

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



1. NO. 40

NEW YORK, N. Y., TUESDAY, DECEMBER 1, 1942

TEN CENTS

Commerce Dept. On Advt.

WBAX Case Resumed In Bitter Wrangling

Washington Bureau, RADIO DAILY
Washington—Long and bitter wrangling between the opposing attorneys and between the counsel for defense and witnesses marked the opening yesterday of hearings with the FCC seeks to prove Robert J. Doran, president of Northeastern Pennsylvania Broadcasters Inc., is not a fit person to own WBAX, Wilkes-Barre. The hearing began as soon as the first witness, Wilkes-Barre's 71-year-old Charles N. Loveland, took the stand. General Porter, former (Continued on Page 5)

Special NBC Program To Mark 'Pearl Harbor'

Commemorating the attack on Pearl Harbor, NBC on Sunday afternoon at 8 p. m. EWT will present an anniversary program titled "The Man Who Lived a Year," a story which symbolically the progress of America from its complacent, sleepy days to its emergence as a vigorous land, determined to win the war. The script is the work (Continued on Page 2)

Shortwave Shows Via Morale Division

Extension of shortwave radio programming primarily for the information of American troops overseas transferred to the Radio Section of the Special Service Division, Department of Supply, from the Bureau of Relations, according to an announcement by the War Department. (Continued on Page 5)

Extra Pull

Shortly after Fulton Lewis, Jr., finished collecting four and a half tons of keys for the national scrap pile he received three letters sent by a woman in "for the use of our boys in all climates." Lewis sent the letters to the War Emergency Board for the Fur Industry.

Schedules

Boston—But for the established schedule change when sporting events take place in town, WNAC listeners might unwittingly have heard the opening moments of the Cocoanut Grove tragedy. Mickey Alpert orchestra usually did its remote at 10:15-10:30 p. m. but Saturday night the broadcast was sked for 11:15 p. m. instead. WNAC engineers ordinarily would have been at the cafe.

Network Execs-AFRA Open Wage Confabs

First in the series of conferences between station and network and AFRA execs for a discussion of increased minimums in the union's sustaining basic contract were held yesterday afternoon at the Bar Association offices. Meet was preliminary, with another called for this a. m. at 10:30, and another tomorrow afternoon at 2:30 p. m.

Those in attendance were I. L. (Continued on Page 2)

Atlantic Baseball Policy May Be Set In Chicago

Chicago—Atlantic Refining Company's policy with respect to sponsorship of baseball broadcasts in many key locations is expected to be defined during the major and minor league meetings here this week.

Atlantic will be represented at the (Continued on Page 2)

NBC Extends Public Service To Help Central Amer. Body

File Suit To Restrain Proposed Lease Of WOW

Omaha—A suit has been filed in district court here seeking to enjoin the leasing by the Woodmen of the World Life Insurance Society of its radio station, WOW, to a group known as Radio Station WOW, Inc. Dr. Homer Johnson of Lincoln, Neb., a member of the society, filed the suit. (Continued on Page 2)

Sees Tremendous Opportunity For Good As Against 'Scare' Type Of Copy; Notes Many On Right Track

CBS Publicity Post To George Crandall

George Crandall was yesterday appointed director of publicity for CBS according to Frank Stanton vice-president of the network. Crandall has been acting director since Sept. 1 and it was generally expected that he would eventually receive the permanent title. His background in radio and contacts with radio editors throughout the country makes him particularly fitted for the post. (Continued on Page 2)



George Crandall

WEEI Set Up "Exchange" To Aid Boston Victims

Boston—WEEI organized and operated the first telephone clearing house for agonized parents and relatives of revellers caught in the Cocoanut Grove tragedy. Early Sunday morning WEEI announced its phone (Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Department of Commerce has come out with a blast against "scare advertising," citing the tremendous opportunities in the war for radio or any other media used by advertisers to be a "leader for good" instead of so directing its copy that it results in hindering the war effort rather than helping it. Such (scare) advertising, says the D. of C. in its opinion, builds up "unnecessary fear, causes needless buying and fosters hoarding and speeds the day of actual shortages."

Blast against the "scare" advertising. (Continued on Page 6)

Several Power Boosts Denied In FCC Orders

Washington Bureau, RADIO DAILY
Washington—Termination of the license for Crosley's experimental station W8XO, effective Jan. 1, was ordered yesterday by the FCC. This termination was announced along with the statement that Crosley's (Continued on Page 6)

Robinson-Nettlow Bout Bought By Adam On Blue

Adam Hat Stores, Inc., will sponsor the broadcast of the welterweight bout between Ray "Sugar" Robinson and Al Nettlow, Monday, Dec. 14, over the entire Blue Network. The (Continued on Page 2)

Talent-Finder

Philadelphia—"A little child shall lead them," and that is what Jean Colbert, writer of WCAU's "For Women Only" found out when she took her young son to the zoo. He wandered off and when found she discovered that he located the only woman zoo photographer in the country. Now Miss Colbert will use her on the program.

Originally scheduled to be picked up from Rome by station YSS, NBC's (Continued on Page 6)



Vol. 21, No. 40 Tues., Dec. 1, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, 203 North Wabash Ave. Phone State 7596. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Monday, Nov. 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	129 3/4	129 1/4	129 1/2	+ 1
CBS A	14 1/2	14 1/2	14 1/2	+ 1/4
CBS B	14 1/4	14 1/4	14 1/4	+ 3/8
Gen. Electric	29 1/4	29	29 1/4	+ 1/8
Philco	10 3/4	10 5/8	10 3/4	- 1/8
RCA Common	4 3/8	4 1/4	4 1/4
RCA First Pfd.	56 3/4	56 3/4	56 3/4
Stewart-Warner	7 3/4	7 7/8	7 3/4
Westinghouse	76 3/4	76	76 1/4	- 1/4
Zenith Radio	16 1/2	16 3/8	16 1/2	- 1/4

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	3	3 1/4
Stromberg-Carlson	5 7/8	6 7/8
WCAO (Baltimore)	18	21
WJR (Detroit)	18	20

Network Execs-AFRA Open Wage Confabs

(Continued from Page 1)

Grimshaw, NBC; Phillips Carlin, and Robert D. Swezey, Blue; Howard Houseman, Frank K. White and I. S. Becker, CBS; Emanuel Dannel and Julius F. Seebach Jr., WOR; George Cook and Glenn Snyder, WLS, Chicago; Keith Masters and Frank P. Schreiber, WGN, Chicago; Emily Holt, Henry Jaffe and George Heller, AFRA.

CBS Publicity Post To George Crandall

(Continued from Page 1)

all of which is pointed out by Stanton who said in part that Crandall "is exceptionally well equipped for his new responsibilities because of his intimate knowledge of radio station operation and his frequent contacts with radio editors in CBS-station cities from coast-to-coast."

Crandall began his career in radio as manager of WIBX, Utica. Prior to that he had been for brief periods on the staff of two Utica newspapers and had taught music theory at the Utica Conservatory of Music. After leaving WIBX, Crandall came to New York and joined CBS about four years ago.

Travelled Extensively

In 1940, Crandall was made Assistant Publicity Director, under Louis Ruppel then Director of Publicity. His duties as outside contact man for the department carried him more than 100,000 miles through the air and many more miles by bus, train and car, visiting more than 100 of the network's affiliates, many of them several times. He visited newspapers and magazines all over the country, and made a host of acquaintances among newspapermen from coast to coast.

He also accompanied Edward R. Murrow on his countrywide lecture tour early this year. When Hal Rorke resigned as Assistant Director to enter the Army Air Force in July, Crandall took over Rorke's duties inside the organization.

Atlantic Baseball Policy May Be Set In Chicago

(Continued from Page 1)

meetings by N. W. Ayer Agency through W. N. Oehr, Jim Peterson and Les Qualey. In one instance, that of the Eastern League, Atlantic will make its decision known. Atlantic Refining Company has exclusive radio broadcast rights in the Eastern, a three year contract recently having expired. At a meeting of the league at Binghamton, N. Y. two weeks ago, Atlantic Refining sought and received an option until March 1, 1943.

Special NBC Program To Mark 'Pearl Harbor'

(Continued from Page 1)

of Neil Hopkins, of the NBC script-writing staff.

The "man" in the story is an isolationist who, accidentally, is rendered unconscious on Dec 7, 1941, before news of the attack on Pearl Harbor became known. When his sanity returns, a year later, he is unable to understand the change that has taken place in America. In that one brief year, a quarreling nation, intent upon the individual pursuits of its 130,000,000 people, has been forged into a country with but a single purpose—victory.

The story of this transformation is pictured in Hopkins' script as a vital and significant development in the history of America.

WEEI Set Up "Exchange" To Aid Boston Victims

(Continued from Page 1)

exchange would be available and the station called in its own employees to attend the lines, also arranging with the telephone company to route calls to the WEEI board. For several hours WEEI's seven trunk lines handled by a crew of 20 operators comprised of its own employees and supplemented by volunteers who quickly responded to WEEI announcement, received answers to calls checked lists and bridged the gap between the first hours when the disaster became known and the time when other public safety organizations were ready to function. This service was apart from its regular broadcasts keeping listeners informed concerning the casualties, earned for WEEI the commendation of Lt. Edmund V. Gallahue of the Headquarters Staff of the Boston Police.

File Suit To Restrain Proposed Lease Of WOW

(Continued from Page 1)

charging the insurance firm will lose more than \$3,000,000 in the next 15 years if the deal is made. The petition lists the station's earnings as follows: 1937, \$194,000; 1938, \$169,000; 1939, \$167,000; 1940, \$177,000; 1941, \$210,000; 1942, \$278,000 estimated.

The petition states that John J. Gillin Jr., manager of the station, in 1941 got a salary of \$15,124 plus \$16,000 for expenses.

The petition asserts that Radio Station WOW, Inc., which seeks to lease the station, "is dominated and controlled by men who are directly or indirectly connected with the Consumers Public Power District of Nebraska or are personally interested in the acquisition of the power facilities serving Omaha."

Robinson-Nettlow Bout Bought By Adam On Blue

(Continued from Page 1)

broadcast will originate at Convention Hall, Philadelphia, beginning at 10:15 p.m., EWT, with Sam Taub giving the blow-by-blow description, Bill Stern the commercials and color, and Ed Herlihy opening and closing the program from New York.

Glicksman Advertising Company, New York, handles the Adam Hats account.

COMING and GOING

DON E. GILMAN, vice-president of Network in charge of the western division on a tour of the northwestern states. In he will meet EDGAR KOBAK, executive president of the network, who will accompany Gilman on the remainder of the tour, Hollywood next Monday.

FRANKLIN M. DOOLITTLE, president of WDR, Hartford, was from Connecticut yesterday for conference at the headquarters of CBS.

LT. JOE THOMPSON is in Fort Riley, Cavalry post in Kansas, for the broadcast today's "Pass in Review" program of Mutual network.

WALTER J. DAMM, general manager WTMJ-W55M, Milwaukee, is on a bus to New York, Boston and Washington. He is expected in town this morning.

MICHAEL J. FISH, head of the photo division at CBS, has left for Chicago. He is away about two weeks.

FULTON LEWIS, JR., Mutual's communications manager in Wichita, Kansas, on the first stop of a lecture tour to take him as far as the Pacific Coast.

HERB SHRINER, Camel Caravan conductor for a theater engagement in Bridgeport.

TOMMY DORSEY and the members of his orchestra are in Portland, Ore., from which point they broadcast tonight's program which will be over NBC.

RALPH EDWARDS, HERB MOSS and DIBBS, of the "Truth of Consequences" have returned from Toronto, where they made a personal appearance.

Army Entertainment Set As Luncheon

England's entertainment program for American armed forces overseas will be the subject of a discussion at a special luncheon to be held tomorrow, at the Waldorf-Astoria. The speaker will be Basil Dean, Director of National Service Entertainment of Great Britain, who recently arrived from England. Luncheon will honor British Ambassador Viscount Halifax. Committee in charge includes Colonel David Sarnoff, president of RCA; Gertrude Lawrence; Edward L. Bernays.

WHAT'S WHAT IN BOSTON

23—WCOP can make your story another Boston success story just ask us for the plot!

REPRESENTED BY HEADLEY-REED CO.

WCOP

BELONGS ON YOUR SCHEDULE

What about WOL?

It serves the highest family income group in America (over \$1,000,000,000)!

Get the facts from WOL—WASHINGTON, D. C. Affiliated with MUTUAL BROADCASTING SYSTEM National Representatives: SPOT SALES, Inc.

WDR

CONNECTICUT'S PIONEER BROADCASTING

FIRST IN PEACE AND WAR

Before the war, as now, Connecticut topped the 48 states for Effective Buying Income. That's why Hartford, the richest slice of Connecticut, is a must on your schedule. Do a real selling job here, by using WDR. Get all 3 on WDR—coverage, programs, rate.

Columbus, Ohio Moves into Philadelphia, Pa.

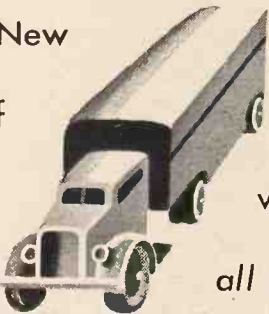


Of course, we don't mean this literally. But more than 306,000 people have moved into the Philadelphia Market



Area since the 1940 census. They are sprawled in all directions. They are in the great industrial centers of Eastern Pennsylvania... the agricultural regions of Southern New Jersey... in Delaware... and on

the Eastern Shore of

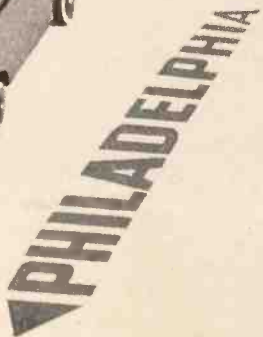
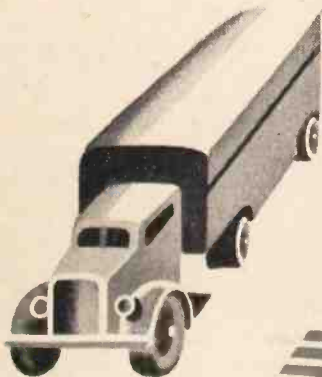


need a radio station which delivers a strong, clear, interference-free signal... in

Maryland. To attract their ears you all directions! You need powerful WCAU.

Get the Philadelphia market plus an added market the size of Columbus, Ohio. Do the best sales job in this greater Philadelphia.

Use WCAU . . . 50,000 watts . . . clear channel . . . non-directional.



WCAU

Philadelphia

50,000 WATTS IN ALL DIRECTIONS

● AN AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM ●

Los Angeles

By JAC WILLEN

TRACY MOORE, Western Division sales manager of Blue Network, fulfilled his second speaking engagement in less than a week when he addressed the Santa Barbara Advertising and Merchandising Club on Nov. 23. His subject was "Radio's First War."

Bette Davis was guest star on Arch Oboler's "Letter To The President," Nov. 29. One more broadcast with Joan Fontaine, possibly the guest star the following week, Dec. 6, will mark the end of the series from Hollywood, unless renewed. Oboler leaves for the East after the Fontaine broadcast.

Jack Benny was heard as guest star on Eddie Cantor's "Time To Smile" broadcast, Wednesday, Nov. 25.

Gracie Fields' Pall Mall broadcast from Hollywood will be heard from Stage No. 4 at KFVB due to the crowded condition of the Blue Network Studios. Sam Pierce, of Lennen & Mitchell, producer of the series, arrived in Hollywood Nov. 23.

New orders of Don E. Gilman, effective Dec. 1, will replace the familiar chimes heard at the ending of all Blue Network shows, with the new slogan "This is the Blue Network," which will be in effect on Blue Network nationally, to differentiate from the familiar NBC chimes.

Gale Gordon, "Mayor LaTrivia" on Fibber McGee and Molly, has enlisted in the Coast Guard. He will remain with the McGee show until called.

Agnes Moorehead, the mayor's housekeeper on Lionel Barrymore's "Mayor of the Town" program, has been picked by Orson Welles to play a weekly supporting role on his CBS series.

Benny Group Leaves Mon.

Hollywood — Jack Benny, Mary Livingstone, Mr. and Mrs. Myrt Blum, Dennis Day, Rochester, Don Wilson, writers Bill Morrow and Ed Beloin, Mr. and Mrs. Bob Welch, and Bert Scott, leave here, December 7, on the Santa Fe Chief for New York. The majority of Benny's broadcasts will be from Army-Navy and Marine bases in the East.

Jingle Yarn In "Coronet"

In the December issue of "Coronet," Weldon Melick, chronicles the dizzy pace set by the jingle-writers, Alan Kent and Ginger Johnson, known to the trade collectively as Kent-Johnson. In Melick's piece the birth of the Pepsi-Cola jingle is listed as the fastest on record . . . 15 seconds.

Have You Met The Voices
of
GILBERT MACK
?
LEX. 2-1100

MAIN STREET

OL' SCOOPS DAILY

Notes From A Ringside Seat. . .!

