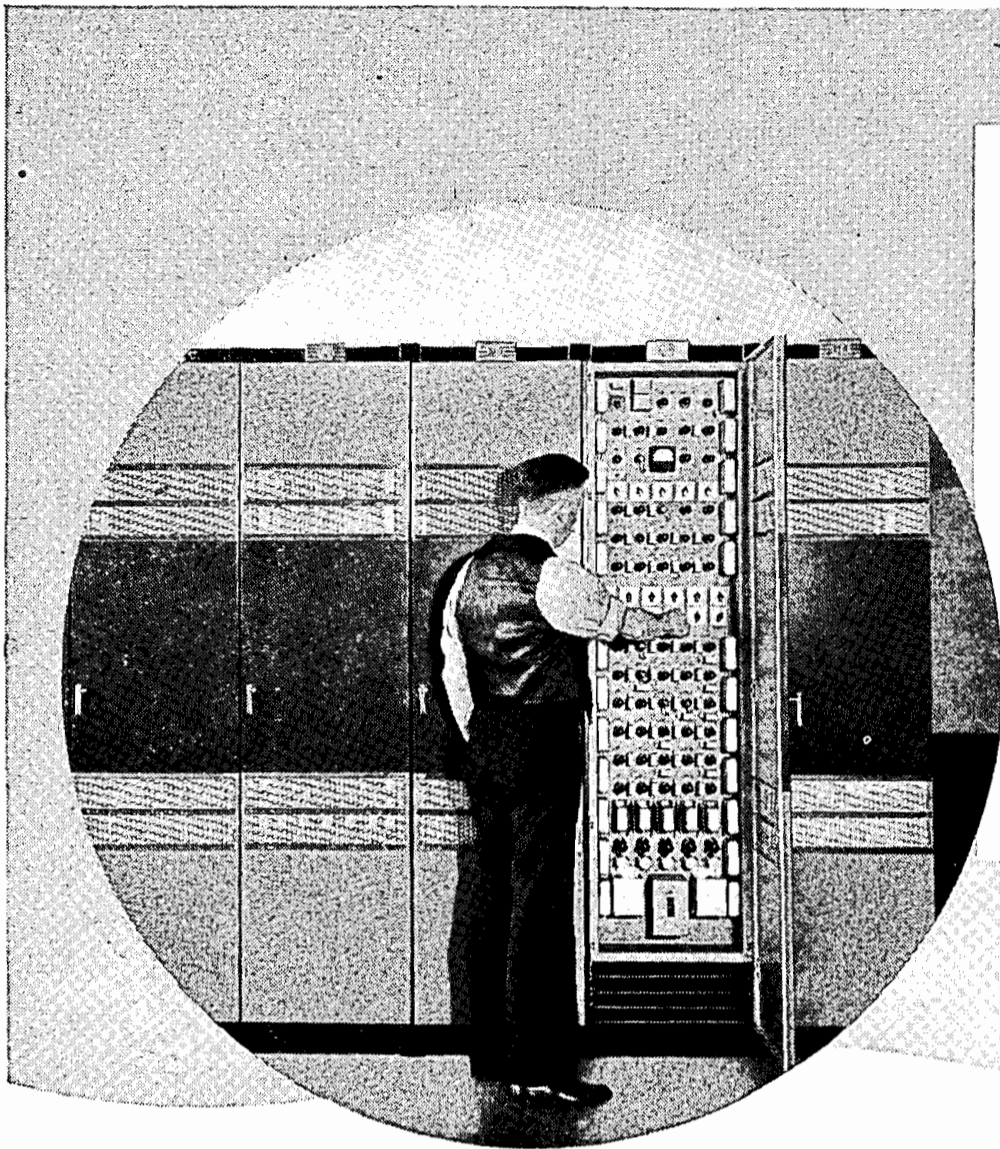
"Campus Carrousel" Title Of Marshall Field Show

Chicago—"Campus Carrousel" was the title of Marshall Field & Company's "Wednesday Matinee" television show set by Balaban & Katz station WBKB for last Wednesday, August 22nd. The show unveiled the latest Fall fashions for campus wear as displayed by the Chicago department store. Show starred Pat Buttram, of National Barn Dance fame and Bill Vance plus a host of college coeds who modeled the latest in togery.

Sentinel On Stock Market

Evanston, Ill. — Sentinel Radio Corporation capital stock was listed on the New York Curb Market effective Monday, August 13th, according to an announcement by E. Alschuler, president.

Mr. Alschuler also made known that Sentinel Radio has orders from its 126 distributors to engage full production capacity for the first one and one-half years of civilian production.



ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

This is the fifth of a series of advertisements showing that RCA engineers developed the basic essentials of the electronic television system—including tubes and circuits.

RCA built the first all-electronic television transmitters and receivers—the first commercial television station—established the first television relay system—presented the first electronic theatre television—was the first to televise a baseball game and a Broadway play—and was first to televise from an airplane.

RCA is, and will continue to be, the leader in practical, successful commercial television. You may expect the best of all kinds of television transmitting and receiving equipment from RCA.

BUY MORE WAR BONDS

5. THE SYNCHRONIZING GENERATOR

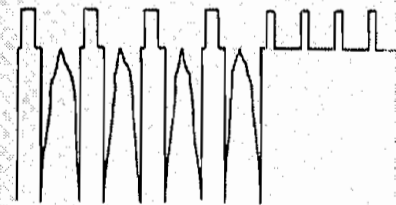
THE first requisite to all-electronic television was the development of pickup tubes (Iconoscopes) capable of efficiently producing electrical impulses proportionate to the varying light intensities in the area scanned.

The second step was the development of picture tubes (Kinescopes) capable of reconverting this electrical energy into light energy, thus producing on a suitable luminous screen a faithful and brilliant image of the scene televised.

The scanning beams in the camera Iconoscope, and the receiver Kinescope,

must be rigidly synchronized. This is accomplished by transmitting "synchronizing" pulses along with the picture signal. These pulses are generated in a Synchronizing Generator. They are supplied to both the Iconoscope and the Kinescope, thus keying together the scanning in these two units, and ensuring a perfectly synchronized picture.

The type of synchronizing now almost universally used was developed by RCA engineers. RCA synchronizing generators such as that shown above are used in a number of the best-equipped television stations.



The Fountainhead of Modern Tube Development is RCA



RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

New Tele Transmission

Stratovision Plan Outlined By Expert

By C. E. NOBLES
(Westinghouse Radar Expert and Originator of Stratovision)

It is technically possible to realize relatively enormous service coverage for television and FM broadcast transmitters and at the same time increase radio relay spacings enormously by departing from past broadcast practices.

If a television transmitter were placed in an airplane and the television program broadcast from the airplane in flight, the transmitter's coverage area would be increased by virtue of an increased line-of-sight distance to the horizon.

The "Stratovision" plan utilizes the transmitter's line-of-sight distance against the airplane's altitude. At an altitude of 2,000 feet, a coverage radius of 50 miles is possible, whereas at an altitude of 30,000 feet a coverage radius of 211 miles is possible, and at 50,000 feet about 300 miles is possible.

Another very interesting feature of high-altitude operation is the fact that as the station's height is increased, the transmitted power necessary to deliver a usable signal to the line-of-sight distance is sharply reduced.

Fifty kilowatts of power will deliver a usable signal at approximately 50 miles from a ground station, whereas only one kilowatt of power will deliver the same usable signal at approximately 200 miles from 30,000 feet. Smaller powers are required from the higher altitudes because the path difference between the direct wave and the ground-reflected wave is increased.

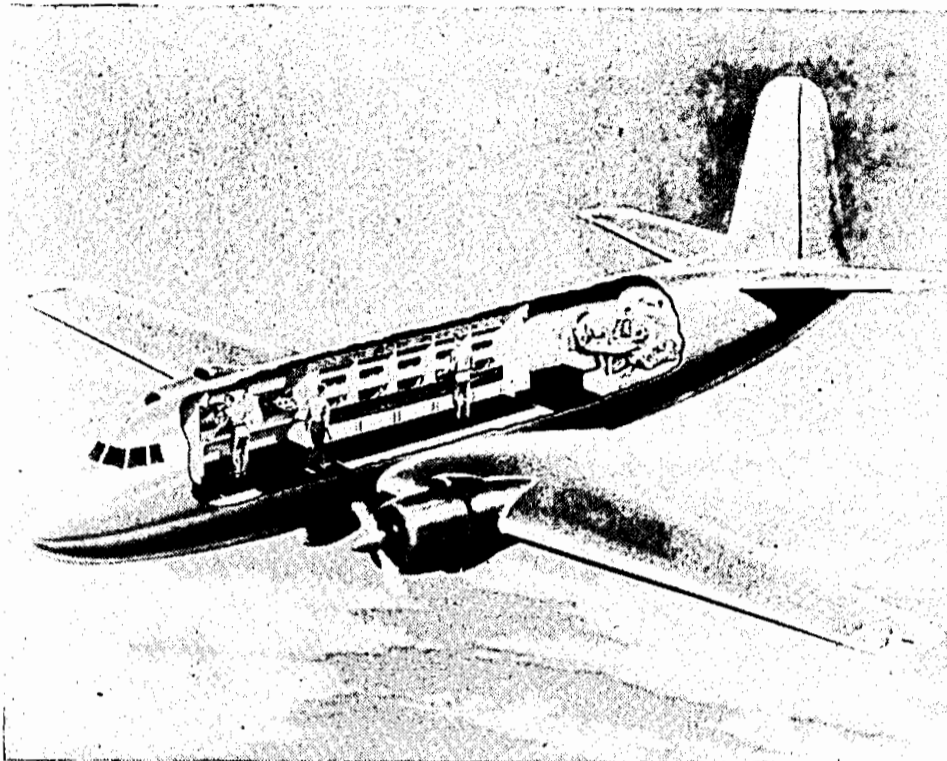
Altitude Advantages

The fact that such small powers are required from high altitudes is very inviting for several reasons: 1. The broadcast service area covered is relatively tremendous. 2. The smaller-powered transmitters can be made in sizes and weights which are practical from the standpoint of carrying them in an airplane. 3. Powers of the order of one kilowatt can be generated with tubes which are available today—even for the CBS high-definition color television frequencies. 4. The small amount of power required to operate the transmitter can be obtained from power plants installed in the airplane. If so desired, the power required to operate the equipment could be taken from generators connected to the aircraft's engines. This power will represent only about four per cent additional load on the plane's engines.

Programming Prospects

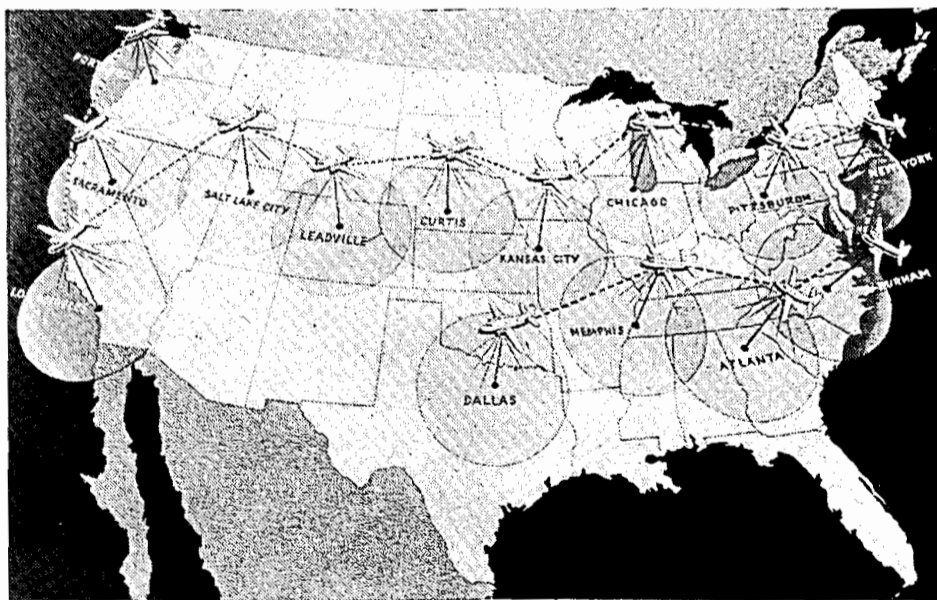
Let us now look at the program distribution problem involved if we use radio relaying between a network of airplanes at 30,000 feet. If

Special Transmission Plane



Stratovision plans call for all-metal, low-wing monoplanes almost as large as the famed B-29 but weighing only one-third as much. They would be powered with two 1450-horsepower engines, cruise at less than 150 miles per hour and be equipped with the most modern heat anti-icing and blind landing equipment. Two planes would be in the air at all times at each location—one broadcasting, the other standing by to take over in the event of any emergency.

Envision Nation-Wide Web



Transmitters mounted in airplanes flying six miles above the earth hold key to 'stratovision', according to Westinghouse executives. Programs for the system would be originated in ground studios and "beamed" (solid lines), in much the manner of military radar, to planes for broadcast. Similarly "beamed" plane-to-plane connections (dotted lines) would form a nationwide network. Each plane would receive and broadcast nine simultaneously available programs throughout a 103,000 square mile area within its 422 line-of-sight diameter (shaded circles). Broadcast locations shown would provide coverage for 78 per cent of the nation's population; 100 per cent coverage merely would require more airplanes.

we transmit from one plane to the sight distance between the two planes next plane in the chain, the line-of-sight distance is about 400 miles instead of the 35-

Revolutionary Method Employs Airplanes

mile spacing for ground stations. With such large relay spacings a program link from Hollywood to New York is obtainable with only eight airplanes as compared to 100 relay points on the ground.

Airplane Utilized

The Glenn L. Martin Company has made a study of the operation of an airplane of the type required for Stratovision operation. The airplane they have designed tentatively is for operation at 30,000 feet. Forty thousand foot operation seems feasible and is more desirable, but since we have at present more knowledge of the airplane design and operating costs at 30,000 feet, I will present the system based on operation at 30,000 feet.

After preliminary talks with Martin Company engineers, it was decided that the airplane design should be large enough to accommodate four television transmitters, five FM transmitters, monitoring equipment, and sufficient relaying equipment to carry four television programs and five FM programs, and also system communications channels. The airplane they have proposed is designed on this basis.

Studios on Ground

The television and FM studios are located on the ground in the normal fashion. The program is fed into a small ground-to-plane link transmitter, picked up in the plane by a ground-link receiver, fed into the broadcast transmitter, and re-broadcast over the plane's line-of-sight area by means of the broadcast antenna.

If this plane were also functioning as part of a program distribution network the signal from the ground-link receiver would also be fed into a small network-link transmitter and beamed to the next successive plane by means of a directional antenna.

U. S. Coverage Planned

Now let us look at a system of covering the whole of the United States with television programs from airplanes at 30,000 feet. Each plane has a broadcast service range of approximately 200 miles in every direction and relaying can be accomplished between two planes which are approximately 400 miles apart.

By operating planes over: New York, Pittsburgh, Chicago, Kansas City, western Nebraska, western Colorado, Salt Lake City and Los Angeles, a program distribution network from Hollywood to New York is established. These two cities are considered to be the main sources of television program material except for sports events and special events which might take place anywhere in the country. A very small amount of

(Continued on Page 13)

Sponsors Outline Operations Cost For Proposed Tele-Airplane Plan

(Continued from Page 12)

equipment in the plane will establish this link.

At the same time each of these planes broadcasts television and FM programs to an area of 103,000 square miles in the territory surrounding its operating point.

By adding six more stations to this established network—these six flying over Durham, Atlanta, Memphis, Dallas, Sacramento, and Portland, Ore.—approximately 51 per cent of the area and 78 per cent of the population of the United States is brought within the primary coverage area of the 14 stations.

The fact that such national coverage is possible and that large program relaying distances may be used is very inviting from a viewpoint of obtaining program material. Almost any event in the country may be put on as a nation-wide telecast with proper pickup facilities.

Cites Advantages

Sports events, national elections, symphony concerts, Indian ceremonial dances, local disasters such as floods or hurricanes, and a great variety of other program material could be fed into the network quickly by a small "pickup" plane, equipped with television cameras and relaying equipment, stationed at each Stratovision base. Such a plane could fly quickly to the desired scene and relay the program back to the main relay link for broadcasting nationally.

Operating Costs

The operating cost for one Stratovision station is estimated to be about \$1,000 per hour.

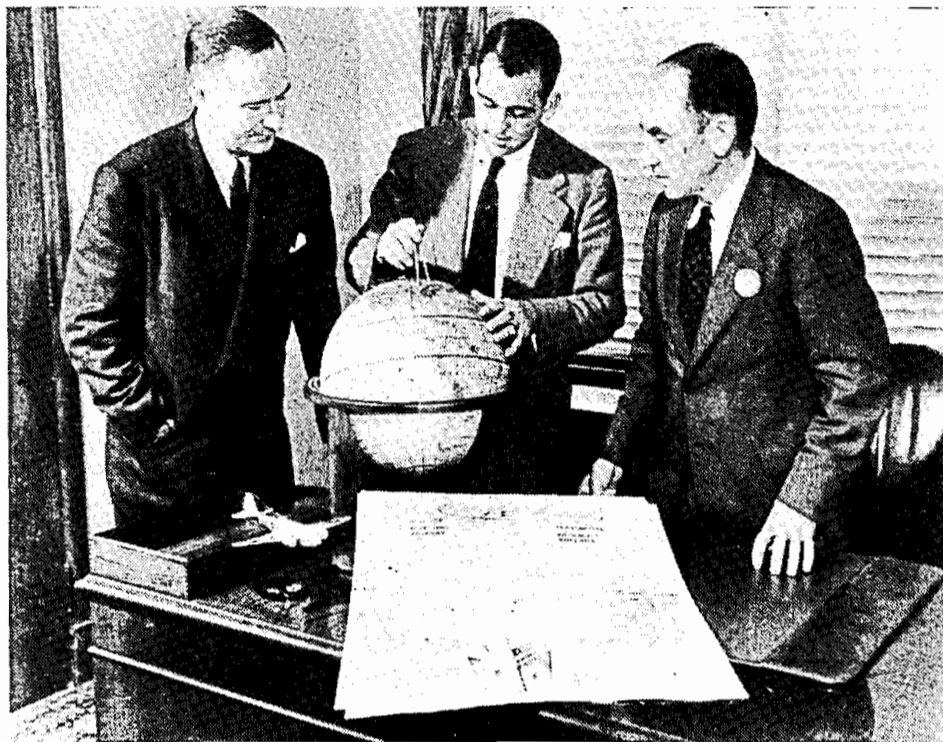
The cost for giving an equivalent ground coverage is about \$13,000 per hour.

This cost comparison does not include the cost of relay stations or coaxial cable required to deliver the program to ground stations, but includes broadcasting costs only. If relaying costs were included, the ratio would be even greater.

Additional advantages which are not included in the above comparison are:

1. Elimination of an expensive, inadequate, and slowly built up program distribution network.
2. The sale of television receivers should be greatly expedited.
3. The time required to build television into a nation-wide service should be greatly reduced.
4. Many people in small urban and rural districts will have television who would never receive it otherwise because they live in districts which are too sparsely settled to support a station.
5. High-definition color television would immediately be paced on an equal footing technically with present black-and-white low-definition television.
6. The source of program material is greatly increased.
7. Many complicated antenna and "ghosting" problems can be eliminated because the plane is in continuous motion and all programs

Executives Discuss Plan



C. E. Nobles, center, 27-year-old Texan born originator of 'stratovision', discusses the system with Walter Evans (left), vice-president in charge of Westinghouse radio and television activities, and William K. Ebel, vice-president in charge of engineering of the Glenn L. Martin Company.

will come from one direction at any receiver.

These "ghosts" are out-of-register pictures superimposed on the desired picture. They are caused by a delayed signal, reflected from a hill or building, arriving at the receiver. They are very objectionable in some areas such as New York. Because the transmitting airplane will be free of such reflecting objects, it is anticipated that "ghosting" troubles will be greatly reduced by Stratovision system.

Since all programs will come from one source, the home receiving antenna can be made much simpler and at a lower cost. A fixed directional antenna can be used pointing constantly toward the airplane instead of a complicated motor-driven directional antenna to be rotated in succession toward the antenna of each new ground station from which a program is desired.

The fact that the airplane, and

thereby the transmitter, is moving would also take advantage of an optical feature wherein the eye does not object to a moving "ghost" as badly as it objects to a stationary "ghost."

Radio equipment problems involved in Stratovision are very similar to those with which we have had considerable experience during the war. Almost every feature of the system has been proved by our experience of the last few years.

We at Westinghouse feel that the technical problems involved in putting this system into operation are capable of solution and are easier than those involved in the presently planned system. We also feel that the economic problem is much more attractive and that it is the only television system yet proposed which will make television available to millions of listeners in rural districts and small towns.

WNBT Tele Sportscasts Headed By Army vs. Irish

The Army-Notre Dame football classic heads the list of the nation's outstanding sports contests to be telecast over NBC's television station WNBT this fall, it was revealed this week.

Two other Army football games are scheduled over WNBT: Army vs. Michigan, Oct. 13, and Army-Duke, Oct. 27. Plans are under way to telecast Army-Navy, Dec. 1.

Stage, Scenery Authority Joining NBC Television

Merwin M. Elwell, former professor of drama, stage manager and scene designer, is currently assistant art director in charge of costume designing and wardrobe in the NBC television department. He reports to N. Ray Kelly, manager of production facilities of NBC television.

Elwell, a fine arts graduate of the University of Oklahoma and recipient of a master's degree from the

Forecast Big Future For Dept. Store Tele

The important role which television is destined to play as an advertising and merchandising medium for department stores is described in an illustrated brochure offered by RCA-Victor, under direction of Thomas J. Bernard, advertising manager of the Home Instrument Division, titled "RCA-Victor Television—Opening a New Merchandising Era for Department Stores." The publication is being distributed to store executives and advertising, selling and marketing executives throughout the country, some of whom have already taken step in this field.

The booklet points out stores can profit by the use of video as follows: (1) stores can operate a complete television station, broadcasting entertainment and educational programs. This may be employed as a means of enhancing store prestige and advertising. (2) Stores may operate studios within, televising fashion shows, product displays and open demonstrations. (3) The use of an intra-store video system, thereby promoting merchandise in various departments and directing customer traffic to special merchandise opportunities.

Further supplementing its message, the booklet quotes the 1940 census with radios in the homes of 28,838,203, most of which may be expected to become television receivers in the future. Each set sold, it adds, will add 5.6 viewers to the potential program audience.

Bulova Company Buys Time Signals On WCBW

The Bulova Watch Company has inaugurated a series of time signals on CBS television station WCBW-N. Y., beginning August 13, presenting a new approach in product promotion. Four weekly signals are planned, each of 20 seconds duration, in keeping with CBS limitations for station break announcements, on Monday, Tuesday and Thursday transmissions. There will be two signals on Tuesdays, one preceding John Reed King's "Missus Goes A-Shopping." Through the use of film commercials, Bulova will emphasize styles in actual use, such as display on a wrist.

Appoints Agency

Viewtone Television Co., has appointed Lester Harrison, Inc., Advertising, to handle its entire account. Viewtone will promote a complete line of FM and AM radios, television receivers and combinations. Newspapers, general publications, trade papers and radio will be used.

Yale School of Drama, came to NBC after having been professor of drama at the University of Oklahoma. Prior to that he was for two years stage manager of Billy Rose's "Diamond Horseshoe."



How Television Got Its Electronic "Eyes"

As revolutionary as airplanes without propellers—that's how much electronic television differs from the earlier mechanical television!

Whirling discs and motors required for mechanical television were not desirable for home receivers. Pictures blurred and flickered.

But now, thanks to RCA research, you will enjoy all-electronic television, free from all mechanical restrictions—"movie-clear" television with the same simplicity and efficiency of operation as your home radio receiver.

Such "let's make it better" research goes into everything produced by RCA. Scientists and en-

gineers at RCA Laboratories are constantly seeking new and better ways of harnessing the unbelievable forces of nature . . . for mankind's greater benefit and enjoyment.

Electronic television is but one example of the great forward strides made possible by RCA research—opening the way for who knows what new miracles of tomorrow?

When you buy an RCA radio or phonograph or television set or any RCA product, you get a great satisfaction . . . enjoy a unique pride of ownership in possessing the finest instrument of its kind that science has yet achieved.



Dr. V. K. Zworykin, Associate Research Director, and E. W. Engstrom, Director of Research at RCA Laboratories, examining the Iconoscope or television "eye"—developed in RCA Laboratories for the all-electronic television system.



RADIO CORPORATION of AMERICA

Delegates Announced For Rio Conference

(Continued from Page 1)
 approved by the President, is as follows:
 Delegate: The Hon. Adolf A. Berle, U. S. Ambassador to Brazil.
 Members: Loring B. Andrews, A. G. D., assistant director radio division, Office of Inter-American Affairs; Col. Theodore L. Bartlett, Air Communications Office, Army Air Forces; Robert R. Burton, chief utilization section International Information Division; J. H. Dellinger, Ph.D., chief radio section National Bureau of Standards; Ralph L. Higgs, Meteorologist, forecast division U. S. Weather Bureau; Rosel H. Hyde, general counsel Federal Communications Commission; Arthur L. Lebel, chief of Communications Section Aviation Division, Department of State; Commander Paul D. Miles, Office of the Chief of Naval Operations, Department of Navy; Harvey B. Otterman, assistant chief tele communications division, Department of State; Col. D. G. Simson, chief communication division branch, plans and operation division, Office of the Chief Signal Officer, War Department; Lloyd H. Hanson, radio communications coordinator, Civil Aeronautics Administration; Hon. Ray C. Wakefield, Commissioner Federal Communications Commission; Commodore E. M. Webster, chief communications officer, U. S. Coast Guard; Marion H. Woodward, chief international division, Federal Communications Commission.
 Secretary: Hubert M. Curry, attache in charge of Telecommunications, U. S. Embassy, Havana, Cuba.
 The matter of rates and standardization of rates, settlement of balances between countries, frequency assignment and interference are all subjects which will come up for discussion in an effort to arrive at a harmonious basis of operation.

Wiswell Joins Muzak As Recording Director

(Continued from Page 1)
 executive director of Muzak Corporation and its affiliated companies. In his capacity he will also be in charge of artists and repertoire.
 During the past six years Mr. Wiswell has been business manager for the Allan Roth organization, and for 15 years previous he was Rudy Mee's personal manager in charge of band personnel and talent auditions for the Royal Gelatine radio program.

AGENCIES!
 Well-known Hollywood producer-writer with excellent BG in agency and network radio, wishes berth with established agency in N. Y. Young, executive and creative, with fine reputation and connections will terminate Hollywood contracts shortly.
 Wire for details to
 8508 Sunset, Los Angeles

COAST-TO-COAST

— NEW YORK —
BUFFALO—WEBR vacationists had the blues during August. Lillian Kay, vocalist, fractured her right arm when she was thrown from a horse, and Carl Kirchoffer, station salesman had his car and favorite set of golf clubs stolen while he was in Canada. They both decided home was the best place. . . . **PLATTSBURG**—WFMM played host to Lisa Sergio Aug. 20th when the American web commentator's "One Woman's Opinion", originated in the station's studios. . . . The day after V-J Day, Colonel Richard Elvins, commanding officer at the AAF Convalescent Hospital was a special guest on "Plattsburg Party," a half-hour show broadcast every Wednesday evening at 7:30.

— MASSACHUSETTS —
SPRINGFIELD — Heard from WSPR: Robert A. Stroshine, announcer has been promoted to chief announcer. . . . Ross Edwards, newcomer to announcing staff, is a brother of Cliff "Ukelele Ike" Edwards, and a former vaudevillian himself. . . . Adele Saber, formerly of WCOP, is writing and broadcasting the daily women's feature, Column of the Air, under Forbes and Wallace sponsorship. . . . Charles F. A. Page has become senior announcer.

— OHIO —
CINCINNATI—WKRC has added two announcers to its staff,—Michael Wayne, from WOL, Washington, D. C., and Tom Craig, from WHIO, Dayton. . . . Lt. John E. Murphy, former director of publicity at WCKY related his experiences aboard the Hornet when it was damaged in a typhoon several months ago in an interview with Rex Davis, station news chief. . . . William Dawes, announcer at WCKY, has been named studio director. . . . **DAYTON**—WHIO announcers Fred Campbell, Don Wayne and Stan Trout had trouble handling broadcasts from crowded streets on V-J night. Jubilant ladies kept them from talking because they insisted on kisses!!!

— MISSOURI —
ST. LOUIS — "The Land We Live In," a program dramatizing outstanding events and subjects of local importance, will

Send Birthday Greetings To—

August 24	
Phil Baker	Jimmie Fidler
Arlene Black	W. Frank Hipp
Louis E. Dean	Dennis James
Helen Russell	
August 25	
James M. Carroll	Edward Davies
Ken Christie	John Rarig
Harry R. Lubcke	
August 26	
Jack Berch	Dr. Lee de Forest
Larry Larsen	Charles Michelson
George Francis Hicks	
Paul Valencia	

resume broadcasting over KMOX, August 20, 6:30-7 p.m., CWT. August 20 airing will be the 92nd episode of the program, sponsored by Union Electric Co. . . . August 17 is the date on which Columbia Brewing Company will complete 400 consecutive weeks of live-talent program sponsorship over KSD for Alpen Brau Beer. A total of better than 2,000 broadcasts is represented.

— OKLAHOMA —
OKLAHOMA CITY—William Bendix, star of screen and radio, was the guest of Minnie Jo Curtis on KOMA recently when he took time out from a nation-wide USO tour to broadcast an appeal for 65,000 additional railroad workers to maintain re-deployment schedules. WKY's station manager, Gayle V. Grubb, has a new paint job on his home to show for his vacation. . . . Station execs are suffering from secretary shortages because of returning husbands.

— NEW JERSEY —
PATERSON—Princeton University went on the air for the first time when it began a series of weekly broadcasts over WPAT, Sunday, August 19 at 2-2:30 p.m., titled "The Princeton University Preceptorial of the Air." Program will consist of a forum discussion by the university professors on current topics of the world importance, with Princeton's leading authorities participating. Broadcasts will emanate from Woodrow Wilson's former office when he was head of the University.

— MICHIGAN —
DETROIT — Morton Gould and Walter Hampden will headline the special 25th anniversary broadcast presented by WWJ in its auditorium studios at 8 p.m. on August 20, its birthday. Hour-long program is built on a musical foundation with Hampden narrating a story of WWJ's growth. Program written by Margot Pfeifer and directed by Don DeGroot will have a visual audience of station personnel, guests from stations, agencies and clients.

'Gang Busters' Give Clues In New Program Feature

Prior to the return to the air Saturday, Sept. 15th, of "Gang Busters," Phillips H. Lord, Inc. will supply all stations carrying the program with clues which are the "wanted" descriptions of the most dangerous criminals at large in the country today. These clues, which are a feature of the dramatization, are also available to other stations upon request.

Chimes Back On WNYC

WNYC has reverted to its station time signal identification by the century-old chimes in historic City Hall, with the phrase, "The city where seven and a half-million people live in peace." The signal was discontinued on Dec. 7th, 1941. Station, will broadcast the city's reception to Gen. Charles De Gaulle from City Hall, Monday, Aug. 27th at 12 noon.

Receiver Production Getting Under Way

(Continued from Page 1)
 home use and by next spring, the employment of skilled workers by the company will increase nearly 100 per cent. Galvin's production figures are expected to reach 1941-42 levels by October. Hallicrafters which did a big "shortwave business before the war has in the works several home models of receivers.

Majestic radio will have goods on the market within the coming quarter, but still has Navy contracts to fulfill. Scott radio company will have its usually high-priced product on the market by October. One of its radio-phonograph combinations will sell for \$800. As recently stated in these columns, RCA will have sets out within 60 days and Zenith 60 to 90 days. With a backlog of some \$60,000,000 in orders, Zenith will build a new plant when materials are available.

As RCA stated the other day, price list will be announced later. In this connection, some apprehension is felt in the trade as to what the OPA will or will not do as to possible price ceilings. It is expected that when the OPA reveals its policy, the receiver manufacturers will soon after indicate their price list.

Whitmore Joins Associated; Will Head Eastern Division

John D. Whitmore, formerly manager of the news division at Mutual Broadcasting System, has been appointed general manager of the Eastern division of Associated Broadcasting Corporation, the New York office announced yesterday.