● ● ● Before the season is over, Harry James will undoubtedly appear with Jack Benny. He still has a contract for two air shots with Benny . . . "Bulldog Drummond" renewed for 39 weeks on Mutual, effective Dec. 14th . . . Bob Novak back at his desk at Y. & R. following a lengthy illness, spiking rumors that he had left the agency . . . Two choice football announcing plums fall in the lap of Harry Wismer, newcomer to the Blue—the Sugar Bowl game on Jan. 1st and the Washington Redskins-Chicago Bears duel for the pro championship on Dec. 13 . . . Jack Johnstone cut an audition record this week for General Electric . . . Ginny Simms signed by Metro and will be handed a build-up in musicals . . . Tom McKnight, producer of "Blondie," rating a captaincy in the army . . . That photo of the Average American Working Girl soon to appear in "Look" magazine, is Mary Flo Wyatt, of the Blue steno dept. . . . Frank Forrest signed for the singing lead in the Marilyn Miller musical biog being readied by Kalmar and Ruby . . . Since Pearl Harbor, Phil Spitalny's "Hour of Charm" has changed its theme tune from "Isle of Golden Dreams" to "God, We Bow On Bended Knee," a lovely thing. This is just by way of saying that we hope Phil will continue to use it even after Peace comes . . . Irving Mills' lad, Robert, now in the Marines, was operated on the other day for appendicitis. Another son, Paul, is also with the Marines and seeing action in the Solomon Islands . . . The Gish sisters, Lillian and Dorothy, will make their first air appearance together on Stella Unger's show Dec. 11th . . . Sherman K. Ellis agency has assigned the publicity on "It Pays To Be Ignorant" to David O. Alber Associates.

★ ★ ★

● ● ● We loved that routine on the Abbott & Costello show where Costello meets Herbert Marshall and says: "You know us, don't you, Mr. Marshall? We've got the Abbott & Costello show on the air. Maybe you've heard us."

"I never miss it," replied Marshall.

"Gee, that's wonderful," said Costello, feeling highly flattered.

"I never miss it," repeated Marshall. "I never heard it—and I don't miss it!" was the crusher.

★ ★ ★

● ● ● **THE REVIEWING STAND:** CBS' "Women At War" last week was one of the most stirring programs we've heard in a long while—reflecting solid drama, direction and delivery . . . This dept. would like to go on record with the wish that the Kraft Music Hall gives us plenty of Bing's solos regardless of the half-hour slice . . . Geo. F. Putnam's nightly newscasts rate a coast-to-coast hookup, not only on the basis of his popularity in the East, but because of the following he has established as emcee of "The Army Hour." Aside to NBC Sales: Why not sell Putnam's news on a participation basis? . . . Since "Mr. D.A." has taken to dramatizing the front pages, this series has taken on added authenticity. And a special nod to Jay Jostyn's mike-believing . . . Molly McGee's crack last week that the Fibber could get washed up quicker than a German general brought a belly laugh.

★ ★ ★

● ● ● The scene was the CBS Playhouse on B'way. The Philip Morris show had just been presented with Paulette Goddard as the star. Coming away from the mike, someone pointed out to the film star that she had a run in her stockings. "My goodness," she said, or words to that effect, "If I'd known that, I'd never have gone on the air before that huge studio audience." Can't you just picture the sensation it would have caused if the announcer had gotten up and said: "Ladeez and gentlemen. Owing to the fact that Miss Goddard has a run in her nylons, she will be unable to appear on this program tonight!"

★ ★ ★

—Remember Pearl Harbor—

FIRST
IN
LISTENERS

NBC--

the network
most people
listen to most

PLUS

the cream of
the local
features

Nationally Represented
by
**EDWARD PETERSON
& CO., INC.**

WBAL
50,000 WATTS
BALTIMORE

ONE OF AMERICA'S
GREAT RADIO STATIONS

EST-ING

MAXWELL and ETHEL at "Duffy's," today (WJZ-rk, 8:30 p.m.).

FARRELL, soprano, sub- Vivian della Chiesa, on can Melody Hour," tonight (BS, 7:30 p.m.).

CE ADLER, on the "Key-ncerts" program, today (BS, 3:30 p.m.).

OLDEN, president of the Artists Group, discussing Christmas Cards," on the "t" series, today (WABC-3 p.m.).

LLM VENTURA, tenor, on ogm of the Columbia Con-estra, tomorrow (WABC-3 p.m.).

CHALLENGEN, on Eddie Cantor's "mile," tomorrow (WEAF-pl.).

ELA PARSONS, CONNIE ROBERT BENCHLEY, GOODMAN and EDDIE the "Stage Door Canteen," WABC-CBS, 9:30 p.m.).

THUR H. RUGGLES, presi- the American Psychiatric cussing "The War of n "Highways to Health," ay WABC-CBS, 4:30 p.m.).

RAHR, on the Rudy Vallee Thursday (WEAF-NBC, 10

Council, AAAA, Thurs. In Chicago

Agency executives com- Central Council of the Association of Advertising ill gather at the Medinah sday, Dec. 3, to consider iving is serving the public individuals to solve their oblems and the impression ng; also what advertising the war effort.

ay meeting, dinner and sion was called by R. J. chwimmer & Scott, chair- Central Council. Principal the evening session will J. La Roche, chairman of esing council and president & Rubicam, Inc., and Dr. Clintock, director of the council and president of

LINK IN COLUMBIA CHAIN UDSON TO THE GREAT LAKES WBX 270,000 METRO M'K'T Y.'s ONLY RADIO STATION

WBAX Case Resumed With Bitter Wrangling

(Continued from Page 1)

FCC assistant general counsel who represents Doran, began to question Mayor Loveland concerning his son, called a conscientious objector. FCC attorney Marcus Cohn objected that this material was all in the records, having been brought out in previous hearings, and the day-long tilt was on. Porter drew a statement from Mayor Loveland that he did not agree with his son's conscientious objection, and had himself served as a private during the Spanish-American War. Asked if he considered himself "a liberal thinker," Mayor Loveland shot back, "I certainly hope so." Discussing Doran as a personality the mayor said he did not think "Bob Doran fully understands the back-ground of the bill of rights."

Character Witnesses Expected

Mayor Loveland also revealed a proposed "investigation of the present investigation." The Stegmaier Brewery Post of the Veterans of Foreign Wars recently passed a resolution seeking such an investigation, and Mayor Loveland assured officers of the local that he would welcome such inquiry. There appears to be little chance, however, that such a counter move will be pressed. Later in the week, however—probably on Wednesday, Doran is expected to produce a number of character witnesses to testify that he is fit to operate WBAX. American Legion members from Wilkes-Barre and some leaders of the independent unions headed by John L. Lewis are expected to attend.

Rev. Enoch Hughes and Rev. Robert D. Coward, chairman and secretary, respectively, of the Wyoming Valley Ministerial Association, testified on the stand that they had discussed Doran with the other Northeastern stockholders, and believed that Doran would be dropped from the corporation if the license is granted. Several Wilkes-Barre residents, in attendance at the hearing, expressed the opinion that the local American Legion post has been trying to exert pressure on the ministerial association to modify its strong anti-Doran stand.

Stromberg Dividend

Board of Directors of Stromberg-Carlson Telephone Mfg. Co., at the regular November Meeting, held late last week, voted a common dividend of 50c per share, payable Dec. 10 to stockholders of record at the close of business yesterday.

This corresponds to a similar action at the Nov. 27 meeting last year, except that at that time the dividend was made payable Dec. 24. To lighten the load of mail on the Post Office at Christmas time, and to assure that most, if not all, of the stockholders receive their dividend before Christmas, the date was advanced.

Richard Puff On Leave

Richard Puff, chief statistician in Mutual's sales promotion department here, has taken a year's leave of absence because of ill health.

Army Shortwave Shows Via Morale Division

(Continued from Page 1)

ment. The transfer is in line with the development of a sharper delineations of duties of both divisions, it was explained. Special Service Division is concerned with the morale of the troops. The Bureau of Public Relations is charged with the responsibility of conveying information about the Army to the public through the various media.

The Radio Branch of the Bureau of Public Relations continues to be the liaison of the War Department with stations, networks and advertisers on all matters involving the Army broadcast over domestic stations and networks. Originations of commercial broadcasts from Army posts will continue to be cleared through the Radio Branch as heretofore. The appearances of radio and other shows at Army camps which are not broadcast will be cleared through the Entertainment Section of the Special Service Division. The recording of commercial programs which have been selected for rebroadcast or play-back to troops overseas will be handled by the Radio Section of the Special Service Division.

Great Lakes-N. D. For Stern

Bill Stern, NBC's football reporter, will broadcast a play-by-play description of the game between Great Lakes Naval Training Center and Notre Dame which will be played in Chicago on Saturday.

AGENCIES

J. WALTER THOMPSON CO. has announced the consolidation of research and media under the direction of Arno H. Johnson as director of media and research. This merges the closely allied functions of market analysis and selection of media with the staff managers of various media: Alvin Dreyer, magazines; James Short, newspapers; Linnea Nelson, radio; Louise Dykes, trade; George Gladden, motion pictures; Walter Manss, outdoor. All the above-named will continue in full charge of their respective media under Johnson's direction.

LOWELL THOMAS, Blue Network commentator and past president of the Advertising Club of New York, will be the club's guest of honor at its weekly luncheon meeting tomorrow.

IMPERIAL CHEMICAL INDUSTRIES, LTD., has named the Calcutta, India, office of J. Walter Thompson Co. to handle its advertising.

A. E. NELSON CO., San Francisco, has been appointed to handle the advertising of W. & J. Sloane, furniture, San Francisco, according to an announcement by Teresa C. Wilson, advertising manager of the firm.

WCKY CINCINNATI AP UP NEWS WITH REX DAVIS 4 TIMES DAILY

Seven Power Boosts Denied In FCC Orders

(Continued from Page 1)

application to increase the power of W8XO to 750 kilowatts was denied.

The Commission also announced that it proposes to deny the application of the Associated Broadcasters, Inc., operators of KSFO, San Francisco, for permission to install new transmitting equipment at a new location, erect a directional antenna for day and night use and change its operating assignment from 560 kilocycles, five kilowatts day and one kilowatt nights, to 740 kc. with 50 kw. power. Permission to install new transmitting equipment, change directional antenna and increase operating power on 740 kc. from five to 50 kw., unlimited time will also be denied KQW, San Jose, Calif.

Radner Plea Denied

Denials were in order also on the applications of Herman Radner, Dearborn, Mich., for a construction permit to establish a new station on 680 kilocycles, with 250 watts power, of WGRC, New Albany, Ind., for a power jump from 250 watts to one kilocycle, installation of new transmitter at new location, frequency change from 1400 to 790 kc., and installation of a new directional antenna for day and night use. Both were denied on the basis that they require the use of materials and personnel in conflict with the Commission's April 27 ruling.

"Like action was taken in the case of WKPT, Kingsport, Tenn., which sought exactly the same changes as the Indiana station, the Butler Broadcasting Corp. for a new standard broadcast station at Hamilton, Ohio, and the application of Louis G. Baltimore for a construction permit for a Satellite station with 100 watts power, to operate simultaneously with his WBRE, Scranton, Pa.

KMPC Wins Out, Also WCAO

KMPC, Beverly Hills, Calif., was granted a license to cover its construction permit as modified, authorizing an increase in power from 1 kw. night and 5 day time to a straight 10 kilowatts unlimited, on a frequency of 710 kilocycles. This permission covers also a new transmitter authorized some time ago, the moving of the transmitter and the installation of directional antenna for day and night use.

WWNY, Watertown, N. Y., was granted a license to install directional antenna for night use, move its transmitter, change its hours of operation and raise its power from 500 watts on 1300 kilocycles to 1 kilowatt on 790 kc.

Similar authority was granted WCAO, Baltimore, which broadcasts now on 500 watts at night and one kilowatt days. The Commission authorized unlimited operation with a power of five kilowatts night and days, at 600 kc.

A four-month extension, from Dec. 7, 1942, to March 7, 1943, was granted the Chicago Board of Education for completion of its new FM station, WBEZ.

★ PROMOTION ★

Commentator Buildup

As a promotion for one of its commentators, WNEW has been arranging visits to neighboring high schools for Samuel H. Cuff who has been lecturing to the students on the background of the war, and then taking a poll of student reactions to current events and problems. First capitulations of students' replies show that they are, in an adult manner, aware of the course of war; that regardless of political party affiliations of their families, they are in support of the leadership of the President, and are dissatisfied with Congress. Students do not favor the return to a policy of isolationism. Before the African invasion, reaction to the inquiry on whether or not the war is being run well, was an emphatic no. The invasion has tempered the reaction only lightly, with a majority preferring to reserve decision until the project is worked out further.

Purpose of Cuff's lectures is simply to ascertain trends of thoughts among student listeners. Thus far he has noted, also, that there was very little concern shown about the 18-19 year old draft. There was, however, most interest in post war problems. Cuff visits three schools per week. At end of the tour, station will compile all questionnaires for distribution to school authorities, libraries, research organizations, and the government.

NAM Talks On Blue Net Three Days This Week

The Blue Network has completed its schedule of broadcasts which will originate at the 47th annual meeting of the National Association of Manufacturers to be held here this week.

J. Howard Pew, president of the Sun Oil Company, will be heard from 3-3:30 tomorrow on the subject, "Initiative Will Win the War," while on Friday, from 1:45-2:15 p.m., Admiral Harold R. Stark, director of naval operations in the European theater of war, speaking from somewhere in England, will be heard over the network. He will be followed by Under-Secretary of War Robert E. Patterson and Under-Secretary of the Navy James B. Forrestal. A statement from General Eisenhower will be read by W. P. Witherow, president of the NAM, acting as toastmaster.

Also on Friday, from 11:30 p.m. until midnight, Donald Nelson, chairman of the War Production Board, will speak on "A Nation Finds Itself." This talk will be heard only on WJZ.

On Saturday the network will carry the address of the new president of the NAM. The subject is "Industry's War Plans in 1943" and will be broadcast from 10:45-11 p.m.

Stork News

Chicago—Dick Enroth, sports announcer at WGN, is passing out cigars on the birth of a daughter, Joyce Olivia, Nov. 24, to Mrs. Enroth.

WQAM Bond Campaign

Double-barreled bond drive was featured during Thanksgiving week at WQAM, Miami. With the slogan "Be Thankful . . . Buy Bonds" decorating taxicabs, store windows and station breaks, WQAM broadcast transcribed appeals on Thanksgiving Day from Army and Navy district commanders, prominent clergymen of all creeds, the president of the Central Labor Board, a congressman and city officials. One complete day, from 6:30 a.m. to 6:30 p.m., all station breaks and bond selling appeals were made by socially prominent "Minute Women" who took orders for bonds on the phones throughout the day.

Buy Own Column

WOKO and WABY are buying a daily radio chatter column in The "Knickerbocker News." Written by Johnny Lee, studio manager, the column mixes together personal items about the Radio Centre staff with plugs for various network shows on the two stations.

By mentioning performers and shows on stations other than WOKO and WABY, Lee masks the advertisement end of his column, most people assuming it is paper policy. The "Knickerbocker News," a Gannett publication, owns part of both WOKO and WABY but is not considered radio-minded.

Savings Institution Adds WNEW Spot Sked

To promote its new "Your Peace of Mind Budget Plan," the Dry Dock Savings Institution of New York City has started a two-station campaign here, using WNEW and WJZ. On WNEW, the plan will be plugged on three 15-minute weekly period via "Make-Believe Ballroom," Mondays, Wednesdays and Fridays, 10-10:15 a.m. On WJZ, the sponsor had taken daily participations on Ed and Polly East's program, 7-7:45 a.m.

Plan is conceived for the group of persons who are paid weekly, and is worked out on the basis of actual weekly incomes after deductions have been made for such items as Social Security, Five Per Cent Victory Taxes, and 10 per cent deductions for war bonds. Concurrently with the radio campaign, Dry Dock is using a one-month test in the "Daily News" wherein a 12-page booklet on the subject is being offered. Account is handled by Anderson, Davis & Platte.

Grove Buys WOR Show

Grove Laboratories Inc. has just purchased a quarter hour live program, twice weekly on WOR for Grove's Bromo-Quinine. Program, to be called "Melody Lane With Jerry Wayne," will air Mondays and Wednesdays 8:15-8:30 p.m., and will include Pauline Alpert, Louise Wilcher and Jerry Wayne. Russel M. Seeds serviced the account.

Commerce Dept. "Scare" Advertisers

(Continued from Page 1)

ing by the Department appear current issue of its official publication which also quotes Henderson's letter to the Association of Better Business Bureaus on its own campaign such advertising.

Continuing the theme of opportunities are possible for advertiser who need not indicate adverse copy, the Domestic Commerce Weekly, reiterates that (the advertiser) can mold the in the right direction" and the medium of radio and public media can "dramatize to the the part it must play in helping win the victory . . ."

However, it was admitted hundreds of advertisers are doing right thing every day and "the as an enlightened information try functioning for the good."

NBC Extends Its Help To Central Amer.