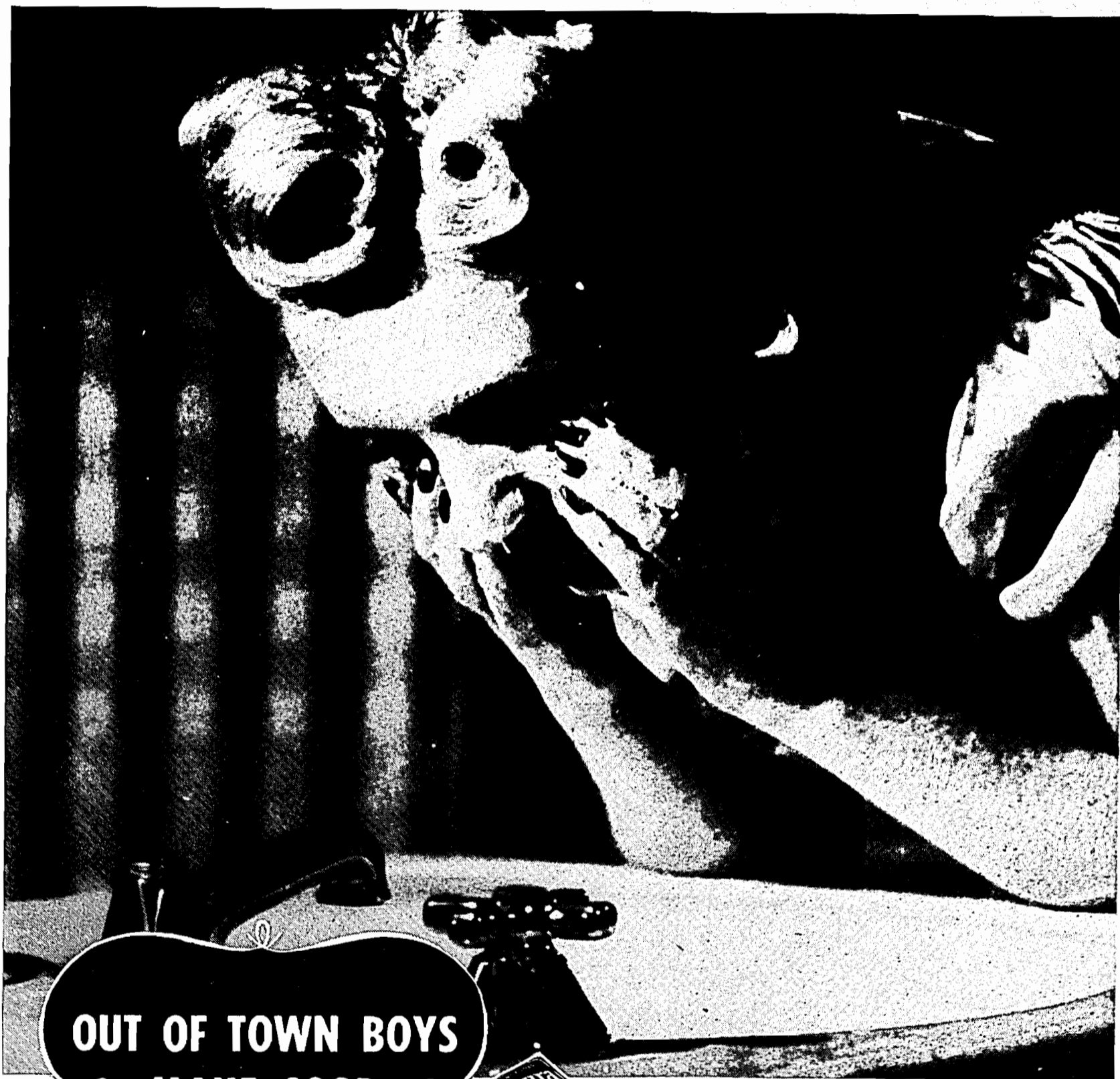
Mr. Whitmore was previously assistant manager of the War Services and news division at WOR, and prior to that supervisor of net radio at the Compton Advertising Agency, Inc.

It was also announced that Edward Pancoast, formerly in the WINS sales department has been named sales manager in New York.

Miss Hawley Fashion Speaker

Adelaide Hawley, women's commentator on WEAJ, will speak next Wednesday at the Tobe-Coburn School for Fashion Careers, New York.

You are in GOOD COMPANY when you advertise on . . .
KMPC
 LOS ANGELES
 710 Kc.-10000 WATTS
 THE WEST'S GREATEST INDEPENDENT
 NATIONAL SALES REPRESENTATIVE • PAUL H. RAYMER COMPANY



**OUT OF TOWN BOYS
MAKE GOOD**



THE COMPLEXION CHANGES

Since 1939, Cuticura*—famed mildly medicated soap has been preaching the gospel of smoother skin over WFBR, Baltimore's big home town station.

Six years may not be long in the minds of some, but to Cuticura Soap its six years on WFBR must spell results; otherwise they would not come back every year. And that is the rule rather than the ex-

ception on WFBR—the majority of its national accounts are from five to ten years' standing.

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

*Agency: Atherton & Currier, Inc.

MEMBER—AMERICAN BROADCASTING CO. - NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

WFBR

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 39

NEW YORK, N. Y., MONDAY, AUGUST 27, 1945

TEN CENTS

FCC Outlines FM Rules

REIMS

... The Red Schoolhouse, Rheims Cathedral, General Lord and G.I. Morale

By JACK ALICOATE

Publisher, Radio Daily

UP BRIGHT and early this morning while the roosters are crowing in this sleepy city of Reims.

This Army life is likely to more or less permanently incapacitate four top ranking radio executives for all future conventional network operation. . . . It is my solemn duty to accurately report that NBC's Bill Hedges, American's Mark Woods, CBS' Joe Ream, and MBS' Bob Wezey are no longer permitted to have breakfast in bed and must arise every morning promptly at seven.

REIMS is a city of great historical interest dating back to the days of the Romans.

Rheims cathedral, an architectural masterpiece, was started in 1211 and finished nearly two hundred years later. . . . We visited the Archaic church treasury and lingered on the spot where, in 1428, Charles Eighth was crowned after a stirring speech by Joan of Arc who led the fight to make him king.

THE high spot of the day was a visit to the little red school house where on July 7th armistice terms were signed with the enemy and the European chapter of World War II brought to a close.

While excitingly romantic, it is a misnomer to call it a little red school house. It is situated in the center of the city of Reims and is a large red brick building occupying almost an entire block

Opportunity

High school student who believes he can become or is a good master of ceremonies, can land a job with WNEW. Station is looking for a genuine student to emcee an hour-long program to hold forth during the fall and spring semesters. Students in secondary schools in New York and New Jersey are invited to take the audition at the station's studios.

Merchandising

First newspaper display advertising on the new line of radio and television receivers broke in New York newspapers the past week. Dealer copy indicated order-taking previews of the new models with "approximate" prices. Prospective buyers were invited to view the new models and make reservations for future delivery.

Bowles Indicates Pre-War Radio Prices

Radio set manufacturers will have to absorb increased costs of production according to the announcement made by Price Administrator Chester A. Bowles, the past week-end. The OPA chief said at a press conference that prices of consumer goods, including radio sets, are going to be held for both wholesaler and retailer at pre-war levels.

He believes that set manufacturers can absorb the higher labor and materials costs and still make a profit. He pointed out that high profits were

(Continued on Page 7)

Many Bidders Of Record For Leasing WOW, Omaha

Omaha—Seven offers to buy or lease WOW were received Thursday by the Woodmen of the World Life Insurance Society in response to its invitation.

Radio Station WOW, Inc., the pres-

(Continued on Page 8)

★ THE WEEK IN RADIO ★

Reconversion Under Way

By MILDRED O'NEILL

FOLLOWING the WPB's revocation of Order L-265 which controlled all electronic equipment, virtually every American radio manufacturing firm revealed that its various plants were reconverting to the manufacture of civilian goods. Home receivers of every description, FM and phonograph combinations will be rolling off the assembly lines well within 60 days. Prices and models for the most part will be of 1942 period, with some post-war features in some sets, but not many for the time being. Television receivers will come soon after. WPB figures estimate a possible 3,500,000 sets by the year-end.

Four major networks readied time slots for returning and new programs, more than 80 night-time shows being involved. Returnees are coming back in force somewhat earlier than usual. . . . Both Mutual and American skeds

(Continued on Page 3)

Divides U. S. In 2 Areas, Northeastern Section Getting Additional Channels; Nine Other Regulations Written

Gov't Agency Views Employment Situation

An employment cut of more than 100,000 can be expected in the radio manufacturing industry within the next few months according to war manpower estimates revealed Friday. Military communications equipment requirements are greatly reduced and WMC expects that complete reconversion to civilian production will take a little time. It is expected that even manufacturers of components

(Continued on Page 8)

FCC Commissioner Will Attend Rio Meet

FCC Commissioner Ray C. Wakefield is flying to Rio de Janeiro, as a member of the U. S. delegation to the Third Inter-American Radio Conference to be held there beginning

(Continued on Page 3)

Manson Takes Issue With FCC's FM Stand

Washington Bureau, RADIO DAILY
Washington—"One way to kill FM, from the standpoint of sales of FM receivers and the building up of an

(Continued on Page 8)

Washington Bureau, RADIO DAILY
Washington — The FCC on Friday issued a summary of the rules it is now formulating for FM broadcasting to enable manufacturers, licensees and applicants to proceed immediately with development plans.

In the more populous northeastern section of the country (Area 1) with its heavier frequency needs, the Commission

(Continued on Page 7)

Goldmark Broadcasts CBS Television Plans

An insight into the extensive work done by CBS in the field of television research, as well as its plans for the offering to the public of good-quality color video in the years to come, was broadcast to the nation yesterday by Dr. Peter C. Goldmark, director of engineering research and development for the network. Dr. Goldmark, whose talk was entitled "Television—

(Continued on Page 3)

Will Present Ball Game On Three Tele Stations

Three television stations will carry the All-American Boys Baseball game at the Polo Grounds on August 28 through special motion picture films

(Continued on Page 7)

Pacific Note

T/5 Dick Connors, former RADIO DAILY Albany correspondent writes from the Philippines that station WVTM is doing an excellent job of entertaining the GI audience, despite the fact the outlet is housed in a former Jap torture chamber. Staff includes 2nd Lt. Vic Campbell, (WGY) and 2nd Lt. B. J. Stapleton (WSYR). Former is program director and latter helps on announcing.



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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

(Friday, August 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	180	179 1/4	180	+ 1
CBS A	38	37 3/8	38	+ 7/8
CBS B	37 1/2	37 3/8	37 1/2	+ 1/4
Crosley Corp.	37 1/2	36	37 1/2	+ 1/2
Farnsworth T. & R.	16 3/8	15 3/4	16 1/2	+ 1/2
Gen. Electric	46	45 1/4	46	+ 5/8
Philco	38 5/8	37 3/4	38 5/8	+ 5/8
RCA Common	15 1/2	14 7/8	15 1/2	+ 1/2
RCA First Pfd.	85 1/2	85 1/2	85 1/2	+ 1/4
Stewart-Warner	20 1/4	19 7/8	20 1/4	+ 1/4
Westinghouse	30 3/8	29 7/8	30 3/8	+ 1/2
Zenith Radio	37 3/4	37 1/8	37 3/4	+ 3/4

NEW YORK CURB EXCHANGE

Nat. Union Radio	5 3/8	5 3/8	5 3/8	+ 1/8
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20 YEARS AGO TODAY

(August 27, 1925)

Fifty stations increased their power outputs last month. Some of the western broadcasters are using as high as 5,000 watts. The most powerful station in New York is W-EAF, now rated at 2,500 watts.

Chicago's

ONLY
24 HOUR
STATION

W-I-N-D

560 Kc. 5000 WATTS

REIMS

The Red Schoolhouse,
Rheims Cathedral, General
Lord and G.I. Morale

(Continued from Page 1)

that was formerly a professional college. . . . Immediately before surrender it was used as Advanced General Headquarters for SHAEF. . . . The map room in which the Armistice papers were signed was turned over to the City of Reims on July 7 last with an impressive ceremony by General Lord. . . . The entire room, including maps, charts and figures has been faithfully restored as it existed on Armistice Day and is now a shrine of international importance that should live forever. . . . In the center of the map room and surrounded by the chairs once occupied by those participating in the conference is a large oblong oak table. . . . Its bare top is begrimed and scarred as if, it too, had suffered the ravages of war. . . . Here we were photographed by Army camera-

men: . . .

THIS Army Assembly Command at Reims consisting of 17 different camps, is a gigantic undertaking. . . . They say every great business enterprise is but a reflection of its leader. . . . The leader of this tremendous and psychologically important outfit is Major General Royal Lord, a three letter man at West Point, a writer of reputation as well as an engineer, and inventor. . . . With all of his driving power he is modest and unassuming. . . . These attributes however we find not uncommon in most West Pointers. . . . The present task and objective of General Lord is fascinating and interesting but not easy. . . . It is that of constantly keeping the morale in high gear of the millions who are passing through his command on their way home. . . . It is his theory that in most cases the post-war life of the GI is now under way and that their sympathetic indoctrination in the savvy of how once again to become good

and useful citizens should be started at this point.

THE Rockettes are in Reims. . . . meaning that the Radio City Music Hall overseas is playing this area. . . . Here is an atomic bomb of GI entertainment. . . . We knew it was hot because we were with Leonidoff while he was putting it together. . . . It travels about 80 including a band, 16 rockettes and 12 ballet dancers, besides a half score of principals. . . . It plays both indoors and out in the open and frequently does two shows a night.

IT WAS nasty weather when we hopped off from Reims field headed for an inspection tour of the great port of Le Havre where most troops embark for the States. . . . As the weather closed in, we were instructed to proceed direct to Paris. . . . Le Havre is out but early tomorrow we are off in our own Douglas 18-seater for Luxembourg for a visit with the PWD radio organization that is doing such a man size job and then on to Hamburg and Berlin.

SHIPMATES THAT PASS IN THE NIGHT: Bob Hope, the showman's showman, is with us . . . he is the only one of his troupe that lost weight on the trip . . . Bea Lillie the female Bob Hope of the circuit, has just hopped back to London. . . . We met Justice Robert Jackson at services at Notre Dame last Sunday. . . . Major Bob Pollock, who just left our outfit, is winging it to Hollywood to represent AFN there. Captain Ted Bergmann, PRD, formerly NBC New York, is a ball of fire and can be three places at the same time . . . the most hated mugg in the Army is the guy that wakes us every morning.

Reopen WSV, Savannah

Coastal telegraph and marine relay radio station WSV, Savannah, Georgia, was reopened for daily service effective 21st, it has been announced by Charles J. Pannill, president of Radiomarine Corporation of America. WSV, which has been closed since March, 1942, will be in operation daily from 7:30 a.m. to 7:00 p.m., EWT, until further notice.

Navy Show From Yankton

"Meet Your Navy," sponsored by Raytheon Manufacturing Company on American network, 7:30 p.m., Mondays, will originate in Yankton, S. D., on September 3 as a feature of the annual Midwest Farmer day celebration. Program will be handled by WNAX which annually stages the get-together, from one of the country's great agricultural regions.



Photo by U.S. Army Signal Corps

Dress rehearsal

Army engineers at Camp Carson, Colorado, are blowing up concrete obstacles that were designed to stop small boats.

And what they learned in Colorado was put to battle use on the beachheads from France to Africa.

There's a lesson for radio advertisers in that Army experience, and it's this:

Pre-test your sales appeals now . . . for use later on when the real battle for brands gets under way.

W-I-T-H, the successful independent, offers you a chance to have your copy listened to at the lowest cost per listener in the country's sixth largest city.

Facts are available to prove that in this five-station town W-I-T-H is the best bet.



W-I-T-H
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

IN PHILADELPHIA
Nearly everybody listens to
WDAS BROADCASTS OF NEWS
ON THE HOUR • EVERY HOUR

That's why
78 percent of our sponsors renew regularly.

Goldmark Broadcasts CBS Television Plans

(Continued from Page 1)

Physical and Engineering Side," spoke during the intermission period of the Columbia Broadcasting Symphony, which is heard each Sunday from 3-4:30 p.m., EWT.

After calling attention to the wartime activities of CBS television research carried on in conjunction with the Government, both here and in the European theater of operations, Dr. Goldmark gave a picture of the potentialities of video as they exist today, citing the permission granted the network by the FCC to operate a color television station in New York City in the ultra-high frequencies and of the network's intention to duplicate these operations in Chicago and Los Angeles. Regarding color television, Dr. Goldmark declared:

"The studio equipment and receivers for the new system here reached the last stage of development in our laboratories, and are scheduled to be ready for the tests to be held by the end of this year.

Color—Also Black and White

"The new ultra-high frequency color television system will also bring you black and white pictures, with more than twice as much picture detail as compared with the pre-war system.

"The new ultra-high frequency band, which has now been set aside by the Federal Communications Commission for experimentation with this new system of television, extends from 480 to 920 megacycles. This furnishes 29 television channels, as compared with 12 television channels which had been assigned to the pre-war system. This would make nationwide coverage possible and at the same time give the viewer an opportunity to select from a larger number of programs.

"What interests most people, of course, will be the actual television receiving sets. CBS is not a manufacturer of commercial radio equipment, but we are developing two types of color receivers in our laboratories for the benefit of set manufacturers. One is a small floor model and furnishes a picture approximately the same size as a full page in Time magazine. The larger and more expensive model will furnish an image which is about 22" wide, or about the

★ THE WEEK IN RADIO ★

Reconversion Under Way

(Continued from Page 1)

reveal many brand new accounts to the respective webs, and not a few have switched from one web to another. By and large, business appears good for all of the networks and desirable evening segments will continue at a premium.

Letter by Paul A. Porter, FCC chairman acting for the Commission, advised the RMA that the manufacture of two-band FM sets was frowned upon by the government agency. Meanwhile, applications for FM licenses reached the flood stage with 14 such CP's requested in one day, apart from any other earlier in the week.

J. Harold Ryan, outgoing president of the NAB again cited radio's wartime role, unprecedented in world history for public service activity. . . . George P. Ludlam of the OWI stressed the fact that many government messages were still on the priority list, despite the war's end. . . . War Finance Division of the Treasury Department was assured by heads of advertising agencies and advertising organizations that the forthcoming Victory Loan would receive the full support of the industry. . . . this was further backed up by expressions of co-operation from the heads of the major networks.

Board of War Communications continued to relax its wartime orders and now has a hand only in telephone and telegraph. It is expected that the agency will soon be a peacetime casualty. . . . Meeting of a strong group of 4-H members voted to ask broadcasting companies to improve certain aspects of programming, one that will stress the sanctity of the home rather than glorify infidelity. . . . Philco Corp. bought a segment of the

Don McNeill morning program on American. . . . Hearing on the two American web firms involved in injunction proceedings was continued in Grand Rapids to Sept. 3. Associated Broadcasting Company and American Broadcasting Company are the contenders. . . . E. P. H. (Jimmy) James, discharged from Air Force Intelligence, joins Mutual as manager of sales operations Sept. 1.

American advertising men keep an eye on Radio Andorra, Spanish outlet which plans to beam commercials in English to the rest of the Continent, but more important, to the British Isles. . . . A profitable business before the war. . . . FMBI will continue as an entity, apart from the NAB, it was announced by Walter Damm, president. . . . Omaha outlets, with the shift in affiliate associations, about to start a battle for listeners and WOW owners received bids for the "sale or lease" of the 50,000 watt. . . . Networks assigned strong crews of correspondents to cover the official Japanese surrender in the Tokyo area and aboard the U.S.S. Missouri. . . . FCC waived its operator-license rule for some 500,000 railroad men who may have occasion to use wireless telephony. . . . New links in that AT&T coaxial cable were approved, lengthening the lines from New York to Los Angeles for tele and other communications. . . . Delegates to the Rio de Janeiro inter-American radio conference were named by the State Dept.

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

DeGaulle On WNBT

The arrival of Gen. Charles DeGaulle in New York City today will be brought to viewers of NBC television over station WNBT on film tonight under sponsorship of Esso Marketers, network officials announced over the week-end.

size of a full modern newspaper page. "It is estimated that color television receivers will be only slightly more expensive than black and white receivers.

"Many have asked when this new system of television will be available to the public. As I mentioned before, field tests of the new system are scheduled to begin by the end of this year. After this has been completed, it should not take long for manufacturers to produce receiving sets for the home."

APARTMENT WANTED

Radio publicist seeks apartment, one or two rooms, furnished or unfurnished. East Side, midtown preferred.

Write Box 207, RADIO DAILY
1501 Broadway New York

Script Contest Winner

Robert D. Williams, program director of KUSD, University of South Dakota station at Vermillion, S. D., was announced winner last week of the dramatic program contest of the NBC-Northwestern University Summer Radio Institute. The script, titled "Prophet of Disaster" was heard on the NBC last Saturday.

Worcester's Top 28 NIGHT TIME Network Programs

ALL on WTAG
Blondie **31.1**

Hooper Survey Dec. '44—Apr. '45

WTAG
WORCESTER

FCC Commissioner Will Attend Rio Meet

(Continued from Page 1)

September 3, the Commission announced Friday. The delegation is headed by Adolf A. Berle, U. S. Ambassador to Brazil.

Among the subjects on the conference agenda are the standardization of rates, settlement of balances between countries, frequency assignment and interference. The growing importance of aviation as a connecting link between countries of the Western Hemisphere and the resulting increase in the use of radio makes this conference particularly timely. Commissioner Wakefield will return from the conference by the way of Lima, Peru, and Bogota, Columbia where he will confer with officials on international telegraph matters. He will be accompanied by Rosel H. Hyde, general counsel of the Commission, and Marion H. Woodward, chief of FCC international division.

Last summer Commissioner Wakefield, visiting various South American countries, was successful in obtaining substantial reductions in telegraph rates to the United States.

BALTIMORE'S
Listening Habit

**W
C
B
M**

MUTUAL BROADCASTING SYSTEM

JOHN ELMER GEORGE H. ROEDER
President General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

Exclusive!

**Chicago's Only
NEWS-ON-THE-
HOUR SERVICE**

W-I-N-D

560 Kc. 5000 WATTS

ARE YOU REACHING THE OUTSIDE* AUDIENCE

on the Pacific Coast, too?

THE OUTSIDE MARKET represents approximately half of the retail sales and radio families on the Pacific Coast.

UNLESS DON LEE is the radio network you use on the Pacific Coast, you can't reach the "outside" and the "inside" audience, with combined retail sales of over 8 Billion Dollars.

How come? Most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high—and the long-range broadcasting of other networks doesn't reach them. Don Lee has 39 stations (compared to the 7, 12 and 8 stations respectively of the other three networks), and every one of Don Lee's 39 stations is located squarely within one of these vital mountain-surrounded markets.

"Outside" listening is tops on Don Lee. A special Hooper coincidental telephone survey of 276,019

calls (the largest ever made on the Pacific Coast) showed 60 to 100% of the listeners in the "outside" market tuned to Don Lee stations! (See below.)

As for "inside" market listening: Regular C.E. Hooper reports reveal that all of the shows that switched from any of the other 3 networks to Don Lee during the past year, received higher Hooper ratings within 13 weeks!

Don't forget your interested *outside audience*—buy Don Lee on the Pacific Coast. Remember: More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station!

Example from Special C. E. Hooper Survey
EUREKA, CALIFORNIA

STATION	SHARE OF AUDIENCE		
	<i>Morning</i>	<i>Afternoon</i>	<i>Evening</i>
<i>Don Lee Station KIEM</i>	98.2%	98.2%	67.6%
<i>Most popular out-of-town station</i>	0.9%	1.2%	22.0%

Other examples to follow

The Nation's Greatest Regional Network

*
Approximately half the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located.

**CIRCUS
TODAY**



THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Mutual
DON LEE

LOS ANGELES

By RALPH WILK

CHARLES VANDA, CBS executive producer, left Columbia Square for a week's vacation preparatory to his taking over as producer-director of the half-hour CBS dramatic program, "Theater of Romance," which will originate here starting Sept. 4.

Bandleader Phil Harris and comedian-writer Jack Douglas will have their own air show a la Garry Moore and Jimmy Durante, if current plans of MCA materialize. Prospective sponsors are negotiating.

Opie Cates resumes as music director of "Judy Canova Show" when NBC'er returns to air Sept. 1st, and will also arrange special musical numbers vocalized by Canova each week. Cates likewise continues as conductor and arranger of "Meet Me At Parky's" when NBC show carries over into fall stanza starting Sept. 16th.

Don Searle, American web veepee, left for New York and home office huddles Saturday 25th, slated to return to coast Sept. 21. Stopovers at American outlets will be made en route.

"Win, Place Or Show," American's new audience participation airer, goes on the air today, Aug. 27th, with Eddie Marr in the saddle as emcee. Program will be based upon pari-mutuel horse racing, with cash prizes for winning participants. Time spot formerly featured "Reunion, U. S. A." Later airer is on six week summer layoff.

Gets Post With RCA

Lieut. Commander Wayne Mason, USCG, has been appointed assistant manager of the New York office of the RCA Frequency Bureau, Dr. C. B. Jolliffe, vice-president in charge of RCA Laboratories, announced on Friday. In this capacity Commander Mason will handle matters pertaining to frequency allocations and station licenses for RCA, its subsidiaries and services.

Launching New Show

Dan Seymour's "Now It Can Be Told" series, which has been heard Mondays through Fridays at 8:15 p.m., ET, on MBS, bowed off that network after the broadcast of Friday, August 24. An announcement will be made soon concerning the forthcoming commercial status of the program. Seymour, in the meantime, is debuting a new program, "The Conspirators," on Saturday, September 1, 9:30-10 pm., ET, on MBS, and every Saturday thereafter.

AGENCIES!

Well-known Hollywood producer-writer with excellent BG in agency and network radio, wishes berth with estab. agency in N. Y. Young, executive and creative, with fine reputation and connections will terminate Hollywood contracts shortly.

Wire for details to
8508 Sunset, Los Angeles



Notes From An Aisle Seat . . . !

● ● ● American Broadcasting Co. making a pitch for Elmer Davis, who is said to be all set to return to the air as a news commentator. . . . The voice on the pooled network airing from Ie Shima on the arrival of the Jap envoys was that of Vincent Martire, former CBS shortwave news writer. . . . Mitzi Green and Pete Donald set for Ed Byron's "What's My Name," when and if. . . . "Boston Blackie" renewed another 13 weeks. . . . New low in casting was handed a well-known actor the other day when he got a call to do a reading for a commercial—and then was told to bring two minutes of his own material along. What? Bring your own material to read for a commercial now! . . . Ann Thomas due in from the Coast next month. . . . Paul Dubov in town on a 30-day furlough after 15 months overseas announcing for the Glenn Miller unit. . . . "Valiant Lady" fading Sept. 17th. . . . Peggy Mayer taking a three-week vacation in Mass. . . . Ellen Fenwick off to Toledo to divorce her appendix. . . . Maria Kramer trying to unload the Lincoln Hotel, we hear. . . . Peggy Mann guesting with Allen Roth's Schaefer Revue this week. . . . One of WW's choicest scallions to "The Family Hour" for using an outright commercial last Sunday—the day proclaimed by the President as a day of prayer. . . . Friends of the late Arthur Elmer forming a committee to raise funds to help toward the education and welfare of the two children left behind. Contributions should be sent to Alan Young, 1105 Park Avenue, New York City.

★ ★ ★

● ● ● Radiokays: Dorothy & Dick's breakfast chatter via WOR—which is getting to be 'must' listening. . . . Johnny Thompson's subbing for the ailing Jack Owens on the "Breakfast Club." . . . Marx Loeb's capable handling of "Report to the Nation." . . . Sidney Walton's illuminating article in the Sept. "This Month" mag tagged "The Holy Alliance." . . . The CBS thriller, "Suspense," heard Thursday nites at 8:00. . . . Lynne Hayes' impersonations of Helen Morgan via Adrienne Ames' WHN stanza last week. . . . Dick Smart headlining the current Versailles show. . . . Evelyn Knight's Decca-rative treatment of "Lass With the Delicate Air."

★ ★ ★

● ● ● Memos of a Midniter: The old chromo about 'everybody who was anybody was there' was practically the theme at Billy Rose's opening of his new Diamond Horseshoe show the other nite. We saw most of radio's Who's Who there and a couple from Who's Through, as well, but as they say in the ads, it was a gala evening all around. In fact, the excitement ran so high that one of the show gals just up and fainted dead away and had to be carried off by Impresario Rose himself, which caused Phil Silvers to mutter: "That's the first act Rose has ever picked up!" Billy, who seemed to be having a gayer time than any of the guests, was in a rare mood and kept referring to himself as a 'little Texas Guinan'. . . . We love Bugs Baer's line about a rough and tough neighborhood football battle. "The game was so rough," commented Bugs, "that neither side took prisoners". . . . Good to see Jimmy Walker back in town again. Toots Shor's didn't seem the same without him—and for that matter, neither did Manhattan. . . . Steve Hannigan's right arm, Dick Mooney, postcards from Conn. that his dreams are getting better all the time and that he's packed on some 25 pounds since his enforced stay there. Warns the B'way lightweights to beware when he gets back. . . . Jessyca Russell was a busy gal last week getting her boss, Murray Simmons, publisher of "Magazine Digest," on the air every half-hour or so and then putting him on the train again to Toronto. . . . Mutual's energetic Tom Slater looking for talent to accompany him on his Florida and Cherry Point junket Labor Day week-end. . . . Gladys Shelley, the tireless tunesmith, has come up with "You'll Be Sorry," dedicated to the battle cry of the gallery at "Take It Or Leave It," which looks like it may be another "Mairzy Doats." Gahd forbid. . . . Curly Harris' profile on Nick the Greek in "True" mag is exciting reading and worth the purchase price alone.

CHICAGO

By BILL IRVIN

CORONET MAGAZINE, through Schwimmer & Scott, Chicago will sponsor the all-American boy baseball game over the network of the American Broadcasting Company from the Polo Grounds in New York.

Capt. Norman Ross, a Chicago radio favorite for more than 10 years formerly head man on station WMAQ's 400-hour program, has arrived Okinawa to serve as public relations officer on the staff of General "Jimmie" Doolittle, according to report received at NBC Chicago offices. A veteran of the first World War, Ross entered service in April 1943, and has been serving with the Army Air Forces at several posts in the Southern States.

Ray Inman, art director of WLS has resigned to become head of the art department of the Burton Brown Advertising Agency, Chicago in addition of his work at WLS, Inman has done considerable free lance work for various publishing firms, including illustrations for Ezra Stone's book, "Coming Major" published last year by J. B. Lippincott.

A renewal order for the 15-minute Monday-through-Saturday news program, featuring Alex Dreier, headed the business week at station WMAQ it was announced by Oliver Morton manager of the NBC central division national spot sales department. The 52-week contract for the program heard from 6:45 to 7:00 a.m., CWT was placed by the Skelly Oil Company, through Henri, Hurst & McDonald, Inc. The Skelly firm also sponsors Dreier on a midwest NBC network Mondays through Saturdays 7:00 to 7:15 a.m., CWT. Contract renewal for the WMAQ program is effective Sept. 10.

Templeton Returning

Alec Templeton left Hollywood late last week for New York. He has completed his work on the film "Cabbages and Kings," for which he composed the score, excerpts from which he will feature on a forthcoming stanza of the "Texaco Star Theater" program over CBS.



"Better have WFDF Flint call for volunteers. We're out of control."

FCC Outlines Rules Governing FM; Additional Channels To N. E. Section

(Continued from Page 1)

to increase the number of channels originally allocated to FM from 70 to 80. This will be done by taking over the two megacycles between 106 and 108 mc initially reserved for facsimile. These two megacycles, however, will continue to be available for facsimile in the rest of the country and facsimile will also have 2 mc between 470 and 480 mc.

The northeastern section will be able to have at least as many metropolitan FM stations as there are existing stations (whether high or low power) plus as many as 50 per cent more in most communities. Sixty channels are allocated for metropolitan stations having, in general, 20,000 watts power and a 500-foot antenna. In addition, this section will have 20 channels for community stations, with main studio located in the center of the city served and limited to 250 watts power and a 250-foot antenna.

Choice of Several Stations

Preliminary studies by the Commission indicate that under this plan 100 listeners in the northeastern area, whether urban or rural, will have the opportunity for choice of at least several FM stations, with many listeners a choice of a dozen or more. The Commission intends to scrutinize closely the licensing of stations in this area to make sure that this result is achieved. If it should develop that some listeners in this region do not receive satisfactory service, the Commission will take appropriate remedial action either by the licensing of community stations or by adjusting service areas of metropolitan stations in an appropriate manner.

Since it is not possible to allocate equal stations in Area 1, the type of service to be rendered by the metropolitan stations will have to meet the needs of the rural listeners residing in this area as well as the urban listeners.

The remainder of the nation will have 70 FM channels, 10 for community stations and 60 for metropolitan and rural stations. The metropolitan stations in this area are designed primarily to render service to a single metropolitan district or a principal city, and to the surrounding rural area.

It will be the policy of the Commission to take all appropriate steps to insure rural coverage. Text of other rules reported on by the Commission follows:

(1) All FM stations will be licensed for unlimited time operation and initially will be required

to operate a minimum of six hours per day.

(2) No rules or regulations are being adopted at this time concerning program duplication (Commissioner Durr dissenting).

(3) No person may own more than one FM station in the same community. No person may own more than one station anywhere except upon proper showing. In no case may he own more than six.

(4) No rule is being adopted regarding ownership of FM stations by present AM licensees.

(5) The chain rules will apply to FM.

(6) Sharing of antenna sites will be required, under certain conditions.

(7) No rules are being adopted regarding booster stations, but applications will be considered on their individual merits.

(8) The Commission does not propose to reserve any FM channels from assignment at the present time (Durr dissenting).

(9) FM stations will be permitted to transmit simplex facsimile (images only-without the sound) during the hours not required to be devoted to FM aural broadcasting. Provision will be made for experimentation with multiplex transmission of facsimile and the aural broadcast programs.

Instructions will be issued to all FM licensees and applicants in the near future concerning the procedure to be followed in bringing their applications up to date.

The 20 channels from 88 mc to 92 mc allocated by the Commission to non-commercial educational broadcasting are not affected by the report issued Friday. Rules governing that service will be announced later.

For the purposes of allocation, the United States will be divided into two areas. The first area (Area 1) includes southern New Hampshire; all of Massachusetts, Rhode Island, and Connecticut, southeastern New York as far north as Albany-Troy-Schenectady; all of New Jersey, Delaware, and the District of Columbia; parts of Maryland; and eastern Pennsylvania as far west as Harrisburg. In addition the demand for frequencies in some of the territory contiguous to Area 1 may in the future exceed the supply, and when it does, this region will be added to Area 1. Until this happens this region will not be included in Area 1, but applications from this region will be given special study and consideration to insure an equitable distribution of facilities throughout the region. This region includes the remainder of Maryland, Pennsylvania and New York (except the northeastern corner) not included in Area 1; the northern half of West Virginia; all of Ohio and Indiana; southern Michigan as far north as Saginaw;

eastern Illinois as far west as Rockford-Decatur, and southeastern Wisconsin as far north as Sheboygan.

The second area (Area 2) comprehends the remainder of the United States not included in Area 1.

Commissioner Durr's dissent in items 2 and 8 above follows:

"I am very much afraid that many FM licensees who are now operating AM stations will be inclined to regard their FM licenses primarily as insurance policies protecting their AM operations against the risks of technological developments, with the result that, for several years at least, the listening public will receive little more than the same program traffic carried over improved highways. It seems to me that the use of two radio channels for only one program service is not only a waste of frequencies but will retard the development of FM broadcasting.

"The favored position of the AM operator has been further enhanced by the Commission's abandonment of the requirement of independent programming. The newcomer must bear the expense of completely programming his FM station while the AM operator can program his FM station without any additional cost whatsoever.

"The need of reserving 20 channels for newcomers is as great today as it was at the time the Commission's allocation report was issued, and the arguments in favor of such reservation are even more compelling."

Steel to Washington

Johannes Steel, WHN commentator, will do a series of four broadcasts from Washington starting tomorrow on the subject of "Reconversion."

WHO SAID INFLATION?
W-I-N-D delivers 79% MORE daytime audience PER DOLLAR IN 1945 than in 1943

Based on C. E. Hooper continuing Measurement of Radio Listening, February-April, 1943 and 1945.

W-I-N-D
5000 WATTS Chicago 560 KC.

Bowles Indicates Pre-War Radio Prices

(Continued from Page 1)

made last year in all goods with increased production costs though held to the price line.

Industry men deny that they can afford to have prices held down to pre-war levels, claiming for example that expenses in cabinet manufacture alone have risen 18 per cent.

Will Present Ball Game On Three Tele Stations

(Continued from Page 1)

produced for the American Broadcasting Company, it was announced Friday. The films of the game will be telecast by WABD, New York, on Thursday, August 30; WRGB, Schenectady on Friday and on WPTZ, Philadelphia, on Saturday. Adrian Samish, program and production manager of American, will supervise.

IN 1944

per capita Retail Sales more than 3 times the national rate, but . . .

POST-WAR

means more local employment, higher family incomes and increased retail sales in this area where . . .

90.2%

of the people listen most to . . .

DEL-MAR-VA'S OWN VOICE
WBOC
RADIO PARK-SALISBURY, MD.

Ask for our coverage map, market data and current availabilities.

SMART COPY BUY!

SCRIPT WRITER—Young woman with creative ideas; continuity; creation and production of special programs; university graduate; comprehensive knowledge of programming, music, and literature; experienced, with know-how of station operation; desires change from East to Chicago or vicinity. Available for interview. Write Radio Daily, Box 205, 1501 Broadway, New York 18, N. Y.

Gov't Agency Views Employment Situation

(Continued from Page 1)

which are identical for military and civilian consumption for whom re-conversion will be "a matter only of days" will take advantage of the re-conversion period to "retrench" before returning to a higher level of employment. Though no retooling is needed for their operations, employees will be laid off to give the manufacturer a chance to devise better use of space, reorganize production methods, and, in some cases to weed out inefficient workers.

WMC does not believe that peacetime production will ever absorb all the radio industry's wartime workers, even allowing for the "coming of age" of electronics in industry, new uses of radar and full development of FM and tele facilities.

Employment in the communications equipment manufacturing industry V-J Day was estimated by WMC to be about 400,000 of which approximately 300,000 were employed in radio and radar manufacture.

Bureau of labor statistics figures, compiled on a different basis estimate only 110,300 employed in radio and phonograph manufacture in June of this year. WMC claims its estimate probably gives the truer picture in this instance as BLS figures are not adjusted to war manufacture, but compiled from a list of sources which have been identical for many years, in order to maintain a series for comparison purposes.

Peak employment in radio and phonograph manufacture, according to BLS, was reached in 1943, with 263,700 employees in this industry.

WMC says employment radio manufacturing more than tripled during the war, estimating that about 60,000 were so employed prior to the war. Allowing for a large back-log of demands for broadcast facilities and for the expansion which new techniques are expected to spur, steady peacetime employment of about 300,000 was forecast.

Employers should have no trouble in filling these jobs with capable personnel even though many women and "patriotic workers" may be expected to withdraw from labor market, because there will still be many war trained civilians and many war trained ex-soldiers to draw from.

COAST-TO-COAST

—PENNSYLVANIA—

PHILADELPHIA—KYW listeners heard the first Jap surrender offer on Friday, Aug. 10th, during the recorded number, "What Makes the Sun Set?" on the station's "Musical Clock" program. It was significant and ironic to "Clocker" Stuart Wayne who flashed the announcement. . . . Evelyn Baus and Florence O'Neill have joined the program department at KYW. . . . In a surprise move, LeRoy Miller, Philly's popular morning emcee switched to WFIL Monday, Aug. 13th. Roger W. Clipp, president of the station doesn't believe there's a listener in Philadelphia "who hasn't heard of Miller." . . . Mildred Parissette, of the promotion staff, has been named merchandising director of WFIL. She will devote full time to formation and execution of tailor made merchandising for station clients. . . . **PITTSBURGH**—Duquesne Brewing Co. has given up sponsorship of Raymond Swing in favor of a new WCAE show called "The Duquesne Song Serenade."

—TENNESSEE—

MEMPHIS—A 15-minute program of recordings, "In the Spotlight," has been inaugurated on WHBQ, to promote the Victory Parade of Spotlight Bands. . . . program is broadcast three mornings a week at 8:30. . . . Station promoted "The

Story of Radar" on the "Human Adventure" program by sending out personal letters to listeners containing data on electrical and engineering sciences. . . . **KNOXVILLE**—WNOX celebrated the 3,500th consecutive broadcast of a 15-minute newscast program sponsored by Fowler Brothers Furniture Store with the Mayor, City Manager, store officials and Westinghouse representatives, from a window of the store recently. . . . Lowell Blanchard of WNOX staff emceed the show.

—TEXAS—

SAN ANTONIO—WAOI has added the United Press radio news service to its newsroom facilities, in addition to present wires of AP and INS. . . . Move is under way in San Antonio to abolish war time in favor of standard time although radio men are not in agreement. . . . They remember the reshuffling of programs twice each year with part of the nation adopting daylight saving time. . . . **DALLAS**—John Allen, new addition to the WFAA-KGKO announcer's staff, credits the station with recommending him for his first job when he emerged dewey-eyed from college. . . . Martin Campbell, managing director of WFAA-WBAP and KGKO, Dallas and Fort Worth, on a special mission to Europe for the War Department.

Manson Takes Issue With FCC's FM Stand

(Continued from Page 1)

FM audience, is to follow Paul Porter's suggestions," Ray H. Manson, president of Stromberg-Carlson, told RMA President R. C. Cosgrove in a letter, dated August 20, on the subject of two-band receivers, which was revealed here last week by FMBI. Manson severely criticized Porter's statement that only sets designed to receive the higher frequency exclusively should be put on the market. He pointed out that this question had been thoroughly discussed by the equipment industry, and that the conclusion had been reached that dual reception must be included in the first sets to be produced.

Manson urged Cosgrove to obtain first hand information from transmitter manufacturers and to determine just when FM transmitters will be operating on the new 88-108 band with adequate power to demonstrate FM as satisfactorily as it is now demonstrated on the 4-50 band. "A

Femme Mag. Reporter Elman Guest-Auctioneer

Patricia Lochridge, foreign correspondent of the "Woman's Home Companion," will act as guest-auctioneer tonight on Dave Elman's "Auction Gallery" broadcast over Mutual from 10-10:30 p.m. Miss Lochridge, recently returned from Europe, will put on the block a number of her choicest souvenirs gathered from various parts of Germany.

Allen On "Info. Please"

Fred Allen will be the first guest expert on "Information Please" when the program resumes on NBC starting Monday, Sept. 10. Clifton Fadiman, master of ceremonies, John Kieran and Franklin P. Adams will also be heard on the first broadcast.

survey of the situation made by RMA and transmitted to Porter will be more effective than the opinion of any individual FM receiver manufacturer," concluded Manson.

Porter's Views Unchanged

Approached last week, Paul Porter reiterated his conviction that two-band receivers would slow-up FM. His opinion is that putting such sets on the market would delay the change-over to the new frequency.

Asked how FCC would enforce prohibition of the two-way sets, Porter admitted the Commission had no authority to tell manufacturers what they may make, but through regulatory controls over broadcasters we can "make it very hard to sell them."

Many Bidders Listed For Leasing WO

(Continued from Page 1)

ent lessee, offered to lease the station for from 15 to 25 years at an annual rental of \$140,000 or \$3,500,000 for 25-year period. Title would be retained by the Society.

The invitation for lease or purchase proposals resulted from a United States Supreme Court decision calling for cancellation of the present lease arrangement on the ground that it is disadvantageous to the Society. In asking for proposals the Society might accept one of the offers or keep the station board chairman D. E. Bradshaw-appointed directors William E. Mooney, E. D. Riven and W. C. Braden as a committee study the bids and report to the board. Other offers include:

George W. Kline, Lincoln, who would organize a corporation—purchase for \$1,675,289; lease for not less than 10 years for \$17,500 a month plus 85 per cent of net profits after taxes.

American Legion Post No. 1, Omaha—lease with an option to purchase for \$2,500,000. Payment would be through an annual rental of \$150,000 plus 50 per cent of net profit until \$2,500,000 was paid. The Legion would then gain title.

Theater Men Bid

A. H. Blank and G. Ralph Brant Des Moines, Tri-State Theaters Corporation officials who would organize a corporation—lease for 15 years at \$103,338.12 annually plus 10 per cent of appraised value of physical assets with option to purchase anytime after two years for the sum of \$2,952,289.20.

World Publishing Company—buy for \$1,106,000. KOWH, which it now operates, would be disposed of.

Central Newspapers, Inc., Indianapolis—buy for \$1,205,000 or lease for five years for \$900,000 total with option to purchase for \$500,000 at end of lease period.

J. M. Harding and Associates, including W. J. Coad, W. D. Hosford, Robert H. Storz and Paul Gallagher—lease for 15 years for \$1,890,000.

Exclusive!
CUBS '45
BASEBALL
W-I-N-D
CHICAGO
 560 Kc. 5000 WATTS

Send Birthday Greetings To—

August 27
 Louis R. Abol Harry Nolghor
 Eddlo Houno Mack Parkor
 Allrod Stracko

IN EASTERN NORTH CAROLINA

WRRF

COMPLETELY COVERS THIS HUNDRED MILLION DOLLAR MARKET

Over 600,000 Population
 67,144 RADIO HOMES
 6,188 Retail Outlets

Annual RETAIL SALES
Over \$100,000,000

Write Us Today for Our New Informative Folder

TARHEEL
 BROADCASTING SYSTEM, INC.
 WASHINGTON, NORTH CAROLINA
 National Radio Representatives
FOR JOE & CO.
 New York « Chicago « Philadelphia

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 40

NEW YORK, N. Y., TUESDAY, AUGUST 28, 1945

TEN CENTS

Jap Surrender Coverage

LUXEMBOURG

... Europe's Most Powerful Radio Station

By JACK ALICOATE

Publisher, Radio Daily

EARLY arrival at the Luxembourg airport, there to be met by an official welcoming committee headed by Col. Sam Rosenbaum, Col. Adrien Murphy and representatives from our government in Washington. . . . In a quick interview from ship to car with United States Minister George Platt Waller we learn that Luxembourg is about the size of Long Island. . . . Has about three hundred thousand in population. . . . For fifty years has had no illiteracy whatsoever. . . . That it is now the seventh largest steel producing country in the world and that the official motto of the duchy, particularly appropriate at this time for a peace loving people, is 'we want to remain as we are' . . . A quick trip through picturesque, almost feudal streets to the officers club in the centrally located Hotel Alfa and then direct to the station that is the pride of American radio in Europe.

RADIO Luxembourg blankets all of Western Europe and excepting Moscow, is the most powerful station on the continent. . . . In physical appearance it is a miniature bit of Radio City set down in beautiful and historical surroundings. . . . It has a staff of about three hundred—half of which are enlisted men and WACS. . . . It is on the air every morning from six until midnight and broadcasts in eight different languages, its principal broadcasts however being beamed to Germans in their own tongue.

THE air of Radio Luxembourg might be summed up as follows: It will take a long time to eradicate the bigotry and
(Continued on Page 2)

Heraldry

Charlie McCarthy has sent forth invitations to the trade inviting it to listen or stand by the receiver next Sunday night at the usual time, same station. Heading Charlie's epistle which carries the fine Italian hand of Edgar Bergen, is a coat of arms specially designed for the McCarthy clan. Explanatory leaflet gives the lowdown on the C of A.

Postwar Planning

Chicago—A television program designed to promote the post-war expansion of its frozen food department has been launched by Marshall Field and Company on WBKB. Program is titled "The Meal of Tomorrow" and was first used last spring as one of a series of "Wednesday Matinee" presentations by the Field company.

Song Writers, Treas. Meet Today Re Bonds

Washington Bureau, RADIO DAILY

Washington — Outstanding song writers will lunch here today with the Treasury's War Finance Division officials to plan Victory Loan promotional work. Tom Lane, director of press, radio and advertising, revealed yesterday that the song writers will be asked to compose 15 original songs for use in the Victory Loan drive—three for each week of the drive.

Concentrated and supervised use
(Continued on Page 8)

Radio Executives Attend Gen. de Gaulle Luncheon

Luncheon given yesterday by the City of New York in honor of General Charles de Gaulle, President of the Provisional Government of the French Republic, was attended by many prominent radio executives and
(Continued on Page 2)

Chicago Schools To Use Tele; Experimental Series Planned

Chicago—The Chicago public school system will use television as an integral part of its educational program for the first time, starting the week of Sept. 17, George Jennings, director of the Radio Council of the Board of Education, announced yesterday. In co-operation with Balaban and Katz television station, WBKB, Jennings has arranged a weekly series of 13 experimental telecasts to originate in the station's studios atop the

Radio Completes Plans For Reporting Of Formal Tokyo Ceremonies; Many Correspondents

Pix Firms Prominent Among FCC Applicants

Washington Bureau, RADIO DAILY

Washington—Applications were received yesterday by the FCC for two commercial tele stations from major film companies, for three new standard stations and four FM stations. The motion picture applicants were Paramount and Twentieth Century-Fox, through subsidiaries—New Eng-
(Continued on Page 7)

OPA Mulling Prices For New Radio Receivers

Washington—Announcement of new price factors for radio and tube sets may be made the next two weeks OPA officials guardedly admitted yesterday. Surveys of cost of manufacture of various components such
(Continued on Page 2)

WQXR Will Broadcast Sports For First Time

WQXR will broadcast a major sports events for the first time in its history when it handles the National Tennis Tournament next Sunday and Monday (Labor Day) beginning at
(Continued on Page 8)

Radio preparations for coverage for the formal surrender of Japan went into high gear during the past week-end, with official Washington announcing that 200 radio and press correspondents have been accredited to the headquarters of General Douglas MacArthur and that the Army and Navy
(Continued on Page 7)

OWI Cancels ET Series On All Amer. Stations

The OWI Domestic Radio Bureau has cancelled orders for the transcribed messages which all stations have been carrying throughout the war. These spots dealing with various informational needs were written and produced by "Task Forces" from New York advertising agencies and transcribed by World Broadcasting. This
(Continued on Page 7)

CBS Appoints Meighan To Station Administration

Howard S. Meighan, eastern sales manager of Radio Sales of CBS, yesterday became the network's director of station administration, it was announced by Frank Stanton, vice-president and general manager. In his
(Continued on Page 3)

10,000th Hour

Red Barber and Connie Desmond, veteran radio sportscasters who have handled the Brooklyn Dodgers games over WHN for some time, will complete their 10,000th sportscasting hour on Sept. 1. Barber and Desmond, now widely known in the sportscasting field, have been doing play-by-play broadcasting of major sports events for over 15 years.



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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, August 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	180 ⁷ / ₈	180 ¹ / ₄	180 ⁷ / ₈	+ ⁷ / ₈
CBS A	41 ¹ / ₂	39	41 ¹ / ₂	+ 3 ¹ / ₂
CBS B	40	39	40	+ 2 ¹ / ₂
Crosley Corp.	37	37	37	- 1 ¹ / ₂
Farnsworth T. & R.	16 ¹ / ₂	16 ¹ / ₈	16 ³ / ₈	+ ¹ / ₈
Gen. Electric	45 ³ / ₄	45 ¹ / ₄	45 ⁵ / ₈	+ ¹ / ₈
Philco	39	38 ¹ / ₄	38 ⁷ / ₈	+ 1 ¹ / ₂
RCA Common	16 ¹ / ₈	15 ³ / ₄	16	+ 1 ¹ / ₂
RCA First Pfd.	85 ⁵ / ₈	85	85 ¹ / ₂
Stewart-Warner	20 ⁵ / ₈	20 ¹ / ₄	20 ³ / ₈	+ ¹ / ₈
Westinghouse	35 ³ / ₄	35	35 ³ / ₄	+ ³ / ₄
Zenith Radio	39	38	39	+ 1 ¹ / ₄

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	27
WJR (Detroit)	25

Price To Speak

Byron Price, formerly director of the Office of Censorship, Washington, will be heard over Mutual on Thursday, August 30, when he addresses the Junior Chamber of Commerce in Washington on "Freedom of Speech." The address will be aired from 1:15 to 1:30 p.m.

20 YEARS AGO TODAY

(August 28, 1925)

It's likely that rebroadcast of British programs in the U. S. will soon become a regular feature of RCA service. Though as yet no official announcement has been made, it is known that the corporation hopes to schedule frequent rebroadcasts of this type. A 2-way program is the ultimate plan.

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

★ ★ **LUXEMBOURG** ★ ★
... Europe's Most Powerful Radio Station
 (Continued from Page 1)

Ignorance with which the German mind has been corrupted by twenty years of Nazi effort. . . . The problem then is how to encourage those few Germans who we can trust to devote themselves to the reorientation of the many whom we do not, without wavering from the firm determination to impose punishment upon those who deserve it and to require atonement from them all for the grievous crimes their nation has committed and permitted upon the body of civilized society.

RADIO Luxembourg although operated by the Army is still owned by a syndicate of which the French government owns forty per cent. . . . Previous to being taken over by the Germans and later recaptured by our own forces it paid handsome dividends to the Luxembourg government in the shape of gross percentage on commercial intake. . . . Its future management and ownership is now a vital matter of international speculation in which British, French and American interests all are concerned. . . . Each day promptly at two thirty a conference is held on the contents of the news broadcasts to go out the following day. . . . We sat in on this and listened to the opinions of perhaps some twenty experts including foreign speakers. . . . It is de-

OPA Mulling Prices For New Radio Receivers

(Continued from Page 1)

as tubes, resistors, etc., under present conditions are now being completed. Determination on pricing factors has been held up for the results of these surveys until otherwise announced. Radio sets will be priced according to reports like all other consumer goods as explained by Price Administrator Bowles past week on the basis of March, 1942 prices.

Individual adjustments can still be obtained on application by small manufacturers under Supplementary Order 118 and by larger manufacturers under Supplementary Order 119. It is expected by OPA officials that this recourse will still be available in event of increased factor later.

finite policy that all comment and news broadcasts to Germany must be factual. . . . At night we are the guests of genial Col. Rosenbaum formerly of Philly at a dinner given at the Officers Club. . . . The address of the evening is delivered by our new buddy the United States Minister to Luxembourg, George Waller, formerly of Montgomery, Ala. in the deep south, Sah. . . . Our entire outfit agrees that our visit to the Duchy of Luxembourg was delightfully pleasant. . . . Personally we hope it will not be too long before we can return and renew some fine acquaintances. . . . Tomorrow we are off for Germany. . . . Hamburg first.

SMALL TALK: There is a big cinema event in town tonight . . . it is Charlie Chaplin in the Dictator. . . . We have named our private plane that will be with us all the way 'the radio beam' . . . the national drink of Luxembourg is quetch and is made of plums . . . two drinks and you are a general. . . . Army Forces Network opened its fifty-fourth station today at Biarritz. . . . Plans to have a basic network of seven stations for American occupation forces in Germany. . . . Six two and even Bill Paley will be back at his desk at CBS within a month.

Radio Executives Attend Gen. de Gaulle Luncheon

(Continued from Page 1)

broadcast from the main ballroom of the Waldorf-Astoria Hotel by WNYC and WQXR. The affair was very well attended.

Those present included David Sarnoff, RCA and NBC; Niles Trammell, president of NBC; Ted Streibert of WOR and Mutual; Jack Poppele also of WOR-Mutual; Oliver Gramling of PA; Clay Morgan, NBC; John Royal, NBC; Malcolm Child, WQXR; Mike Jablon, WNYC; from CBS those in attendance included: Frank K. White, Charles C. Fagg, William C. Ackerman, Herbert V. Akerberg, Thomas D. Connolly, George Crandall, Jan Schimek, William J. Faggan, Joseph Jackson and William J. Flynn.



Jet stuff

That's a Navy Avenger getting off the ground in a hurry . . . aided by four 330-horsepower jet units. The jet units affixed to the fuselage resemble bombs. This new system of plane launching cuts take-off runs from 33 to 60%.

Reductions . . . cutting costs . . . increasing efficiency . . . that's what everybody seeks whether you're in the fighting business or selling a package item.

If you have something to sell in Baltimore, and are trying to cut your radio cost per sale, we offer you the jet-moving independent station . . . W-I-T-H.


This successful independent in this five-station town delivers the greatest number of listeners at the lowest cost. You can see the facts yourself . . . glad to show them to you any time.



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REED


MUSIC has power
 WDAS is the only Philadelphia radio station featuring three hours of classical music daily
 No wonder WDAS audiences say "Thank You!"

★ AGENCY NEWSCAST ★

JOAN MICHAELS, formerly of Ward Wheelock, joins the Frederic W. Ziv Co., staff on August 27th. Miss Michaels was working on the Radio Readers Digest program which exits this month. In her new capacity she will be assistant to Charles Gaines and will be immediately assigned to the Easy Aces program. . . . On September 4th, Tom Roach moves over from Muzak. At Ziv, Roach will contact New York agencies on both live and transcribed programs. Roach was formerly with C. E. Hooper Co. and prior to that with World Broadcasting.

LEW KASHUK ADVERTISING COMPANY has been appointed to handle all advertising for Worth Clothes. Radio, newspapers and direct mail is being used in Michigan and Indiana.

DAVID O. ALBER ASSOCIATES, INC., has been appointed public relations agency for the American Television Society, George T. Shupert, president of the Society, has announced.

RICHARD F. COUSINS has joined McCann-Erickson's foreign department. For the past seven years, he has been with G. M. Basford Co. as assistant manager of the export division.

PETER W. ALLPORT, formerly at Erwin, Wasey & Co., has joined the staff of the Association of National Advertisers in an editorial capacity. A graduate of Brown University, he served 3½ years as an officer in the United States Naval Reserve.

THE SALES EXECUTIVES CLUB OF NEW YORK, in co-operation with The Advertising Federation of America, and in conjunction with The National Federation of Sales Executives and other organized distribution and marketing groups, will hold the first annual marketing rally in New York on a nation-wide scale this fall. The meetings will be broadcast either over the air or by leased telephone wire to the two hundred advertising clubs and one hundred or more sales executives clubs throughout the country. The rally, a series of six sessions on each Monday, starting October 22 and ending on November 26, will have top management as well as the local retailers among its speakers, and on its forums. The opening and closing sessions will be all-day affairs with a banquet at night, the four intervening meetings will be strictly technical.

JAMES C. GALLAGHER, formerly sales and field director of National Analysis, Inc., has joined McKee & Albright Inc., as research director.

CBS Appoints Meighan To Station Administration

(Continued from Page 1)

new post, Meighan is responsible for the administration of Columbia-owned outlets and serves as liaison between them and the network executive offices in New York.

Meighan has been associated with radio since 1928 when he started with the J. Walter Thompson Co. A year later he headed the agency's original radio department, leaving it in 1930 to become vice-president in charge of station relations for the late Scott Howe Bowen. Three years later he joined J. Stirling Getchell, heading the agency's radio department. In 1934 he went with CBS as an account executive in the Radio Sales division, the spot broadcasting department of the web.

Half-Hour Show Planned To Honor Union College

A half-hour program dedicated to the sesquicentennial of Union College, Schenectady, will be broadcast over NBC on Saturday, Sept. 15, from 7:30 to 8 p.m., EWT. Among the members of the school's Sesquicentennial Radio Committee are Lewis H. Avery of NAB and Hubbell Robinson, Jr., vice-president of the American Broadcasting Company. Both are graduates of Union College.

1st CHOICE IN CHATTANOOGA IS

W D O D
20th YEAR
CBS
5,000 WATTS DAY AND NIGHT
PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

KCKN
The VOICE of
GREATER KANSAS CITY
24 Hours a Day
BASIC MUTUAL
AFTER 7 P.M.



...and the fishing is fine for these 64 Local Advertisers who use WHB

In this list of WHB advertisers you'll find most of Kansas City's biggest, smartest merchants. When you decide to use WHB, you're backing your good judgment with theirs.



- | | | |
|--|---|---|
| Department Stores
Emery Bird Thayer Co.
Gorman's, Inc.
John Taylor's (Grill)
Jones Store Co.
Montgomery Ward
Peck's Dept. Store
Sears, Roebuck & Co. | Drugs
Katz Drug Co. | Ladies' and Men's Ready-To-Wear
Adler's
Berkson's
Farrar's Corset Shop
Foreman & Clark
Frances Welsh Shop
Jack Henry, Inc.
Jay's—On The Plaza
Mindlin's, Inc.
Missouri Dept. Stores, Inc.
Palace Clothing Co.
Paul's Style Shop
Rothschild's & Sons
"Stores Without A Name"
Wolf Bros. |
| Meats and Groceries
A & P Tea Co.
Bacher-Cunningham
Iose Kepe Food Shop | Furs
Alaskan Fur Co.
Gerhardt, The Furrier
Lou Hoffman Fur Co.
Meltzer Fur Co. | Furniture
Alexander's, Inc.
Davidson's Furniture Co.
Duff & Repp Furniture Co.
Mehornay Furniture Co.
Wilco Furniture Co.
Wyandotte Furniture Co. |
| Millinery
Edward's Hat Shop
Fashion Lane Hat Shop
Halper's Exclusive Millinery
Hattie's Hat Shop | Miscellaneous
Barnard's Photo Supplies
Camera Shop
Dermettes Salon
Insul-Wool Insulation Co.
Swyden Rug & Drapery Co. | Dry Goods
Leiter's Dry Goods
Lloyd's Silk & Fabric Shop |
| Automotive
Allen Bros.
Allied Motors, Inc.
Geo. H. Welsh Motors | Shoes
Eileen Shoe Stores
Fitch Shoe Co.
Katz Shoe Stores
Richardson Shoe Co.
Royal College Shop | Girls and Tots
E. M. Harris Linen Shop
Plaza Girls Shop
Stork's Nest |
| Jewelry
Goldman's Jewelry Co.
Hetzberg's Diamond Shop
Mace's, Inc. | Restaurants
Allen's
Forum Cafeteria
Plaza Bowl Restaurant
Z-Lan Restaurant | |

For WHB Availabilities, 'phone **DON DAVIS** at any "Spot Sales" office



Fall schedules are still "fluid"... and we've room for more advertisers who'd like to use programs or spots in the booming Kansas City market. You'll like doing business with WHB—the station with "agency point-of-view"... where every advertiser is a client who must get his money's worth in results. Swing along with the happy medium in the Kansas City area!

- | | | |
|--------------------|-------------------------------|-----------------|
| Kansas City..... | Scarritt Building..... | Harrison 1161 |
| New York City..... | 400 Madison Avenue..... | ELdorado 5-5040 |
| Chicago..... | 360 North Michigan..... | FRanklin 8520 |
| Hollywood..... | Hollywood Blvd. at Cosmo..... | HOLlywood 8318 |
| San Francisco..... | 5 Third Street..... | EXbrook 3558 |

KEY STATION for the KANSAS STATE NETWORK

How America's Youngest Network Is Developing

Several weeks ago we ran an ad about television. The most important consideration in television today (we said) is *advertising economics*. Radio (we pointed out) succeeded because it's practical; because advertisers, agencies, and networks learned to team up entertainment and selling, and to do it on an economical budget.

We recognized the place of new techniques. But we indicated that in our opinion the *shortest cut* to practical commercial television consists of taking a proved radio program, converting it to television, and building the kind of commercial that only television can provide.

Like to know how this works in actual practice? Let us tell you what happened to Chef Boiardi and his Spaghetti Dinner.

How to Launch a Television Program

Chef Boy-Ar-Dee Quality Foods, an ABC radio client, wanted to try out television; so they and the McJunkin agency came to us. We had a television program that we all agreed would be a natural for them: *Ladies, Be Seated*, a lively, audience-participation, afternoon radio show, which had been adapted into a successful video program. It was inexpensive to produce; and it had received the highest rating ever obtained by a television show on G-E's Schenectady station. So we started with that.

How to Create a Commercial

In working together on the commercials, we agreed right at the start that our most important task was to make them not only *sound* convincing, but *look* convincing. We were *not* going to have a man stand in front of the camera, hold up a package of Spaghetti Dinner and make a speech about how good it tastes! *Why do that when you have the Master Chef himself, the final expert, the originator of his Spaghetti Dinner, right there?*

So up comes Chef Hector Boiardi for the middle commercial. Better than any actor could do it, he prepares his "Ready-in-12-minutes" Spaghetti Dinner right in front of the camera, all the while discussing the product with food-expert Beulah Karney. Exactly 12 minutes later comes the closing commercial, and up steps the Chef to show his audience how to drain the spaghetti (which had been steaming away in the B. G.* all this time), how to slide it onto the platter, how to add the heated sauce and specially grated cheese.

Then the pay-off. The meal is served to people in the studio. Video watchers home in their living rooms see the audience eat, see their expressions, hear their unrehearsed comments.

Out of the mass chop-licking come good customers, for who can resist? Variety and Billboard opine that the commercial stole the show; that it was the *best* commercial

*Video talk: means background.



to date on television—and the audience agreed:

"The Chef Boy-Ar-Dee sponsorship has been the most successful form of advertising I've ever seen," says one letter. "We've started eating the Spaghetti Dinner, and my small daughters insist on doing the work. From watching the show, they can prepare the meal."

And here's what Boy-Ar-Dee's v. p. in charge of had to say:

"Frankly, we went into television with our fingers crossed . . . we came away feeling we had witnessed a miracle."

* * *

Boy-Ar-Dee's television story is only one of many we to tell these days. The others are, in outline, much the established radio entertainment adapted to television commercialized for television by using the combined and experience of network, client and agency. That is we at ABC are developing commercial television. off to a good start.

ABC • AMERICAN BROADCASTING CO.

New Leadership In Radio

COMMERCIAL TELEVISION



More people listen to Don McNeill on ABC's *Breakfast Club* than to any other program in daytime radio except one (that one on ABC). On his recent tour, it was SRO everywhere—even in New York. When *The Breakfast Club* was televised, we built the commercial around Don himself, the man millions of housewives want to see. They watched him eating PREM, enjoying it, talking about it with Jack Owen and Aunt Fanny. Says Norman Rosen of J. Walter Thompson, "The program was the result of fine teamwork between us, the client and your company."

being is believing, especially when it's the originator of the product himself who is demonstrating it! Here Chef Hector Boiardi shows television audience how to fix his Chef Boy-Ar-Dee spaghetti Dinner on *Ladies, Be Seated*. Gordon West, president of the McJunkin Advertising Co., said about the program: "Our client and we are very well pleased . . . the broadcasts were skillfully handled . . . the publicity enjoyed by our client has been very substantial."



The Quiz Kids has long been a top-rating Sunday night show. It clicked in television, too. Faced with the problem of creating an interesting, convincing commercial about vitamins (One-a-Day), we decided that it would be helpful to demonstrate how a mother can get sound advice on raising her child. So a mother, worried about her offspring's progress in school, sought competent advice from the school nurse. Mothers saw and heard the conversation, listened to the advice, and Jeff Wade of the Wade agency says, "It convinced us beyond doubt of the great possibilities in this new medium."



Want us to send you a free copy of Boy-Ar-Dee's special 16-page booklet describing the programs? Write or call, ABC Television Dept., 22 West 42nd Street. WI 7-1737.

LOS ANGELES

By RALPH WILK

SPADE COOLEY, heard Fridays over KECA from the Riverside Rancho, has been voted the "Band-leader Who Has Made the Most Progress" in the past years by the Western Roundup Club of Dallas, Texas.

Bob Burns, radio star and Mayor of Van Nuys, near Hollywood, is busy with his civic duties and completing reconversion and reemployment plans for his community before he returns to the air on his fall program series October 4.

Cass Daley, high-ranking comedienne of radio and films, has signed a 39-week contract to serve as mistress of ceremonies on NBC's "Fitch Bandwagon" program. She'll take over the emcee job late in September.