(Continued from Page 1)

Pan-American affiliate in Salvador, the Central American outlet discovered only a few days before the broadcast, that technical facilities would make it impossible for the station to receive the signal. Officials appealed to NBC for NBC immediately arranged with Vatican radio to relay the message through land lines from New York to Miami and by A. T. shortwave link between Miami and San Salvador.

A recording made by NBC broadcast later over shortwave stations WNBI, WBOS, WGEA, and WRUW. The Pope spoke minutes in Spanish.

At the request of the National Catholic Welfare Conference, of the recording were sent to headquarters in Washington, where Spanish and Portuguese versions of the address were made for distribution to the Catholic press in Europe and South America.

"Spirit Of '43" Returns

"Spirit of '43," successor to "Spirit of '42" series, will start Saturday, December 5. (WABC 2:30-3:00 p.m. EWT). The first program of the new series will originate at Fort Benning, Ga., and will tell the story of the Infantry. Subsequent programs will deal with branches of the armed forces. W. Slocum, Jr., director of CBS Special Events, is producer of the forthcoming series.

McNutt On WMCA

Address which Paul V. McNutt, director of the War Manpower Commission, will deliver at the 63rd Annual Meeting of the American Society of Mechanical Engineers at the Waldorf Astor, Thursday, December 3, will be broadcast by WMCA. Talk will be entitled "Manpower Conservation"

NEW BUSINESS

Pasadena: McMillan Petro- six 50-word spots daily thru Friday, direct; Caminole (Beacon Gasoline), three spots daily, Monday thru direct; Krieger Oil Co., six spots daily, Monday thru direct; Ethel Hubler, thru Advertising Agency, six programs weekly, till for- Sweetland, thru Dean L. three 15-minute programs one year; We Pay You, Advertising Agency, five till forbid; County Barn thru Bert Phillips, time sig- till forbid; Sunway Vitamins, Sonson & Co., Chicago, one till forbid; Los Angeles thru Hammel & Hammel, participations weekly in "Polly for 13 weeks; Belgium In- Service, thru Albert Frank- Law, N.Y.C., 13 anns.; Music, thru Vanderbie & Co., Chicago, 12 five-minute

Radio's New Plant

ve ceremonies, with Army ny officers participating, e formal opening last week w plant of the National io Corp. at Lansdale, Pa. t, which was completed d of schedule, is 40,000 t in area and represents advanced design and con- tely dedicated now to the service in time of war, time products of the plant w and wonderful field of should make for a better, and of living for us all ys to come," S. W. Mul- representing the firm, said the plant. "When elec- es are no longer needed ily purposes, the National nt will be ready to swing iction of tubes for tele- hich will be one of Amer- test industries after the

g the ceremonies, public eading citizens of Lans- an Army and Navy officers ts of the company at the h Valley Country Club.

Electric Dividend

eting of the board of direc- General Electric Company ew York recently, a divi- 5 cents a share was de- common stock, payable stockholders of record on

RADIO ARTIST?

Call

ngton 2-1100

AND FOREMOST

Coast-to-Coast

HAROLD FREY, member of the staff orchestra of WLBJ, Detroit, has taken a leave of absence from the station for the duration in order to work in a war plant. Frey, in addition to his musical ability, is a champion skeet shooter.

The first remote broadcast originating from W49FW, Westinghouse FM outlet in Fort Wayne, was favorably received according to the mail the station received. The broadcast was a pickup of a concert by the Indianapolis Symphony Orchestra, under the baton of Fabien Sevitzky; Rosemary Stanger handled the commentary.

Leslie Harris, for eight years a special events man at WQAM, Miami, Fla., has accepted a position with the Columbia Broadcasting System effective today. Harris has been designated an assistant director.

Appeals for aid in the United Hospital Fund of New York campaign will be made in a broadcast on Thursday over WABC, New York, by Secretary of Labor Frances Perkins, and Senators James M. Mead and Robert F. Wagner. Program was arranged by Ted Collins, who is radio chairman of the drive.

Joe McCauley, pilot of "Dawn Patrol" on WIP, Philadelphia, is taking a six months' leave of absence from his announcing chores on the all-night program beginning this week. He will be replaced by Tom Livezey, formerly of WCAU of the same city... WIP inaugurated a new dramatic series this week titled "Soldiers of the Press." Program is designed to acquaint listeners with the men who gather the news for United Press news service.

Survey conducted by Joe Creason, radio columnist of the Louisville "Courier-Journal," to determine favorite commentators among the listeners in that area resulted in the following choices in order of the votes received: Gabriel Heatter, Walter Winchell, Cedric Foster, Lowell Thomas, Earl Godwin, John B. Hughes, Fulton Lewis, Jr. and H. V. Kaltenborn.

"The Revellers," one of the oldest quartets in radio, has been booked for 20 Sunday afternoon programs from station WTAG, Worcester, (4:30-5:00 p.m. EWT). Program is sponsored by the Worcester Cooperative Federal Savings & Loan Association.

Bob Chase, for seven years conductor of the late evening Dawn Patrol on WIL, St. Louis, is now the "Voice" of Mr. Fix-it.

Mark Hawley, news commentator and announcer on "Death Valley Days" CBS and "Mr. District Attorney" NBC program, was a speaker at the launching of the 10,500-ton liberty ship "William Coddington" at the Providence Yards, Rheem Manufacturing Company on Saturday, Nov. 28.

With the sale of two five minute participations weekly to Calavo Growers, California, through J. Walter Thompson Co., the total amount of time available to sponsors on "Breakfast at Sardi's," has been sold. Of the nine sponsors, six are in the food business.

The annual Christmas party for employes of WDRG, Hartford, will be held this year on Dec. 11. Party is a private affair for employes and their wives and husbands, and is held in a downtown restaurant's private room.

Premiere of a new patriotic play by Stanley Richards is scheduled for airing on WEVD, New York, today. Play is titled "A Guy With Wings" and stars Kermit Kegley, who was last seen on Broadway in John Steinbeck's "The Moon Is Down."

Two feminine members of the staff of WIL, St. Louis, handled the publicity for Minute Women At War Week Campaign; Kay Morton had charge of radio, and Frances Rice, Continuity Chief, took care of the local papers.

WCCO, Minneapolis, made its annual award to two local high school editors recently at the annual banquet of the Minnesota High School Press Association. Max Karl, WCCO's education director, presented the winners with a radio receiver for their radio column "Net-Works," which was published in their school paper. Station makes the award each year for the most effective presentation of radio news in high school papers.

Prize of \$50.00, donated by KVOO, Tulsa, was awarded recently to the winner of the contest to select "American Industry's Best Wartime Advertisement." Contestants in the contest were limited to advertising club members of the 10th District of the Advertising Federation of America. Bruce Barton of BBD&O was the sole final judge in the competition and prize was presented by Willard Egolf, KVOO commercial manager and an AFA vice-president. Egolf is also governor-elect of the 10th AFA district.

By arrangement with the British Broadcasting Corp., WBYN, New York, has inaugurated a weekly rebroadcast of the BCC "Marching On" program, which summarizes important happenings throughout the world. Rebroadcast has been incorporated as part of the station's Saturday stanza of "We Bring You News."

Coming Events

- Nov. 30-Dec. 1: Meeting of the 9th District, NAB, Palmer House, Chicago.
- Dec. 2-3: Meeting of the 8th District, NAB, Columbia Club, Indianapolis, Ind.
- Dec. 3: Meeting of the Central Council American Association of Advertising Agencies, Medinah Club, Chicago.
- Dec. 4-5: Meeting of the 7th District, NAB, Deshler-Wallick Hotel, Columbus, Ohio.
- Dec. 7-8: Meeting of the 2nd District, NAB, Biltmore Hotel, New York.
- Jan. 11-15: "Wartime Conference" of the National Retail Dry Goods Assn., Hotel Pennsylvania, New York.
- Feb. 15-17: Annual meeting of the Canadian Association of Broadcasters, King Edward Hotel, Toronto.

Nye Seeks Investigation Of Censorship Procedure

Washington—An investigation of United States censorship practices has been proposed by Senator Gerald P. Nye of North Dakota. In presenting his resolution on the Senate floor Nye said the investigation was proposed in order to determine if United States practices have been too harsh. "If we aren't careful," said the Senator, "people won't believe anything they read." His reference was not directed toward domestic censorship, but to the control of news allowed to leave the country. The immediate point of issue was the recent suppression of news on the poll tax circus on the Senate floor.

Tucker Subs For Lewis, Jr.

Washington—Ray Tucker, veteran Washington correspondent and author of the daily syndicated column "Washington Whirligig" will substitute for Fulton Lewis, Jr. on the regular evening broadcast of tomorrow and Thursday, when Lewis, now on a lecture tour will find himself unable to reach a Mutual microphone in time for his program.

Browne's NCAC Post

Publicity of the popular division of National Concert & Artists Corp. is to be headed by Ed Browne, according to an announcement by Daniel S. Tuthill, vice-president in charge of the division. Previous reports stated that Browne had been made publicity director of the organization.

1 9 4 2											
BIRTHDAYS											
17	18	19	20	21	22	23	24	25	26	27	28
29	30	31	1	2	3	4	5	6	7	8	9

December 1

- B. S. Bercovici
- Michael A. Fiore
- Ray Henderson
- Mary Martin
- Ethel Shutta
- Harry W. Conn
- Ted Hammerstein
- Linda Keene
- Patricia Ryan
- Dave Zimmerman



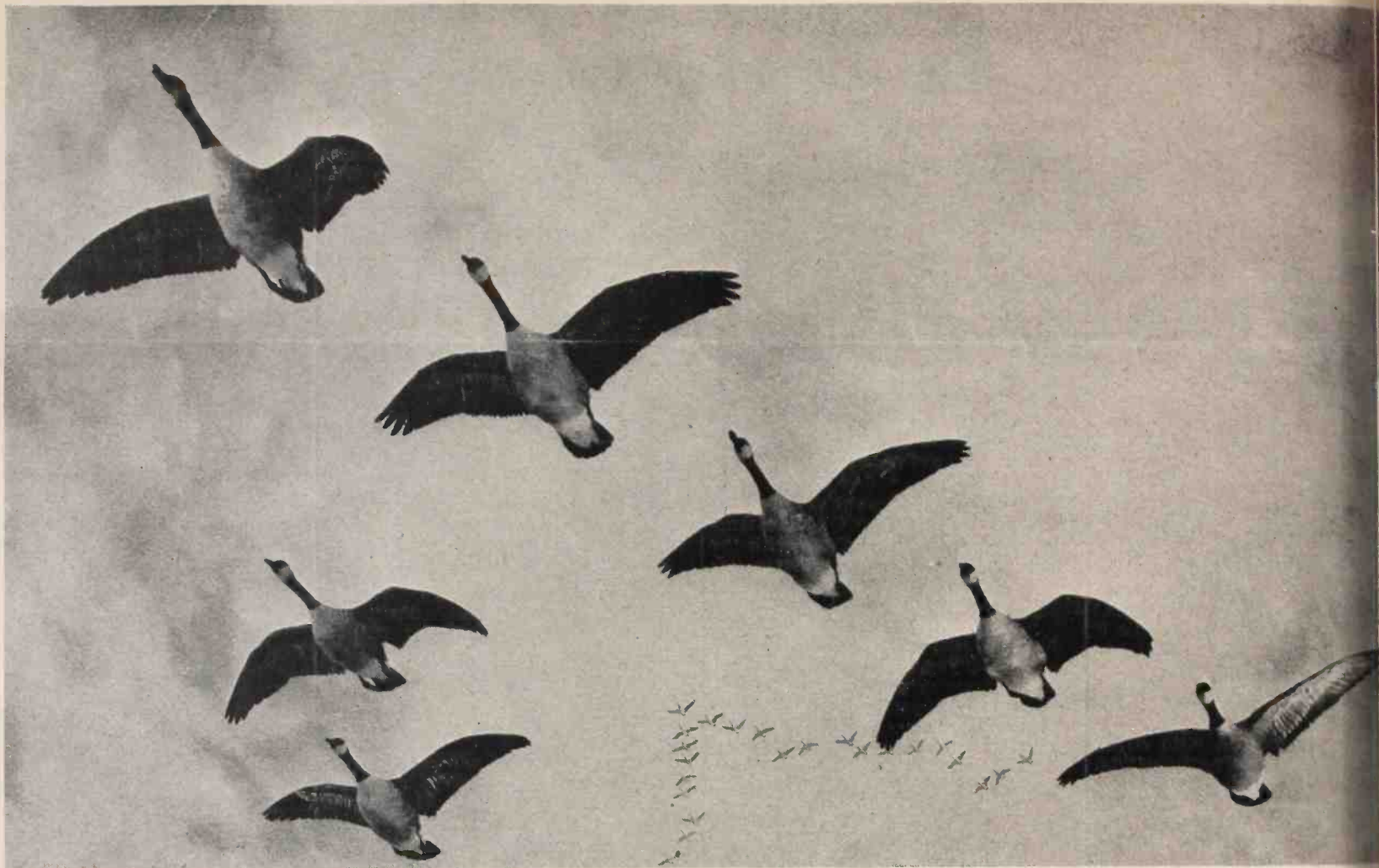


PHOTO BY EWING GALLOWAY

PICK YOUR BIRD

... DON'T TRY TO COVER THE WHOLE SKY!

In radio, too, it's usually wasteful to cover the whole countryside when you can hit the big market with one economical station.

The big market we're talking about is Baltimore. Today the nation's 6th largest city. You can take a bead on it...and not miss!

You do it by loading your sales gun with WFBR. When you pull the trigger... smart advertisers have learned something happens:

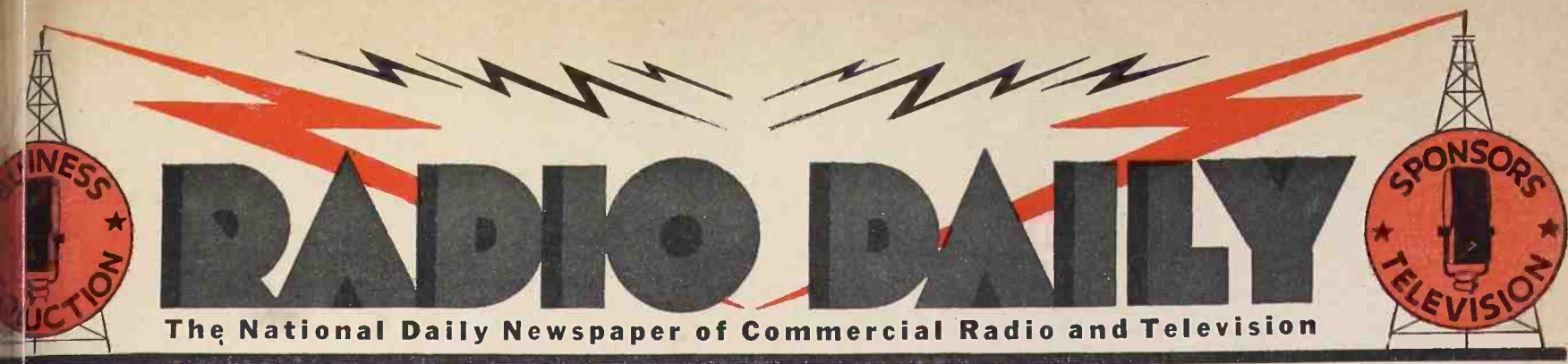
You cover Baltimore with a radio intensity known to few cities so big. You don't waste your shot all over Pennsylvania, New

Jersey, Virginia, Delaware and West Virginia with stepped-up wattage.

In the first place, hopped-up signals cost you money. In the second place, you may not have sales in those surrounding states. And in the third place, if your goods are available in those scattered states... you're probably buying economical time on those local radio stations that have their own loyal listeners.

Baltimore, with WFBR, is always good hunting. Now more than ever...with payrolls at a new peak...WFBR is your buy.

RADIO STATION **WFBR** BALTIMORE
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

21, NO. 41

NEW YORK, N. Y., WEDNESDAY, DECEMBER 2, 1942

TEN CENTS

OWI Readies ET Report

AFM Hearing Now Set For Jan. 12

Washington Bureau, RADIO DAILY
Washington—Hearings on the AFM recording ban have been definitely set for Jan. 12, Senator D. Clark told RADIO DAILY yesterday. Clark is chairman of the subcommittee of the Senate committee on Interstate Commerce which will investigate the ban. Since members of the subcommittee will meet at the next Congress, there will be no change in the roster, which includes Senators McFarland, Tobey, New Hampshire; Delaware, and White, Maine. Hearings to open, but this was
(Continued on Page 7)

Interest Leaving Treas. for Post in U. S. Navy

Washington Bureau, RADIO DAILY
Washington—Vincent F. Calverley, Chief of the Staff, Radio Section, has been appointed a Lieutenant in the United States Naval Reserve, it was announced yesterday by Vincent F. Calverley, Director of Press and Radio in the Treasury Department. He will go on duty on Dec. 15 at the
(Continued on Page 2)

League Air Policy To Be Settled Next Month

Washington Bureau, RADIO DAILY
Washington—Radio policies of major baseball organizations will not be discussed at the current meeting but will be taken up sometime next month, L. C. McAvoy radio director of the American League department yesterday. McAvoy said
(Continued on Page 2)

Happy Landings!