Dennis O'Keefe, co-star of the weekly "Hollywood Mystery Time" program who formerly wrote for magazines under the name of "Jonathan Rix" before he became a radio-film actor, has written a new detective thriller around the adventures of "Jim Lawton," which role he portrays on the air, and may do the yarn on a forthcoming "Hollywood Mystery Time" broadcast.

Frank DeVol, already signed as maestro of the Ginny Simms airshow, is now being sought for a second transcontinental program. Final signing is being held in abeyance until a time spot can be arranged which does not conflict with his duties on the Simms broadcast.

New Reconversion Series

First of new WOR-Mutual series titled, "Jobs and Reconversion" will be broadcast on the web today from 8:15 to 8:30 p.m. Program will be heard four times weekly and will feature prominent American business men and civic leaders in discussions of various phases of reconversion.

35th Week

THE JACK KIRKWOOD SHOW

Procter & Gamble



Notes From An Aisle Seat . . . !

● ● ● NEAREST thing to a direct comment from Mayor LaGuardia as to his future plans occurred at the 15th Air Force dinner at the Waldorf the other day. Wm. S. Gailmor, the news commentator, and His Honor were kidding back and forth, with Bill saying he was sorry to lose Butch as Mayor but glad to get rid of him as competition on the air. The Mayor came back with: "I don't think I am going off the air." So take that for what it's worth. . . . Jane Peck, Bush Barnum's assistant at Benton & Bowles, quitting this week to become the bride of war correspondent, Geo. Lait. . . . Phil Spitalny being lured from all sides by television—and small wonder. When and if tele comes in, what band would be more ideally suited to the ear and eye medium? . . . Another new racket around town is the con man trying to peddle what he claims to be an 'unpublished manuscript found by a GI in the wreckage of Ludvig Van Beethoven' . . . Bill Stern's idea of a movie queen is a gal who's ready willing and Grable. . . . Joe Santly, BMI exec, takes over as manager of the new Guy Lombardo music firm, London Music, Sept. 7th. . . . Coasters insist that Estelle Taylor and Jack Dempsey will try it all over again. . . . The new Joan Davis opus is being given three weeks of non-broadcast previews in order to get public reaction to the new format. . . . Robert Q. Lewis and Lew Brody have waxed a new 15-minute thing tagged "Dizzy Digest."

★ ★ ★

● ● ● Allyn Edwards doing the Noel Coward role in "Blythe Spirit" up at Nyack this week. . . . Wm. Beal pinch-hitting for the vacationing Vic Seydel on "Steel Horizons" and "Fishing and Hunting Club" . . . Van Johnson will do "Seventh Heaven" on "Theater of Romance" Sept. 4th. It'll be heard from the Swoonset Blvd. studios in Hollywood. . . . Tommy Dorsey will be the first to tee off when Nat Moss' 400 Club opens Sept. 6th. Woody Herman, Jimmy Dorsey, Artie Shaw, Sammy Kaye, Louie Prima and Charlie Barnett have been lined up for future dates. . . . Marshall-Moore, Inc. offering a half-hour weekly variety show with Maxie Rosenbloom and Jane Withers in the lead roles. Firm lists James Cagney, Robert Montgomery and Elliot Nugent on board of directors. . . . Both Radio Registry and Lexington Exchange giving free service for two months to returning vets. . . . Arnold Stang back in town from the Gold Coast. . . . Evelyn Knight's description of a hula dancer: A shake in the grass.

★ ★ ★

● ● ● CBS has bought up a group of brownstones on E. 53rd Street for their new building site. . . . Jane Pickens has the pick-ens of three musical comedy offers for this season. . . . Vicki Vola being screen-tested by Universal. . . . One of the things the GIs in the Pacific would like to 'liberate' is Toyko Rose's collection of Count Basie recordings. . . . Geo. Kondolf will produce the Theater Guild show sponsored by U. S. Steel, which premieres Sept. 9th on the American web. . . . Sgt. Jimmy Blair in town over the week-end. . . . Radio Row watching the friendly rivalry between two pals, Elsa Maxwell and Connie Bennett, Both were booked on co-operative show by Jules Alberti—both shows emanate from Hollywood—and each has 33 sponsors to date. . . . Fred Waring's post-war idea is to set up a music school for choral directors at his Shawnee palace. . . . Paul Lavelle, co-owner of a radar and television plant, has been working at the factory but hasn't been able to tell anyone about it because of his highly secretive work. . . . U. S. Foreign Service advertising for secretaries and clerks between the ages of 21 and 35 to help reopen embassies and consulates. . . . Ascot collars have come back in fashion and knitted head shawls will worry the millinery industry for the fall. . . . Carlton Alsop, Joe Rines and publicist Dave Green to the coast in connection with Judy Canova's Sept. 1st return to the air. Mel Blanc, voice of Bugs Bunny, has been signed for the Canova opus.

SAN FRANCISCO

ROLLY LANGLEY is pulling a couple of new stunts on his KSF Party Time broadcast from the Persian Room of the Sir Francis Drake Hotel (Monday through Friday 3:30 p.m.) One is the Coffee Tab made up at random from five names selected from the telephone book and invited to attend the broadcast special guests for interviews. In the other stunt a woman over 30 is set out with instructions to bring back a male under 30 as a special guest to be interviewed. The unsuspecting "guest's" reactions are often quite hilarious, as was the recent case of two sailors who thought they were being invited to dance but later had a rude awakening.

Robert McCormick, NBC new chief in Guam, has arrived in San Francisco after nearly six months. Fleet Admiral Nimitz' headquarters. From here he will go East for news assignment with NBC's Washington bureau.



The BLACK FLAME of the AMAZON

FEATURING HAROLD NOICE
FAMOUS EXPLORER
225 Transcribed
Fifteen Minute Episodes

COMPELLING—AMAZING
THRILLING—EDUCATIONAL

"BLACK FLAME" has been custom transcribed for an 11 station Michigan and Northern Ohio network release. PROVEN and FACTUAL sponsor results include: Toledo schools voted "Most popular show on the air"; sales outlets received 10,000,000 personal contacts from the program in 3 months; etc.

NOW AVAILABLE
for regional and local
broadcast

A program that assures hearty approval of every listener who enjoys clean, wholesome and exciting adventure. Plenty of merchandising and promotional material. Details and audition disc on request.

G. C. BIRD & ASSOCIATES

1745 No. Gramercy Pl.
Hollywood 28, Calif.

Five Firms Prominent Among FCC Applicants

(Continued from Page 1)

theaters, in Boston, and Fox West Coast theaters, in Hollywood. Paramount request was for facilities to operate in Boston on Channel No. 4, with ESR of 1044, while West Coast is seeking operation on Channel No. 5 or any comparable channel the Commission wishes to open with ESR of 1180.

Applicants for standard stations include the Miners Broadcasting Co. of Pottsville, Pa., which would operate on 1,450 kc with 250 watts unlimited, using the facilities of WAZL, Hazelton, Pa. The company includes John W. Grenoble, Joseph L. Kenneth, and an T. Maguire. James S. Rivers of Marietta, Ga., is applicant for a license to operate on 1,490 kc with 250 watts unlimited in Fort Pierce, Fla., and the Santa Clara Broadcasting Co. of San Jose, Calif., seeks operation on 1,010 kc with one kilowatt daytime.

FM applicants include, Harold O. Hop, Harrisburg, Pa., who seeks a facsimile authority and a permit for a satellite station. His application specifies "developmental" rather than commercial, as do that of Zenith Radio for a new station in Chicago, and that of S. E. Adcock, Knoxville, Tenn. Application for a new commercial FM station was filed by the City Corp. of Columbus, Ohio.


WSAV, Savannah, Ga., altered its application for the installation of new equipment and the change from 1,340 to 630 kc.

The Utah Broadcasting Co., Salt Lake City, licensee of KUTA, has requested permission to change its corporate name to the Utah Broadcasting and Television Co.

Kaye On Three Webs

Sammy Kaye and his swing and dancers will be heard on three networks following opening at Astor Roof in New York, August 27. Mutual will carry Sammy's music for late hour dancing Mondays at 12:05-12:30 p.m., ET, Tuesdays 11:30-12 p.m., ET, and Saturdays 12:30-1 a.m., ET. CBS will carry the swing and swayer's melodies two or three nights a week (time still uncertain). Sammy will be heard Sunday nights.

RICHMOND COVERAGE AT PETERSBURG RATES
WIRE or WRITE

WSSV 
Petersburg, Virginia

Industry Setting Tokyo Cover; Army Cites Radio Importance

(Continued from Page 1)

is putting at the disposal of correspondents added equipment for transmission. On the West Coast shortwave receiving stations in the San Francisco area added operating personnel anticipating a substantial increase in wordage during the next few days.

News emanating on the week-end from Sagami Bay area, came through radio sources for the most part and seemingly came out far ahead of the press association and other newspaper correspondents. Leading morning papers credited considerably to the broadcasters in their roundup on activity in the Bay, preparatory to the formal surrender of the Japanese being signed on the U. S. S. Missouri.

Explanation is that the transmitter ship Iowa was at hand and the voices of the radio men being transmitted was more quickly picked up in San Francisco than the wires, coming through. Also, there was a lapse of time in transcribing the messages of the newspaper reporters.

Understood that with the formal signing aboard the Missouri, additional transmitter ships will be available along with teletype and other facilities. Since the Army and Navy controls the floating transmitters, there is no danger of premeditated partiality being shown.

Radio reports direct from Okinawa were also plentiful on the air over the week-end. Aboard the Missouri will be a full complement of radio representatives from all webs and this news will be broken here on the air at a propitious time for a good audience.

Army Looks to Radio, Pix

Washington Bureau, RADIO DAILY

Washington—Unusual emphasis is being laid by General Douglas MacArthur on full radio, motion picture and press coverage of the surrender conferences in Tokyo, said Lieut. Col. H. B. Decherd, of War Department liaison, yesterday. More than 200 newsmen are accredited to the invading forces he said, though original estimates were that only about 15

correspondents would accompany the invasion. General MacArthur's attitude has been that the public is entitled to be fully "in" on all phases of the invasion and surrender, said Colonel Decherd. Correspondents are meeting with unusual co-operation from Army officials. Even the Japanese radio and press are to be permitted full coverage.

No list of accredited newsmen is available here, according to the Col-

Welcome Breaks

Interruptions of network shows were frequently late last night as shifts were made to San Francisco, where the webs picked up a special program of reports from the American ships steaming into Tokyo Bay, as well as a bulletin telling of an advance guard of planes loaded with technicians arriving at Tokyo's airport. A pooled broadcast direct from men on the ships in Tokyo Bay was made available to all networks.

onel, who would not hazard an estimate as to what portion of the number represents radio networks and stations.

Special voice transmission facilities have been provided on Admiral Halsey's flagship, the U.S.S. Missouri, said Lieut. Charles E. Dillon, of Navy's radio division. Lieut. Johnson Thompson, who was with NBC on the West Coast before entering the Navy and Lieut. George Zachary, formerly with CBS in New York, are especially assigned to supervise the use of these facilities from the surrender scene. Dillon could not say whether broadcasts would be "on the scene" or in the form of statements by MacArthur, Nimitz, Halsey and others.

Accompanying MacArthur as supervisor of radio transmission will be his radio officer, Lieut. Col. Jack Harris. The Army and Navy will pro-

Worcester's Top 28 NIGHT TIME Network Programs

ALL on WTAG
Burns and Allen **30.8**

Hooper Survey Dec. '44—Apr. '45

WTAG
WORCESTER



WILEY & GENE

Masters of melody and western wit and prime morning favorites with WKY listeners from Main street to the crossroads.

WKY
OKLAHOMA CITY
The Kait Agency Representative

OWI Cancels ET Series On All Amer. Stations

(Continued from Page 1)

cancellation represents a major reduction in the number of official government requests for spot announcements. Hitherto all stations had been requested to air six to nine of these transcribed spot daily in addition to live spots from the Regional OWI offices.

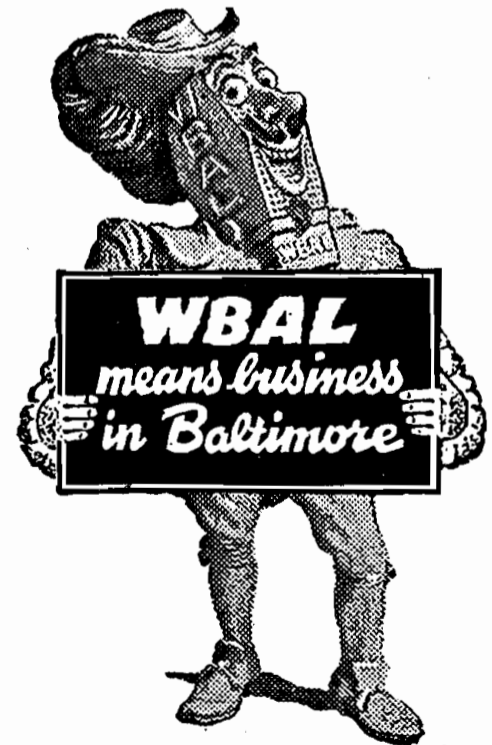
In a letter sent to all outlets Willett Kempton, Chief OWI Station Relations said, "radio stations have done an outstanding job in keeping the people informed of government needs throughout the war," and expressed appreciation for a job well done.

No substitutions will be requested by OWI for the transcribed spots. For the life of the wartime created radio service bureau, the only OWI request for announcements will come from the Regional offices. These will include, all regional, national, local and federal agency time requests.

vide transmitting facilities to supplement existing Japanese facilities in working order which will be appropriated, said Maj. Albert Warfield, of the War Department's radio section, for transmission of news to the United States when adaptable to this kind of transmission.

Every available transmission facility—Japanese, Army and Navy, will be at the disposal of newsmen, he promised.

A-1 SECRETARY
For radio-production office or Advertising Agency. Extensive background in both fields. Alert and capable. Can handle responsibility. Write
RADIO DAILY, Box 208
1501 Broadway New York 18, N. Y.



50,000 Watts • NBC Network
Edward Petry & Co., National Representative

Chi. Public Schools To Install Television

(Continued from Page 1)

plans are under way for large-scale use of television in all Chicago schools. The original experimental programs will be produced by Jerry Walker of the WBKB staff.

Prominent Educators Set

Scripts will be prepared by Jennings and Radio Council writers in keeping with accepted curriculum of the Board of Education. Outstanding educators will appear weekly, lecturing and illustrating subjects in their particular fields. Two entirely new large-size television receivers, with screens 18 x 22 inches, developed by the Rauland Corp. of Chicago, will be used for the first time, as a part of the experiment. E. N. Rauland, president of the Rauland Corp., is contributing use of the new enlarged projection-type television systems without charge. Balaban and Katz is installing several standard size television receivers with 9 x 12 inch screens in classrooms to supplement the larger type. Curriculum and teacher aids will be provided before the weekly telecasts. An entirely different field will be covered each week, including such subjects as nature study, aviation, commercial art, woodworking, home economics, zoology, botany, physics, chemistry and others.

New "World At Noon" Spot Heard on 3 Station Hookup

Ithaca—A new regional network show titled, "The World At Noon," is being presented over a regional network under the direction of the Co-operative Grange League Federation Exchange's information service by Agricultural Advertising & Research, Inc. Program is heard daily over WHCU, Ithaca; WHN, New York and WSYR, Syracuse. While program features news it also includes a comprehensive three day weather forecast and market reports. It is a 15-minute program on a Monday through Friday schedule.

Send Birthday Greetings To

August 28

Lon Conn Chris Cunningham
Harriette Widmer Irving Silvers
Dr. Ralph L. Power

OFF THE AIR
**REFERENCE RECORDINGS
IN CHICAGO**

L. S. TOOGOOD RECORDING CO.
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

COAST-TO-COAST

— MICHIGAN —

DETROIT—Vacationing near Sarnia, Canada, in the colorful WJR station wagon, George Cushing, news director, supplied the "Hands Across the Border," spirit when it was insisted that he enter Sarnia's impromptu V-J Day parade. . . . Detroit's Mayor proclaimed August 20th as "WWJ-Day" in honor of the station's Silver Anniversary. The station ran anniversary programs throughout the day featuring prominent artists, many of whom had made their own debuts on WWJ.

— NEW YORK —

NEW YORK CITY—"Meet Me At the Astor," a new and informal man-in-the-street program direct from the Hotel Astor in Times Square section started Aug. 19th over WNEW with Pat O'Brian at the mike. The show is heard each Sunday from 1:15 to 1:30 p.m., sponsored by Innersight Contact Lenses. . . . The end of gas rationing brought about a one-day change in locale for Dale Morgan's "Inquiring Mike" over WHOM last week. Instead of his usual Times Square spot he took a Recordgraph to a service station on Long Island, getting comments from attendants, owners and customers. "Fill'er-up" was the watchword. . . .

— CALIFORNIA —

LOS ANGELES—Young vocalists who appeared on "KFI-Hollywood Bowl Auditions" are being recalled to do a new "KFI Light Opera Series" heard on Monday nights. . . . **OAKLAND**—Wilt Gunzendorfer, who resigned as manager of KSFO, San Francisco, early this month, has been appointed advertising director of KROW. . . . **SAN FRANCISCO**—Thomas V. Greenhon, formerly with KYDL, Salt Lake City, has joined the KGO staff as senior announcer, replacing Roy Whaley. . . . Sydney Blank, KGO's studio field engineer, returned from New York where he was delegate representative for the San Francisco Chapter at the NABET national convention.

— DISTRICT OF COLUMBIA —

WASHINGTON—Fulton Lewis, Jr., for MBS-WOL, was among those 24 hour-a-day vigilants at the White House during the Jap surrender crisis. . . . Russ Hodges, WOL sportscaster who has just been resigned by the Cowles station, will air the Detroit Lions' pro football games for the Michigan network. . . . Hodges will fly back and forth to run both jobs. . . . Harold Reed has become chief engineer, with Ted Belote moving up to head of studio operations.

— OREGON —

PORTLAND—Homer Welch, KGW's program director, had his picture and pedigree on a placard on every bus and street car in town a few weeks ago. . . . He was chosen "Citizen of the Week," for his war bond activities. Gordon Bambrick ran into a problem while producing KGW's traffic safety show. Dramatization called for an opening scene in a crowded roller skating rink, and there was none to be found in the transcription files. But KWJ had lines running into a Portland rink and Bambrick made use of them for a few minutes, giving sound effects which were the real McCoy.

Song Writers, Treas. Meet Today Re Bond

(Continued from Page 1)

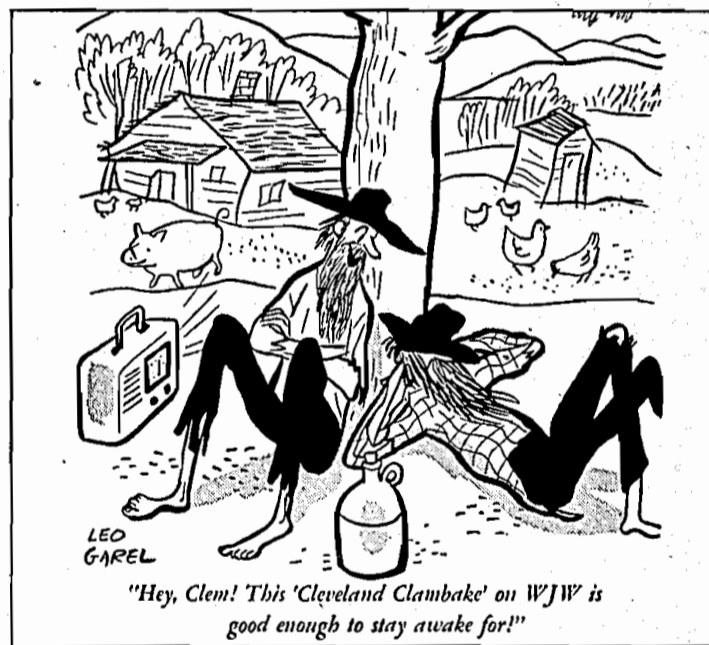
of songs for promotion of bond sale was initiated in the Seventh War Loan Drive, though Irving Berlin "Any Bonds Today" was in use from the time of the first drive. Songs written by 21 top-notch writers were used in the Seventh War Loan.

WQXR Will Broadcast Sports For First Time

(Continued from Page 1)

3:30 p.m., EWT to approximately 5:30 p.m. Harry Wismer, sportscaster will be at the mike. Sporting classic will be presented under sponsorship of A. G. Spalding & Bros. and will be heard throughout the United States over a special network of 40 outlets and shortwave to the Armed Forces. In New York WNEW and WHOM will also carry the games.

The U. S. Lawn Tennis Assn. Championship Matches held each year at Forest Hills, will start August 28. Men's and Women's Doubles will be broadcast, also the 6th Men's National Tournament.



Conscientiously built programs based on the preferences of people in this area have made WJW a best seller! Based on actual audience figures in Cleveland, WJW delivers more daytime listeners per dollar, 23 to 37% more..than any other station.

WJW
50,000 WATTS

**DIRECT ROUTE TO
SALES IN**

Southern New England

The Travelers Broadcasting Service Corporation

Affiliated with NBC
and New England Regional Network

Represented by WEED & COMPANY,
New York, Boston, Chicago,
Detroit, San Francisco and Hollywood

BASIC
ABC Network
CLEVELAND, O.

850 KC
WJW
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 41

NEW YORK, N. Y., WEDNESDAY, AUGUST 29, 1945

TEN CENTS

Radio Serves St. Louis

HAMBURG

... Ardennes
and Bastogne

By JACK ALICOATE

Publisher, Radio Daily

WELL do we remember Hamburg as a thriving, smoky industrial Pittsburgh like metropolis. . . . We have just made a tour of her mammoth docks, her industrial center and her business district and Hamburg is no more. . . . The job was done in less than 12 hours by British night bombers and our own Eighth Air Force. . . . It is hard to beat the inevitable law of retribution. . . . The Germans asked for it and they got it. . . . Hamburg has no more future than a Sunday morning steamer. . . . We are comfortably quarantined here at the United States press camp under the direction of Capt. Frank Trillini, formerly with Warner Brothers. . . . The layout comprises two magnificent private homes on a small stream near the sea and offers every convenience including the best beer to be found in Europe. . . . It's mighty hard for this outfit of radio execs to be roughing it this way through Europe.

YESTERDAY we visited Belgium and Germany as well as Luxembourg on a two hundred and fifty kilometer drive through the Ardennes section where the battle of the Bulge was fought. . . . It is our first opportunity to see at close range the ravages of actual warfare. . . . It was our good fortune to be assigned the lead car carrying Col. Charles Brown who headed a battalion that helped liberate the famous surrounded prison at Bastogne and who drove two hundred and fifty miles from his command post of the Rhine to be with us. . . . We walked over the actual battle terrain.

(Continued on Page 2)

Wainwright Disk

American web was able yesterday morning at 8 a.m., EWT to bring in the interview with Lt. General Jonathan Wainwright, which took place in Chungking as a pooled broadcast. Signal through San Francisco proved too weak and airing was impossible. American web, however, brought the signal in via Ventura and Hollywood.

Radio Lighthouse

Ottawa—A new radio lighthouse, operated on the radar principle, will be the first lighthouse of the type on the St. Lawrence and marks a new use for radar in Canada.

Avery, Of NAB, Asks Federal Eye On FCC

Oklahoma City—Failure of Congress to curb extraordinary powers of FCC over the nation's radio broadcasting stations is a very real threat to freedom of speech in America, Lewis Avery, NAB broadcast advertising director, charged in a speech to 200 Oklahoma City civic leaders and men and women in radio and allied arts.

Avery pointed out that the Supreme Court's 1943 decision upholding broad powers of the FCC has forced commercial radio broadcasting "to wage

(Continued on Page 5)

Mackay R. & T. Reopens Direct Contact With Tokyo

Mackay Radio and Telegraph Co. officially reopened direct communications between the U. S. and Tokyo yesterday. The circuit initially will be limited to official military and government, press and prisoner-of-war messages. Thus, for the first time since the Japanese attack, our prisoners of war will be able to communicate directly with this country. Operations of the Tokyo end of the circuit will be under the Army of Occupation.

Victory Loan Plans Readied; Special Fare To Farm Areas

Transcribed and live announcement plans and programs as part of the station and network contribution to the Victory Loan Drive, have been approved by the War Finance Division and the Office of War Information. This is coincidental with the announcement by Secretary of the Treasury Fred M. Vinson that the Victory Loan will start Oct. 29, and

Newspaper Strike Makes Missouri City Dependent On Radio For News; Service Augmented

CBS Announces Plans For '45-46 Promotion

Following considerable preparation, Columbia has revealed its 1945-46 promotion campaign of network programs. Promotion material will go to 150 affiliated and Columbia-owned outlets. Material will include thousands of special recordings, local announcements for the stations, guest-

(Continued on Page 6)

Ed McConnell On Mutual For Serutan, October 1

Smilin' Ed McConnell in a musical variety show will start on Mutual five days weekly 11:45 a.m.-12 noon effective Oct. 1. Sponsor is Serutan and Nutrex, Agency is Grant Advertising Agency. Monday through Friday show will bow in on an initial hookup of 64 outlets with expansion to come later.

Mexico Station Hires New Staff In Union Rift

Mexico City—Station XEQK of this capital has discharged its entire staff and replaced them by non-union employees, it is announced by the National Electricians Union.

This action was taken after mem-

(Continued on Page 6)

St. Louis—This city is dependent on radio for all its news since the strike of St. Louis daily newspapers broke on August 16th, and broadcasters are doing the greatest public service job in the history of local radio.

Since the first day of the strike St. Louis stations have

(Continued on Page 5)

BMB Research Board Meets in N. Y. Today

Allocation of sample ballots, various tests in connection with balloting and discussion of the tabulating requirements for a network circulation survey are on the agenda of the Research Board of the Broadcast Measurement Bureau which meets today in New York.

Members of the three-man board are D. E. Robinson of the Sherman K. Ellis advertising firm, chairman;

(Continued on Page 6)

FCC Will Again Accept Construction Applications

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday announced it will again accept applications for construction or alteration of equipment for Class 3 experi-

(Continued on Page 6)

Mishap

WEAF, key station of NBC in New York was off the air yesterday morning for 39 minutes starting at 9:55 a.m. Dead air was caused by failure of power supplied the transmitter at Port Washington, L. I. by the Long Island Lighting Co. This knocked-off Robert St. John at 10 a.m. and the Lora Lawton soap opera which follows St. John at 10:15 a.m.

run for six weeks, seeking a goal of \$11,000,000.

Secretary Vinson said that the major emphasis will be sales to individuals, \$4,000,000,000 to come from sales to individuals and \$7,000,000,000 from other non-bank investors. Of the individual quotas, \$2,000,000,000 is to come from the sale

(Continued on Page 7)



Vo. 22, No. 41 Wed., Aug. 29, 1945 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.

McCune ETs For GIs Abroad

Bill McCune's Pelham Heath Inn orchestra this week will do a series of special broadcasts for our European Army of Occupation from Pelham Heath Inn. The programs will be picked up and recorded by WNEW and the disks sent overseas.

20 YEARS AGO TODAY

(August 29, 1925)

The first horse races held in the Middle West were broadcast recently over WGN, Chicago, by Quin Ryan who was on hand for the openings at Lincoln Field and Hawthorne. . . WOR, New York, claims to be the only broadcasting station in the U. S. that has been heard on all the continents of the world.

WHO SAID INFLATION? W-I-N-D delivers

79%

MORE daytime audience PER DOLLAR IN 1945 than in 1943

Based on C. E. Hooper continuing Measurement of Radio Listening, February-April, 1943 and 1945.

W-I-N-D

5000 WATTS Chicago 560 KC.

HAMBURG

... Ardennes and Bastogne

(Continued from Page 1)

visited the houses he had used as headquarters and lived again with him the trying months in which the will of Eisenhower and Rundstedt were pitted against each other in the final deciding battle of the war. . . During our tour we saw hundreds of knocked out tanks, both ours and the enemy's, bombers and fighter planes that still lay exactly as they fell, hundreds of German helmets, shells and cast off equipment. . . There were entire towns bombed out of existence, churches that will never be rebuilt, so great was the damage, and ruined roads and bridges by the score. . . Here was the exact spot at Bastogne where Gen. McAuliffe surrounded and cut off answered the demand of the German general to surrender by politely answering "nuts."

ON OUR first touch of German soil we climbed into German pillboxes and stood on the fringe of the vaunted Siegfried Line that blew out like an old tire when we actually went to work. . . One cannot help but like this West Pointer Col. Brown. . . He is a soldier's soldier and volunteered to shepherd us over this now sacred territory upon the request of our own Lieut. Kearney who was with him in the front line during those cold, trying, disagreeable months. . . One reads about war and talks about war but most of us never really experience war. . . To visit the exact spot while the scene and setting as enacted are still set is to come face to face with the complete realization of the havoc and devastation

that war leaves in its wake. . . It is true that the Ardennes offensive cost us high in casualties, heavy loss in equipment and delayed our final offensive several months. . . However, according to best military opinion it shortened the war by many months because it used up most of the reserves of the enemy. . . When we did get going he had little left with which to stop us. . . Our trip home from the battlefields was through the charming Luxembourg countryside. . . Here is a land of plenty as well as of romance. . . In one small town we saw more fruit, meat and vegetables than we saw during our entire stay in France. . . We leave Hamburg early tomorrow for Berlin.

INDELIBLE MEMORIES: The crowd in Piccadilly Circus at three a.m. on V-J Day leading a conga line that seemed a mile long. . . The last hilarious performance of Bob Hope from back stage at the Olympia in Paris. . . The many sad faced women standing in bread and milk lines in France and England. . . Military mass at a packed Notre Dame and the lump in our throat as the huge organ played first the Star Spangled Banner and then the Marseillaise. . . The consistency of the extreme courtesy coupled with the understanding authority of the white helmeted MP's that one finds everywhere. . . The glare of the huge bonfires that ringed London on the night of V-J Day.

FINANCIAL

(Tuesday, August 28)

NEW YORK STOCK EXCHANGE

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

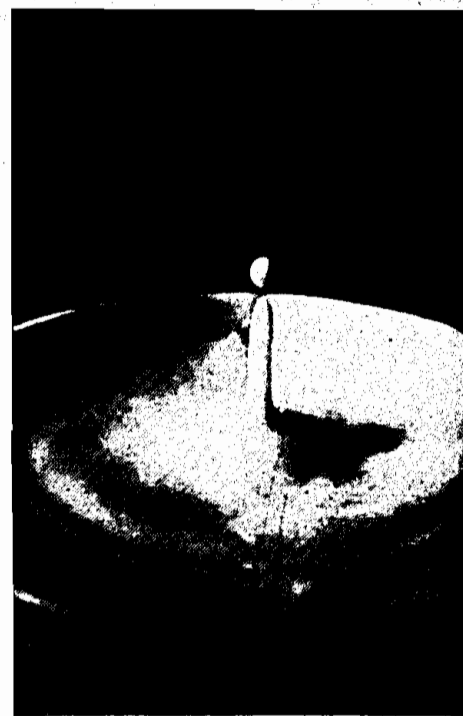
NEW YORK CURB EXCHANGE

Table with columns: High, Low, Close, Net Chg. Row includes Nat. Union Radio.

War Dept. Gets Protest Re Banned Negro Script

Action of the War Department in prohibiting the broadcasting of "The Glass," radio script dealing with anti-Negro job discrimination and the Negro soldier, is sharply criticized and protested in a letter being sent today to Col. Bryan Houston of the War Dept. Bureau of Public Relations. Letter is being sent by the Committee of Arts, Sciences and Professions.

Program in question was to have been broadcast over the CBS on the "Assignment Home" series.



Picture of a splash

It's just a tiny splash. And if that's not the kind you want to make when the fight on advertised brands gets under way . . . we'd like to point out some radio facts about one of the country's biggest markets.

The town is Baltimore. It's the sixth largest city. It has five radio stations. One of those stations is the successful independent station, W-I-T-H.

Facts assembled by outside sources, prove that W-I-T-H delivers more listeners-per-dollar spent than any other station in town.

That's important to remember . . . when American markets open up again.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-RUBIN

Advertisement for WDAS featuring the text 'WDAS AUDIENCES HAVE BEEN Loyal FOR MORE THAN TWENTY YEARS' and an illustration of a man in a suit holding a microphone.

*Now! Swan brings a Big, Bright Star with
a swell new show over CBS Monday nights*

**COMEDY
QUEEN** **JOAN DAVIS**



It's one of the most Swanderful half hours of HA-Happiness on the air!

A truly great show! Starring Joan Davis at her delightfulest. And featuring . . .

. . . Singer Andy Russell who's going right to America's heart!

. . . Harry Von Zell, master-mixer of commercials and comedy!

. . . And all America for an enthusiastic audience!

Tune in: The Joan Davis Show, CBS, Monday Nights.

Presented by the makers of

SWAN
Floating
Soap



CHICAGO

By BILL IRVIN

"BAND WAGON MYSTERIES," starring Dick Powell and sponsored by the F. W. Fitch Company as summer replacement for "Fitch Bandwagon," will switch from the current Sunday night spot on NBC (6:30) to Thursday nights at 7:30 p.m. CPT on Mutual, with a rebroadcast at 8:30 p.m. Pacific Coast Time, beginning Sept. 27. Program will be heard over the full Mutual network of 259 stations. Business was placed through L. W. Ramsey and Company of Davenport, Iowa.