When John Hoagland was a network salesman, he and other salesmen used to get a special cut-out of a blue goose as a mark of special recognition. Today "The Blue Goose," now vice-president in charge of sales, is doing a good job on the United Nations' fighting front.

Workout

Philadelphia—Mike Hunnicut, of WFIL, arrived in the lobby of the building just as the test air raid sirens sounded and elevator operations ceased. Undaunted, the comic climbed the 18 leg-wearying flights only to learn that his scheduled broadcast had been cancelled. Next time he'll phone.

Hear Labor Executive In FCC-WBAX Case

Washington Bureau, RADIO DAILY
Washington—Yesterday's session of the hearing in which the FCC seeks to prove Robert J. Doran, president of Northeastern Pennsylvania Broadcasters, Inc., an unfit person to receive a license to operate WBAX, Wilkes-Barre, Pa., was concerned mainly with charges by Doran's counsel that his client was the victim of persecution, and protests by Joseph Walsh, witness, that all he
(Continued on Page 7)

Miles To Full NBC Net For 3 Vandercook Shows

Washington Bureau, RADIO DAILY
Washington—Miles Laboratories, Inc., sponsors of NBC's "News of the World," Mondays through Fridays at 7:15 p.m., EWT, has ordered the full NBC network for the Monday, Wednesday and Friday broadcasts of the series. Wade Advertising Agency, Chicago, handles the account for the sponsor's production.
(Continued on Page 2)

Johnson Ninth Dist. Director; Back Retail Promotion Plan

Two Tobacco Accts Win Industrial Safety Awards

Chicago—Leslie C. Johnson, general manager of WHBF, Rock Island, Illinois, was elected to membership on the Board of Directors of NAB at closing session of the Ninth District meeting here yesterday, after the broadcasters adopted resolutions endorsing OWI's radio plan; the Retail Promotion Plan and NAB's stand on the Petrillo recording ban. Johnson succeeds Edgar Bill of
(Continued on Page 8)

Overseas Branch Expected To Describe Its Recording Activity For Benefit Of The Independent Studios

Plan Many Programs To Mark Pearl Harbor

Washington Bureau, RADIO DAILY
Washington—A detailed report on the recording activities of the OWI Overseas Branch is due to be submitted today to Elmer Davis, director. This report was believed completed at a late hour yesterday, and is understood to contain all data on cost of materials, operation and other details. The report was prepared, it is understood, at the instigation of Chalmers Hammel, chief of the Small Business Section of the Department
(Continued on Page 8)

Hopper For Winchell; Regular Run Undecided

Washington Bureau, RADIO DAILY
Washington—Hedda Hopper will take the place of Walter Winchell next Sunday, 9 p.m., EWT, Blue for Jergen's. Winchell is reporting for active duty with the Navy. Whether or not she will remain the substitute on the series
(Continued on Page 2)

WNYC Given Permission To Operate Until 10 P.M.

Washington Bureau, RADIO DAILY
Washington—Permission to operate until 10 p.m., using directional antenna after sunset in Minneapolis, was granted WNYC yesterday by the
(Continued on Page 6)

AT&T Girds To Fight Long-Lines Reduction

Washington Bureau, RADIO DAILY
Washington—Pleading that reduction of rates on long line tolls "would interfere with the successful prosecution of the war," the American Telephone and Telegraph Company yesterday asked the FCC for additional time to prepare its case against such
(Continued on Page 2)

OWI Appoints Hackett As New England Specialist

Boston—The Office of War Information announced appointment of Walter Hackett as Radio Information Specialist for the New England Regional Office. Hackett comes to OWI from the Radio Section of the American
(Continued on Page 2)

Family Affair

Horace Heidt believes in the family unit. As proof he first signed Donna Wood to sing on his "Treasure Chest" program, then added Donna's brother, Chandler, to sing with the Don Juans. As a result of a recent Boston engagement, Heidt also chose the youngest member of the singing Wood family, Gloria, for the Don Juans.



Vol. 27, No. 41 Wed., Dec. 2, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, 203 North Wabash Ave. Phone State 7596. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Tuesday, Dec. 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	130 3/8	129 3/4	130	+ 1/2
CBS A	145 1/8	145 1/8	145 1/8	+ 1/8
CBS B	145 1/8	141 1/2	145 1/8	+ 3/8
Crosley Corp.	8 1/4	8	8	- 3/4
Gen. Electric	29 1/4	28 7/8	29	- 1/4
Philco	10 3/4	10 5/8	10 5/8	- 1/8
RCA Common	4 3/8	4 1/4	4 1/4	- 1/8
RCA First Pfd.	56 7/8	56 7/8	56 7/8	+ 1/8
Stewart-Warner	7 3/4	7 5/8	7 3/4	- 1/8
Westinghouse	76 1/4	75 1/2	76 1/4	- 1/8
Zenith Radio	16 1/2	16 1/2	16 1/2	- 1/8
NEW YORK CURB EXCHANGE				
Nat. Union Radio	5 1/8	5 1/8	5 1/8	- 1/8
OVER THE COUNTER				
Farnsworth Tel. & Rad.			Bid 3	Asked 3 1/4
WCAO (Baltimore)			18	21
WJR (Detroit)			18 1/2	20 1/2

Hopper For Winchell; Regular Run Undecided

(Continued from Page 1) throughout Winchell's absence has yet to be worked out. Miss Hopper was to have been used in place of the "Parker Family" which program sponsor was planning to discontinue after the first of the year. Under present situation, execs are considering using Miss Hopper as the Winchell substitute, and allowing the "Parker Family" to run on for the same time.

Poletti Inaugural On WMCA

Inauguration of Lt. Governor Charles Poletti as Governor of New York for the unexpired term of office of Governor Herbert Lehman will be aired exclusively today at 4:15 p.m. by WMCA. Oath will be administered in the executive chambers at Albany by Chief Justice Irving Lehman.

ANNOUNCER WANTED

WEED—

ROCKY MOUNT, N. C.

BLUE AFF. — U.P. NEWS

Two Tobacco Accts Win Industrial Safety Awards

(Continued from Page 1)

Bayuk Cigars, Inc., will receive the Distinguished Service presentation of the National Safety Council.

Brown & Williamson will be given a "Smash the Seventh Column" award by the insurance organization for having operated a 12,000,000 man-hour stretch without a lost-time accident. Presentation will be made during the "Plantation Party" program over NBC at 9:30 p.m. on Friday.

Bayuk Cigars, Inc., makers of Phillies, has set a record of 14,314,436 continuous man-hours without a disabling injury. This is equivalent to seven years of injury-free operation by a 1,000-man plant. It is this record that will be honored by Ned H. Dearborn, executive vice-president of the National Safety Council when he presents that organization's award on the Cal Tinney program, "Sizing Up the News," which will be heard on Friday over Mutual from 8-8:15 p.m.

Gilchrest Leaving Treas. For Post In U. S. Navy

(Continued from Page 1)

Naval Training Station, Hollywood, Florida.

Gilchrest joined the Treasury Department in April, 1941, a month before the opening of the bond and stamps campaign. He was assistant to Callahan until last January when he was named chief of the radio section. He went to Washington from Radio Features, Inc. where he was general manager for Earl Ferris. Before that, he was director of news and special events for WBZ-WBZA, Boston. For 10 years prior to joining WBZ-WBZA, Gilchrest was radio editor of the Chicago "Daily News."

Major League Air Policy To Be Settled Next Month

(Continued from Page 1)

that until wartime schedules for 1943 are worked out and other problems of baseball administration have been cleared the subject of radio will remain unsettled. He confirmed the report that Atlantic Refining Co. was interested in baseball sponsorship for next season.

WLAG Joins Mutual

Newest Mutual network affiliate is WLAG, La Grange, Georgia. The 250-watt, unlimited time station, operating on 1,240 kilocycles, joined the hookup December 1. Edwin Mullinax is general manager.

20-Year Club Book Dec. 16

The Twenty-Year Club's roster of membership, with biographies of radio's old-timers, will be published Dec. 16, it has been announced by H. V. Kaltenborn, NBC news commentator and founder of the club. The book will not be distributed generally but will be available at the cost price of \$1 to historians, libraries and others interested in the men who brought radio into being.

OWI Appoints Hackett As New England Specialist

(Continued from Page 1)

Red Cross. He has had long experience in radio writing and production. In addition to having written many commercial and sustaining scripts done over the four major networks, he has written and produced local New England shows. Some of his radio and one-act plays have been included in anthologies. One of these is being reprinted by Treasury Department. Previous to his entry into radio, Hackett was a newspaperman and magazine writer.

AT&T Girds To Fight Long-Lines Reduction

(Continued from Page 1)

reduction. Hearing had been called for Dec. 16.

The reply stated that reduction in tolls would stimulate traffic when such stimulation would be contrary to the public interest, creating additional congestion and delay. The statement adds that the company will also show that its earnings are not excessive.

All construction of telephone or telegraph lines was banned by the Commission, in response to a request from the Board of War Communications, unless they serve either a military necessity or some vital public need which cannot otherwise be met. The wording of the statement stipulated that only construction requiring the use of critical materials is affected, but that stipulation cannot alter the effect of the order, which places wire communications on precisely the same footing radio broadcasting has been on since April.

Miles To Full NBC Net For 3 Vandercook Shows

(Continued from Page 1)

ucts, Alka-Seltzer and One-a-Day vitamin tablets.

"News of the World," with John Vandercook as commentator, presents various NBC representatives reporting from Europe, Africa and the Far East.

On Tuesdays and Thursdays, Miles Laboratories, Inc., will continue to sponsor the newscasts over the 31 stations formerly used throughout the week.

COMING and GOING

KEITH KIGGINS, vice-president of the Network in charge of stations, is back at desk following three weeks in Florida recuperating from a severe illness.

MRS. MARGARET HOWE BOWEN, president and treasurer of WIBX, Columbia outside Utica, is in town on station business.

FRANK P. SCHREIBER, broadcasting manager of WGN, is here from Chicago for conference at Mutual headquarters.

NEVILLE MILLER, LEW AVERY and ARNEY, JR., are in Indianapolis for the meeting of the 8th District, NAB, which will be today and tomorrow at the Columbia Club.

RALPH BATEMAN, manager of the District office of The Katz Agency, Inc., was in yesterday for talks with executives of organization.

WALTER HAASE, program manager of WHartford, was in New York Monday and Tuesday on station business.

ELLA LOGAN was at the Sheepshead Bay Training Station yesterday to entertain at newly-built auditorium.

JACK M. DRAUGHAN, president and station manager of WSIX, Nashville, is back at station following a short trip to Cincinnati.

O. L. TAYLOR, president of KTSA, San Antonio, has arrived from Texas for conferences at local headquarters of CBS.

SAMMY KAYE and the members of his orchestra have returned from a theater date in Hartford. They leave tomorrow for an engagement in Passaic, N. J.

KEITH MASTERS, attorney for MBS, is in from Chicago yesterday on a legal mission.

CAMPBELL "CAM" ARNOUX, general manager of WTAR, Norfolk, is back at the station following a sojourn in Florida.

NEW YORK'S STATION OF DISTINCTIVE FEATURES

Now 5000 WATTS

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

- 1 The feature boxes of newspaper radio program pages.
- 2 The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who On WEVD" . . . sent on request.

WEVD
117-119 West 46th St., New York, N. Y.

WHAM

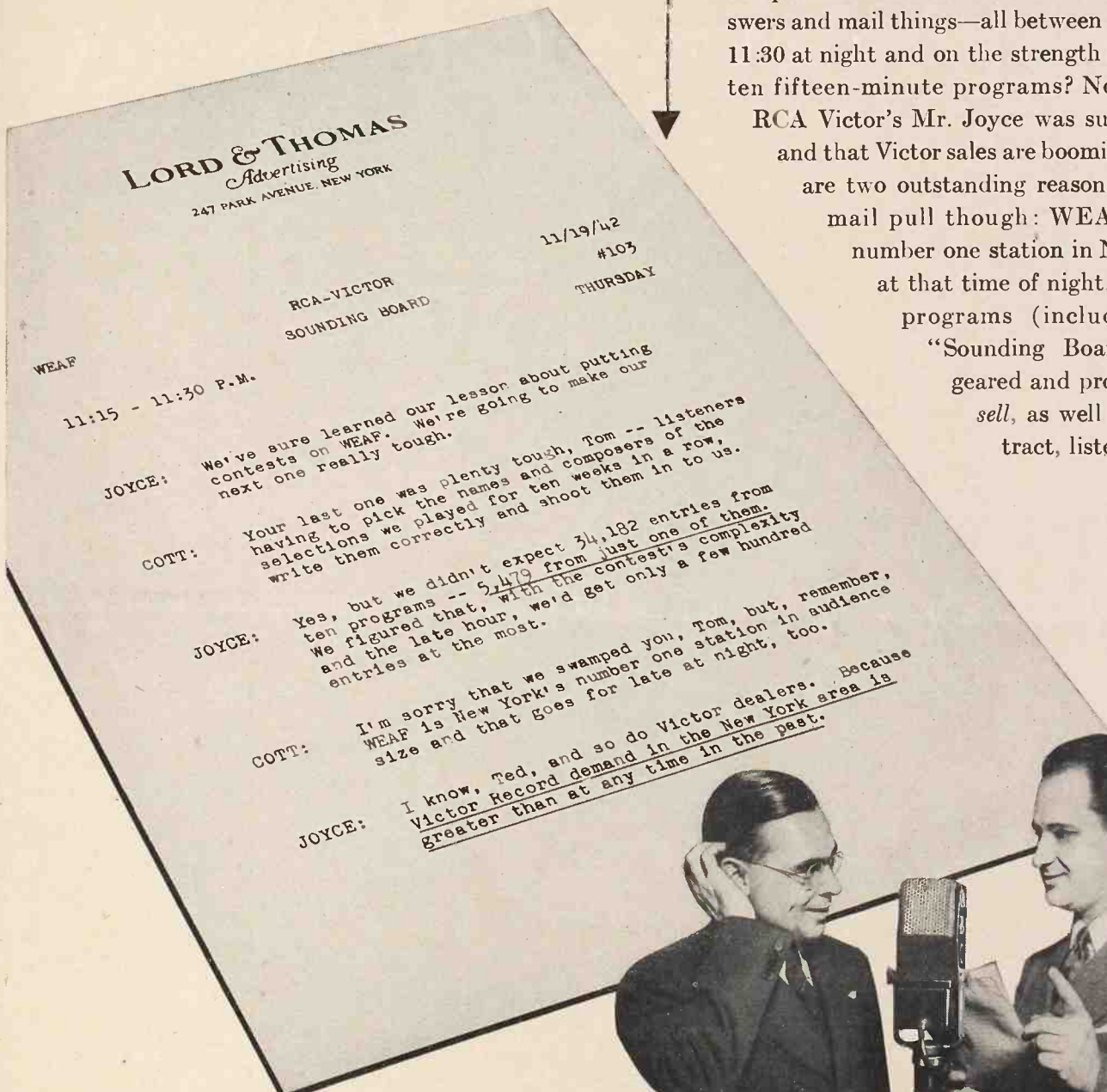
5305 factories swell buying power for 900,000 radio homes.

Nat'l Rep. George P. Hollingbery Co.
50,000 Watts... Clear Channel... Full Time... NBC Blue and Red Networks
ROCHESTER, N. Y. "The STROMBERG-CARLSON STATION"

34,182 LISTENERS SCRATCHED THEIR HEADS AT 11:15 P. M.

and Victor Record
demand goes up and up!

Where except in New York and how except through WEAF could you find 34,182 individuals who are willing to sweat over a complicated musical contest, write up answers and mail things—all between 11:15 and 11:30 at night and on the strength of a mere ten fifteen-minute programs? No wonder RCA Victor's Mr. Joyce was surprised—and that Victor sales are booming. There are two outstanding reasons for this mail pull though: WEAF is the number one station in New York at that time of night. Its local programs (including the "Sounding Board") are geared and produced to sell, as well as to attract, listeners.



Mr. Thomas F. Joyce, Vice President of RCA Victor, puzzles over this late-night mail-pull as Ted Cott, emcee of the Victor Record "Sounding Board" (11:15-11:30, Thursdays) points out what's behind it.

WEAF



TALKS SALES
IN NEW YORK

50,000 WATTS • 660 KILOCYCLES • NBC NETWORK

Los Angeles

By JAC WILLEN

FIRST Hollywood origination of the Gracie Fields-Pall Mall show on the Blue Network began on Monday of this week. English comedienne and vocalist previously had been heard from New York on a five-minute spot Monday through Friday at 9:55 p.m. EWT and is sponsored by the American Cigar & Cigarette Co., through Ruthrauff & Ryan. Sam Pierce of the agency is the producer of the show.

Ralph L. Power Radio Agency has resigned its current accounts with the single exception of the Universal Microphone Co., due to Dr. Power accepting a post with the U. S. Army Signal Corps as an inspector. He has been assigned to a western division mobile unit. Mrs. D. H. Cameron, office secretary for the agency during the last ten years, will service the Universal account and conduct all agency affairs for the duration of the war.