Louis Tilden, account executive of the NBC central division network sales department, will resign effective September 1 to head the radio department of Sherman & Marquette, Inc., it was announced by Paul McCluer, sales manager of the NBC central division. Tilden joined NBC in January 1941 and has been a member of the network sales department since March 15, 1945.

Television Stages Included In New Yonkers Studio Plan

Construction of two large revolving television stages and the installation of lighting equipment developed during the war are included in the plans of a modern motion picture studio to be constructed by Associated Filmmakers, Inc., Stanley Neal, president, announced yesterday. The new studio will be located at McClean and Central Avenues in Yonkers, N. Y., and will cost \$350,000.



California Commentary!

● ● ● Marty Gosch, who made an excellent record as director of numerous Abbott and Costello broadcasts, is all smiles these days. He produced "Abbott and Costello in Hollywood," for M-G-M, and it has been receiving laudatory trade reviews. Marlin Hurt,

Los Angeles

star of the "Beulah" show, is writing an account of how he evolved the "Beulah" and "Bill" air characters for magazine publication. Title will be "No Pain, No Strain," the catch-phrase he uses on the program. Bob Burns will start his new fall season backed by the same cast which, in 1944-45, helped him set up his highest season ratings in his 10 years of network broadcasting. Shirley Ross will sing to Conductor Gordon Jenkins' music, with Bob and Lee Gorcery furnishing the comedy. Vic McLeod will write the show, except for Bob's monologs, which Bob simply talks. Walter Tetley is enjoying a fishing trip in the High Sierras, prior to resumption of "The Great Gildersleeve" show Sept. 3. He will play "Leroy" for the fifth year, starting on that date. George Fisher is compiling a booklet of Hollywood gags to send to his friends in the armed forces overseas. Many of the jokes have been used in his show over KECA.



● ● ● The Dorsey boys and the Lombardo clan had a get-together Sunday night at the Beverly Hills Hotel, occasion being a birthday party Tommy and Jimmy tossed for their mother. Guy, sister Rosemarie and Lombardo's two brothers were among the family intimates toasting Mama Dorsey. (All musical instruments were checked at the door). John Groller, CBS-KNX writer-producer for past two and one half years, has assumed his new duties as program director of the McClatchy Broadcasting Company, with headquarters in Sacramento, and will supervise over-all programming of the five McClatchy stations. He started in radio as an announcer at WCBA-WSAN, Allentown, Pennsylvania, his home town. The guys and gals on radio row are wondering what will happen to "The Man Called X," which as the Bob Hope summer replacement show, achieved fourth place among hot weather programs, according to the Hooper ratings. It is being produced by Jack Johnstone, of Foote, Cone & Belding, with Herbert Marshall as the star.



● ● ● "Jack Carson's show here was a huge success," wrote a prominent special services officer, stationed in the South Pacific. "He is tops and the guys like him. He is a one-man show." At one point in his Pacific tour, Jack played to 13,500 GI's. Perry Ward certainly found "What's Doin, Ladies" recently when he interviewed a 91-year-old woman from the studio audience. Answering his question, "After 91 years of life do you have any prejudice?" The nonagenarian replied, "I'm still violently prejudiced in favor of men." Milt Samuel, American's Western division Boswell, spent his vacation resting at his North Hollywood home. The derivation of her unusual first name, according to Ona Munson, is directly from the Indian language. In the early part of her life, she spent many hours with the Multanomah Indians on the Columbia River in Oregon, who taught her their native way of catching huge salmon and crayfish with a net in the treacherous rapids. Seven-year old Norma Nilsson had an assignment on a recent "Stars Over Hollywood" show which would have worried an adult performer. She handled the dual role of a child and of a girl in her twenties. In the latter she retained her voice, but guided it with an intelligence which was anything but childlike, earning the plaudits of a cast of veterans. By the way, Norma has been signed as a regular member of the Jack Carson show for the coming season.



COMING and GOING

EDGAR KOBAK, president of the Mutual network, is on a business trip to Chicago. He'll return to New York tomorrow.

WILLIAM F. BROOKS, director of the new and international relations department at NBC has left on an extended trip through South America, where he will set new bureaus and appoint correspondents for the network's future coverage in the various capitals.

CAPT. EVERETT T. SWALM, former RADIO DAILY staffer, is in town from Italy, and now on 30-day furlough. Originally to be redeployed to the Pacific, the Airforce Fighter Command for which he is PRO will be assigned in the United States instead.

HOWARD STANLEY, assistant director of promotion for Columbia-owned stations, is back at his CBS headquarters following a trip to Chicago, St. Louis and Birmingham.

LARRY SURLS, sales executive in the cooperative program department of the American network, has returned from a business trip to Georgia, Alabama and Virginia.

O. L. "TED" TAYLOR, partner in Taylor Howe-Snowden Radio Sales, arrived in Gotham late last week on business.

SYDNEY H. EIGES, manager of the NBC press department, left over the week-end on his annual vacation.

MAX GOLDBERG, head of the advertising agency bearing his name, is here from Denver for several days in New York.

TOMMY DORSEY and the members of his band are en route back to New York from Hollywood. Traveling in an Army plane, they have stopovers scheduled to entertain servicemen at Sioux Falls, Albuquerque, N. M., and Kearney, Nebr.

ON THE BOARDWALK



IT'S WFPG 10 TO 1!

A recent certified poll* reveals that Boardwalk radios in Atlantic City are tuned to WFPG 10 to 1!

Atlantic City is the mecca of millions... ALL YEAR ROUND from ALL OVER the country. Reach a cross-section of America through WFPG, New Jersey's only American Broadcasting Company station.

For further details on the Friendly Group, contact Spot Sales — New York, Chicago, San Francisco, Los Angeles.

*Consumer Research and Survey Poll

Station WFPG.....90%
Station "A".....9%
Outside Stations.....1%



WSTV Steubenville, O. • WFPG Atlantic City, N. J.
WJPA Washington, Pa. • WKNY Kingston, N. Y.

"A Bit of Paris in New York"

Henri

Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50

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Famous French Candies

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Exclusive!

CUBS '45 BASEBALL

W-I-N-D CHICAGO

560 Kc. 5000 WATTS

Stations Serve St. Louis In Strike; City Depends On Radio For News

(Continued from Page 1)

augmented their news programs and have set up public service departments to handle the hundreds of calls of inquiry daily.

The strike, KSD revealed, has cast new light on the question of which features are most important to newspaper readers. Of more than four hundred calls received daily at an emergency telephone service established by KSD, two thirds were requests for motion picture programs. Oddly enough, second highest on the list of requests were death notices.

After that, in a tie for third, were requests for radio newscast schedules and news of troop movements. Changes in Army and Navy discharge point system, baseball scores and standings and news about the comics also drew many calls.

In addition to its information service, KSD increased its news schedule to include special programs of market news, want-ads provided by the United States employment service, Post Dispatch comics, and death

notices. Special attention was paid to local news on all locally produced newscasts, with as much as one third of each news program being devoted to St. Louis items. Most local news was provided by a full staff of news writers experienced in gathering and reporting the news for both newspaper and radio.

KWK Adds Reporters

With the advent of tie up of met dailies in St. Louis, KWK put a trio of reporters on streets gathering news, primarily from police headquarters, City Hall and federal building. A special newscast devoted exclusively to local coverage was established at 10 p.m. nightly. No additional newscasts were established because of our extensive wartime coverage already in effect featuring various Mutual commentators and Ray Dady handling the services of the Associated Press and United Press. In co-operation with the St. Louis Globe Democrat, KWK established seven periods for the reading of "the funnies." Ed Wilson reads them every morning on his regular show from 8:00 to 8:45 and a special 15-minute period has been set aside for them on Sundays at 12:15 p.m. Along with frantic pleas for the funnies came those for theater and amusement news. KWK offers an amusement calendar each week-day evening at 5:30 p.m. and on Sunday at 5:45 p.m.

KWK's public relation department has set up listener phone service to answer all questions in a courteous and efficient manner regarding redeployment of troops and queries in re news events and happenings. This follow-through service has received plenty of play and has served to set listeners straight who sometimes are inclined to listen with one ear.

KMOX Increases Sked

KMOX, St. Louis is carrying 21 and 22 newscasts and commentaries each day. All major news shows include

full baseball coverage to augment the regular sportscasts. A staff of 21 people are working to get complete local news. Local news on regular newscasts has increased greatly. Phone calls to the KMOX news room have increased six times over normal and an attempt is made to handle each call in detail.

University Station Active

The St. Louis university station, WEW is doing its utmost to keep its listeners informed on the latest news developments by broadcast news every hour on the hour with a comprehensive roundup at 8:00 a.m., 12:00 noon and at 7:00 p.m. In the early morning hours previous to 8:00 a.m., news bulletins are broadcast every half hour and during the remainder of the day, any flash-news of importance is placed on at half-hour intervals. Unusual stories in the news are used by the commentators. Station has started a "lost and found" program—inviting the listeners to take advantage of this added public service. There is no charge but all items must be written and brought in or mailed to the station so that names and other pertinent information can be verified.

KXOK Increases News Cover

KXOK has gone all out in its endeavor to present to its listeners a complete coverage of news and vital events by broadcasting the following features daily: Newscasts (21 times daily); Weather reports (19 times daily); Redeployment schedule of ships arriving in New York from the E.T.O. A complete list by name of returning servicemen arriving in New York from the European theater of operations from both Missouri and Illinois; A complete obituary report; Radio program schedule for the evening and following day; The comic page; Coming theater attractions; Baseball scores broadcast on all major

Avery, Of NAB, Asks Federal Eye On FCC

(Continued from Page 1)

a more complex and dangerous fight" than any other communications media.

Avery, principal speaker at a Junior Chamber of Commerce luncheon on serving twenty-fifty anniversaries of radio and founding of the Jaycee organization, said he agreed that radio, by its very nature, must be regulated to some extent. But, he said, the present powers of the FCC constitute a real threat to America's freedom of speech.

league games being played throughout the country.

Besides the above, KXOK maintains close touch with the police and fire departments. A police call receiver operates constantly in the station's news room. The fire department notifies KXOK immediately on all conflagrations, large or small, as damages, injuries, etc. These reports are broadcast immediately. Ambulance calls are received direct from the police department and the names of injured or dead are treated in the same manner.

BALTIMORE'S
Listening Habit

**W
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M**

MUTUAL BROADCASTING SYSTEM

JOHN ELMER President
GEORGE H. ROEDER General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

NOW IN LARGER QUARTERS

to give our clients even better service

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NATIONAL RADIO PUBLICITY AND EXPLOITATION

Hollywood Office Remains at 6253 Hollywood Boulevard



When it's time to speed merchandise across the country, time buyers turn to Weed & Company for aid in locating good times on good stations. Weed men are thus able to "highball" a train of contracts into the hands of Weed-represented stations.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

BMB Research Board Meets in N. Y. Today

(Continued from Page 1)

Robert Elder of Lever Brothers and Frank Stanton, Columbia Broadcasting System. The Technical Research Committee is made up of A. N. Halverstadt of Procter & Gamble, F. B. Berner, George Washington Coffee Refining Company, and Robert F. Elrick of the Pepsodent Company. In attendance from the agencies are F. B. Manchee, of Batten, Barton, Durstine & Osborn, Inc., W. R. Farrell, Benton & Bowles, Inc., and W. J. Main, Ruthrauff & Ryan, Inc. E. F. Evans of the American Broadcasting Company and Barry T. Rumble, National Association of Broadcasters are two of a number of broadcasters at the meeting.

The same guests were invited to this meeting as received invitations to that of August 1. They are Harper Carraine, Columbia Broadcasting System, James Gaines, National Broadcasting Company and Richard Puff, Mutual Broadcasting System. Broadcast Measurement Bureau will be represented by Hugh Feltis, John K. Churchill and Paul F. Peter. Meeting is scheduled to get under way at 10:30 a.m.

Mexico Station Hires New Staff In Union Rift

(Continued from Page 1)

Members of the union threatened to paralyze the station's activities if executives did not grant them a collective work contract.

The union has filed a protest with the Federal Board of Conciliation and Arbitration, government agency in charge of labor relations.

Cherrigan, RCA, To New York

N. R. Cherrigan, West Coast district manager of RCA Communications, Inc., in San Francisco since 1939, has been appointed superintendent of Central Radio Office in New York, it was made known. He has been with RCA since 1920 serving in Honolulu and the Pacific Coast area successively as supervisor, assistant superintendent and district manager.

WORDS AND MUSIC

By HERMAN PINCUS

ONE of the trade journals (not RADIO DAILY) carried a story to the effect that Lou Levy had offered the Andrews Sisters without their "Ranch Idea" to Geyer, Cornell & Newell. Lowdown is this . . . the trio owns the "Eight to The Bar" package and rather than have the format of that Sunday program changed, will bow off that show after five more programs all of which will originate in the East with Herb Polesie directing.

☆ ☆ ☆

Martin Ragaway, Milton Berle's man Friday, found it very urgent to contact the comic one day last week . . . hurrying to Milton's office, Martin learned that Mrs. Berle's favorite comedian was at Lakeville, Connecticut. . . . Ragaway reached for the phone forthwith and spoke to Milton for about 20 minutes. . . . just before hanging up Milton said, "You know Martin, I think it was darn nice of you to phone me and NOT reverse the charges." . . . "Think nothing of it," was the reply, "I'm using the phone in your office."

☆ ☆ ☆

RADIOLOGY:—Baritone Earl Wrightson has been renewed on the "Prudential Family Hour" CBSeries . . . and we might mention here that producer Leslie Harris rates a Radiokay for consistently turning out a highly entertaining musical show. . . . ● Groucho Marx will be Dinah Shore's first guest when the NBChantootsie's program returns to the air Sept. 6. . . . ● Jimmy Rich, who during his ten years as musical director at WNEW, discovered and coached radiolites including Dinah Shore, Nan Wynn, Bea Wain, Frank Sinatra, Barry Wood, Harry Preine, Joan Edwards and Dick Brown, has resigned to become general manager of Guild Records. . . . Rich's contacts with music publishers, songwriters and musicians plus his great ken regarding talent should prove invaluable. . . . ● If that two-story man who recently burgled the Beverly Hills home of Spike Jones happens to read this item, he will learn that, with the loot, he also carried off about ten thousand chicken-pox germs. . . . five-year-old Linda Lee Jones was asleep at the time in the quarantined house. . . . ● Jane Wilson, Fred Waring soprano is as easy on the eyes as on the ears. . . . ● Radio actress Alike, who before becoming a political exile was the 'Helen Hayes' of Greece, is appealing to American thespians to donate costumes, clothing and props to be sent to Greek actors and actresses . . . send your clothing to her at 420 E. 54th St., N. Y. C. . . . ● Bob Hope's kiddies, Tony and Linda, tled up the phone for an hour Sunday . . . they made a transcontinental call to Herb Polesie's lad, Bobby who was having his sixth birthday party. . . . ● Jack Rubin has been signed to direct "Try and Find Me," emceed by Tom Shirley, which will CBstart Monday, sponsored by Snowdrift & Wesson Oil.

☆ ☆ ☆

TIN PAN ALLEY-OOPS:—Two decades ago, the ballad "I Can't Believe That You're In Love With Me," written by Clarence Gaskill and Jimmy McHugh, was an outstanding hit. . . . Bing Crosby, Dinah Shore and Anita O'Day have just recorded the ditty for Decca, Victor and Capitol, respectively and it looks like history will repeat. . . . Mills is the publisher. . . . Bob Lee, one of the best-liked of songpluggers, has opened his own publishing house starting off with a novelty-ballad titled, "Wings On My Shoes." . . . ● It's our guess that the new number, "One Of My Dreams Is Missing," written by Sid Prosen, Tom Fowler and Johnny Long, is headed for the top. . . . published by Peer International. . . . ● Tim Gayle's new magazine, "Preview," will hit the news stands about Sept. 15. . . . ● The 26th Special Service Company under the command of Capt. John D. Marks, has been awarded the Meritorius Service Unit Plaque 'for superior performance of duty in the accomplishment of exceptionally difficult tasks at the front line in the ETO' (European Theater of Operations) . . . when we wrote songs with Johnny Marks we knew him to be a gentlemen of high character, lofty ideals, sound judgment and unusual talents. . . . ● Bob (Shadrach) McGimsey is en route to Gotham for a business-vacation trip. . . . Bob is one of ASCAP's most famous writers.

☆ ☆ ☆

CBS Announces Plans For '45-46 Promotion

(Continued from Page 1)

critic-recordings, matrices and proofs for newspaper ads.

Slogan "Biggest Show in Town," having been favorably acted upon by the CBS affiliates, it will be retained in the coming drive. Web officials point out however, that the campaign is an all-year-round promotional effort and is not seasonally restricted. Fall-Winter period serves to accelerate the distribution of material and the station's use of it.

Several major plans to heighten interest in the campaign are now being completed and will be announced by the network shortly. Graphic advertising section of the new campaign is bolstered by car card series, poster designs and glossy photographs. Each station will receive a full kit, and each of the 67 shows, new or returning will have its own category and material.

Highlights are the special recordings wherein a Joan Davis, for instance, will deal with the antics of Durante-Moore etc. Press information book will also deal with each show and serve as a ready reference.

FCC Will Again Accept Construction Applications

(Continued from Page 1)

mental services, point-to-point stations in the agricultural service, fixed stations in the aeronautical, itinerant aircraft, flying school services and coastal, marine, fixed public, emergency and miscellaneous services.

The Commission revealed also that applications mailed not later than June 30 of next year for renewal of commercial radio operations, licenses valid December 7, 1941, but since expired, may be renewed if the applicant shows that he has been in the Armed Forces or the maritime service or has left continental United States for employment overseas.

Stork News

Cincinnati—Specialist 3rd Class James Patt, former program manager of WKRC, and AFRS producer in Los Angeles, is the father of a son, John Nathan, born last week.

WEVD
5000 WATTS 1330 KC.
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 40th Street, New York, N. Y.

Every 24 Hours

51

SPONSORED
NEWSCASTS
UP-AP-INS

W-I-N-D
CHICAGO

560 Kc. 5000 WATTS

Victory Loan Radio Plans Readied; Special Fare For 626 Farm Counties

(Continued from Page 1)

Series E Bonds. Special bond in memory of the late President Roosevelt will be on sale early in the campaign.

Radio Plans

Program policy as it stands has a two-fold aim and 1, is to entertain; 2, to bring home the messages such as care of the wounded, bringing the boys home, self interest of the buyer and other items along these lines. Transcribed programs planned as of today shape up as follows:

TREASURY SALUTES: Revised format has already been put into effect. All Victory Loan recordings will have reference to one of the following themes; rehabilitation, care of the wounded, interpretation of the GI Bill of Rights; securing jobs; and progress in employment. This program will continue to be produced in New York with the present personnel, at the rate of three each week. Disks will get to the stations on time.

Special Farm Material

While all Treasury Salutes will be sent to all stations desiring them, farm stations in 626 selected farm counties, are to receive, during the Victory Loan the following:

1. Special record containing eighteen 30-second announcements which can be used instead of the announcements which all Salutes carry. These may be used immediately after the dramatic portion of the Salute disks and will be geared to the themes pertinent to the farmer. They will be labeled special announcements.

2. In addition, a packet of announcements will also be prepared which can be read live by county agent or other appropriate farm leader immediately following the dramatic period on Salute.

3. By doing as above it is expected that the farm station will be provided with the option of using either material for live announcement to replace the recorded message. Also 35 special announcements will be available for the farm station.

Musical Programs

MUSIC FOR MILLIONS: Will be modeled after the 7th War Loan

series with some changes in the format. Songs will be new Bond tunes and the best will be selected as the official U. S. Savings Bond song for use after the Victory Loan. There will be 18 disks recorded on the Coast and New York. Writers will not appear on the shows nor will one writer have his own series on one recording. There will be three each week, and again special recorded and live announcements for the 626 farm counties.

SING FOR VICTORY: This will be comparable to the "Sing For The Seventh" series, will not be a special record but rather incorporated within the "Music For Millions" series. All the local station manager has to do is spot that portion (which will be properly cued by drum and fanfare) in the "Music for Millions" record. This will carry the voice of a singing star, a new Bond song and a Bond announcement. Special announcements set for the farm stations.

VICTORY SONGS: Two songs used in the 7th War Loan will have new lyrics. They are "Ten Years from Now" and "I Didn't Want To Change the Subject." These songs will be shipped to all stations by the end of the month.

Non-Musical Material

HEDDA HOPPER'S DIARY: Series of eighteen four-minute recordings produced on the West Coast. There will be no announcements with these disks as the recordings will be a dramatization of the message to be brought home. Miss Hopper has just completed a tour of the "Purple Heart" circuit. Series will stress attention given to wounded and recuperating veterans here and overseas.

SPORTS RECORD: Group of outstanding sports figures will be heard on special recording, as many names being used as the 16-inch disk will hold. Efforts will be made to bring the voices of such sports names as were in the service or went overseas to entertain the servicemen and women, particularly in hospitals.

SPECIAL RECORD: Special recording to feature one-minute spots by leaders in labor, industry, farm and financial circles. Purpose of this series is to sell the self-interest, bringing in reconversion problems and others each peculiar to the leader in question and show how the Victory Bonds will keep our economy on an even keel.

TRANSCRIBED KICKOFF: Plans are being worked out for one special kickoff program which will take the place of one Treasury Salute. This will be Treasury Salute No. 261.

Nine Announcement Packets

Nine packets of radio announcements will be prepared with the material running as follows:

Of Special Interest to Farmers—25 topics of varying length.

For the Women: 25 messages of 35

words each and 25 messages of 50 words each.

From American Celebrities: 50 messages of 100 words each.

The Armed Forces: 25 messages of 35 words each and 25 of 100 words each.

For Rural Listeners: 25 messages of 25 words and 25 messages of 100 words each.

General Use: 25 message of 25 and 25 of 50 words each, and 25 of 100 words each.

U. S. Weather Forecasters: 25 brief announcements for their use.

Farm Market Reporters: 25 brief announcements.

Station Breaks: 25 messages.

Three special notes are to the effect that there will be no OWI transcribed messages; it is imperative that the deadlines and schedules set for the above material etc., be followed in order to provide the stations with proper time to merchandise the programs, transcriptions and live announcements; at the request of the NAB, all announcements and programs one-minute and over will be preceded by a statement which says: "The following announcement (or program) is transcribed." In addition, a similar announcement is to be made at the beginning and the end of the 15-minute programs—"Music For Millions" and "Treasury Salute."

Jeffers Leaving Seeds Co.

Raymond E. Jeffers, director of the public relations department of Russel M. Seeds Advertising agency of Chicago, has resigned effective September 1st and it has been announced that the agency will discontinue this department. During the past nine years Jeffers is credited with the promotion of the Red Skelton show, Hildegard, and union-merchandising tieup on Raleigh cigarettes for servicemen.



Sales-success stories for advertisers on KOA would fill a book!

No wonder KOA's FIRST!



Program Parade

ANREWS SISTERS—AMERICAN. Sunday, 4:30-5 p.m., EWT. Nash-Kelvinator Corp. Exponents of harmony, trick and otherwise return for the season, in the same spot filled during the summer months by Carol Bruce and Curt Massey. Massey was heard with the trio Sunday, possibly as a guest only. Script did not call for comedy as per last season when Gabby Hayes was in the cast. Program as usual entertains with good voices, singing old and new popular ditties.

DAVE ELMAN'S AUCTION GALLERY—Mutual. Monday 10-10:30 p.m., EWT. Show goes commercial for Rensie Watch Co., Sept. 17, which already has had plugs via bonus presents of watches to successful bidders for other articles. Studio audience at the Waldorf-Astoria Hotel (Astor Gallery room) bids on antiques and heirlooms, as well as general run of auction room stuff. Bidding ends there with a gong and listeners can then mail in their bids. Most interesting part of the program is the supposedly authentic historical buildup-script for some of the pieces up for sale. At present there's a catch somewhere, such as an outlet for somebody's accumulation, in a national effort toward such sales.

Paige On 'Ancon' At Tokyo

Norman Paige, foreign correspondent of American Broadcasting Company, is aboard the "Ancon" in Tokyo Bay covering the landing of U. S. Marines at the Yokosuka Naval Base. The "Ancon," formerly plied between New York and West Indies.

STARS OVER KMBC



Like all KMBC personalities, Henry Goodman is nationally publicized and nationally known! Henry, as a member of KMBC news department, compiles his newscasts not only from A.P. and U.P. wire services—but from 200 string correspondents throughout Missouri and Kansas. Hitch your advertising to a "Star." Phone Free & Peters, Inc.

KMBC OF KANSAS CITY

SINCE 1928 BASIC CBS STATION for MISSOURI and KANSAS

Chicago's BEST NEWS SERVICE AP-UP-INS W-I-N-D 560 Kc. 5000 WATTS



A NEW OPERETTA

Mr. STRAUSS goes to BOSTON

Music by ROBERT STOLZ

Lyrics by ROBERT SOUR

... and BOSTON GOES for MR. STRAUSS!

INTO THE NIGHT

"... Into the Night, being one of the most popular numbers of the evening."
—Boston Herald

"Robert Stolz has written a consistently pleasing score. His blending of original Strauss melodies with his own does credit to both ... good numbers are Who Knows and Into the Night."
—The Billboard

WHO KNOWS

"The finest singing, of course, comes from Virginia MacWatters, who has a lovely soprano voice and brings cool perfection to the lovely ditty, Who Knows."
—Boston Globe

"The moonlit Charles River scene is sheer enchantment, and quite perfect as the background for the most beguiling tune in Robert Stolz's score ..."
—Boston American

"... holds the audience spellbound with Who Knows, a song which ranks with the best in recent years."

GOING BACK HOME

"Ruth Matteson, lovely to look at, poised and graceful in her mid-19th Century costumes, is entirely successful as Mrs. Strauss and sings Going Back Home with nostalgic sweetness."
—Boston Herald

"Such numbers as What's a Girl Supposed to Do?, Who Knows and Into the Night will doubtless be heard plenty over the radio. Robert Sour's lyrics are consistently good and highly amusing ..."
—Boston Traveler

NEW YORK PREMIERE

CENTURY THEATRE

SEPTEMBER 6th

Entire Musical Score of MR. STRAUSS GOES TO BOSTON Published by



BROADCAST MUSIC INC.

580 FIFTH AVENUE
NEW YORK 19, N. Y.

Irving Tanz — Joe Santly
NEW YORK

Jimmy Cairns
CHICAGO

Eddie Janis
HOLLYWOOD

VARIETY

Mr. Strauss Goes to Boston

Boston, Aug. 13.

Miraculously avoiding a musical transformation of "The Late George Apley," the opening of "Mr. Strauss Goes to Boston" at the Shubert tonight (13) turned out to be a gorgeously colored extravaganza based upon songs and dances old and new. The scenes concerned New York and Boston in 1872, when the Viennese composer came to this country to conduct the Hubbs' mammoth International Peace Jubilee. If history is not followed exactly, the essential spirit of Strauss waltzes dominates proceedings based upon a rather thin

book and a large first-night audience awarded the most enthusiastic applause accorded a musical debut here since "Carousel." It looks like a hit

pieces, and a frenetic tempo in the finale. Bedeviled by his maternalistic managers, lively Ralph Duoke as Dapper Dan Pepper and gay, ubiquitous Edward Lambert as Elmo Tilt, Strauss darts from black despair to inspiration, always looking the romantic idol.

Miss MacWatters as Brook Whitney Back Bay or Bra-

con Hill. Yet she sings authoritatively, particularly in her trill-laden coloratura waltz and hit song, "Who Knows?" Harold Lang and Babs

ert Stolz' direction of the orchestra is notable.

Old Boston rears its disapproving head against young Mr. Strauss in the persons of six dowagers apparently connected with the forerunner of the present-day moral sentinel, the Watch and Ward Society. However, cracks against Brahmin manners do not pace the show.

Rather, "Mr. Strauss" bids fair to become a hit because of the excellent dancing and the more sentimental music, like "Into the Night," sung

Avery, Boston lad almost jilted by Brook Whitney in favor of Mr. Strauss. But after it develops that Strauss is married, the infatuation ... and then wins out. As Miss

Strauss, Ruth Matteson does a tender job. Her song, "Going Back Home," which rouses Strauss from lethargy and breaks him into the spirit of the jubilee, is one of the hits of the evening. In a comic part, Florence

sets and costumes are distinguished. There is not too much striving to put the story across. Gayety based upon nostalgia, with a very delicate handling of the love theme, and semi-humorous insight into the trials of a composer, should be enough to swing this on Broadway.
—Dame.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 42

NEW YORK, N. Y., THURSDAY, AUGUST 30, 1945

TEN CENTS

Value Surplus Equipment

BERLIN

...And its
incredible destruction

By JACK ALICOATE

Publisher, Radio Daily

WE HAVE just seen Berlin, pardon us we have just seen what WAS Berlin via a three hour military conducted tour under the guidance of Major Lester Lindow. . . . The boys certainly did a bang-up job with a bombing Hooper of at least ninety-five per cent. . . . Famous old landmarks have completely vanished. . . . (Gone forever. . . . The Reichstag is in shambles and the famous old Brandenburg gate while still standing is but a sad carbon copy of its former pompous self. . . . The American Embassy and the former home of Herr Doktor Goebbels next door are mere shells and the once famous old Adlon Hotel where we stopped on several occasions prewar can hardly be recognized. . . . The broad, formerly proud, Unter Den Linden is now figuratively a cow path and such famous buildings as the State Opera House, the Wintergarden and the Berlin Cathedral and Museum are but architectural ghosts—gone like a misspelled word that one would rub out with an eraser. . . . Incredibly efficient was the job done by the British night bombers and by our own Eighth Air Force on Hitler's Chancellory and the old Schloss palace of the Emperors. . . . One could write a book about the destruction of Berlin, still it might be summed up in a few words, an atomic bomb could have done it quicker but certainly not more thoroughly.

ON TOUR we saw the huge marble base built by Germans at the point of Russian machine guns upon which now rests the first Russian tank to enter

(Continued on Page 6)

Orchids

Consensus of opinion in RKO's projection room yesterday, where "Radio Stars on Parade," was previewed, was that Ralph Edwards does a bang-up job as 'himself' in the film. Story, written against a radio-studio background, is rather implausible, but the irrepressibly exuberant Ralph and languorously melodious Frances Langford make it in-the-groove entertainment.

Missouri Pickup

Admiral William F. "Bull" Halsey will be heard over CBS, tonight, when "The First Line" broadcasts a special pick-up from the USS Missouri in Tokyo Bay. The Missouri is the battleship on which the official surrender document will be signed within a few days of the broadcast.

Columbia 'U' Files For Educational FM

Washington Bureau, RADIO DAILY

Washington—Application for a 10 kilowatt FM station, non-commercial in character, was filed with the FCC yesterday by Columbia University, which thus becomes the first major New York City educational institution to indicate definite FM plans. Assignment to 91.7 megacycles was requested.

Raytheon yesterday applied for a license to cover the construction permit granted it earlier this year for a

(Continued on Page 7)

Crosley 1st Year Goal 1,400,000 Home Sets

Cincinnati—Production schedule of 1,400,000 home radio receivers (also 450,000 refrigerators) in the first year of post-war operations, has been set by the manufacturing division of the Crosley Corp. according to Frank A. Schotters, vice-president in charge of production. Schotters made the statement yesterday during an ad-

(Continued on Page 7)

Texas Hurricane Emergency Eased By Broadcasters' Aid

Corpus Christi, Texas—Radio performed real public service during the tropical hurricane which lashed the coast of Texas this week and endangered the lives and property of thousands in the Lone Star state.

Constant repetition of storm warning by radio station KEYS and other stations in this area as provided by the New Orleans weather bureau cut

RFC Estimates Worth At Five Billions, To Be Sold To Schools And Public Through 225 Manufacturers

Texas Stations Aid Press During Strike

San Antonio, Texas—San Antonio Tuesday entered its first non-newspaper day when members of the San Antonio Typographical Union went on strike Sunday. Local radio stations came to the rescue of the press by adding to an already heavy schedule of news broadcasts additional programs of local news were inserted in

(Continued on Page 6)

Hearing On 'ABC' Title Set For Next Tuesday

Litigation brought on by Associated Broadcasting Co. against American Broadcasting Co. over the abbreviated title of ABC which the former seeks to restrain the latter from using, will result in a hearing taking place in Grand Rapids, Mich. on Tuesday

(Continued on Page 2)

Callahan Leaves War Post; Succeeded by Maj. Pollock

Los Angeles—Leonard Callahan for past 18 months in charge of coast radio branch War Department Bureau of Public Relations has resigned to become director of public relations

(Continued on Page 2)

Approximately five billion dollars worth of surplus electronic and radio communications equipment, produced for war purposes, is being channeled to the public through 225 manufacturers throughout the country, according to the Reconstruction Finance Corporation, which the Surplus Property Board has designated to dispose of such equipment no longer needed for military purposes. Under agreements which the RFC has been

(Continued on Page 5)

Pearl Harbor Report Aired By 4 Networks

The Army and Navy's report to President Truman on the Pearl Harbor disaster was aired yesterday by the four major networks from Washington at 1:00 p.m., EWT, shortly after the President's press conference at which he made known the facts and responsibilities of the Jap attack in 1941 as included in the report.

The official report to the American

(Continued on Page 6)

Mayors of Ten Cities To Report on MBS Program

Mayors of ten leading American cities, will appear on Mutual network Tues., Sept. 11, at 9:30-10:30 p.m., EWT and make a report on the respective job situations, Titled, "Ten Mayors

(Continued on Page 7)

Authoritative

Berger Jacobsen, Mutual correspondent covering the Quisling trial in Oslo, Norway, interviewed Col. Bernt Balchen recently to ascertain native reaction on the fate of one of the war's most infamous criminals. Balchen, a Norwegian by birth, and an officer in the Army Air Forces, is known for his association with Commander Byrd during the latter's Polar expeditions.

(Continued on Page 6)



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

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FINANCIAL

(Wednesday, August 29)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: High, Low, Close, Net Chg. Row includes Nat. Union Radio.

"Chan" Adds 22 Stations

The "Charlie Chan" program, heard Mondays through Fridays via WJZ at 6:45 p.m., has added twenty-two new stations to its American Broadcasting Company network, making a total of 200 stations on which this Chick Vincent produced-directed show is now being heard five times a week.

20 YEARS AGO TODAY

(August 30, 1925)

Letters received from all sections of the country during the past six months have sought information regarding the station using the slogan "on top of the world." Recently a letter from CJCM, Mont Joli, Quebec, cleared up the mystery. CJCM is "on top of the world."

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

Coming and Going

RALPH GLEASON, trade news editor for the American Broadcasting Company, has returned from a vacation of one week.

JAMES J. KREIGSMANN, portrait photographer to stars of the entertainment world, has returned from Canada, where he filled a special picture assignment for the Army.

BENEDICT GIMBEL, JR., president of WIP, Philadelphia, is currently enjoying a fishing trip in Maine. He plans to return to the station shortly after Labor Day.

EUGENE C. PULLIAM, president and general manager of WIRE, Indianapolis, went down to Washington, D. C., last week on a business trip. On his return to Indiana, REX SCHEPP, commercial manager of the station, will depart vacation-ward for a fortnight of ease.

HELEN SIOUSSAT, CBS director of talks, is back at her desk following two weeks spent at Booth Bay Harbor, Maine.

MIKE JABLONS, director of special events at WNYC, has returned from Olmstead Field, the U. S. Army maintenance depot at Middletown, Pa., where he discussed plans for a program dealing with the Army's plans for reconversion of supplies.

PATRICIA MURRAY, Du Mont television announcer is back from Hartford, where she addressed the Randall School on the subject, "Backstage in Television."

LOU CONTERNO, bustling night press editor of the Mutual network, is back at his desk following a vacation of one week.

WILLIAM WYSE, president and general manager of KWBW, Hutchinson, Kans., who has been in Gotham for about a week, left last night for the home offices.

LOUISE FOX WILSON, director of women's programs on WHAM, Rochester, N. Y., is spending a few days in New York this week on station business.

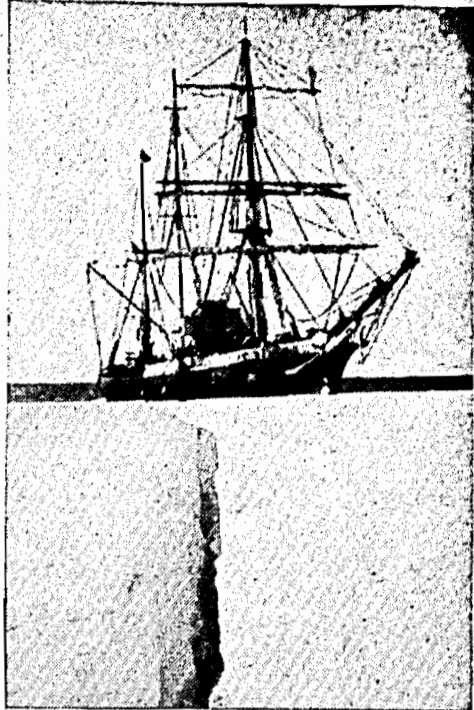
EDDIE WHITLOCK, station manager of WRNL, Richmond, is back at the station following a brief sojourn in Chicago.

LYNDALL WILSON, development manager of the American network's co-operative program department, spending his vacation at West Hampton, L. I.

DAN E. JAYNE, general manager of WELL, Battle Creek, who visited last week in Washington, D. C., has returned to his Michigan headquarters.

HARRY BRIGHT, general manager of WGBR, Goldsboro, N. C., a recent vacationer, accompanied by his family.

FAY EVANS BIGGS, formerly publicity director of WPTF, Raleigh, N. C., has arrived in New York and has joined the continuity staff at WMCA.



Explorer

That's the U.S.S. Bear Modrec up in the Antarctic. She nosed around Little America on innumerable explorations.

If you've been reading these W-I-T-H ads you know that right about now we're going to make a crack about, "You don't have to explore around Baltimore if you want to find out what's the best radio buy in town."

For it's a fact that figures (from outside sources) prove that W-I-T-H produces the greatest number of listeners for each dollar spent.

If part of your job is setting up radio budgets, we'd be glad to have you look over the W-I-T-H facts. In a five-station town... you might overlook the fact that an independent station is your big buy.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Hearing On 'ABC' Title Set For Next Tuesday

(Continued from Page 1)

Sept. 4. American contends that the Federal Court in Michigan has no jurisdiction in the case and at the hearing it will attempt to show that Associated does only limited business in that state as compared to American.

Hearing is regarded as a preliminary step and pertaining to the jurisdictional matter only. After the hearing, there will be five days in which each side will file briefs and the court will decide on the matter of jurisdiction. Recently American moved for dismissal of the Associated injunction proceedings on the jurisdictional ground.

Auditioning New Shows

James Bennett agency is auditioning two new package shows. One stars Olsen and Johnson and the other Jack Pearl. Both are being offered to network sponsors as new fall shows.

Callahan Leaves War Post; Succeeded By Maj. Pollock

(Continued from Page 1)

for Gilfillan Bros., Los Angeles manufacturers of radios and radar and radio equipment. He will be succeeded by Major Robert Pollock who has been Army's radio branch representative in Paris and who is due here Thursday. Callahan was formerly general manager of SESAC and had also served as general counsel for NAB.

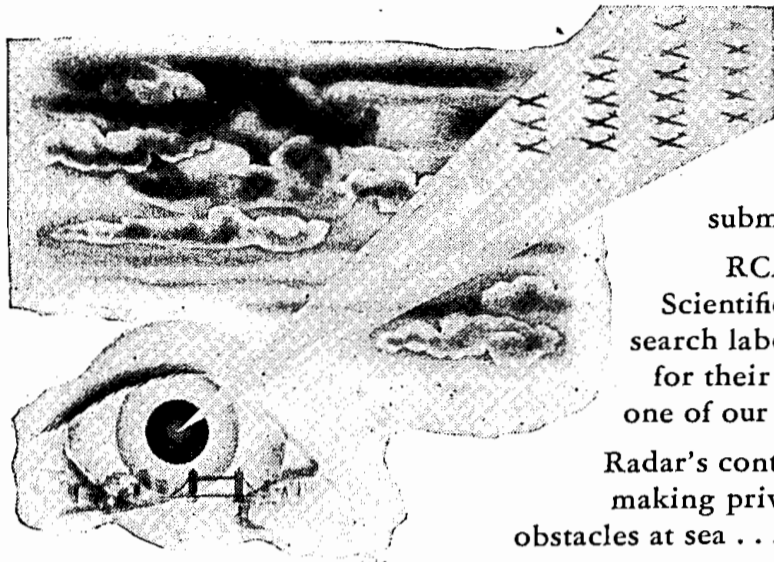
Coverage ...In Philadelphia



WDAS covers the largest cross-section of the buying public in the Philadelphia area... at lowest cost.

"AD OF THE YEAR" For the second consecutive year, a KLZ program was named the "Ad of the Year" in the field of broadcasting by the Denver Ad Club. KLZ DENVER

RCA's role in RADAR



The story of Radar—the magic beam that enabled the United States Navy to sink a Jap battleship eight miles away at night . . . that helped save England in her darkest hours by detecting enemy planes . . . that automatically aims guns and detects submarines . . . this whole story is now officially released.

RCA takes this opportunity to congratulate the Office of Scientific Research and Development, the Army and Navy research laboratories and all other elements of the radio industry for their splendid work in so perfecting Radar that it became one of our most powerful weapons in winning the war.

Radar's contributions in peacetime will be equally as great . . . in making private and commercial flying even safer . . . in detecting obstacles at sea . . . and in hundreds of other ways yet to be discovered.

As for our part in this great effort, we here list the major developments in Radar made by RCA

1932—RCA Laboratories originated micro-wave equipment, which later was used in successful radar experiments.

1934—Echoes were obtained with micro-wave equipment set up near Sandy Hook. This experiment showed for the first time the potentialities of micro-wave radar.

1935—An experimental micro-wave pulse radar system was developed by RCA Laboratories. It was demonstrated to the Army and Navy in 1936.

1936—A lower frequency high power radar was supplied to the Army by RCA.

1937—RCA micro-wave radar was used to scan the Philadelphia skyline with cathode ray indication essentially the same used in today's newest radar sets.

1937—RCA developed an airborne pulse radar. This equipment operated very satisfactorily for detecting obstacles such as mountains, and was also invaluable as an altimeter. It was demonstrated to the Army and Navy in 1937, and at their request was classified as "secret."

1938—RCA started development of a practical altimeter employing FM principles. This and the RCA pulse altimeter later became standard equipment for the Army, Navy, and the British. A large quantity of altimeters of these types have been manufactured for controlling the height of paratroop planes at the time of jumping, for use in bombing enemy ships, and for other military purposes.

1938-9—RCA Victor manufactured the first radar equipment purchased by the Navy.

1939-40—Twenty high-power sets, based on the Navy's design, were developed and installed by RCA Victor in the Navy's important vessels.

1940—RCA developed and built radar apparatus which was especially suited for use on destroyers, and apparatus designed especially for submarines. These equipments were among the earliest procured by the Navy, and have proved very successful.

1940—Experience in the manufacture of vacuum tubes made it possible for RCA Victor to be the first and only manufacturer in the United States to produce a radar tube, developed in England. RCA also produces many other types of radar tubes, including the cathode ray tubes of which RCA is largest manufacturer in the world. RCA's unchallenged leadership in cathode ray tubes for radar was made possible by extensive developments in television, since television, too, requires high quality cathode ray tubes.

1941—RCA Victor supplied receivers and indicators for the type of radar then used by the Army.

1942—Loran, a system of long-range navigation, was manufactured by several firms, but difficulties were encountered because of size and weight of the receiver. In 1942 RCA Laboratories undertook the design of a simplified, compact receiver, and achieved such success that large quantities were ordered from RCA Victor and from other firms instructed in RCA's design, and other types were discontinued.

Some of RCA developments are of major importance in developments of other concerns engaged in radar manufacture.

RCA gave complete design and instruction to other firms in altimeters, tail warning devices, bombing devices, tubes, Loran receivers and other radar equipment designed and developed by RCA.

Several hundred RCA specialists were abroad during the war servicing radar and communication services for Army and Navy equipment made by RCA and other firms.

RCA was represented on the National Defense Research Committee and on other government technical committees on war activities.

RCA engineers have been loaned to government laboratories for special radar projects.

RCA has co-operated with England in radar projects.



Radio Corporation of America

30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.



A new kind of programming is going on out in St. Louis. With an eye to a future of more discriminating radio listeners, station KWK has come up with an across-the-board show called "The Mystery of the Month." Starting September 3rd, the St. Louis station has cleared the period 10 to 10:30 P.M. Monday through Friday for their new program idea.

KWK has chosen two top-notch NBC Recorded Productions to get the new show started. . . . The Weird Circle and The Haunting Hour. Discussing the proposed schedule KWK's Bob Richardson says, "During September we plan to use twenty episodes of The Weird Circle and during October The Haunting Hour." Normally these NBC Recorded features are scheduled at the rate of one a week.

The Weird Circle is a half-hour network-calibre show based on the mystery classics of Poe, De Maupassant, Hawthorne and many other famous writers.

The Haunting Hour, NBC-RRD's newest contribution to the mystery field, consist of skillful half-hour dramatizations of original scripts by radio's best writers.

The format of the show will be altered slightly in December. If all goes according to plan the title of the series will change to "The Story of the Month" and KWK will schedule another new NBC Recorded Production The Playhouse of Favorites on the same basis of 5-a-week. The Playhouse of Favorites brings to radio vivid dramatizations of world-famous stories such as Pride and Prejudice, Rip Van Winkle, David Copperfield. Stars of stage, screen and radio take the leading roles in these half-hour productions.

Another "uniquity" about KWK's "Mystery of the Month" is the fact that the entire series is being run on a sustaining basis. . . . which speaks a glowing tribute to the public-mindedness of this progressive station.



AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS New York • Chicago • Washington • Hollywood • San Francisco

A SERVICE OF RADIO CORPORATION OF AMERICA



Reporter At Large . . . !

● ● ● Ida Lupino plans to rush back to N. Y. after she completes her current film chore to be near a certain Navy lieutenant. she met during her recent trip here. . . . Lana Turner and Steve Crane have quietly resumed. . . . Katherine Dunham, famed dancer, suffering with a severe case of arthritis, mainly in the legs. . . . Geo. Field, formerly of Press Ass'n, now covering the midwest for World Broadcasting. . . . Vincent Lopez's vocalist, Gerry Larson, being screentested. . . . Ex-Secretary of the Treasury, Henry Morgenthau, being considered for an ambassador's berth. . . . Cal Tinney out of the army. . . . Si Steinhauser's daughter, Nanette, honeymooning in New Hampshire with Lt. Bud Mayer, erstwhile Warner Bros. manager. . . . Sonny Barkas now vice-president of Peikins. Summering at the Gotham Hotel here and wintering at Miami Beach. . . . Lee Crane opening his own music firm. . . . The Sid Aschers will be four. . . . Flame throwers are now being used in the states to kill weeds in the cotton fields. . . . A group of combat aces who call themselves the Pacific Pilots are making a fortune on the west coast giving flying lessons to the movie crowd. . . . The War Labor Board may remain as a government agency for the re-employment of returning GIs, according to Washington sources. . . . It's unofficial—but those in the know in the War Dep't are predicting that all limited service men now within the continental United States will be released within six months.



● ● ● It appeared in the health column of the Los Angeles Examiner, according to Irving Hoffman, and why it hasn't wound up in the New Yorker is a mystery to us: "Sit on floor, arms shoulder height and legs straight in front of you. Walk around the room in this position. This breaks down and discourages fatty tissues."



● ● ● When Frank Gallop and Deems Taylor were teamed together some time ago on "The Family Hour," they used to sit facing each other at a table mike. Deems had a habit of scribbling notes, schoolboy fashion, and then passing them over to Frank. One day he penned: "Look at the beautiful Chinese girl in the 2nd row." "I know it," wrote back Frank. "She's my guest from Shanghai. Her name is Kwok." "Don't be silly," wrote back Taylor. "That's not a name. That's a radio station!"



● ● ● Cute story making the rounds is about the lad who went into a pet shop to buy a canary. He selected one which sang beautifully, but the shop owner insisted he had to buy another bird with it—a sullen little thing who never made a sound. The customer demanded to know why he had to buy the other one too. "Because," said the owner, "he's the one who writes all the arrangements!"



● ● ● Question Marks: Wouldn't the Max Baer-Maxie Rosenbloom act be a natural for airing? Sounds like the funniest combine in years. . . . Is Jose Iturbi headed for a new fall show of his own? . . . Aren't the big name song stars showing a trend away from the variety show idea? Crosby, Kate Smith and Sinatra will abandon comedy and drama on their new fall programs. . . . Is Judy Garland in N. Y. to confer with network officials and Metro execs about getting together on an airshow for her? . . . Is it true that Max Marcin auditioned new people last week? We don't believe it, either. . . . Is it true that NBC and RCA are mulling over a \$30,000,000 television development program? . . . Is it true that Alton Cook will return to his old post as World-Telly radio editor?



CHICAGO

By BILL IRVIN

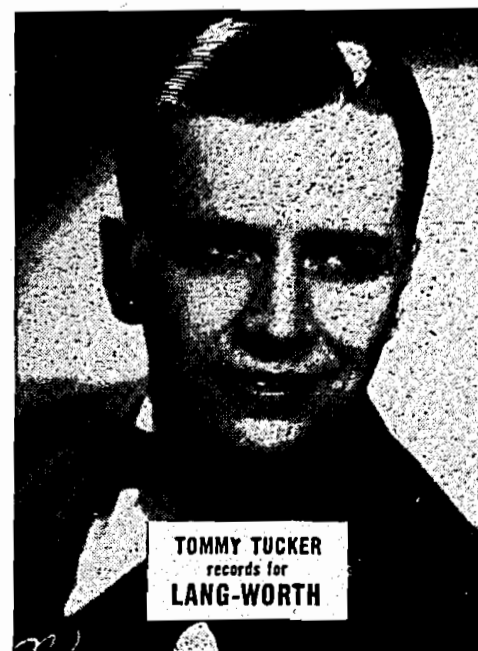
HELEN JANE BARR, school teacher of Cleveland, and John Leslie Blake, of Milwaukee, Wisc., were awarded scholarships at the annual banquet closing the NBC-Northwestern University summer radio institute held Thursday night in the M & M Club in the Merchandise Mart. Among the 114 awarded certificates of graduation was John F. Whalley, business manager of the NBC central division.

The script on the atomic bomb which was aired on the Aug. 7 broadcast of the WBBM-CBS program, "Service to the Front," will be published in book form by the Syracuse University Press on Sept. 3. Dr. William A. Miller, director of the Syracuse University press, heard the broadcast and was so impressed that he came to Chicago the following day to meet the program's scripters—Doris and Frank Husley. Arrangements were completed for the publication of the script, with a first printing of 10,000 copies. It is the first time a university press has published a radio broadcast and the first time the script of a commercial radio show has had a separate publication.

The business week at station WMAQ the past week included the placement of a new program and the renewal of the Kingsbury Cadets. Gassman's department store (wearing apparel), through Newby and Peron, Inc., will sponsor a transcribed series of authenticated super-natural stories titled "Incredible But True" on Thursdays and Saturdays from 10:30 to 10:45 p.m., CPT, beginning Sept. 6. Contract is for 26 weeks.

Gets KROW Post

Oakland—Philip G. Lasky, vice-president, has just announced the appointment of Milt Gunzendorfer as advertising manager of station KROW. He will direct the commercial activities of the station, and will also act as executive assistant to Lasky.



PROMOTION

In Lighter Vein

WCCO, Minneapolis, Minn. has published in brochure form a humorous, informal history of Cedric Adams, the CBS' outlet's newscaster who is completing 14 years of microphone work at the station, and whose twice daily broadcasts have a listener audience of 1,440,000 Northwesterners, according to the booklet.

Complete with anecdotes and caricatures of Adams and a few of the "substantial people" who have previously appeared on his programs, the booklet describes the type of program he does best, and the powerful influence he exerts on listeners in all circles for his sponsors, the war effort, civic and social functions, all important in his activities.

Canadian Marconi Starts Experimental FM Station

Montreal—Canadian Marconi Company has placed in operation an experimental frequency modulation station in Montreal as a means of testing company-built receivers. The company's announcement added that the FM station—VE9CM—results were "beyond expectations."

The station operates from the Marconi factory in the neighboring town of Mount Royal, and broadcast receivers have been spotted throughout the Montreal area for testing purposes. The station operates from 8 p.m. to 9 p.m. daily, broadcasting programs of CFCF on a frequency of 83 megacycles with a power of 25 watts.

Canadian Broadcasting Corporation is operating a similar FM station here under the call letters VE9FM on a frequency of 45.7 megacycles and with a power of 100 watts.

Beale Promoted By G. E.

R. B. Beale, Jr., for eight years the laundry representative for the Atlantic district of General Electric Co., has been appointed sales manager of the electric sink and cabinet division. During the war he was assistant to the manager of laminated products sales in Pittsfield, Mass. Mr. Beale's new headquarters are in Bridgeport, Connecticut.

Surplus War Equipment Valued At Five Billions

(Continued from Page 1)

obtaining from manufacturers for the past year or more, 213 equipment makers will take back their own surplus equipment for sale to the public, while 12 manufacturers have agreed to act as general agents for the RFC, handling their own equipment as well as that of all other manufacturers who have not signed agreements.

Equipment to be turned back for sale to the public included such items as field telephone sets, mine detectors, radar devices, radio direction finders, code practice sets, mobile radio communication units and walkie-talkies. The latter are expected to be suitable for many civilian uses, particularly by railroads and fire and police departments.

Equipment that is obviously too large and bulky for individual use will be dismantled and the thousands of parts offered for resale. This applies to such items as huge radar

sets for battleships. A certain amount of the surplus electronic equipment will not be salable due to its highly specialized nature.

First choice on all equipment at reduced prices will be given to educational institutions, law enforcement agencies and other publicity supported bodies.

All equipment which is electrically and mechanically perfect will be sold as new equipment and priced accordingly. Items that are not mechanically perfect or marred in any way will be sold at reduced prices. Manufacturers will handle sales, according to the RFC because they are best equipped to make necessary modifications, tests and repairs to make the equipment suitable for commercial purposes.

AGENCIES

CECIL & PRESBRY, INC., has been engaged by the Carbola Chemical Company, Natural Bridge, N. Y., as its agency to handle the advertising of Carbola-DDT, a cold water non-toxic paint containing the new insecticide. Tests made by the Carbola Company on 500 farms over the period of a year have demonstrated Carbola-DDT to be an effective destroyer of flies, mosquitoes and other injurious insects.

HAL H. THURBER, for 11 years vice-president of D'Arcy Advertising Co., St. Louis, has been elected executive vice-president of the United States Advertising Corp., in charge of the agency's Toledo, O., office. James A. McPhail, with D'Arcy for six years as an account executive, has taken a similar post in the Toledo office of U. S. Advertising.

Tele "Chills and Thrills" Marks 5th Year Tonight

Fifth anniversary program of Doug Allan's "Chills and Thrills" on WABD, Du Mont station in New York, will be marked tonight by an additional quarter-hour of entertainment 8-8:45 p.m. with Frazier Hunt among the guests. Others on the program will include Mrs. Ava Hamilton, with films made in Africa; Curtis Neagle, with special films of Australian aborigines and Hetty Dyhrenfurth, Swiss explorer and mountain climber, the first woman to scale Peak Queen Mary in the Himalayas expedition.

WGIL, Galesburg, Ill., Joining MBS Sept. 24

WGIL, Galesburg, Ill. Joins the Mutual network Sept. 24, as the 275th MBS affiliate. Station operates on 1,400 kc with 250 watts power. Harvey C. Day is station manager for the new affiliate.

Worcester's Top 28 NIGHT TIME Network Programs

ALL on WTAG

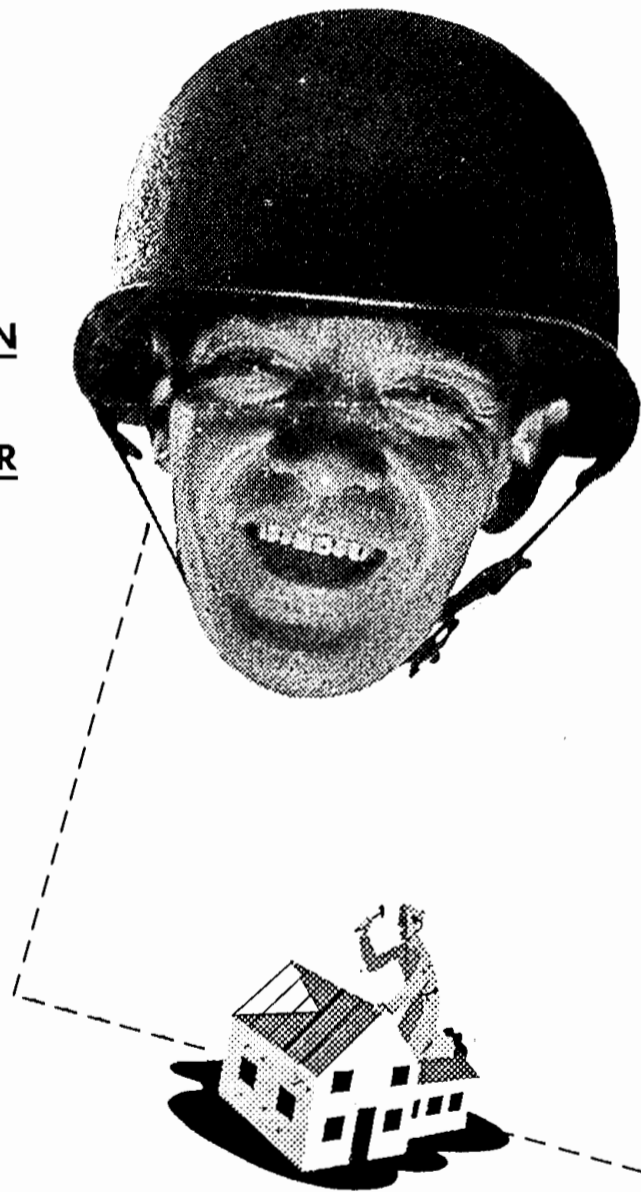
Your Hit Parade **30.3**

Hooper Survey Dec. '44—Apr. '45

WTAG WORCESTER

IT'S THE STATION THAT MADE ME A HOME OWNER

When it seemed to us that Uncle Sam's G. I. home loan idea needed to be put into one syllable words, we planned carefully a series of programs conducted by loan experts, coached by radio experts. It is this sort of helpful service that has made fast friends for the Friendly Station, and belief in the things we say and sell.



CLEVELAND'S **WGAR** THE FRIENDLY STATION

FREE SPEECH MIKE RADIO'S XXV ANNIVERSARY

RICHMOND COVERAGE AT PETERSBURG RATES
WIRE or WRITE
WSSV
Petersburg, Virginia

Pearl Harbor Report Aired By 4 Networks

(Continued from Page 1)

people was scheduled for a 1:00 p.m. release yesterday, so the announcement was made simultaneously by the webs from their Washington correspondents.

Bill Hillman, Les Nichols, Charles Hodges and Royal Arch Gunnison were heard over Mutual from 1:00 to 1:30 p.m. on a round table discussion of the facts disclosed in the official report, and again last night from 7:30 to 8:00 p.m. on a special half hour program which featured a five minute talk by the chairman of the House Military Affairs Committee, Andrew J. May, and a prepared statement from Senator David I. Walsh, chairman of the Senate Naval Affairs Committee. Tom Slater moderated the special evening program for MBS.

CBS aired Bill Costello from the Capital with a two-minute news bulletin describing the findings in the report issued by the Army and Navy investigating committee, and at 4:30 p.m., EWT, broadcast a discussion by Major George Fielding Eliot and Joseph Harsch on "Feature Story," regularly scheduled show changed to devote time to the Pearl Harbor story.

Robert McCormick flashed the announcement for NBC from Washington, at 1:00 p.m., EWT, and Leif Eid followed with a 15-minute analysis of the report at 1:45 p.m. Network commentators H. V. Kaltenborn, John W. Vandercook, Lowell Thomas and Richard Harkness devoted their regular broadcasts to the announcement.

Ray Henle aired the Pearl Harbor revelation for American from the Capital, substituting for Baukhage who is en route to Europe to cover the war criminal trials for the network. American's regular commentators devoted their time to discussion of the announcement and its subsequent effects.

MacHarrie Joins WLW; Jeneson Coming East

Cincinnati — Stuart MacHarrie, former account executive of the American Broadcasting Company, New York, has been named account executive in the general sales office of WLW, according to an announcement by Robert Dunville, vice-president of the Crosley Corporation and general manager of WLW.

At the same time Mr. Dunville announced that George Jeneson, commercial traffic manager of the WLW sales department, is being transferred to the New York sales office of WLW.

MacHarrie before joining the American Broadcasting Company was sales manager of WSRR, Stamford, Conn., and prior to this was field manager of the Radio Transcription Company of America working out of the Chicago and Hollywood office. He starts in his new position immediately at WLW.

BERLIN



...And its
incredible destruction



(Continued from Page 1)

Berlin. . . . We visited the huge Stadium in which the Olympic games were held and the box from which the late Mr. Hitler and Mr. Mussolini took bows. . . . We took a quick look see at the humanly interesting and now famous Berlin black market still going strong but now out of bounds to our GI's. . . . We were commanded both with courtesy and finality not to drink the water here and not to stay out after midnight. . . . Last night the conductor of the Berlin Philharmonic was shot through the head because he did not halt soon enough when challenged by a sentry.

DRESSED in our finest, our outfit was given the most comprehensive and human briefing of the trip by Major General Parks who is the United States commander of the Berlin district. . . . The American zone takes in practically all of the old city of Berlin as it existed prior to 1920 including the enormous Tempelhof air field. . . . Right now there are some 34,000 American troops here compared to 25,000 Russkies. . . . Also 15,000 Tommies and 5,000 French. . . . Officers and soldiers of each army are free to come and go as they please into the zones of each other and General Parks tells us contrary to some opinion the finest of spirit and cooperation exists with all four outfits and that goes all the way down the line from the brass hats to the enlisted man. . . . The two top problems here now are the distribution of food and the preparation for the handling of food and fuel distribution during coming winter. . . . Coal is so scarce that entire forests close to the Berlin district are about to be cut down and wood stoves will soon be on the assembly line so that at least one room in each house will have heat during the long cold Berlin winter. . . . About one million of the four million prewar Berlin population have gone. . . . Gone from the ghostly reflections that mirror themselves at every turn. . . . A bomb hit squarely upon the intersection of a downtown subway station and one of Berlin's large canals. . . . It is reliably estimated that two thousand dead bodies are still floating in this section of the subway. . . . As we write this two thoughts of today's tour linger. . . . The statue of Martin Luther in the direct center of bombed out Berlin that remains practically untouched as if by divine protection and this Ghost City itself that will haunt those Nazis who are left, and there are still many, for the rest of their lives.

THIS morning at breakfast we had a chat with the dapper Colonel Doug Meservey, formerly of NBC and now military governor of Bremen. . . . He tells us that Bremen, too, is a replica of smashed Berlin with its great system of docks and water front installations gone with the finality of the melting snows of spring. . . . We had to fly the long way round to get into Berlin, the Russians would not permit us to fly over their territory. . . . Damn unpredictable are those sometimes

likable Russians. . . . At night the members of our outfit were the dinner guests of American Forces Network and other important military folk. . . . The affair was held in their living quarters, formerly the swanky home of Max Schmeling. . . . The boys did themselves proud via a half hour broadcast over AFN Berlin with a program built especially around our visit. . . . This outfit is under Captain Andy Cummings who is in charge of AFN German operations and the dinner was toastmastered by the capable and soft spoken Lieut. Hendrick Booraem of the navy who with Colonel John Hayes runs the AFN show in Europe.

BERLIN INTELLIGENCE: American cigars actually sell here for five frogs a pack. . . . Pardon us while we answer the telephone. . . . Our night shift gang want us to go with them to visit a red hot night club in the Russian sector. . . . Our answer was no. . . . We are a working journalist not a stay out late. . . . Our heavy luggage got lost in Luxembourg and Mark Woods was down to his last two dress uniforms. . . . There goes that telephone again. . . . We don't like to hurt the feelings of our fellow Bohemian radio execs so we just gave them a polite final no. . . . We have no interest whatsoever in a night club in the Russian section that's on fire with the sexiest floor show in Europe and that's that. . . . International relations here will soon be tested for they are about to publish a daily paper in German under the joint editorial supervision of the American, Russian, English and French. . . . in little old New York with the lovelier and gentler sex it is diamonds and furs, here it is cigars and chocolate. . . . The most important article in our missette bag is our sewing kit. . . . Pardon us while we answer the phone. . . . Well I guess after all it is the duty of a trustworthy reporter to cover both with fidelity and accuracy all goings on here in Berlin including hot night clubs. . . . On that basis we are going along!

Texas Stations Aid Press During Strike

(Continued from Page 1)

program schedules. Special periods containing features found in the three local dailies were being aired including a brief synopsis of the comic sections.

Station KABC as a public service is issuing a daily legal sized mimeographed sheet to downtown merchants of news of local and state and nationwide importance received over its news tickers. Local merchants have increased their announcement schedules on all stations.

Broadcasters Give Aid In Hurricane Crisis

(Continued from Page 1)

and offered places of safety through the medium of radio.

Deluge of Phone Calls

Volume of telephone calls to KEY was greater during these days than at any time during the war. Calls ranged from the standard question "What's new on the storm?" to "I

Special Coverage

San Antonio—On heels of the newspaper strike a tropical hurricane has struck in the southwest and stations here are airing special reports from the storm areas. KABC has broadcast a special pickup from Houston and Corpus Christi. A special crew headed by Bud Thorpe, WOAI special news event department head, and Boxie Mundine are making a trip through the storm area broadcasting reports on the damage caused by the storm and broadcasting latest warnings issued by the weather bureau.

a florist and I have a lot of pot plants out of doors, do you think I should bring them in?"

Following the crisis, telephone calls requested everything from information on relatives in nearby towns to a request that stations broadcast the fact that a tea scheduled for Monday would be postponed.

All in all, public service messages included announcements of places of safety, the official order to evacuate the beach, announcement that the highway over the causeway was closed. Mustering of Texas Defense Guards and Boy Scouts announcements for the City Water Dept., Light Company and Telephone Company. These announcements were in addition to remote broadcasts for the weather bureau and repetition of these bulletins over the air between times.