Stage No. 4 at the Warner Bros. studio on Bronson street will be the broadcasting spot of Gracie Fields' nightly (5 per week) Pall Mall airings. A studio program will proceed the nightly portion of air time, 6:55-7 p.m., PWT. First broadcast went from here Nov. 30.

The large accommodations at the studio should find an enlarged studio audience for the broadcasts, with tickets being handed out by U.S.O. desk, Blue Web's Guest Relations Dept., Hollywood Stage Door Canteen, and from the agency Ruthrauff & Ryan.

Orson Welles wasn't the only triple-threat radio star on the "Ceiling Unlimited" program this last week. Ray Collins, who played one of the characters, was once a writer-director-actor for a Seattle stock company.

Dick Joy, Nelson Eddy show announcer over KNX-CBS, is about to try his hand at directing amateur theatricals in his home locale of North Glendale. With gasoline restrictions at hand Joy decided to organize and provide entertainment for the neighboring towns and friends. First production will be given in a converted garage. Joy will emcee the productions when such services are also required.

TUNE-DEX

The music publishing industry's only living, permanent, reference index.

WILL KEEP YOU POSTED

Advance releases, and old favorites at low cost!

TUNE-DEX cards detail complete info: prices, arrangements, performance license, copyright info, publishers, etc., with chorded lead sheet & lyric of chorus

FREE SAMPLES

and info on request.

TUNE-DEX, Inc., Dept. R, 1619 B'way, N. Y. C.

MAIN STREET

OL' SCOOPS DAILY

Bigtown Small Talk . . .!

● ● ● Dinah Shore and Bing Crosby will be co-starred Dec. 14, on the Screen Guild program in an air version of "Holiday Inn." It will be Dinah's first big acting job with her idol—the "King," as she calls Bing. . . . When Charlie Butterworth appeared on "Radio Reader's Digest," his first fan letter was from Uncle Sam. A notice from the draft board. . . . Eli Sugarman, being inducted in the army Saturday. . . . Woodbury Soap dropping "Thin Man" . . . Evelyn Kane, manager of Wythe Williams among other radio personalities, is the bride of an Army Air Corps Lieutenant. . . . Jock MacGregor is the new director on "The Cisco Kid" with Al Flannigan in the Marines. Show, incidentally, is getting sponsor bites. . . . Anita Boyer quitting Jerry Wald's work on the 24th, and will solo in radio and night clubs. . . . Paramount Pictures considering half-hour weekly series submitted by Women's Institute of Audience Reactions. . . . James Melton makes his Metropolitan Opera debut Dec. 7. . . . Bill Miller, of the NBC press cage, quitting on the 15th, to join OWI "Outpost Division" . . . Wally Butterworth the new announcer on the Crumit-Sanderson quizzer. . . . Humphrey Bogart's appearance on Phil Baker's "Take It Or Leave It" Sunday night was one of the best bits the air has best-betted in quite a spell. . . . Josephine Houston guesting on the Fred Allen show this Sunday and "We, The People" the following week. . . . It's a boy at the Richard Miller Rayburns. He's with CBS Sales Promotion and Mrs. Rayburn is the former Peggy Weston, summer stock player. . . . Cafe Life becoming one of radio's favorite night spots. Operated by Oscar, formerly with Cafe Society. . . . Bob Hawk entertaining at Camp Dix tonight.

☆ ☆ ☆

● ● ● Lee Meyers, who publicizes some of radio's outstanding personalities, is having his headaches with one of them—namely, Jackson Beck, who portrays the lead role in "The Cisco Kid." It seems that the columns persist in misspelling the lad's name. Danton Walker, in the "News," for instance, referred to him as Jackson Bleck. In Leonard Lyons' space in the "Post," it appeared as Jackson Berk. The actor was becoming irked, naturally, and started beefing to his press agent. The latter remonstrated and argued that after all Jackson was an unusual first name and everybody would know to whom the story referred. The end of the week came and Meyers received a check from Beck in the mail for his services. However, the check was signed merely "Jackson." The attached note read: "You say that Jackson is such an unusual name that everybody will know it means me. See if my bank knows!"

☆ ☆ ☆

● ● ● THE MORNING MAIL: "A short while ago in 'Main Street,'" writes Chas. S. Zurhorst, of WOL, "I read where Uncle Sam had requested Bob Hope to stay in his present position of radio comedian because he is more valuable to the country in the capacity of a morale builder. Then again in 'Main Street' on Nov. 23rd, I saw that Bob Hope's senior gag writer, Milt Josefsberg, is now I-A and naturally stands a good chance of being drafted. To me this doesn't make sense. A comedian is a funny man, but it is an unfortunate necessity that good comics need a staff of gag writers to put funny words in their mouths. It is like Uncle Sam saying to Joe Smith of Walla Walla: 'I need you as a welder, but I will have to take all your tools away from you.' This is a situation, which in the mad rush of wartime America, probably has been overlooked. Consequently, although I work for a rival network and have no personal interest in the matter, I would like to request that you, through your column or through your connections, advise the 'powers that be' of their error. It is only fair to Bob Hope." . . . And Zurhorst brings up a point which is timely, considering that Jack Benny's writers, Bill Morrow and Ed Beloin, are being drafted.

☆ ☆ ☆

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

"SHOOT THE WORKS," WGN show returns to the air five nights under sponsorship of H. Clothing Company, through Schermer & Scott, with Johnny Neas as emcee. The program will be broadcast at USO and servicemen's centers in midwest area.

"Your Army Wants You," a sustaining show designed to help the Sixth Service Command recruiting, will be launched today at 7 p.m., and heard weekly thereafter. The program will feature Guy Wallace interviewing men and women in the service and telling of Army's recruit needs.

"Tom, Dick and Harry" will be a radio tribute to their namesakes. Tom, Dick and Harry Krause, a month-old Des Plaines triplets, will begin their broadcast Friday afternoon Dec. 6. The trio, in collaboration with Whitey Ford, Fran Allison, Mary Ann Mercer, are staging a benefit for the youngsters at Des Plaines on Saturday evening under Kiwanis Club sponsorship. All proceeds will go to the care of the triplets.

Virginia Smith, formerly of WBBM, has become secretary to Gene D. president of WAIT.

The marriage of Marge May, of the WBBM educational staff, and yeoman Carl Treat of the Great Lakes Naval Training Station, has been announced.

Hal Tate and wife, Nikke, will get a new program on WAIT Saturdays at 5:45 p.m. under sponsorship of the Chicago Theater for exploitation of M-G-M pictures. The show is called "Tate Theater Guide" and was placed through Malcolm-How Agency.

Wauhullau La Hay, radio emcee of the "Sun," was interviewed yesterday by Josephine Wetzler, WMBD, on her experiences as a writer, commentator and producer.

Marines Thank NAB


Washington—An official note of thanks has been received by NAB from the Marine Corps in appreciation of the assistance broadcasters provided "in making our 167th anniversary a memorable national observance."

The writer, Brig. General Robert Denig, director of the Corps Bureau of Public Relations, said in part: "The most potent and stimulating incentive any military force can be furnished is the knowledge that its people at home and every Marine, whether he be in the Philippines, Guadalcanal, or the West Indies, Trinidad, Tulagi or Toledo."

AGENCIES-STATIONS-ADVERTISERS

Available for wartime problems. Extensive program, sales, management experience. A broad advertising background with special emphasis on radio coverage and buying, markets, merchandising. Washington contacts, Public Relations. Address:

RADIO DAILY, BOX AM
1501 Broadway New York City



WXYZ will deliver*

Lion's Share of Detroit at lowest cost

**Guarantee* – with any WXYZ Champion Show

GUEST-ING

JULIE HAYDEN, in an adaptation of Booth Tarkington's "Alice Adams," on the Kate Smith show, Friday (WABC-CBS, 8 p.m.).

JOAN FONTAINE, in an adaptation of "This Above All," on the "Philip Morris Playhouse," Friday (WABC-CBS, 9 p.m.).

TAMARA, Russian actress, on "Keep Ahead," Friday (WOR-Mutual, 7:30 p.m.).

IRVING S. COBB, on the "Saturday Night Bondwagon," Saturday (WOR-Mutual, 10:15 p.m.).

GEORGE BURNS, GRACIE ALLEN and VIRGINIA O'BRIEN, on "Soldiers With Wings," Saturday (WABC-CBS, 10:15 p.m.).

SALLY RAND and BARRY WOOD, on the Ellery Queen program, Saturday (WEAF-NBC, 7:30 p.m.).

WINIFRED B. LEWIS, voted "Queen of Hobbyists" by the magazine "Pic," on Dave Elman's "Hobby Lobby," Saturday (WABC-CBS, 8:30 p.m.).

Expect Clarification Today On OES Salary Ceiling

Washington Bureau, RADIO DAILY
Washington—Clarification of the OES salary ceiling as it affects the entertainment world is expected today. There is considerable speculation in Washington as to just what, if any compromises, will be made, but no word is known to have leaked through yet. The decisions were written and completed yesterday by the Bureau of International Revenue, and release was expected momentarily from noon on yesterday.

That the information will be available today seems almost certain. Most correspondents and others interested believe that some compromises will be offered, particularly with reference to free-lance actors and the provisions which forbid greater earnings this year than last year.

New Ascap Members

Ascap yesterday announced the election by the board of directors of 20 new writer members, both popular and standard authors and composers. Five new publisher members were admitted to membership at the same time. Publishers are: Bloch Publishing Co.; Glenmore Music Co.; J. C. Marchant Co. Inc.; Noble Music Co. and Tempo Music, Inc.

AFM Local Trails Disks

Trial Board of Local 802 of the AFM has summoned Eli Oberstein to appear before it, Thursday, Dec. 10. Board is investigating Oberstein's release of other recordings of which Local had no production record before August 1 ban.

★ PROMOTION ★

Mail-Puller

Figures released by the NBC mailing department indicate the "Funny Money Man" stanza to be one of the nation's leading local programs in mail response. In the seven month period covering April through October, the program drew 375,000 pieces of mail on WEAF alone. This response is 200 per cent greater than any other local WEAF stanza. "Funny Money Man" also leads mail response in the New York area for all network shows.

Series is heard six times weekly via WEAF, and picked up by thirty-eight stations around the nation. In many cities, the air show is used in conjunction with the comic strip of the same title. Most of the mail consists of requests for membership in the "Funny Money Club," which makes the listener eligible for the cash prizes given out on each show.

Prizes are given to listeners for sending in such items as a horse hair, an unsigned check for a million dollars, etc. Series is handled and produced by Allen A. Funt and the comic strip is peddled by the McClure Syndicate.

WNYC Given Permission To Operate Until 10 P.M.

(Continued from Page 1)

FCC. This decision, with Commissioners Case and Craven dissenting, came only a month after the Commission had refused to sanction operation until 11 p.m. for the station, climaxing two years of stormy hearings during which the witnesses included Mayor F. H. LaGuardia.

Hours 6 a.m. to 10 p.m.

New hours authorized for New York's municipal station will be from 6 a.m. to 10 p.m., with a power of 1 kw., and using non-directional antenna between local sunrise and local sunset in Minneapolis. The specification that directional antenna be used at night is stipulated to prevent interference with the secondary area of WCCO, CBS outlet in Minneapolis. Objections by WCCO and CBS were instrumental in balking earlier attempts by WNYC to gain approval for unlimited operation.

WNYC lost only one hour of operation by the October denial, as it turns out. At that time they were seeking authorization to remain on the air until 11 p.m. rather than their present arrangement, whereby they must sign off at sundown in Minneapolis.

Because there are some engineering matters to iron out, WNYC will not go on its new extended evening schedule for about two weeks. Morris Novik, director of the station, stated that the evening hours will be filled with programs built on the policy of war service and promotion of civilian defense. Additional evening air time was granted by the FCC under its war emergency powers on

Boosting Book Program

Weekly jam session for inveterate leisure-readers, "Reading for Fun," on KIRO, Seattle, had its listeners' attention stepped up as a result of its recent broadcast when the suggestor on the program, Prof. Edwin Adams, of the University of Washington English department, reviewed the book, "Centralia: The First Fifty Years."

The Adams review was transcribed and rebroadcast over KELA, Centralia with full cooperation of the newspapers in the area. Prior to the broadcast 2,000 announcements were sent to educators and schools throughout the state. Further attention is called to "Reading for Fun," by the Washington libraries who place placards up in the libraries announcing the program, time and station.

Special Service

Discovering that many suburban daily and weekly newspapers would be interested in publishing a radio column if furnished with material, WLIB, Brooklyn, is releasing a 250 to 500 word feature covering personalities, network shows as well as data of other New York stations.

WBYN Program Heads Asks 2-Min. Prayer Period

Norman H. Warembude, program manager of WBYN, yesterday asked stations throughout the country via AP, UP, and INS, to observe a two-minute silence period today in memory of the more than 2,000,000 Jews slaughtered by Hitler in Europe. Dec. 2 has been designated by the organized rabbinate of this country and Canada as an official fast day and they have issued a decree calling upon Jews to close their places of business today from 4 to 5 so that they may observe an hour of prayer in their synagogues.

Greek Campaign Starts Via Program Over WBNX

The New York campaign of Greek-Americans to raise \$10,000,000 throughout New York State got under way in a radio broadcast over WBNX, New York. George C. Vournas, supreme president of the American Hellenic Educational Progressive Association came from Washington to speak. WBNX will carry a campaign broadcast every Sunday night until the drive ends on Washington's Birthday, Feb. 22.

the basis of the station's war service policy.

War service programs in the daytime, Novik explained, constituted 48 per cent of all programming. Evening hour schedule will maintain the same ratio at least. Station has been operating on a directional antenna for the past five years, Novik explained, adding that the evening sessions will continue operation in the same manner,

AGENCIES

DORA MAY TALCOTT, with the Institute of Public Relations has joined the Newell-Emm advertising agency as an assistant to the publicity department.

MacDONALD DUNBAR has joined the media department of Texaco Inc. He was formerly an executive with Benjamin Moore Paint Co.

FRANK GRIFFIN will join Ton Advertising, Inc., as a vice president on or about January 1.

M. H. HACKETT, INC., has been named to handle the advertising of Industrial Tape Corp., New York, N. J., effective immediately.

McCANN-ERICKSON, INC. has been appointed to handle the advertising of Lea & Perrins for their Worcestershire sauce.

Evans to Sing Anthem

Wilbur Evans, baritone soloist of the Blue Network, in the "Stars from the Blue" program, will sing the national anthem at the closing of the NAM convention today.

WHN's "Birthday"

WHN celebrated its first year anniversary yesterday with a 50,000 watt station, yesterday's broadcast without fanfare or celebration. The observance of festivities was attributed to the war.

B. BLOSVEREN
SONS, INC.

FURRIERS

30 ROCKEFELLER PLAZA
NEW YORK CITY

On The Mezzanine

You can
get a
lovely
hand
tailored
Persian
Lamb
fur
coat
for
\$200



**Labor Executive
FCC-WBAX Case**

(Continued from Page 1)
 an inquiry to determine
 ness.
 national vice-president of
 an Newspaper Guild and
 of the Wyoming Valley
 Labor Committee, was in-
 in bringing the question
 fitness to the attention of
 mission. The license had
 an granted Doran last July,
 being held up as a result
 est entered by the Labor
 and the Wyoming Valley
 Association.
 ers to "Persecution"
 ly correcting questions by
 orney, George Porter, con-
 s "attacks" upon Doran,
 ed he had high regard
 record of public service
 at an inquiry was called
 ermine Doran's fitness to
 station. Walsh referred
 erts on the part of certain
 Wilkes-Barre to make it
 t Doran was the victim
 ion by the FCC. In this
 the testimony, he read
 ech delivered by Doran
 local Rotary Club after
 sions of the hearing in
 which Doran said "I am
 understand this attack
 reputation and character.
 n mystified by it as you."
 nce to newspaper stories
 h claimed were designed
 ne impression that Doran
 n persecuted by the Com-
 rter said, "I hope we still
 eom of the press in this
 Doran's Labor Record
 ainly do," was Walsh's
 upon Porter added, "and
 the radio, too—we hope."
 sked Walsh if he was
 Doran's all-night meeting
 s, labor leaders and pub-
 an attempt to settle the
 newspaper strike in
 e in 1938. Walsh said
 n informed only recently
 tivities and "I appreciate
 rts, just as I appreciate
 of Wilkes-Barre ministers
 e strike, the same minis-
 ince have been branded
 ists."
 abeth Dilling, in a speech
 local rotary club arranged
 had branded certain
 re ministers as Com-
 d Reds.
 Character Witnesses Today
 id that if Doran's ideas
 ncide with those of Mrs.
 Eugene Sanctuary, and
 nondson—all three under
 for conspiracy to impair
 of the armed forces—he
 sucked in" by the three,
 gullibility indicates that
 pt a fit person to operate
 tion. "We do not know
 e might be sucked in next
 h continued.
 witnesses for Doran are
 appear today.