New Fitzgerald Show

Barry Fitzgerald, Paramount star who won an Academy award for his work in "Going My Way," in which he played the role of the aged priest will have his own radio show on NBC beginning Oct. 16. Show is tentatively titled, "Hir Honor, The Barber" and will be heard Tuesday-evenings 7:30-8 p.m., EWT in the spot now held down by Dick Haymes programs.

RADIO RESEARCH ANALYST AVAILABLE

Makes data breathe. Knowledge of circulation, coverage, programs and ratings. Familiar with station and network sales research needs. Large network experience. Young man, college and veteran, seeks interesting change with organization aware of public opinion's importance in today's consumer market. Write RADIO DAILY, Box 210, 1501 Broadway, New York 18, N. Y.

Crosley 1st Year Goal 1,400,000 Home Sets

(Continued from Page 1)

...ss before the Crosley regional and merchandising managers at the general offices here.

...roduction of Crosley home receivers will start in a small way in September, Schotters said, and the size of the output will depend on materials being obtained. One of the two large Crosley plants here will be converted to peacetime goods in a few days and the other will continue in full war production for some time to come.

...Schotters said that Crosley can produce 4,500 sets per day in one plant operating an eight-hour shift. When another plant is available, 600 complete sets per day can be turned out. This means 5,100 sets per day and on a year makes the 1,400,000 figure. In the Crosley sales department can't them, Schotters said, a 16-hour shift can turn out 2,800,000 receivers a year, and possibility is that the company will eventually build 5,000,000 sets a year.

...Malden, N. J.—RCA Victor division of RCA is stepping up production of phonograph records to such extent that new employees are being added to payrolls on certain plants. No reconversion problem is involved in this; manufacturing and the company which could only supply half of the demand during wartime is now expanding facilities to meet its requirements.

Wersharp To Expand; Has New Writing Device

...Wersharp, Inc. will hire more than 100 new employees in its expansion in which calls for manufacture for civilian use of its ball-contact writing instrument, according to Martin Straus, president of the company. Plant will be built in the East for production of the new device which writes dry on paper instead of leading wet ink. Company, one of the large radio sponsors, has already converted to making pens and pencils for civilian use.

Met' Star Melton Guest

...Annamary Dickey, Metropolitan Opera soprano, will join her colleague, James Melton, as his guest on "Texaco Star Theater" program Monday on CBS from 9:30-10 p.m.

Wedding Bells

...Los Angeles—Gil Thomas, KFI writer-producer, was married in the Saints Church in Beverly Hills on August 12th to Betty Simons.

Mayors of Ten Cities To Report on MBS Program

(Continued from Page 1)

Report on Jobs," the program will for the evening take over the time usually allotted to the "American Forum of the Air." All of the cities whose mayors will be on hand, are engaged in concentrated industry war effort and the topic will concern jobs and reconversion, employment programs and similar plans.

Each of the Mayors will have made a canvass of his territory the aggregate populations of which is placed at 40,000,000, before coming to the mike. Officials and cities they represent are: F. H. La Guardia, New York; Edward J. Kelly, Chicago; Bernard Samuel, Philadelphia; Edward J. Jeffries, Detroit; Fletcher Bowron, Los Angeles; Thomas A. Burke, Cleveland; Theodore Roosevelt McKeldin, Baltimore; A. P. Kauffman, St. Louis; John E. Kerrigan, Boston, and Cornelius D. Scully, Pittsburgh.

Tele Experts Will Discuss Engineering Standards

Washington Bureau, RADIO DAILY

Washington—A committee from the Television Broadcasters Association will meet here today with C. M. Braum, FCC engineer, to discuss standards of good engineering practices in connection with the television allocations. Those scheduled to attend are Dr. T. T. Goldsmith, Jr., of Du Mont; F. J. Bingley, chief engineer of Philco; Charles Singer of WOR, William Duttra of NBC and James Veach of the RCA Frequency offices.

Sees Rapid Re-Conversion

Malden, Mass.—Armed with enormous production facilities developed during the war, the radio industry will be able to supply all civilian needs within eight months, William A. Ready, president of the National Radio Company, expressed as his opinion here recently in an interview with members of the New England press.

Mr. Ready felt that competition in the reconversion period will be "unprecedented," and that many of the newcomers in the manufacturing field would not survive the pace. He pointed out that industry's use of radio and electronic equipment will be greatly expanded, listing railroads, bus and trucking companies as among new users.

Cowles' Capital Station Shifting Program Sked

Washington Bureau, RADIO DAILY

Washington—In keeping with post-war plans, WOL, the local Cowles Broadcasting Co. outlet is making sweeping changes effective Sept. 3. On this day all locally produced shows will either be eliminated or re-scheduled and a great number of new programs will be introduced.

Most drastic change will be the abolition of the "Morning Man" technique. Art Brown, who carried the 6-9 a.m. period will be shifted to a new show and the ayem program eliminated. New programming will include the General Electric news series with two daily newscasts at 8 and 11.

Extensive alterations are being made in the WOL studios to accommodate an enlarged news bureau and another change will involve an audience studio.

Morning shows will include a new "man and wife" format to be done by Frances and Jack Paige from their breakfast table. This 8:30-8:55 a.m. participating program is about set as to sponsors and will be an ad lib show, Monday through Saturday. Consolidated Royal Chemical Co. of Chicago through O'Neil, McMahon & Larson has bought the morning time between 6:45-7 a.m. and 9:15 to 9:30 a.m. Talent on these shows has not yet been announced.

Early morning segment on WOL will be specially written hymn feature 5:30-6:30 a.m., also Western music and public service features. Other changes will be in the afternoon when Art Brown and Russ Hodges take over the 3-5:15 p.m. period with a variety show. Apart from a heavy schedule of Mutual shows getting under way on Sept. 3, there will be several show shifts. New program will also be heard at 11:30 p.m. to midnight entitled "Moon Mist" with Karl Bates, and will comprise soft musical series.

Hassel Signed By WJZ

Joe Hassel, fresh from the Army in which he served as special features and sports editor for the Armed Forces Radio Service both in this country and abroad, has been signed for a 15-minute, Monday through Friday sports show over WJZ at 11:15 p.m., EWT. Hassel's program will be entitled "Joe Hassel Presents" and will enable him to speak on various sports subjects.

Columbia 'U' Files For Educational FM

(Continued from Page 1)

developmental station in New York, which is now ready for operation.

A new standard broadcast station in Memphis, Tenn. was requested by Herbert Herff, with assignment to the 1,340 band with 250 watts unlimited. Power boosts were sought by WJLS, Beckley, W. Va. and KSEI, Pocatello, Idaho. WJLS seeks to increase its power from 100 watts night and 250 watts day to 500 watts night and one kilowatt day, with new directional equipment.

Assignment is on the 560 band. KSEI, which had earlier applied to increase its power from 250 watts night and one kilowatt day to one kilowatt day and night, now seeks to boost its power to five kilowatts day and night, with new directional equipment. KSEI broadcasts on 930 kc.

3 FM and 2 AM Licenses Sought in FCC Applications

Applications for three new FM stations and two new AM stations were received Friday at FCC. The FM applicants were Wilton E. Hall, Anderson, Hazelton Broadcasting Service Inc., Hazelton, Pa., WAZL. The AM applicants were the Covington News Inc., Covington, Ga. and the Midwest Broadcasting Co., Mt. Vernon, Ill.

NBC applied last Friday for extension of authority to transmit programs to stations CBL and CBM and other stations under the control of the Canadian Broadcasting Corp. for the period beginning Sept. 15, and for extension of authority for the same period to transmit recorded programs to all broadcast stations under the control of the Canadian authorities that may be heard consistently in the U. S.

OFF THE AIR
REFERENCE RECORDINGS
IN CHICAGO

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EXCLUSIVE!

WIBG
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THE BEGINNING OF RADIO IN CHATTANOOGA

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5,000 WATTS DAY AND NIGHT best job in Chattanooga

PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

First in Chattanooga

★ ★ ★ COAST-TO-COAST ★ ★ ★

— CANADA —

EDMONTON—“Fascinating Rhythm,” a new CJCA program, glamorizes the color and historical background of the area within its coverage as a change from the familiar type musical travelogue to foreign lands. . . . **TORONTO**—CKEY’s Lorne Green was repairing tire trouble when his car slipped from the jack pinning him to the road. It was 20 minutes before his cries were heard and he was rescued. Fortunately he wasn’t hurt.

— WISCONSIN —

MILWAUKEE—One feature of WTMJ’s V-J coverage was the use of the station’s short wave truck in an interview with wounded veterans from Veteran’s Hospital at Wood, Wisconsin. . . . Victory day functions went along without a hitch from WTMJ’s “Radio City.”

— SOUTH DAKOTA —

YANKTON—WNAX is planning their annual “WNAX Mid-West Farmer Day,” where thousands gather each Labor Day to pick the Typical Mid-West Farmer and honor all farmers in the area. . . . **RAPID CITY**—KOTA exchanged contracts with Broadcast Measurement Bureau for the advantages of that audience survey organization. . . . Rolf Hertsgaard, KOTA’s program director planed to Denver to attend the CBS affiliates conference on August 20th.

— INDIANA —

INDIANAPOLIS—WIBC announces the appointment of Samuel R. White as director of sales promotion, and ex-Navy Lieut. Norman Perry, Jr. as director of public relations and special events. . . . **FORT WAYNE**—Marge Hooper, WOWO’s former staff arranger is now staff organist. Besides incidental program music, she will do a nightly program, “Stars of Tomorrow,” featuring amateurs chosen from studio auditions.

— NEW HAMPSHIRE —

PORTSMOUTH—Ken Rand, of Colonial Laundry, sponsor of WHEB’s “Community News” is distributing “Surrender at Sea,” booklet compilation of Charlie Gray’s spot news stories on the surrender of four Nazi submarines at the Portsmouth Navy Yard. Gray’s new 32-page booklet was assembled and edited by promotion director Dal Wyant. It contains actual photographs, facts about the surrenders and cartoons by Edward McCandlish.

Send Birthday Greetings To—

(August 30, 1945)

Oliver S. Gramling Paul W. Kosten
Peggy Marshall M. P. Wamboldt
Howard Stanley Jack Bundy
M. H. Shapiro

— NEW YORK —

NEW YORK CITY—“The Sports Club of the Air,” 15-minute sustainer over WINS every Saturday at 10:30 a.m. has featured leading sports figures, Lefty Gomez, former Yankee pitcher, Danny Gardella, Giants outfielder, and Canada Lee, boxer and actor. Gene Tunney and Creighton Miller are scheduled for future shows. . . . Woody Herman, popular bandleader, joined with Jack Shafer on WMCA’s “Interview With a Star,” Saturday, Aug. 25th, from 6:45 to 7:00 p.m. Bert Wheeler, veteran comic of stage and screen, is scheduled later.

— VIRGINIA —

RICHMOND—Sam Carey, production manager at WRVA will succeed Irvin Abeloff as program manager effective Sept. 15th. . . . Carey hails from WBOC, Salisbury, Maryland. . . . Abeloff becomes general manager at WLEE. . . . Bill Ruddock fills in at WRVA for Carey. . . . **PETERSBURG**—Louis H. Peterson, president of WSSV, has been elected a member of the board of directors of the Petersburg Chapter of the Red Cross. . . . Betty Hall has joined the staff as secretary to the assistant manager.

— FLORIDA —

MIAMI—Irwin Johnson former director of service programs at WBNS, Columbus, O., and conductor of the morning participation show, “The Earlyworm,” has joined WGBS as promotion manager. He will continue the “Earlyworm” show. . . . **JACKSONVILLE**—WPDQ, WMBR, WJAX and WJHP, were honored recently for their services to the war effort by the Jacksonville Naval Air Station with the presentation of plaques at a banquet held at the air station, which during the war was one of the best known posts throughout the United States.

GENERAL MACARTHUR



BYRON NELSON



BOB HOPE



NO. 1
IN THE PACIFIC

NO. 1
IN GOLF

NO. 1
IN COMEDY

WOOD

NO. 1 IN GRAND RAPIDS

NO. 1 STATION (5000 WATTS) WITH THE

NO. 1 NETWORK (NBC) IN THE

NO. 1 MARKET IN OUTSTATE MICHIGAN

PAUL H. RAYMER CO., Sales Representatives

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 32, NO. 43

NEW YORK, N. Y., FRIDAY, AUGUST 31, 1945

TEN CENTS

WABD-Wanamaker Deal

SALZBURG

Berchtesgaden and the Eagle's Nest

By JACK ALICOATE
Publisher, Radio Daily

WE HAVE just visited the famous mountain retreat of Hitler, the man who lived not wisely but too well. . . Its location is one of magnificent splendor. . . So bad such a garden spot of natural grandeur should have been used for even a small part of its eternal existence as a retreat to such madmen as Hitler, Goebbels and Goering. . . The Eagle's Nest is a fine thousand feet in the air, towering majestically over surrounding peaks. . . You enter through enormous cast bronze doors, walk a half block through a theater-like tunnel and then enter the bronze elevator that takes you up and up and up to the entrance hall. . . Here one finds an extravagant modern country home some six miles up the winding, hazardous road from the colorful village of Berchtesgaden in the Bavarian Alps. . . The living room is tremendous and 26 legal chairs surround the massive oak dining table. . . The view in every direction is indescribably breathtaking.

* * *

ON OUR return down the mountainside we visited Hitler's village where he had his home as well as a small hotel and restaurant. . . Here his living room was as large as a neighborhood theater and the huge window facing the valley was the largest single piece of glass we have ever seen. . . All this as well as the big barracks occupied by his protecting Storm Troopers has been smashed by bombers much as one would crush a cardboard box. . . Goering's home, but a mangle shot from Hitler's is just a mass of rubble. . . Hitler's interesting (Continued on Page 2)

Rare

When Pieter de Witt, Fifth Avenue diamond expert and nationally famous jewelry collector, appears on Dave Elman's "Hobby Lobby" over the Columbia network late in September, he'll have a cool half million dollars worth of rare and antique jewelry on display in the studio. As a precaution, Elman and CBS have decided to engage a pair of armed guards.

No Paper Monday

Monday being Labor Day, observed throughout the United States as a legal holiday, RADIO DAILY will not be published.

Price to Germany For Pres. Truman

Washington Bureau, RADIO DAILY

Washington—Byron G. Price, former head of the Office of Censorship and before that a high official of the Associated Press, has been named as special adviser on information matters to the American Forces occupying Berlin, President Truman said at his press conference yesterday. Price, the President said, will advise on all forms of public relations work—press, radio, pix and periodicals—and his position will be that of Presidential representative. The Price appointment was interpreted here as another in-

(Continued on Page 4)

Mueller Pacific Manager Of NBC News Division

Merrill Mueller, NBC correspondent in the Pacific, has been named chief of Pacific operations by William F. Brooks, network's director of news and special events, it was announced yesterday.

Mueller has been in the Philippines for several months, and most recently was attached to General MacArthur's headquarters. He will now (Continued on Page 5)

Radio Set For Jap Surrender; Truman To Usher In Program

Radio in the U. S. is standing by fully prepared to inform the American public of the official ending of the war with Japan and the formal signing of the surrender terms. Exact time of the surrender is still undetermined, but indications are it may come close to 10 p.m. tomorrow night which would be 11 a.m. Sunday Tokyo time.

President Truman will be heard in an address of several minutes dura-

Du Mont Station And Department Store Sign Pact For Large Development Including Three Video Studios

Newspaper-less Cities Still Take Radio News

Newspaper strike situations in St. Louis and San Antonio were reported unchanged yesterday with radio still doing a great public service job in keeping the public of both areas informed on all news developments.

The St. Louis newspaper strike is entering its third week with no signs of a settlement. Wednesday morning publishers of three St. Louis dailies (Continued on Page 5)

McNeill's Breakfast Club Originates In N. Y. For Wk.

Don McNeill and the "Breakfast Club" show arrive in New York Sunday from Chicago for a week's origination of the American web program from the New York studios. On Sunday McNeill will be guest of Paul (Continued on Page 4)

Quebec Radio City Planned With FM-Tele

Quebec—City Industrial Commissioner Armand Viau announced that a Quebec Radio City, a new building to house a powerful radio station (Continued on Page 5)

First of the large department stores to become active in the television field is the John Wanamaker company, with the announcement yesterday that a deal has been consummated with the Allen B. Du Mont Laboratories, Inc., for the installation of three complete television studios in the main (Continued on Page 3)

BMB Committee Okays Web Participation

Approval of a proposal to include network subscription to the Broadcast Measurement Bureau was voiced by members of the BMB Technical Research Committee at their New York meeting Wednesday and the matter will be referred to the board research committee for later consideration of the board of directors.

In addition to giving their endorsement (Continued on Page 5)

FCC Relaxes Controls Over Line Construction

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday announced a relaxation of its controls over constructions of new telephone or telegraph lines, which since De- (Continued on Page 5)

Chef!

WABC's Arthur Godfrey once had a job as a second cook in a Detroit hotel. The job lasted two hours. Arthur was assigned to making chicken soup with rice and he was told to put in the rice when the soup was about half ready. He did, and soon saw mounds of white stuff bubbling up over the kettle top. . . he had poured in five pounds of rice!



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Thursday, August 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	181 3/8	181 1/4	181 1/4	...
Farnsworth T. & R.	16 1/4	16 1/8	16 1/8	- 1/8
Gen. Electric	47 1/4	46 7/8	47 1/4	...
Philco	38 1/2	38 1/4	38 3/8	- 1/8
RCA Common	16	15 5/8	15 3/8	- 1/8
RCA First Pfd.	85 1/2	85 1/2	85 1/2	...
Stewart-Warner	20 1/2	20 1/4	20 1/2	+ 1/8
Westinghouse	35	35 1/2	35 7/8	+ 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	31 1/2	31 1/2	31 1/2	...
Nat. Union Radio	5 1/4	5 1/4	5 1/4	...

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	27	...
WJR (Detroit)	25	...

20 YEARS AGO TODAY

(August 31, 1925)

Further interesting data on the WLS, Chicago, letter contest reveals farm folk valuing radio for a variety of features and uses, with emphasis on weather and market reports. Several farmers mention yearly gains of around \$2,000 after acting on service reports.

WANTED

Experienced play by play sports announcer, football, basketball, and baseball. Year around job at excellent salary and excellent opportunity on one of the best sports stations in the nation for the right man. Wire experience and starting salary to Wm. C. Grovo, KFBC, Cheyenne, Wyoming.

SALZBURG

Berchtesgaden and the Eagle's Nest

(Continued from Page 1)

underground projection is still unharmed. . . . It contains miles of winding hallways with machine gun emplacements at every turn . . . He probably meant to spend a long time there for it contains a hospital, a dental parlor and nursery. . . . A villager told us that Hitler spent much of the last six months of the war in this underground retreat. . . . The Fuehrer's folly is but a half hour's run from Salzburg. . . . We made the trip by jeeper, which is an overfed and overgrown jeep that seats six, goes just as fast and is twice as uncomfortable.

THIS Salzburg is a delightfully charming town nestled in a beautiful valley and dominated by its world-famous castle. . . . It is now in the midst of a sad war edition of its once famous Salzburger festsplele. . . . The last time we were here in festival time we were with Max Reinhardt and Jack Warner. . . . In those pre-war days in August Salzburg was the world's musical center, there was champagne, beautifully gowned women, high priced hotels and unrestrained gaiety. . . . Today, the little city is still crowded but beer takes the place of wine and folks wear the same clothes they wore yesterday, the day before, and last year. . . . Our fighting battery of radio execs, a little worn out and bedraggled from a firing campaign has its choice tonight between a serious play called "The Fool and Death" and a musical named "An Austrian Evening." . . . Our intellectuals are going in for words while the stay-out-later lean toward the musical thing. . . . Personally and in the interest of seeing first and how the other side of the world lives we are going to try and find a good old-fashioned Tyrolean beer house with a hot accordion impresario and wrap ourselves around a bucketful.

YESTERDAY, our last day in Berlin, we had lunch with group chief of staff General Bryan Milburn. . . . Our good friend, Ambassador Bob Murphy, was in attendance and we sat next to an old Georgetown University classmate, United States Solicitor General Charles Fahy. . . . On then to Radio Berlin in the British zone but operated by the Russians because the transmitter is on their side of the railroad tracks. . . . This enormous building

was partially wrecked by Storm Troopers when Berlin fell and the only item of interest to report was a German-made recording machine that our mechanically-minded, fellow radio brass hats, tell us is better than anything we have back home. . . . A fast side trip to American Network Forces ultra modernistic studios for a quick look and then on to the Berlin Army Headquarters for a formal visit with Lieutenant General Clay, deputy military governor of Germany. . . . Top members of his staff were present, as was political advisor Ambassador Murphy, to answer questions that our group kept pitching for more than an hour. . . . Off now to well earned cocktails with the universally liked Colonel Barney Oldfield at his 82nd Division Airborne Press Club. . . . To dinner then where we meet the American working press of Berlin and then back to Colonel Barney's for an ultra soiree with full orchestra and the first evening dresses we have seen since leaving the Stork Club.

INNOCENT INTELLIGENCE:
Cheap watches in Berlin actually have a ready market value with the Russkies of from three to five hundred dollars. . . . In the American zone they have over eighty thousand political prisoners awaiting trial, storm troopers, Gestapo, Nazis and the like. . . . Money means little or nothing in Berlin for there is little of nothing to buy. . . . Regardless of how much an enterprising GI makes by trading he can only send home his actual pay plus ten per cent. . . . General Patton's observation regarding fraternization was both poignant and direct. . . . We can tell you but cannot write it.

G. E. Announces Plans

Bridgeport, Conn.—General Electric will begin manufacture of home radios Oct. 1 and is preparing to start production of television and FM receivers soon after. Scheduled for early distribution are a variety of portables, table models, consoles, radio-phonograph combinations and farm sets.



Officia U. S. Navy Photo

Cutting a "fix"

That quartermaster on a submarine is cutting in a "fix" on the chart table. He knows exactly where he is.

And that's a mighty comforting thought to anyone anywhere . . . to know exactly where you are. And it's particularly true if part of your job is trying to cut a "fix" on radio time buying.

With so many wave lengths and call letters to choose from . . . it can get to be a muddled course.

We can speak only of one city . . . Baltimore . . . and one station . . . W-I-T-H.

If you want to know exactly where to buy the greatest number of listeners for the lowest cost . . . if you want to know exactly who gives your sales story a chance to produce . . .

Then you'll cut your "fix" at 1230 on the dial in Baltimore—W-I-T-H, the successful independent.



W-I-T-H
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

IN PHILADELPHIA
Nearly everybody listens to
WDAS BROADCASTS OF NEWS
ON THE HOUR • EVERY HOUR

That's why
78 percent of our sponsors renew regularly.

COMING and GOING

HARRY SEDGWICK, president of CFRB, Toronto, Ont., is visiting briefly in New York for conferences with officials of CBS.

HARRY HAYS, assistant to the vice-president and business manager of radio recordings at NBC in New York, is in Hollywood, where he will remain until Sept. 4, after which he'll leave for San Francisco to confer with network executives there.

J. PORTER SMITH, president of WGRC, Louisville, and CHARLES L. HARRIS, manager of the station, are back at their headquarters following a business trip to Chicago.

A. N. ARMSTRONG, JR., general manager of WOPX, Boston, in Chicago this week on station business.

RALPH HATCHER, of the Columbia network's station relations division in Chicago, away on his annual vacation.

LOUIS SAIFF, JR., commercial manager of WJNY, Watertown, N. Y., conferring this week with the CBS offices in Gotham.

SAM H. BENNETT, vice-president and director of sales for KMBC, Kansas City, in New York for 10 days on commercial problems.

ESTELLE BARNES, music librarian at WGN, Chicago, has returned from her vacation.

E. K. HARTENBOWER, general manager of WCMO, Kansas City, has left on a business trip for three weeks, during which he will confer with American Broadcasting Company officials in Chicago and New York.

EVELYN KNIGHT, vocalist, this week-end will appear at Cherry Point and Miami Beach, N. C., where to entertain Marines and Army Air Forces personnel.

I. R. LOUNSBERRY, executive vice-president of WKBW, Buffalo, N. Y., looked in this week at the New York headquarters of CBS.

DON RICKERT, personal manager of Johnny Tompkins, of American's "Song Salesman" program, is back from conferences with his client in Chicago.

CHICK VINCENT, producer-director of the "Charlie Chan" series on WJZ, has returned from his visit to Boston.

J. E. "TED" CAMPEAU, general manager of WJLW, Windsor-Detroit, left early this week on a business trip to Boston.

NORETTA BROWN WERTH, who served on the staff of KPND, Pampa, Texas, while her husband is stationed at nearby Pampa Army Air Field, has returned to New York.

MELBA FLEMING, secretary to Bob Alburty, station manager of WHBQ, Memphis, spent her recent vacation in Gulfport, Miss.

Talk By Gen. Adler Sked In American Web Tonight

"Headline Edition," over American at 7 p.m. today, will celebrate the 1st anniversary of the Air Technical Service Command with an interview with Maj. Gen. Elmer E. Adler, Deputy Commanding General for Plans at ATSC. He will discuss the nature of the Command, pointing out that the vital experimental work of the right field does not come to an end because of the cessation of hostilities, but remains of unlesened importance.

Stork News

Marshall Young, vocalist on the Columbia network's "Arthur Godfrey" program, is the father of a baby girl.

Du Mont-Wanamaker Pact Assures Dept. Store Video

(Continued from Page 1)

New York store. In announcing their entry into the television field, Charles R. Shipley, president of John Wanamaker, said "We plan to convert the portion of the store now housing the Auditorium into a virtual 'television city'. More than a half million cubic feet of space is being set aside for the project."

Installation of the new studios will begin next Tuesday, according to Samuel H. Cuff, general manager of WABD, Du Mont station, and Leonard Cramer, executive vice-president of Du Mont, who negotiated with Wanamaker's. Construction will be completed early in December and full operation of the studios will get under way by January 1st.

While programming schedules will await completion of the studios it is known that Du Mont will be prepared to produce 28 hours of live television a week from the Wanamaker studios.

Studio Installations

The installation will include one giant studio 50 by 60 feet in size with a 50-foot ceiling, two smaller studios and a tele-cine room housing a full component of television motion picture cameras, facilities for art work, property storage, dressing rooms and extensive accommodations for live audiences. A balcony above the studio floor will seat 400 visitors and a 12-foot platform around the balcony will afford room for 300 standees. A glass rear wall of the control room overlooking the major studio will permit shoppers and visitors to look in on daytime and evening rehearsals and broadcasts.

One of the unusual features of the new WABD studios is the famed John Wanamaker concert organ. It was recalled yesterday that the site of the television studios is the same location used in 1910 when the American Marconi Company set up its first wireless station in a department store. The operator at that time was David Sarnoff, now Brig. General David Sarnoff, president of RCA, and it was here that he picked up the distress signals of the sinking of the "Titanic" a generation ago.

Potentialities Are Great

Potentialities of the Wanamaker deal include the use of inter-department television, displays of television receivers actually in operation, and the opening up of television production to shoppers who visit the store's studios. Then, too, the store will be active in the production of live television shows which will include style

Hope On "We The People"

Bob Hope, just returned from Europe will be featured on "We The People" Sept. 2 over CBS. On the same show, Col. Henry W. Clark, who set up the special services athletic programs for the VE-VJ idled GI's will tell a personal story of his work in both theaters.

shows, cooking schools, and other activities allied to merchandising.

General Manager Cuff of the Du Mont station said yesterday that WABD would retain its present studios and offices at 515 Madison Avenue. He pointed out, however, that most of the television activities would move to the Wanamaker store upon completion of the new studios.

Four Camera Setup

The large studio at Wanamaker's, Mr. Cuff said, will be equipped with four cameras, two of which are to be mounted on highly flexible dollies which will permit extreme ranges of elevation and camera angles. Three and two cameras, respectively, will be installed in the other two studios. These will be separated from the main one by sliding, sound-proof doors so that all three studios may be integrated for major productions. The Du Mont laboratories plan to conduct thorough experimentation with illumination for the new studios. Lights will be suspended from a steel girder in the ceiling and also from the balcony.

AGENCIES

JOHN S. DAVIDSON, vice-president in charge of radio of Federal Advertising Agency, Inc., announces the appointment of Tom Hicks as director of spot radio production. Hicks formerly was with the radio department of Young & Rubicam, Inc., and Foote, Cone & Belding, Inc.

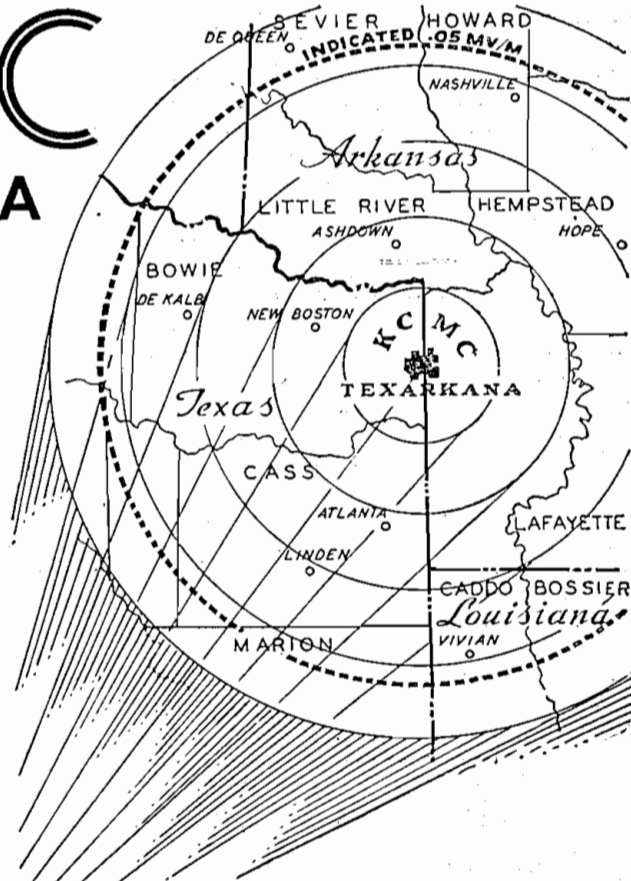
J. HIXON KINSELLA, formerly vice-president of the D'Arcy Advertising Company, has joined the firm of Tucker Wayne and Company of Atlanta as a partner and an account executive effective at once, according to an announcement made last week by Tucker Wayne, president of the Atlanta agency. Kinsella moves to the Wayne organization from the managership of the Atlanta office of the D'Arcy company, a position he has held since 1932 with the exception of two years when he was stationed in the New York D'Arcy office. He had been with D'Arcy since 1927.

HAROLD C. WALKER, advertising, Minneapolis, Minn., has been elected to membership in the American Association of Advertising Agencies.

KCMC TEXARKANA U. S. A.

- AMERICAN
• MUTUAL

Income in the vast Texarkana area is the largest in History. Reach this rich market (populated by 416,000 people) via KCMC.



Resources—Agriculture, livestock production and marketing, railroads, 52 industrial and 2 war plants, adequate retail and wholesale markets, and a vast supply of high quality natural gas from nearby oil fields for industrial and domestic uses.

For information and availabilities, write or wire Frank O. Myers, Manager, KCMC, Texarkana, U. S. A.

LOS ANGELES

By RALPH WILK

JOHN CHARLES THOMAS resumed his role as star baritone on the Westinghouse show, Sunday. Having retained the same format, production staff and cast for almost four continuous years on the air, this program is unique in radio annals.

Sidney Toler, star of Monogram Pictures' "Charlie Chan" series, was interviewed by Jimmy Tarantino on "Calvalcade of the Stars" over KHJ past week-end.

Large scale radio advertising campaign on the "Ice Follies," which premieres here Sept. 20 at the Pan Pacific Auditorium, has been set by Smith, Bull and McCreery agency. Advance "order now by mail" ballyhoo is under way. Walter McCreery supervises program.

Producer Bud Ernst sees to it that virtually any expressed wish of a winner on Mutual's "Queen for a Day" is fulfilled. When Sheila Jameson was voted "Queen" recently, she confided in Ernst that she would like a chance to screen-test for the role of "Rebecca" in "The Robe." Ernst telephoned Mervyn LeRoy, and the young Scottish girl, who played in stage productions in Scotland, is making the test.

Jack Carson, CBS star, has just turned down an attractive offer from an eastern publishing house to write a novel about his experiences entertaining G.I.'s in the South Pacific.

Price To Germany For President Truman

(Continued from Page 1)

dication that OWI will soon be out of the picture.

Truman said the appointment is with the knowledge and approval of Generals Eisenhower and Clay, and insisted that it did not indicate any dissatisfaction on his part with the currently operating public relations setup of the occupying forces.

He made it plain that Price will be consulted on all phases of public relations, including both the preparation of material for release to the German people and in the sending of information on Germany and the occupation to Americans.

Halliday Gets New Post

National Union Radio Corp., has appointed Gail Halliday district manager for the territory of New Mexico, Colorado, Utah, Wyoming, Montana, and Southern Idaho, it has been announced. His headquarters are in Denver, Colorado.

Ave Maria Hour

WMCA — Sunday — 6:30

For 10 years the number one Religious drama of the Americas.