**Networks Plan Many Shows
Marking Pearl Harbor Attack**

(Continued from Page 1)
 part are incorporating the theme in
 the regular schedules so that several
 programs will contribute some one
 thing to the subject.
 At the Blue, the following special
 programs are booked: From Honolulu,
 at 3:30-3:45 p.m., net will carry a
 portion of a special requiem mass
 conducted by the Rev. James J.
 Sweeney, Bishop of Hawaii, who
 will be assisted by chaplains of the
 Army, Navy and Marine Corps.
 George Hicks' program, "Men of the
 Land, Sea and Air" will feature high
 ranking officials from the Coast
 Guard and Marines, to discuss the
 war in the South Pacific. At 4:15-
 4:30 the network will present "Honor
 the Dead" from Honolulu, a tribute
 by Church and Army, Navy and
 Marine officials.
CBS Lineup
 CBS has arranged commemorative
 features in several programs on that
 day to supplement the special pro-
 grams. "The Lesson of Pearl Harbor"
 by Robert T. Merrill, commander-in-
 chief of the VFW will be presented
 at 9:45 a.m., and at 10:30 a.m., Most
 Rev. Francis J. Spellman, Archbishop
 of New York and Military Vicar of
 the armed forces will be heard. On
 "Radio Reader's Digest," (Dec. 6)
 net will offer a dramatization of
 "A Review of America's First Year
 At War," with Raymond Massey in
 the lead role.
 During "Keep Working, Keep Sing-
 ing America," David Ross will read
 a special editorial, while the musical
 end of the program presents a spe-
 cial medley of war songs. Lux Radio
 Theater is scheduled to offer "The
 War Against Mrs. Hadley," while the
 "Screen Guild Players" offer "Mrs.
 Miniver." Greer Garson and Walter
 Pidgeon will occupy the same roles
 they had in the film.
 On "Vox Pop" it has arranged talks
 with survivors of the Pearl Harbor
 attack. CBS's correspondent Webley
 Edwards speaking from Honolulu on
 the program, will interview persons
 who were on the scene. Other pro-
 grams on CBS's agenda, such as
 "People's Platform" and "We the
 People" will also mark the attack.
WOR-Mutual Sked
 WOR-Mutual's major single special
 programming will consist of a round-
 up to show the effect of the year's
 war on America. Gabriel Heatter
 will serve as narrator as the program
 gives a cross section of the American
 people at work, in the street, etc.,
 during war. Plans are to present
 the change in Times Square, air re-
 action of persons on the street, inter-
 views with war plant workers from
 their work benches, and interviews
 with typical business men whose en-
 terprises have had to be modified
 because of the war, etc.
 WOR-Mutual's "Radio Chapel" will
 go overseas for the first time to pick
 up religious services for American
 soldiers in Honolulu and England as
 part of a special broadcast marking

(Continued from Page 1)
 the first anniversary of Pearl Harbor
 on Sunday, Dec. 6, 11:30 a.m. to 12
 noon. The three religious faiths will
 be represented on the broadcast in
 cooperation with the OWI.
Legion Program Set
 An American Legion program, con-
 sisting of a dramatization of the
 bombing of Pearl Harbor and heroic
 story of the U. S. Navy since that
 day of infamy, will be heard over
 the Mutual network, Dec. 6, 8-8:45
 p.m., EWT.
 NBC is having a special "Hawaiian
 War Bond Show" from Honolulu,
 1:45 p.m., Dec. 7. Its "Cavalcade of
 America" will include "Victory Road"
 and Carl Sandburg at 8 p.m., on the
 anniversary. Network's other pro-
 grams also will touch on the com-
 memoration via music and editorial
 comments. Independent stations are,
 similarly, making arrangements to
 mark the day fittingly.
Philadelphia—Marking the Anni-
versary of Pearl Harbor on Dec. 7,
 all sponsors on WIBG, Philadelphia,
 will relinquish their commercial time
 so that the day can be turned into
 a gigantic War Bond selling effort
 by the station. Program credits will
 be given to sponsors, but time usually
 allotted commercials will be used
 for War Bonds and Stamp plugs.

**Senate AFM Hearing
Now Set For Jan. 12**

(Continued from Page 1)
 generally considered highly optimis-
 tic, although Senator Clark insisted
 that he was "shooting at" that date.
 Election trips took several members
 of the group out of town for varying
 periods, and there has not yet been
 a policy meeting of the five senators.
 Senator Clark is hoping he can get
 the subcommittee together by Dec. 7,
 in order that they may discuss policy
 and begin to work out a list of wit-
 nesses to call.
 It is not probable that the subcom-
 mittee will employ an investigator,
 but Senator Clark said yesterday he
 does hope to employ an attorney with
 a knowledge of radio to devote a good
 part of his time to the proceedings.
 He would not name the man he in-
 tends to suggest to his colleagues, but
 described him as a Washington attor-
 ney "not what you would call a radio
 lawyer, although he does have some
 radio business and knows the field."
Silent On Law Changes
 The senator said he was not pre-
 pared to discuss the possibility that
 changes in the copyright laws to al-
 low collection by artists, radio broad-
 cast and juke box performances
 might be advanced as a measure to
 placate the AFM. Such changes, as
 well as a special tax for a national
 music foundation to be collected from
 broadcasters and juke box operators
 have been suggested lately.

TODAY-12:30

Luncheon of the

RADIO EXECUTIVES' CLUB

OF NEW YORK

at the Loyale
521 Fifth Ave., New York City

LT. COMMANDER J. CLEMENT BOYD

- Charge of Public Relations for Naval Aviation Flight Training from the Third Naval District.
- Former advertising and publicity executive will show motion pictures of "The Winning Spirit" (Training of Cadets at Chapel Hill) and will talk on more flyers for the Navy.

Come on down. All radio people welcome—every Wednesday at 12:30. Bull Ring Bar. Play Bingo for U. S. War Stamps. Members \$1.00—Guests \$1.50

Johnson On NAB Board From the Ninth District

(Continued from Page 1)

Peoria as director of NAB. Following the closing session Neville Miller, president; Lewis H. Avery, of the NAB; Eugene Carr, Office of Censorship; Lt. Col. E. M. Kirby of Radio Division of the War Department and other government agency representatives left for Indianapolis where the Eighth District meets today and tomorrow. On Friday and Saturday, the Seventh District meets in Columbus, Ohio.

Approximately 100 executives were in attendance at the Palmer House where the members of the Ninth District held forth. In addition to hearing President Miller and Carl Haverlin of both the OWI and BMI, members also heard E. J. Brock, of the War Manpower Commission; Gene Carr of the Office of Censorship was heard earlier in the meeting. President Miller stated yesterday that the regional meeting here was one of the most successful so far.

Webs Back Retail Promotion

At the meeting of the enlarged Retail Promotion Committee which met here, the entire group of NBC operated stations and CBS, O&O stations were pledged to the plan. Especially gratifying to the committee was the announcement that this important group of stations had individually voted, after careful consideration, to participate. The stations in the CBS group are: KMOX, KNX, WABC, WDBM, WBT, WCCO, WEEL, and WJSV; while those in the NBC group are: KOA, KPO, WEAF, WMAQ, WRC, and WTAM.

The committee also announced, following the Ninth District NAB meeting held coincidentally yesterday, that there were now more than 180 stations' signed pledges in hand. Those present at the Retail Promotion committee meeting, all of whom made special trips for the purpose here: Paul W. Morency, WTIC, chairman; Robert E. Bausman, WISH; Gene L. Cagle, Texas State Network; Dietrich Dirks, KTRI; Sherman D. Gregory, WEAF; Kenneth K. Hackathorn, WHK-WCLE; Arthur Hull Hayes, WABC; Walter Johnson, WTIC; C. L. McCarthy, KQW; John M. Outler, Jr., WSB; and Sheldon R. Coons of NBC, New York.

Army Transfers Lt. Byfield

Washington—Although his new assignment cannot yet be disclosed, Lt. Ernest Byfield, formerly with NBC and until now in the scripts section of the Radio Division, Army Bureau of Public Relations, has been transferred from that section.

WANTED

Junior Announcer acquainted with classical music. Write Station WLJB, 846 Flatbush Ave., Brooklyn, N. Y.

Coast-to-Coast

MAURICE KIPEN, is the new musical director of WTMJ-W55M, Milwaukee. He succeeds William J. Benning. Kipen, French by birth, left that now sorely tried country in 1911. He has been connected with the station since 1929 when he became one of the staff's musicians and concertmaster. He will now preside over all major musicals emanating from Radio City, including the programs, "Heinie and His Grenadiers," the "Kilowatt Hour," and "The Black and Gold Ensemble."

Jane Weston, conductress of the WOWO, Fort Wayne, "Modern Home Forum," is an active member of the publicity committee for the Fort Wayne Branch of the "Minute Women's War Bond Week." Week's activities were opened by a parade which ended at the Court House, where a 15-minute program was broadcast on WGL.

Carol Bruce and Mary Healy, Broadway actresses, will substitute for Shirley Eder on her "Washington Line" programs via WINS, New York, on Thursday and Friday of this week, respectively. Two actresses will take over the program during Miss Eder's absence occasioned by a trip to Washington, D. C., to gather material for subsequent broadcasts.

"Sweetheart Swingtime," the new offering of KPO, San Francisco, through the Sidney Garfinkel Agency has acquired a sponsor, the Kay Jewelry Co. of San Francisco and Oakland. The program is heard nightly for one hour, Monday through Saturday, and is sponsored Tuesday, Thursday, and Saturday. It was planned to meet dim-out conditions for those seeking home-entertainment.

Alfred Dinsdale, news commentator at WATN, Watertown, N. Y., rang the bell for the American Red Cross last week. Mobile Blood Donor's unit was in town for three days. At the end of the second day, the response was below quota, so the local Red Cross Chapter called on Dinsdale to make an appeal for blood donors during his news commentary that night. He did so, with the result that 196 donors volunteered on the third day and enabled Watertown to fill its quota.

1942													
BIRTHDAYS													
17	18	19	20	21	22	23	24	25	26	27	28	29	30

December 2

Dorothy Andrews Jesse Crawford
Earl Glade Peter C. Goldmark
Bernice Judis Henry McLemore
Bill Perry Homer Smith
Sgt. Ezra Stone

The special trailer issued for the motion picture industry's new "Avenge Dec. 7th. On to Victory," war bond drive will feature the voice of George Hamilton, Jr., WHN, New York, news analyst... Dick Gilbert has been renewed for the 4th time through 1943 by Barricini Candies as singing emcee for its Saturday night disc show.

WDRC, Hartford, is going "all-out" to aid the war effort. The monthly average of different spots and programs on WDRC dealing with the war now totals 850, and is steadily going up. This total includes all phases of the war effort.

A busman's holiday is taken by three WPAT, Paterson, transmitter engineers, A. Bernard Clapper, Dominick Bruno, and William Hunter, who teach radio engineering to members of the U. S. Signal and Air Corps personnel at a Newark technical school after their studio work is over.

Katherine Cravens, femme commentator on WNEW, New York, won an honorary award from the Straus Movie and Radio Appreciation Club of the Straus Junior High School in Brooklyn, for the "clarity of your delivery" on her program, "News Through A Woman's Eyes."

Frederick E. Lowell, formerly associated with the Muzak Corporation, station WNBC, Hartford, and WOLB, Hyannis, Massachusetts, joined the engineering staff of WINS, New York as control engineer.

KICD, Spencer, Iowa, local, will take the AP radio news wire from Press Association, Inc., radio subsidiary of The Associated Press, and will broadcast an extensive schedule of AP newscasts it was announced by L. W. Andrews, station's owner.

Josef Meier, the "Christus" of the famous Black Hills Passion Play, during a luncheon broadcast of the Shrine Club of Philadelphia, carried by WFIL, told of the experiences in the play, which has been produced for many years, now in its 700th year. This is the first time in 22 years that the play has visited Philadelphia.

Reverie, Inc., cosmetics, through Craven & Hedrick Co., has contracted with WLJB, Brooklyn, for 12 spot announcements weekly for a period of 6 weeks effective immediately... Jeanne Tedesche, new to radio, has joined station's music department.

Several shifts and promotions on the staff of WTAG, Worcester, were announced by David H. Harris, station program-production manager. Philip Brook, acting chief announcer, has been made chief announcer. Brook has been with WTAG for the past three years, serving first as staff announcer and then as special events reporter. He came to the station from WGY, Schenectady. Vacant post of special events chief goes to Bob Dixon. Louis Chapin, Jr., recent addition to the staff, was named supervisor of the sound effects department.

OWI Readies Re On Recording A

(Continued from Page 1)

of Justice, with whom the tion of Recording Studios filed recently protesting the OWI. The OWI work could be done independent studios, though claimed, which now have it ties. The brief is also to be charge that the OWI has materials essential to the war effort could have been avoided if used idle independent facilities.

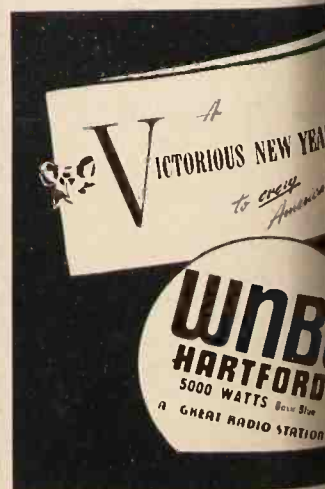
Philip Hamblett, OWI active official, told RADIO DAILY week that the primary reason has been insisting upon its own platters for overseas casts (almost no live broadcast put on shortwave from this is that the general staff has upon complete secrecy. He that OWI domestic broadcast continue to be recorded complete and that he did not expect overseas Branch facilities to be for other government business enjoyed by commercial studios to set up studios in San Francisco transcription also were confirmed Hamblett.

Sen. Mead Believed Interest

Besides the Department of the New York State War Office division of the state's department of commerce, is known to be interested in the case, although Howard Genau, research director, told RADIO DAILY last week that if security the reason for the OWI protest organization could not press the matter too far. Senator James New York has also been interested in the matter and is thought asked for the report, although could not be confirmed last week.

Whether details of the report be made public is still questionable. George Barnes, OWI administrative aide, told RADIO DAILY yesterday "this is strictly a matter for the Office of War Information, and I think make our own decision as to action to take. I am not at all you can see the report."

Ralph L. Smiley of the Branch, questioned later, more encouraging.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 42

NEW YORK, N. Y., THURSDAY, DECEMBER 3, 1942

TEN CENTS

Salary-Ceiling Agenda

Head Aids Doran Fighting On WBAX

Washington Bureau, RADIO DAILY
— A. J. Vanarsdale, treasurer of the Wilkes-Barre of the A. F. of L. Team, was the sole witness in a session of the hearing in which the FCC seeks to prove Robert Doran of Wilkes-Barre, unfit to head WBAX.

Vanarsdale said he was happy that Doran has always "been a forward organized labor and an outstanding man in the Valley."
He said that Doran had aided
(Continued on Page 8)

Adds New Accounts 2 More Renewals

Continental Baking Company and Pictures, Inc., have scheduled programs on WABC, the initial program advertising its new "Palm Beach Story" and "Arthur Godfrey" show. The program participates in the 7:00 a. m. portion Monday, Tuesday and Wednesday. Continental participated in ABC's musical, "Personally, the Record," broadcast 4:45 p. m. Monday.
(Continued on Page 2)

Outlets In Tieup Boost Western Music

San Francisco—Three local radio stations have completed arrangements with the Musical Association of San Francisco for a six-month series of programs to promote western music. Two daily newspapers, "The Chronicle" and "The Examiner," are participating.
(Continued on Page 2)

... A Lawyer ..."

Philadelphia—"Once a lawyer is a lawyer." That's what like WCAU, discovered, when a local criminal court judge in time to hear a young man charged "not guilty" to an assault. Defendant having no money with which to engage lawyer, judge assigned Levy. Levy secured an acquittal.

Praise Indeed

A letter expressing appreciation of the use by CBS of Army and Navy chaplains on the network's "Church of the Air" program has been received by William S. Paley, CBS president, from Secretary of the Navy Frank Knox, who said, "I am sure it will comfort parents to know that their sons in the service have the counsel of our Catholic, Protestant and Jewish chaplains."

Blue Debate Series Enrolls 247 Colleges

Record total of 247 colleges and universities, with an aggregate enrollment of 616,386 students representing 45 states and the District of Columbia, have registered for the Second Series of National Intercollegiate Radio Prize Debates to be held under the auspices of the American Economic Foundation with the cooperation of the Blue Network. The Foundation conducts the "Wake Up" program.
(Continued on Page 2)

Dick Gilbert Bond Sales More Than Doubles Pledge

Aiming for half a million in bond sales in his December drive Dick Gilbert on yesterday afternoon's WHN program sold \$51,000 worth with Canada Lee as guest telephone order-taker. Total for two days of selling considerably exceeds Gilbert's pledge of \$20,000 daily.

Ad Agency Servicing Bakers Puts On 40 Programs In Year

G. E. Appoints Markham To Head FM Station

Emerson Markham, in charge of farm and science broadcasting for General Electric, has also been appointed manager of the FM radio station W85A, it has been announced by Robert S. Peare, manager of G-E broadcasting. Markham succeeds John R. Sheehan who left the Company to assume duties with the Office of War Information in New York.

Further "Clarifications" Issued By OES Relating To Certain Expenditures; Considered Favorable To Talent

REC Plans Discussion At NAB N. Y. Meeting

Round table discussion of trade problems by members of the Radio Executives' Club will be presented at the luncheon session of the NAB 2nd District Meeting here, Tuesday, Dec. 8, at the Hotel Biltmore, which opens a two-day meet the day before. This announcement was made at yesterday's weekly luncheon meet of the REC.
(Continued on Page 8)

WLW-WSAI And UP News In Further Expansion

Cincinnati—Addition of United Press dispatches to the already extensive news facilities of the WLW and WSAI news rooms was announced yesterday by James D. Shouse, vice-president of the Crosley Corp., in charge of broadcasting. The WLW-WSAI News Department becomes the largest in the country.
(Continued on Page 6)

WQXR Recreating Events Re Pearl Harbor Attack

WQXR is offering two special programs, on December 7, one in commemoration of the Japanese attack on Pearl Harbor, and the other in honor of the anniversary of the attack.
(Continued on Page 2)

Washington Bureau, RADIO DAILY

Washington—Rulings which reflect definite consideration for the make-up of the radio industry, its system of agenting, package show producing, etc., and which modify the harshness of early stipulations on salary freezing, were issued last night by the salary stabilization unit of the Bureau of the FCC.
(Continued on Page 3)

WOOD Power Boosted; Other Activity By FCC

Washington Bureau, RADIO DAILY
Washington—A license has been issued by the FCC to the King-Trendle Broadcasting Corp., of Grand Rapids, Mich., to cover its construction permit for WOOD to increase its power from 500 watts to five kilowatts and determine operating power. At the same time the Commission upheld an earlier ruling by the Commission.
(Continued on Page 3)

Storm Hits WBT Tower; Back On Air In 3 Hours

Charlotte, N. C.—Tornado winds and a severe electrical storm toppled the upper section of the WBT's radio tower to the ground. Manager Jess Willard, and engineers battled the elements and returned the transmitter to the air in three hours.
(Continued on Page 2)

Meanest Man

Minneapolis—Spectators were surprised when Cal Karnstadt, announcer of KSTP, raced down the street microphone in hand and a long cord trailing after him. He wasn't on his way to interview a reluctant prospect but to catch a "light-fingered Harry" who lifted his coat just a few minutes before. He got him.

(Continued on Page 2)



Vcl. 21, No. 42 Thurs., Dec. 3, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, 203 North Wabash Ave. Phone State 7596. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Wednesday, Dec. 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	130 1/4	129 3/4	130	0
CBS A	14 3/4	14 1/2	14 3/4	+ 1/8
CBS B	14 3/8	14 1/8	14 3/8	- 1/4
Crosley Corp.	8	8	8	0
Gen. Electric	29 1/8	29	29	0
Philco	10 1/2	10 1/2	10 1/2	- 1/8
RCA Common	4 3/8	4 1/8	4 1/4	0
RCA First Pfd.	57 3/4	57 1/2	57 1/2	+ 5/8
Stewart-Warner	7 1/4	7 1/4	7 1/4	- 1/4
Nat. Union Radio	5/8	5/8	5/8	0

	Bid	Asked
Farnsworth Tel. & Rad.	3	3 1/4
WCAO (Baltimore)	19	21
WJR (Detroit)	18 1/2	

WQXR Recreating Events Re Pearl Harbor Attack

(Continued from Page 1) of the one hundredth anniversary of the N. Y. Philharmonic Symphony Orchestra. For the war program, WQXR will recreate the events of December 7, a year ago, in a broadcast titled, "The First Thirty Hours," and climaxed by the President's address to Congress declaring "a state of war has existed between the United States and the Empire of Japan." Production was written by Douglas Blaufarb, news editor, and directed by Albert Grobe, from a collection of dispatches filed by newspaper and radio correspondents. Program will be presented Monday, December 7, 10:30-10:55 p.m.

For the musical anniversary, the station will present some of the music (recorded) the group presented in its first concert, during the "Symphony Hall" feature, 8-9 p.m. Robert Bagar and Louis Biancolli, music critics, will appear as guest commentators during the hour.

Shirer At Town Hall

William L. Shirer, CBS commentator, will deliver an address at Town Hall, New York, from 11 a.m.—12 noon next Wednesday. His subject will be "Three Years of War."

Blue Debate Series Enrolls 247 Colleges

(Continued from Page 1) America!" program heard every Sunday afternoon over the Blue.

Subject of debate is—"Should American Youth Support the Reestablishment After The War of Competitive Enterprise As Our Economic System?"

Between February 15 and March 15, 8 qualifying rounds will be held to determine the winners who will participate in the finals to be held Sunday, April 18, on the Foundation's program period, 3:15 to 4:00 p.m., WJZ, New York.

Finals' winner will receive a \$1,000 War Savings Bond and \$250 in cash; runner-up a \$500 War Savings Bond and \$125 in cash. The best speaker and better opponent in each of the 8 qualifying debates will receive a \$50 bond and \$25 prize respectively.

'Frisco Outlets In Tieup To Boost Western Music

(Continued from Page 1) in on the promotion deal, and will lend their pages and staff writers to the programs. First show to start is KYA's "Symphony Sidelights," a Wednesday night program on the symphony season conducted by music critic Alexander Fried of the "Examiner." "Know Your Symphony" begins next week on KPO, produced by M. C. Sloss of the symphony association.

Third program will be "You Should Know," a Sunday musical quiz on KYA, conducted by music critic Fried and featuring different members of the symphony. Last of the four programs is the KGO Young Artists Contest, to be heard on that station every Tuesday night starting December 15. Music editor Alfred Frankenstein of the "Chronicle" is producing this search for western musical talent.

Storm Hits WBT Tower; Back On Air In 3 Hours

(Continued from Page 1) to the air in less than three hours after the damage occurred. Work is already under way repairing the tower.

Jack Overall To Navy

John R. Overall, Mutual sales representative in New York has received the commission of lieutenant, senior grade, in the United States Navy, and reports to the service Dec. 7. No replacement for Overall at the network has yet been set, Ed Wood, Jr., Mutual sales manager, stated. Overall was with NBC before joining MBS several years ago.

Decca Dividend

Board of Directors of Decca Records, Inc., declared the regular quarterly dividend of 15 cents per share and a year-end dividend of 25 cents per share on the company's capital stock. This represents a total dividend of \$1.15 per share for the year 1942 as compared with a like amount for 1941.

WABC Adds New Accounts Also 2 More Renewals

(Continued from Page 1) to 5:00 p.m. heard Monday through Friday and campaign for Hostess Cake and Wonder Bread. Buchanan & Co., and Ted Bates, respectively, handled the accounts.

Additionally, the station has announced contract renewals of Spratt's Patent (America) Ltd. and Studebaker Corp. Nov. 30 marked ninth renewal of Studebaker's present WABC program. With it, Studebaker continues to sponsor "Eric Sevareid and the News," broadcast Mondays, Wednesdays and Fridays from 6:10 to 6:15 p.m., EWT. Roche, Williams & Cunyngnam, Inc. placed the business. Spratt's has signed for a third series as a participant in the "Arthur Godfrey" morning program, effective Nov. 30. Spratt's advertises its dog food on the daily-except-Sunday program, Monday through Friday from 7:00 to 7:45 a.m., EWT. The account is handled by Paris & Peart.

Agency Baker-Specialists Puts On 40 Shows In Year

(Continued from Page 1) custom built spot transcriptions for the baking industry.

Firm has set up a syndicate department which has already 24 syndicated transcriptions of the spot variety, for 24 brands of bread. Its spot transcription library has over a thousand campaigns available up to this point.

According to E. J. Sperry, director of radio, the radio department provides extra-curricular services to its radio clients in the form of transcriptions for personnel and sales training.

'The Voice of Firestone' Begins 15th Year Monday

"The Voice of Firestone," heard Monday nights from 8:30-9 p.m. over NBC, will mark the beginning of its 15th year on the network next Monday. The program's debut occurred on the old Red network Dec. 3, 1928 and, except for a few short intervals, has been heard constantly since that time on Monday nights.

Chicago's 'Round Table' Sets Pearl Harbor Show

Marking the anniversary of the Japanese attack on Pearl Harbor, The University of Chicago "Round Table" will discuss "After One Year of War—What Have We Learned?" Sunday, Dec. 6, at 1:30 p.m. (CWT). Thurman Arnold, U. S. Assistant Attorney General will participate along with Vice-President William Benton of the University.

OWI Stint For Don Wilson

Don Wilson, announcer on Jack Benny's weekly NBC broadcasts, has been commissioned by the OWI to make recordings (5-a-week) for the army camps. The series is to be called "Main Street, U. S. A." and will be a gossipy release about prominent people in the Hollywood motion picture and radio colony.

COMING and GO

LYMAN BRYSON, director of ed CBS and chairman of the "People's Platform" will be filled temporarily E. Bestor, president of the Chautauque.

NORMAN BROWN and GLENN WSUN, have arrived from St. Peters for conferences at the headquarters of Network.

W. LEE COULSON, executive WHAS, Columbia outlet in Louisville, from Kentucky on station and network.

HAROLD B. JOHNSON, president Watertown, N. Y., is in Washington a few days here. Expected back in shortly.

G. STANLEY McALLISTER, direct construction and building operations for yesterday for Charlotte, N. C. who confer with officials of WBT on rep station's tower.

MRS. DOROTHY LEWIS, co-ordinator activities for the NAB, leaving tour through New York and Ohio, attend the district meeting in Columbus address radio classes at Syracuse Dec. 10.

CARL BURKLAND, general manager Washington, up from the Capital days and visiting yesterday at CBS.

K. K. HACKATHORN, sales manager Cleveland, is in town for talks with York representatives of the station.

CHARLES ROBERTSON, JR., radi of the Ralph H. Jones Agency, has trip to Alabama and Arkansas. Will about a week.

R. J. LAUBENGAYER, president Mutual outlet in Salina, Kans. Is spend days in New York.

GEORGE CRANDALL, director of CBS, to Washington on network bus.

J. C. GUDE, station relations manager has returned from a trip to the West.

J. C. HANRAHAN, vice-president manager of WMP, Memphis, is in Paid a call yesterday at the offices of

ROGER BAKER, of WLW, Cincinnati at his desk following a trip to New Chicago.

WILLIAM H. FINESHIBER, JR., shortwave programs for CBS, has return his annual vacation.

HARRY H. HOESSLY, sales manager Columbus, has arrived from Ohio for a days in New York. Dropped in yesterday local reps.

HAROLD E. FELLOWS, station WEEI, CBS affiliate in Boston, has executive contingent currently in New station and network business.

HAL MEYER, station manager of in town from Stamford this week to the station reps.

24—WCOP definitely to Boston . . . and get its listeners to be long to you.

REPRESENTED BY HEADLEY-REED CO.

Issues Further "Clarifications"; Benefits Expected For Talent-Agents

WOOD Power Boosted; Other Activity By FCC

Revenue. Newest doc-
1 closely typed pages,
amplification of the
announcements plus
ations and definitions.

ulations as far as the
stry is concerned is the
of ordinary and necessary
cluding agents' fees—and
xpenses normally deduct-
puting federal income tax
s of arriving at the net

on of "any expenses paid
by an employee which
ly and necessary for the
e of the services for which
ee is compensated" was
main issues brought to
n of the Bureau by AFRA
ferences and briefs.
ons covering independent
option contracts, etc., are
favorable to radio talent
wed as recognition of re-
forth by the union which
ented by Emily Holt,
ler and Henry Jaffe.

ow "Undue Hardship"
for the payment of fed-
on 1942 income will be
1943, unless the individual
"undue hardship," which
erally that such payment
the selling of property
ntial loss. A claim saying
nt of these taxes would
standard of living is not
allowed.

agraph on business ex-
ates that "an amount of
ddition to the basic allow-
ary, will be permitted for
ses paid or incurred by
e which are ordinary and
or the performance of the
r which the employee is
d. No such additional
wever, shall be permitted
es which would not be
in computing federal in-

able Donations Allowed
al salary will be permitted
he maintenance of cus-
aritable contributions, in-
emiums and other fixed
if undue hardship can be
ere again these payments
out of net income unless
the disposal of personal
substantial financial loss;
ance policies must have

DICK GILBERT

(See Page 7)

been in force before Oct. 3 of this year, if relief is to be granted.

There is no chance in the earlier rulings of 1942 salaries, which were ordered not to exceed 1941 salaries unless under the terms of a bona fide contract entered into on or before Oct. 3.

Although certain states permit a salary of, say \$100,000, to be credited half to the individual and half to his wife, these regulations are in no way affected by community property law. The individual salary would be considered to be \$100,000.

Employed Types Defined

Definitions of various types of employees are given in detail. Executive employees, to be so considered by the salary stabilization unit and thus fall within that unit's jurisdiction rather than that of the War Labor Board, must "customarily and regularly direct the work of other employees," have authority to hire and fire, or at least be able to recommend with these recommendations being given some weight, must exercise discretionary powers, must be paid not less than \$30 per week and must not be employed for more than one-fifth of their time in work similar to that done by employees not considered administrative, executive or professional. Exception on this last point is an employee in sole charge of an independent establishment or branch office.

Salary of not less than \$200 per month is required for administrative employees as well as more responsibility than executive employees. Professional work must be "predominantly intellectual and varied in character, requiring the consistent exercise of discretion and judgment in its performance" and of such a character that the result or product of the work cannot be standardized.

Workers in these three categories paid under \$5,000 annually come under the jurisdiction of the salary stabilization unit, if not represented by a labor union.

Court Challenge Possible

Aside from the allowing of agent's fees, accompanists' fees and such other expenses as are considered deductible from the normal federal income tax, the new rulings do not alter the Oct. 3 ruling in any substantial way. Although no ruling by the unit—or the Commissioner of Internal Revenue—on application of these regulations is subject to review by the tax court of the United States or any other court, the validity of the salary law itself may be challenged in court.

Specific provisions in the regulations include the following: A promise by an employer that salaries will be increased in the future even though the promise was made prior to Oct. 3, will be ignored in determining whether such increase should be approved. Such an increase may be

granted, however, in the case of salaries below \$5,000 if the salary is below the general level for similar work existing in the area on Sept. 15 of this year.

Any change in salary rate, regardless of its effective date, resulting from arbitration after Oct. 3, in the case of salaries over \$5,000, or after Oct. 27, in the case of salaries less than \$5,000, is subject to the new regulations even though the agreement or order for arbitration was made before those dates. Overtime pay, unless it has been customary, requires approval of the Commissioner (actually, the regional officers of the salary stabilization unit are authorized to handle these matters).

Of importance to younger professionals particularly is the provision that no approval is required for raises under the terms of a salary agreement or schedule in effect on Oct. 3, or since approved by the Commissioner, when such a raise is the result of a promotion, an increase within an established salary rate range or the operation of an established plan of salary increase based on length of service.

Bonuses Permitted

Bonuses may be paid if they do not exceed bonus payments or other additional compensation during the bonus year preceding Oct. 3, or if they are based upon a fixed salary percentage.

As to the total amount of salary which may be paid in compliance with the \$25,000 ceiling ruling, without regard to the special additional sums for necessary expenses, charities, and fixed obligations, the regulation provides that "no salary may be paid or authorized to be paid to or accrued to the account of any employee or received by him during the calendar year 1943, and in each succeeding calendar year, which, after reduction by the federal income taxes on the amount of such salary, would exceed \$25,000." Under present tax laws, this gross would amount to \$67,200. Should federal income tax rates be raised for the coming year, the basic salary allowance would be allowed to go above that figure.



THIS LITTLE BUDGET WENT TO THE "920 CLUB" WORL BOSTON, MASS.

(Continued from Page 1)
sioner Craven denying temporary authority for WASH to operate on WOOD's transmitter with the power increase. The matter has been referred for hearing. Heretofore WASH and WOOD, both owned by King-Trendle and operating with the same equipment and studios, have shared time on 500 watts. The hearing will determine whether this arrangement can continue.

To Consider FM Plea

Application for a new FM station to be operated by the Head of the Lakes Broadcasting Co., Superior, Mich., has been referred for hearing. Application is for operation on 44,500 kilocycles covering 2,754 square miles, broadcasting six hours days and five hours nights.

Commission approval of the sale of KHUB, Watsonville, Cal., to Luther E. Gibson, of Vallejo, was announced. Former owner was John P. Scripps, publisher of the Watson "Register."

Transfer of control over KOCY, Oklahoma City, Okla., from M. S. McEldowney to the Plaza Court Broadcasting Co., John D. Thomas and C. E. Johnson, also was approved. The transaction involves purchase of 300 shares or 32.6 per cent of the issued and outstanding stock of the licensee, for a total consideration of \$30,000.