IT'S A DONALD PETERSON PRODUCTION



Windy City Wordage

● ● ● Insiders are expecting a blow-up momentarily between Wayne King and Dolores Gray, vocalovely on his summer replacement series and the hit of the show. The talented Dolores made a quick trip to N'Yawk

Chicago

last week to audition for a Broadway role, with the result that she'll be heading east for a part in Dick Kollmer's "Slightly Perfect" when the King show folds on Sept. 23—if not sooner. The Kollmar play goes into rehearsal Sept. 17, with a Philadelphia opening set for Oct. 17. . . . Jack Owens, the Cruising Crooner, has been pronounced by his doc the winnah in his bout with rheumatic fever and has been given the green light to resume his radio activities. He'll be back on NBC's "Tin Pan Alley of the Air" Saturday and on American's Breakfast Club Sept. 17. . . . Harry Wismer, American Net's sports director, is really on the move. Tuesday night in New York he did the play-by-play broadcast of the All-American Boys' Baseball game at the Polo Grounds. He was in Chicago Thursday to handle Mutual broadcast of the College All-Star-Green Bay Packers football game in Soldier Field. Saturday he'll be back in New York for the national tennis championships at Forest Hills. . . . Corp. Nelson Olmsted, former NBC storyteller on leave with the armed forces, is currently airing his World's Greatest Stories series via the American Expeditionary Station network from Rome.

★ ★ ★

● ● ● For the second time this year Moulton Kelsey, WCFL commentator, has his overseas shots but no place to go. Kelsey had been vaccinated and was all set to shove off for the European theater when V-E Day left him with no war to cover. Again Kelsey took his shots preparatory to leaving on what was to be an extended war coverage trip through the Far Eastern theater when the Jap surrender left him stranded again at home base. . . . Capt. Michael Fielding, WIND commentator just returned from three months' special service in the Far East for the Indian government, was guest at a lunch tossed by the station last week at the Hotel Continental. Capt. F. is writing a book about his experiences. . . . Ed Freckman and Jack Frost, National Barn Dance producers, have penned a tune called "Take a Tumble from the Tumbleweed" . . . Eddie Rickenbacker's life story will be dramatized on Mutual's WGN-originated "Freedom of Opportunity" Sept. 7. . . . Josephine Antoine, soprano star of the Carnation Contented program on NBC Monday nights, and Reinhold Schmidt, bass soloist on the same show, left Chicago Tuesday by specially chartered Navy plane for a two-week concert tour of Naval Air Stations and hospitals. Their itinerary has been arranged to permit them to return to Chi each Monday for the "Contented Hour" broadcast. Flying with them as accompanist is Harold Turner, Musician Specialist 2/C of Great Lakes Naval Training Center and formerly WGN staff pianist.

★ ★ ★

● ● ● Girls are a scarce commodity on the Quiz Kids program but that didn't deter John Lewellen, program manager, who yells the loudest about the lack of girls, and Mrs. Lewellen from having a boy, Tommy, who arrived recently. . . . Bill Evans, maestro of WGN's "Record Reveille" sessions, has been accused of "involuntarily sabotaging the war effort," when there was a war, by three war plant workers in Wauwatosa, Wis., who listen to his record programs while riding to work. . . . "We are all confirmed Crosby fans," they complained, "and whereas you always play a Crosby classic just before 8 o'clock, and whereas we always like to listen to same, and whereas the accepted record time from the parking lot to the time clock is 3:07, and whereas we are not 10-second men, therefore we are frequently late in punching in. The fact that the time-keeperess (female) is a Sinatra fan makes excuses impossible! Can you possibly rearrange your format to move Crosby up a notch?"

SAN FRANCISCO

AFTER seven weeks' sick leave, Ray Lewis is back at his KPO lampoon post as self-styled "broadcastigator" on his free-for-all daily morning program featuring his own private collection of rare old-time recording and his diabolic patter and panning of his commercials, etc. During his absence Lewis scored a high of over 1,500 letters of inquiry, condolence and facetious sarcasm.

Veteran microphone-toter Dean Maddox is back to his first love again with a Man-on-the-Street program.

Maddox claims to have given the world's first Man-on-the-Street program back in New York City in 1926. His new Man-on-the-Street program is a half hour broadcast given each Monday and Friday noon from in front of the Golden Gate Theater in San Francisco, and Wednesday noon from the Orpheum Theater in Oakland, over KFRC-Mutual.

Ezra Bunce, veteran technician for KFRC-Don Lee-Mutual died after a short illness. Bunce had been with Don Lee for 30 years, first in the automobile business and later transferring to radio when Don Lee entered that field.

Armand Girard, popular KPO-NBC baritone on the "Light and Mellow" show, sang "My Wife's Gone to the Country" and "Old Man River" just before departing for his vacation at his riverside cabin.

Millie Brown Robbins, Society Editor of the Chronicle, will be featured in "Rambling with Robbins" over KSFO during the next six weeks. She replaces "In Focus" while Nicholas Johnston is on vacation.

McNeill's Breakfast Club Originates In N. Y. For Wk.

(Continued from Page 1)

Whiteman on the Philco Summer Show and on Monday Whiteman will return Don's call by appearing on the session of the Breakfast Club. McNeill's trip to New York is in conjunction with Philco's sponsorship of a 15-minute segment of the show beginning Monday. It is rumored also that plans may be worked out during the New York visit for the permanent removal of the "Breakfast Club" from Chicago to Manhattan.

You are in
**GOOD
COMPANY**
when you
advertise on . . .

KMPC
LOS ANGELES
710 Kc. - 10000 WATTS
THE WEST'S GREATEST INDEPENDENT
NATIONAL SALES REPRESENTATIVE - PAUL H. RAYMER COMPANY

Radio Fully Prepared For Japs' Surrender

(Continued from Page 1)

will then be out of White House hands. All webs have their own commentators on hand at the scene and it is deemed likely now that the first news from Japan soil or waters will be pooled in so far as the networks are concerned. Subsequently the networks will then be on their own.

Pooled material is expected to include General MacArthur and Admiral Nimitz at the mike, but this is so uncertain at present. The 10 p.m., EWT time will give listeners on the Coast an opportunity to be home from war or other work and thus insure a wide audience.

Transmitter ships for both voice, press dispatches and wired photos will be on hand. Approximately 200 press and radio commentators and writers will be on hand and at least 85 are expected to locate on Japanese soil, not already there. The U.S.S. Iowa, transmitter ship along with others is standing by the battleship Missouri and the transmitter on this battleship will probably also be pressed into service. These emissions will be picked up en route for final pickup at San Francisco.

Farnsworth 3-Mo. Profit Slightly Under Last Year

Farnsworth Television and Radio Corp. yesterday reported a net profit of \$251,901 for the three months ending July 31, 1945 after estimated taxes and reserves for possible re-negotiation.

This compares with a net profit of 276,654 for the corresponding period of the previous fiscal year after provision for estimated taxes and reserves for post-war reconversion and possible re-negotiation.

Martha Tilton Is Signed On 'Radio Hall Of Fame'

Songstress Martha Tilton has been signed as a permanent member of the cast for the forthcoming fall and winter series of the "Radio Hall of Fame," it was announced by the Hutchins Advertising Company. Sponsored by the Philco Corporation, the new series starts Sunday, October 7th, from 6:00 to 6:30 p.m., EWT, over the American network.

CP For CJAD Montreal

CJAD, Montreal, has been granted its construction permit, and is now being rushed to completion. According to current plans CJAD should begin its operations late in October.

This new Montreal outlet recently signed its affiliation with CBS for English language programs. CJAD is privately owned and will be managed by J. Art. Du Pont, formerly Commercial Manager, Quebec Division, of the CBC.

Radio Continues To Serve St. Louis And Texas Areas

(Continued from Page 1)

released to radio stations a proposal to pay in full up to August 31 employees forced out of work by the strike, then to submit to arbitration the question of whether pay should be continued beyond that date. The proposal was addressed to five unions whose members are not on strike.

Adolph Rahm, the president of one of the five unions, the St. Louis Newspaper Guild, immediately protested the time set by the publishers for the release, saying he first heard the terms of the proposal from station KSD. "If the publishers wish this case decided on the air we shall be only too happy to accommodate them," Rahm declared, he made his protest first to KSD which immediately broadcast it. Later in the day three of the unions released a formal statement to all radio stations, announcing that they would not arbitrate the question of pay during the strike.

Meanwhile, the St. Louis Newspaper Guild went ahead with plans to publish a non-profit newspaper for the duration of the shut-down and applied to the War Production Board for paper allotments.

Texans Carry More News

As San Antonio entered its third newspaperless day all five local stations hurriedly rescheduled their programs to carry additional newscasts of local, state and nation-wide news. At a late hour yesterday no break in the strike was anticipated. A War Labor Board decision was handed down in favor of the three local dailies. George Case, KABC program director states that the station will continue its air programs of local news with several programs being devoted to news of servicemen plus the regular American network commentators. A program titled "Stork news" is being aired under sponsorship of the Studor Photo Com-

Quebec Radio City Planned With FM-Tele

(Continued from Page 1)

plete with television and frequency modulation, is being planned by a group of local businessmen. He said that the license for the establishment of the radio station has already been granted and that the location of the building is being discussed. The station would be operated by a private company and would cost about \$125,000.

New Broadcasting Firm

Fort Wayne—Former Sen. Samuel D. Jackson is resident agent of the recently-incorporated Northeastern Indiana Broadcasting Co., Inc., 1335 Lincoln Tower, Fort Wayne, Ind., which was authorized to issue 1,000 shares of \$100 par value stock. Other incorporators in the Fort Wayne organization are Frank McKinney and Thomas Longfellow.

pany. A special bulletin board has been placed in the lobby of the Milam Building, home of the station where news bulletins are being changed hourly. A total of two thousand cards containing newscasts schedules were printed by the station and issued by various Summers drug stores.

A several page mimeographed paper is being sent out by the station daily to leading downtown business firms.

At KMAC Tony Bessan, program director, has scheduled newscasts every hour on the hour with special emphasis placed on sports news. KONO has scheduled to date a total of four 15-minute newscasts and nine five-minute newscasts daily. At WOAI, Ken McClure, news editor, is continuing to bring to local listeners and to the remainder of the state, storm news of the hurricane in the southwest.

'Community News' On KTSA

"Community News" devoted to news of local club, civic and fraternal organizations has been scheduled by KTSA. Listeners are urged to submit their news items to this program by announcements. On other news programs, several additional news programs and resumes have also been added to the programs scheduled, according to Bud Lutz promotion manager. On the bottom of the front page of a four page paper issued Wednesday evening the San Antonio Evening News printed a heavy banner line calling attention to the nightly 10 p.m. newscast it sponsors over KTSA which airs 10 minutes of the CBS world news and five minutes of local news direct from the editorial room of the paper. With no ads appearing in the papers local stores are turning to spot announcements. All stations report that business is heavy with very little time unsold.

FCC Relaxes Controls Over Line Construction

(Continued from Page 1)

member of 1942 had been limited to those projects where military importance could be shown. The relaxation is of particular importance in connection with plans for the building of coaxial cables for the relaying of tele and FM programs, and of possible importance in removing a barrier to network service for some small remote stations where the necessary telephone lines could not be made available.

Amos 'n Andy-Molle Switch

"Amos 'n Andy" and "Molle Mystery Theater" switch broadcast times on their Fall return to NBC. "Amos 'n Andy" are scheduled to return to the air Tuesday, Oct. 2, from 9:00 to 9:30 p.m., EWT. "Molle Mystery Theater" moves to the Friday, 10:00 to 10:30 p.m., EWT spot starting Oct. 5.

BMB Committee Okays Web Participation

(Continued from Page 1)

ment to inclusion of networks in the BMB membership, the committee also discussed plans for allocating sample ballots. John Churchill, research director of BMB, outlined the bureau's planning for the sample balloting.

Ballot adequacy will be provided so that individual reports can be issued for each county in the country, with subdivision of 36 large area counties into some 85 separately sampled units. Every city in which a station is located will be separately reported. Individual reports will be prepared for all cities of 50,000 population or more, in heavily populated metropolitan counties and all cities of 10,000 or more outside of metropolitan counties.

The committee recommended that the first complete study of BMB be confined to continental U. S. Inasmuch as the major objective at this time is the perfection of the technique as applied to the 48 states, the magnitude of this job made it inadvisable to extend the survey to outlying possessions. An exchange agreement now being negotiated with Canadian BMB would extend this service across the border into Canada.

Mueller Pacific Manager Of NBC News Division

(Continued from Page 1)

supervise NBC's staff of correspondents covering Japanese surrender negotiations and the Allied occupation. Previous to his Pacific area assignment, Mueller was attached to General Eisenhower's headquarters in Europe and covered all phases of hostilities in that sector.

Peggy Strickland Joins NCBS

Peggy Strickland has joined the sales staff of the North Central Broadcasting System, which recently opened New York headquarters in the Empire State Building. She will work under the direction of Arthur Simon, national sales manager and John W. Boler, president of the company. Miss Strickland formerly was associated with Motion Picture Advertising Service, Inc.

Chicago's

BEST NEWS

SERVICE

AP-UP-INS

W-I-N-D

560 Kc. 5000 WATTS

PROMOTION

Trio On Mutual

Mutual is presenting its trio of rehabilitation shows in a most attractive package. A three-page folder, done in red, white and blue tells the story of each of the three programs. They are Opinion Requested, done in co-operation with the War Department, Chaplain Jim, in co-operation with the Army Chaplain Corps, and Return To Duty, done in co-operation with the Army Air Forces. Inside the folder is a copy of the August 11 issue of This Week magazine whose "Soldier Speaks" article makes mention of Return To Duty.

Du Mont Telesets

Modern design and classic design, de luxe installation, commercial installation and custom installation are the Du Mont features of post-war telesets being previewed in the new Du Mont Laboratories' mailing piece. Brochure pictures each feature in conjunction with descriptive copy and shows a photographic reproduction of the new direct-vision screen, size 13½ inches high by 18 inches wide.

"Photo News" Feature

In the belief that a picture is more descriptive than the written word KBON, Omaha, Nebraska, has designed "Photo News," a picture, magazine without articles or stories designed to appeal forcibly to sponsors. The publication, issued monthly, carries pictures of station promotions and programs available for sponsorship, and in addition, includes photos of radio stars and local interest to attract a wider listener audience. According to Paul R. Fry, general manager of KBON, 400 requests from listeners resulted in a week of spot announcements over the station that the magazine was available.

Study In Pose

KFOR's new booklet starts with a picture, inanimate, of the Stuart Building in Lincoln, Nebraska, which houses the studios. Following pages contain in order of appearance, floor plan, photographs of executive staff, personnel, offices, transmitter and market statistics. Some appearance of animation in the photographs would have done much to create interest.

Martha Tilton Joins Cast Of Philco 'Hall Of Fame'

Martha Tilton, songstress, has been signed as a permanent member of the cast of the "Radio Hall of Fame" for the fall and winter series which starts on the American network, October 7, the Hutchins Advertising Company, announced yesterday. Miss Tilton will be featured with Paul Whiteman and his orchestra. The Philco program, formerly a full hour from 6 to 7 p.m., will be heard from 6 to 6:30 p.m., and will replace the company's current summer show.

WOMEN IN RADIO

By MILDRED O'NEILL

WHEN the coast-to-coast facilities of the American Broadcasting Company carried the regular Saturday Symphony concert from New York last week, the occasion marked a "first" in radio. Ann Kullmer, American-born violinist and conductor, was wielding the baton as the first woman to conduct a symphony orchestra over any American network. Deeply serious and determined to make her mark is this youthful musician who followed in the footsteps of Sir Thomas Beecham, Alexander Smallens and others to that podium. Back in 1937 Ann won a scholarship in violin to Leipzig Conservatory, but was refused admission to the conducting class of Hermann Abendroth. It took the act of "crashing" the class one day to open up her dream and lead to her debut as a conductor in Berlin which was followed by appearances in the Capitals of Europe. Then came 1941 and her work was banned by the Nazis who later interned her at Bad Nauheim. Repatriation a year later brought a period with the State Department, night club performances and finally her appearance last April at Carnegie Hall with her own femme orchestra. Of her future, Ann is determined it shall be conducting. Incidentally, she is doing a repeat with the Saturday Symphony September 8.

★ ★ ★

When the school bell rings again in September, bobbysox all over the nation will be turning their steps hither. True, for many it will be the end of a long summer of fun and frolic. But for many others of that youthful brigade it will be the end of war and all it implies. Our case in point concerns the high school girls of Westchester who answered the call of the Sonotone Labs up there and went to work turning out thousands of electronic tubes—tubes which provided eyes and ears to our fighting men—tubes whose uses in communications were secret—tubes involving the assembly of parts so fine that the work had to be done under a magnifying glass. Facing a manpower shortage, the Sonotone people turned to the young girls of the community, asking them to back up the boys they used to meet after school for a sundae at the corner candy store. And they did, in no small measure. Some suspended their studies entirely for the duration. Others worked on a special shift after school from four to eight. And now it's all over and the Sonotone Labs are bidding goodbye to their little friends and workers. It's proud of their production record in both quantity and quality. The latter, they say, is equal to those produced in any other plant in the country.

★ ★ ★

The slow and tortuous arrival of the V-J declaration by our President won't soon be forgotten along Radio Row and so it was the subject of various swapped tales the other day over luncheon. WOR's exploitation gal Helen King, who lives across the river in New Jersey, had decided on the Sunday night that if Truman could retire so could she and trotted downtown to her ferry boat. While waiting for it to pull out, an approaching boat suddenly let go a blast of whistles and whatnot that almost scared her out of a year's growth. Immediately other boats picked it up and, she said, the harbor was bedlam. Helen pushed through the mob of home-goers to the back of the ferry, got off on the fly and taxied back to the station only to find she'd been fooled again. She had to stay in the big city overnight, all on account of a boat whistle.

★ ★ ★

Elsie Dick isn't the least bit excited about her newly-created post at Mutual as director of women's and religious activities. She's just determined in characteristic quiet and efficiency to prove that the feminine touch and instinct is potent. . . . There's a rumor that a New York gal radio editor will be replaced on account a returning serviceman has seniority rights somewhere along the line. . . . How come, we wonder, a Mr. Segarman's bid of twenty-five dollars on the Edison electric bulb was accepted after the bell rang last Monday night during Dave Elman's "Auction Gallery". . . . Reason Arch Oboler kept his hat on during a Bessie Beatty interview, 'tis said, is because of thinning hair.

RADIO DAILY, as a gesture to honorably discharged servicemen and women, offers free position want ads to those seeking employment in radio. Only restriction is that the copy be limited to 25 words or less.

ANNOUNCER, network-trained and experienced, desires permanent position with good station. College-trained in radio, production. Young, single. Network references. Experienced program director. Available immediately. Write: Servicemen's want ads, Box No. 21, RADIO DAILY, 1501 Broadway, N. Y. C.

Ex-WAC. Good radio sales background. Graduate N.Y.U. Radio Workshop. Young, personable. Local station preferred. Write: Servicemen's Want Ad, Box No. 22, Radio Daily, 1501 Broadway, N. Y. C.

Radio actor 43. Versatile background. Can write dialogue, direct. Needs spare time income between auditions and appointments. Army special service experience. Not out of town. Write: Servicemen's Want Ad, Box 23, Radio Daily, 1501 Broadway, N. Y. C.

Twelve years experience: Sales, promotion, publicity, public relations, newscasting, copywriting, announcing (radio, newspaper, directory, agency). Complete presentation available on request: employers, positions, duties, responsibilities, recommendations. Write: Servicemen's Want Ad: Box No. 24, Radio Daily, 1501 Broadway, N. Y. C.

Publicity—Are you looking for a capable radio publicity assistant? Entertainment and radio background—two years college—eager to learn—full of ideas. Write: Servicemen's Want Ad: Box No. 25, Radio Daily, 1501 Broadway, N. Y. C.

Envisions Great Future For Radio In Postwar World

Washington Bureau, RADIO DAILY

Washington—"Radio will play a greater part in the everyday life of all of us in the next few years than it has in all the quarter-century of its existence," predicted Maurice B. Mitchell, WTOP promotion and publicity director, in a talk before the Optimist Club of Washington recently.

Mitchell described developments in the field of FM radio, television, and facsimile and expressed the belief that these technical improvements, coupled with radio's "know-how" of the past 25 years, would make for unsurpassed radio quality in the future.

He urged members of the organization to study these radio developments closely, in order that they might make the fullest social and economic use of them as soon as they are available.

EQUIPMENT

RCA Promotion

James F. Waples, imprisoned for three years in both Los Banos and Santo Tomas, has been named assistant district manager of RCA's San Francisco branch. He joined them in 1933 as a radio operator in the New York office. On the Manila staff in December 1941, he was interned in January 1942 and released in February 1945.

Westinghouse Appointments

H. McMann, former procurement control director of Republic Aviation Corp. has been appointed eastern district manager of the home radio division of Westinghouse. . . . James A. Mulbie was promoted from assistant manager to director of the public relations department of Westinghouse. In his former capacity since 1943, he now assumes full responsibility for the company's public relations activities.

Tommy Guns To Radios

Maguire Industries Inc. which manufactured machine guns during the war, plans to produce railroad radio equipment, a six-tube radio receiver, a new radio-phonograph combination and possibly other radio items as soon as the Bridgeport, Conn. plant is retooled.

New Sioux Chiefs

Johnny Olsen, emcee of "Ladies Be Seated," the WJZ-American web show, will be made an honorary Sioux chief of the Rosebud Tribe during his visit in connection with the West Farmer Day in Yankton, Dakota on Sept. 3. Along with Olsen, Fleet Admiral William D. Leahy, Rear Admiral Joseph J. Clark, War Admiral Harold B. Miller, Gardner Cowles, Jr. and others will receive the same honor.

Send Birthday Greetings To

August 31

Winifred Cecil Arthur Godfrey
Peggy Horton Jean MacGregor
Walter Paterson Jack Ward
Pearl Watts

September 1

John J. Anthony Robert K. Chase
Fred Jeske William Anthony Farren
William N. Daly Clyde Lucas
Jack Martin Andrew Friedenthal
Claude Horton Don Wilson

September 2

Barbara Jo Allen Fred von Ammon
Bill Bacher Raymond R. Morgan

September 3

Betty Arnold Annie Canova
Estelle O. Stoddard Dale Cross
Nicholas Agentia

COAST-TO-COAST

—NEW YORK—

NEW YORK CITY—WQXR broadcasts its first major sports event when it airs the National Tennis Tournament from Forest Hills, N. Y. on Sept. 2 and 3. . . . With the end of gas rationing, WOV inaugurated a safe driving campaign concentrating on safety announcements in all nightly station breaks. . . . WMCA's Sept. 1 "This Is Our Town" will highlight City Center plans for next season.

—UTAH—

SALT LAKE CITY—KALL, the new Mutual Intermountain station will go on the air September 30th. . . . Lewis Allen Weiss, vice-chairman of MBS' board of directors, and Don Lee general manager will make a tour of the city on the 4th, 5th and 6th. . . . telephone callers will be greeted with "K-A Double L, KALL of Salt Lake City,"—executives deciding "K-A-L-L" would be too confusing.

—ARIZONA—

PHOENIX—In a broadcast last June, Fred Macpherson, KTAR commentator, scoffed at reports that Japan was on the verge of defeat and declared that he would eat his script if the war were over before the end of 1945. Before the microphone he chewed up the page of that June script, swallowed it—and then rushed out for a cup of coffee. So far, KTAR reports, he has shown no ill effects.

—MASSACHUSETTS—

BOSTON—Lt. Charles J. Ashley, U.S.-C.G., has been bought by the Benrus Watch Co. for a five-minute daily spot on WEEI to be titled, "Personalities in the News," when he is demobilized in September. . . . WCOP celebrated its 10th anniversary on August 26. They now have seven World War II vets on their staff. One of them, Terry Cowling, announcer, is back at his pre-war post.

—COLORADO—

DENVER—Earle C. Ferguson, KOA's account executive, has been transferred from the sales department to the program department as production manager. Ellsworth Stepp was transferred from program to sales replacing Ferguson. . . . Rainbo Bread Co. sponsors a twice-a-week late p.m. record session over KLZ called "Rainbo's Record Review." Disc jockey Chick Lind acts as emcee.

—GEORGIA—

ATLANTA—Henry A. Stambaugh, 1939 "Gateway to Hollywood" winner has been added to the announcing staff of WAGA. . . . Channing Cope, WAGA's farm editor, says that wild life has been horning in on the early morning broadcasts from the front porch of his home. Fan mail reveals listener interest in the bird-calls coming over the air during his program.

—MISSOURI—

ST. LOUIS—Mel Kampe, after eight and a half years with WIL, resigned as program director Aug. 16 to enter the radio publicity and public relations field. . . . KANSAS CITY—KCMO's "Home Town Gossip" guested Felix Adler, for 33 years Barnum & Bailey clown. . . . Charles Eatough, Katz Agency representative, joins KMBC as regional sales exec on Oct. 1.

—PENNSYLVANIA—

PHILADELPHIA—John J. Jordan, former senior newsroom writer American web, Hollywood, has been appointed to the WFIL announcing staff. . . . KYW has added seven news periods originating in its newsroom and two three-minute weather broadcasts direct from the U. S. Weather Bureau in the Custom House. . . . PITTSBURGH—KQV is airing a series of test programs with hypnotist Ralph Slater's show.

—CONNECTICUT—

NEW HAVEN—WNHC's latest big audience builders is the "Midweek Merry Go-Round" featuring Larry Mayo, Dee Jordan, Jimmy Morgan, Ken Carter and members of the staff. The show attracts capacity studio crowds each Wednesday at 7:30 p.m. with an overflow demand for tickets. . . . HARTFORD—"The Old Record Shop" is a new record request show on WDRC each day at 5:45 p.m. Program is devoted to old-time tunes.

—NEW YORK—

NEW YORK CITY—Murray Jordan, chief announcer at WLIB, Brooklyn, has been named acting program director of the station, replacing Dorothea Beckman, and Roger Sweet has been appointed director of recorded music, a new position. . . . WQXR was among the local indies which did not carry that false surrender flash on Aug. 12th, because John Aaron, news chief, double-checked with the New York Times, station owner.

—WISCONSIN—

LA CROSSE—WKBH has announced that honorably discharged veterans who start up in business will be given a 20 per cent discount on all radio advertising used during their first year in business. . . . EAU CLAIRE—Dave Taylor, former program director of WEAU has moved into the sales and promotion departments of the Central Broadcasting Company. . . . Loraine Appeward has taken over the continuity writing duties and also doing special news rewrites on sponsored news programs for WEAU.

—TEXAS—

SAN ANTONIO—Cecil K. Beavers, assistant manager of WOAI has been elected to the sales managers executive committee of NAB. . . . AUSTIN—Pat Adelman is emceeing the "Man in the Street" show for KTBC daily in front of the Stephen Austin Hotel. . . . BEAUMONT—Clark Allen, veteran of the South Pacific, is new addition to KFDM's announcing staff.

Capt. Nelson Returns

Los Angeles—Capt. Harmon O. Nelson reported in to Armed Forces Radio Service headquarters on temporary duty after 21 months in the Pacific, it was announced by Col. Thomas H. A. Lewis, Commandant of AFRS. Capt. Nelson, a Young & Rubicam producer before entering the service, has been Officer-in-Charge of various AFRS stations in the old Jungle Network, recently changed to the Far Eastern Network because of the expanding sphere of General MacArthur.

Program Parade . . .

WIN, PLACE OR SHOW—AMERICAN. Monday, 10:30-1 p.m., EWT. Sustaining. Racing jargon via Eddie Marr gives this quiz considerable pep, with the format somewhat the same as any sports counterpart as to advancing the contestant. Here the first question brings him to show, second if answered correctly advances him accordingly. All contestants have a chance at the American Sweepstakes at the finish when the one answering each question first advances a step. Only trouble is that Marr doesn't seem to be kidding and favors the horse habit rather than talk them out of it, or be neutral.

MAN ABOUT TOWN—WQXR. Monday through Friday, 5:45-6 p.m., EWT. Sponsored quarter-hour during which Sue Read and Gil Kriegel, announcer and current Man About Town, give tips on what is going on around town in the well known spots and lesser-publicized places. Program listened to gave mention to Hotel Plaza, Mario's, Chesapeake House, Jack Dempsey's and Little Shrimp.

NBC Presents Stanford "U" United Nations Records

San Francisco — The National Broadcasting Company has presented Stanford University with a complete recorded history of the United Nations Conference held this summer in San Francisco.

It will be added to the Hoover War Library at Stanford—the only library in the world devoted exclusively to books, treatises, and recordings on war and peace.

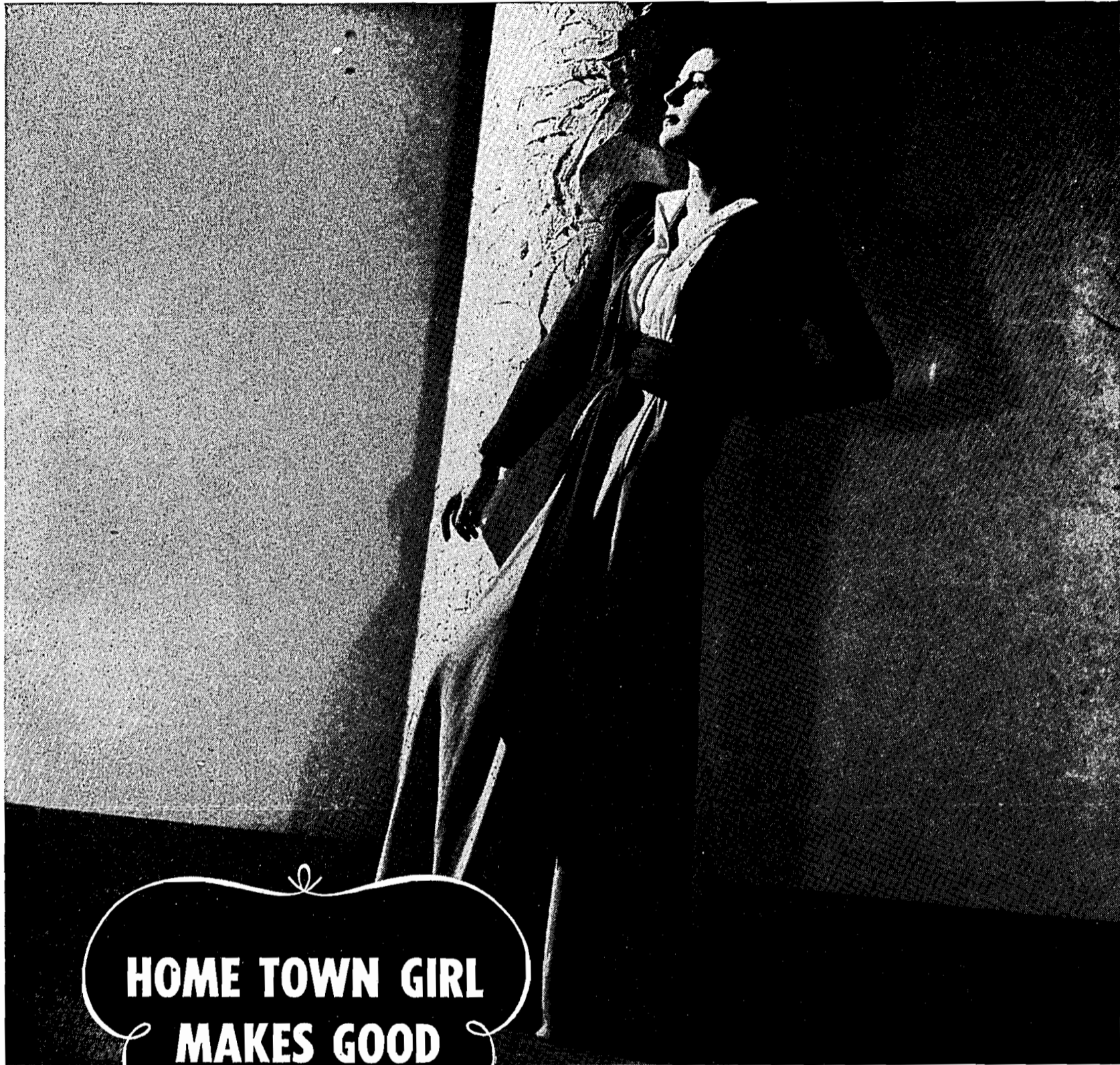
Former President Herbert Hoover, founder of the library, personally accepted the gift when presented by John W. Elwood, general manager of KPO, for the National Broadcasting Company.

Station Campaigns For New FM Receivers

Schenectady, N. Y.—WBCA, local FM outlet operated by the Capitol Broadcasting Co. of which Leonard L. Asch is president, has opened an advertising campaign in newspapers advising the public not to buy a new set unless it is an FM combination.

One of the advertisements appearing in the Schenectady Gazette, is three-quarters of a page and reads: "If you buy a new radio without FM, you'll obviously have an obsolete radio!" Alongside of this copy are quotations from leading equipment manufacturers, trade papers, and radio executives relative to the pro-FM angle.

Object of the campaign, according to Asch, is to reach the consumer in advance of some manufacturers who may seek to obtain a "head start" through the sale of AM sets without FM. Asch solicits comments and advice as to future moves in the drive.



HOME TOWN GIRL MAKES GOOD

... FIND THE WOMAN

Gaxton's—a leading Baltimore women's wear shop on Charles Street had an idea for a radio program. Gaxton* had the talent lined up and 15 minutes six nights a week bought on Baltimore's big home town station—WFBR.

Then the talent deal fell through and Gaxton's were left with an idea and the time. So WFBR stepped in—found new talent—no small job for this highly-specialized program and the show went on. Then to

add spice, WFBR tied in an orchid give-away. Both of these incidents are typical of WFBR's home town resourcefulness.

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

*Agency: Anderson Advertising

MEMBER AMERICAN BROADCASTING CO. - NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

WFBR