Tenth McBride Sponsor

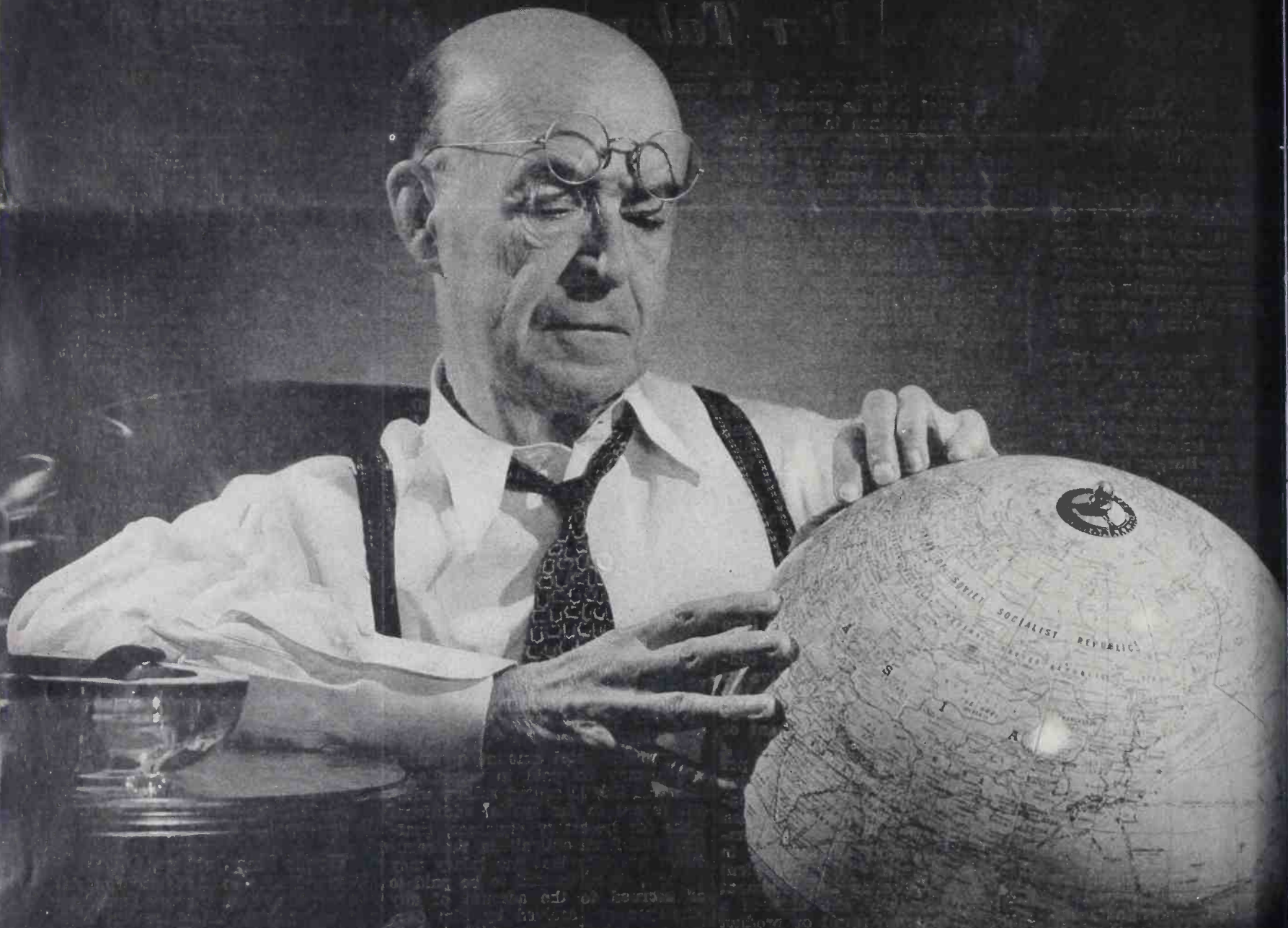
The Charles B. Knox Gelatine Company is the tenth, and most recent, addition to Mary Margaret McBride's participating sponsors in her WEAF programs Mondays through Fridays, 1:00-1:45 p.m. Kenyon & Eckhardt, Incorporated, is the agency.

Heads Blue Booking Office

Grace Hellerson of the program department has been appointed manager of the booking office for the Blue Network, replacing Grace Gunderman, resigned. Geraldine Bohne has been named booking supervisor.



Here's the story in a nutshell...
KOA
is Colorado's ONLY 50,000 watt-er!
With 10 times the power of any other Colorado station, KOA offers complete coverage of the Rocky Mountain region. More listeners cost less on KOA!
KOA **FIRST** IN DENVER
50,000 WATTS
Represented nationally by **DABY** Spot Sales Offices



CBS, by a painstaking, cautious, conservative combing of every one of 3072 counties of the USA, can tell you how to reach the gentleman in the picture, together with the family for whom he works—how to reach him more often, for less cost, than has ever been possible in human communication before. The nature of what you tell him is up to you to decide, up to

him to judge—but there he is, and CBS knows concretely *where* he is, and *how often* he listens—and from that you will get helpful guidance. The sooner you translate whatever claim you may have to his respect and support into action, the more soundly you will sleep nights *because you have taken him into a genuine partnership-of-purpose with you.*



It's right in his lap

The subject of the photograph is named John.

He is the Average American.

A very *un*-average person he is. He and his wife and kids (in the service or not) are 'what makes America go'. He works for somebody or other—maybe himself, even—but he runs the country. Increasingly it becomes apparent to him that his responsibilities and those of his kids are not limited by our national boundaries.

He runs the country?

Yes. What is perhaps more urgent is that **HE RUNS YOU.**

He's got the major problems of the world squarely in his lap. He realizes that if he doesn't tackle and solve them he will have to take orders from whoever tackles and solves them first. *He is thinking very hard these days.*

He doesn't like to sound off an opinion without plenty of facts to fortify his instincts.

He relies on radio, enormously and increasingly, for the facts and impressions on which he bases his judgments. He and his family listen some 5 hours a day. He is cagey as a fox about believing—or disbelieving—the information, argument and emotion he gets from the air. But out of his weighing, accepting and rejecting of everything he hears, he forms an opinion, and acts on it. This is called *public* opinion. *Radio* public opinion is 31 million families strong.

His personal opinion—no matter what the captains and the kings may say—will decide what happens to the USA in the factory, the military field, and the home.

He is not to be trifled with, nor deceived—especially on the air. He is "open to argument", and in the long run he is just. He is grateful for a good time, bountiful in his generosity, scornful of fraud—and loyal to tried friends.

He's worth taking up your case with. In 28 million homes he and his family listen to CBS. After all, he's your boss.

The CBS logo is presented in a bold, white, serif font against a solid black rectangular background. The letters are large and well-spaced, with the 'C' and 'S' being particularly prominent.

Los Angeles

By JAC WILLEN

BURNS and ALLEN's Tuesday, Nov. 24 show, really hit right in-the-groove. Guest Eddie Cantor helped the situations develop a punch that is seldom equalled on the airlines. Both inside, studio, and outside listener comment, mark this broadcast "tops-in-entertainment value." A really swell show!

That was Elvia Allman, of radio's screwy "Brenda and Cobina" team, playing Mrs. Babel, the gossipy next door neighbor, on "Blondie" last week.

Cantor returned to the airlines again on his own show Wednesday night and turned out another peak performance in laughs with visiting guest star Jack Benny. The duo hit for more laughs on this single half-hour, and-right-from-the-belly, that makes everyone wish sponsors could afford the increase necessary to put such stellar combines, and not forgetting the writing talent behind the scenes, together on more and more shows as a steady diet. This is the time for laughs—and hats off to these entertainers who are really getting 'em—on their own shows and even more together.

Dorothy Lewis Attends Cleveland Radio Meeting

Cleveland—Mrs. Dorothy Lewis, who was recently reappointed Coordinator of Listener Activity for the NAB, on the National Public Relations Committee of the Girl Scouts, Inc., attended the luncheon given by the Radio Council of Greater Cleveland. After the meeting Mrs. Lewis and Mrs. Walter V. Magee, President of the Council, left for a district meeting of the NAB at Columbus to confer with the local council leaders of that city.

KGEI Ups Schedule

San Francisco—Recently transferred to government operation, General Electric's short-wave station KGEI has increased its daily broadcast schedule from 17 to 19 hours. The additional hours are obtained by signing on the air two hours earlier each day, at 2 p.m., PWT, instead of 4 o'clock. At the same time it was revealed that program beamed by KGEI to Latin-American hearers will now be voiced only in English. Programs in Spanish will be aired to Latin-America from the east coast.

Artists Donate Services

Several radio performers have been booked for the weekly concerts presented by the Citizens' Committee for the Army and Navy, Inc., at Town Hall. Services of the artists are voluntary. Schedule thus far lists Conrad Thibault and Lisa Sergio for Dec. 7; Lucille Manners and Ross Graham, Dec. 14, and the Southernaires, Dec. 21. Mrs. Nadine Bandler is chairman of activities for the group.



Reporter At Large . . . !

● ● ● Abe Lyman reorganizing his band and opening at the Lincoln Hotel, New York, Jan. 16th. . . Nadine Conner returns to the air shortly with her own show tagged "Lullabies at Twilight" . . . Carol Bruce will pull a switch this morning on WINS when she interviews K. T. Stevens, as a pinch-hitter for Shirley Eder. . . That Britain and America think alike in more ways than one is evidenced by the fact that "White Xmas" tops sheet music sales in both countries. . . "Mr. & Mrs. North" replaces "Thin Man" on NBC Dec. 30th. . . Frank Parker going in the Merchant Marine . . . Ed Murrow's sponsor gives him up Dec. 27th. . . Pvt. Frank Loesser, composer of such tunes as "Jingle, Jangle, Jingle," "Praise The Lord" and "I Don't Want To Walk Without You, Baby," will guest on Eddie Cantor's show next week. . . Writer Arthur Henley put in 4-F. High blood pressure . . . Charlie Spivak returns to the Meadowbrook Friday. . . A song fast rating serious attention is "An American Prayer," a combination of verse and hymn music written by Al Stillman, Vincent Rose and Larry Stock. Tune was originally introduced by Major Bowes as a poem. . . John Salb, staff pianist of WJSV, and Shannon Bolin have collabbed on a song called "We're The Navy Waves" which is under consideration for acceptance as the official theme of the WAVES. . . It's a seven pound five ounce boy at the Benn Halls: He's a former Radio Daily staffer and now with Duell, Sloan & Pearce publishers. . . Lucille Manners, at the request of a corps of Marines in New Guinea, is recording her Friday nite shows and sending them a copy each week.

☆ ☆ ☆

● ● ● Nothing travels faster than a false rumor—and nothing gives us more pleasure than blasting them. Today's phony report is that Ed Latimer suffered a heart attack while working on the General Electric audition record at World Broadcasting Studios the other day. What actually happened was this: Ed has been following a 30-day diet which took off considerable poundage, and for the first time in his life he nearly passed out at the mike. However, he did manage to finish the last scene—but the rumor-bearers already started their deadly campaign!

☆ ☆ ☆

● ● ● **THE REVIEWING STAND:** Peter Lorre's voice quality really belongs in that "Inner Sanctum" of horror Sunday nights. . . Irene Beasley's rendition of "Praise The Lord etc." on last week's "Yankee Doodle Minstrels," gave the tune a new lease on life. . . Bop Hope will probably wind up as the male Elsie Janis of this war. . . Does Don Ameche really have to sing on the Charlie McCarthy program? . . . Toscanini's performance of Tschai-kowsky's Fifth Symphony last Sunday made the day one of regal relaxation. . . Wm. S. Gailmor's commentaries via WHN Sunday afternoons must be plenty potent. The station just received letters from Conn. listeners sending in money for the sponsor's product and asking the manufacturer to send the stuff up directly. Seems the sponsor (Stuhmer Baking Co.) doesn't service that territory. All of which is probably accounted for by the fact that Gailmor is no mere reader of news, but a serious student of world events. A former foreign correspondent, he is one of the country's outstanding authorities on the Middle East.

☆ ☆ ☆

● ● ● At a recent luncheon, Groucho Marx was called upon for a speech. He got up and said: "I've been asked to say a few words. A few means a couple and a couple is two. The only two words I can think of now are Betty Grable!"

☆ ☆ ☆

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

SEVENTY-FIVE HUNDRED of mothers with Navy sons been nominated in the Blue Net "Meet the Navy" program to select a typical Navy mother for a week's visit to the Great Naval Training Station as guest of Admiral John Downs. Members of the Navy Mothers Club in Chicago are judging the letters and the selected will come to Chicago for Dec. 4, for a week's stay at Lakes and on Dec. 11 will represent the country her Navy impression the "Meet the Navy" show over Blue.

Gas rationing has cut down attendance at audience shows in Chicago studios and networks are looking for promotional ideas that bring in good applause crowds.

Dolly Mitchell, ex-Whiteman singer, will be heard with Stan Kercheval's orchestra over NBC from the Sherman starting this weekend.

National Association of Old Showmen, in convention here, using spot radio announcements to focus attention on their annual Showmen's League dinner.

WLW-WSAI And UP News In Further Expansion

(Continued from Page 1)

first in this area to be served by the major American news services—Associated Press and Wide World News, United Press and International Service. Also news dispatches of the United Press, European news service. In addition, WLW-WSAI also has state wires of Associated Press for Ohio coverage, and operates its own local wire, co-operating with the Cincinnati "Enquirer" in the coverage of Cincinnati "news."

In announcing the addition of United Press, Shouse explained in these days of world strife, important news breaking on a world front, it is his desire to have at the disposal of WLW-WSAI every available news service note.

Shouse has instructed William Dowdell, editor of the WLW-WSAI news rooms, to make the United Press dispatches immediately available to all members of the large staff of writers, editors and newscaasters handling the news for the Chicago stations.

Addition of United Press represents the latest of a series of major expansion moves by the WLW-WSAI news department. With Ameche rapidly being drawn into the program, Shouse and his associates, Robert Dunville, vice-president and general sales manager, and George C. Biggs, program director, in early summer 1941 made plans to enlarge their news services to better serve the listener. Dowdell, a veteran newspaper executive, was placed in charge of the news department, with instructions to build up a staff of trained editors and writers. This has since been accomplished with a strong list of newscasters and commentators.

GUEST-ING

PIE MAUROIS, French author, army officer, and **ADMIRAL YOUNG**, on the "March of Program," tonight (WEAF-NBC, 10 p.m.).

MARY DURANTE, on the "Camel," tomorrow (WABC-CBS, 10 p.m.).

CARMER, author of "Songs of the Rivers of the United States," and **ETA MOTEN**, star of "Porgy and Bess," on "Of Men and Books," tomorrow (WABC-CBS, 2:05 p.m.).

N DREW, on "Armstrong's of Today," Saturday (WABC-CBS, 11:00 a.m.).

EDDIE RICKENBACKER, on "Lobby Lobby" program, Saturday (WABC-CBS, 8:30 p.m.).

ALD (RED) GRANGE, former star of University of Illinois, on "Colgate Sports News," Saturday (WEAF-NBC, 10 p.m.).

LEVERETT D. BRISTOL, member of the advisory panel on the fuel rationing board of the War Relocation Authority, discussing atmospheric problems at home, on "Adventures in Science," Saturday (WABC-CBS, 10 p.m.).

IOND MASSEY and **JOSEPH A. MASSEY**, participating in "A Re-creation of America's First Year at War," on "Radio Reader's Digest" program, Sunday (WABC-CBS, 9 p.m.).

GEORGE JESSEL and **JOSEPH H. HOUSTON**, on the "Texaco Theater," Sunday (WABC-CBS, 10 p.m.).

ER CASSEL, baritone, and **BOB HOUSTON**, writer, on the "Coca-Cola Program," Sunday (WABC-CBS, 11 p.m.).

MARGARET HICKEY, chairman of the Women's Advisory Committee on the War Manpower Commission, on the "Womanpower" program, Sunday afternoon (WABC-CBS, 12:15 p.m.).

MATHIAS BRANTNER, soldier who refuses his Army pay, on "The People," Sunday (WABC-CBS, 10:30 p.m.).

HARRY A. OVERSTREET, author and lecturer, and **LEE SIMON**, graphic designer, discussing Karel Chapek's "R.U.R." on "Invitation to a Party," Sunday (WABC-CBS, 1:30 p.m.).

The Community Sing

WV, Dumont Television station, will televise the first audience community sing from its studios, Dec. 5, 8:00 p.m. Four hundred service men have been invited by the Montclair J. Y.M.C.A. to join the "sing."

To The Colors

TOM McKNIGHT, producer of the "Blondie" programs on CBS, has entered the Special Service Division of the United States Army as a Captain and reports for duty immediately.

D. EMMERSON HITCHCOCK, former staff announcer of WWNY, Watertown, N. Y., has been promoted to the rank of sergeant in U. S. Army Air Corps.

READ WILSON, announcer at WWNC, Asheville, has enlisted as staff sergeant, Chief of Radio Section in Public Relations, at the Army Air base, at Maxton, N. C.

JAMES CLARK, ex-WWJ-W45D announcer, has entered officer's candidate school, Ft. Benning, Ga., after completing pre-candidate training course at Camp Robinson, Arkansas.

PVT JAMES F. MOORE, former assistant program director and chief announcer at KSFO, San Francisco, is conducting a class in public speaking at Fort Stevens, Oregon.

JIM SHANNON, WOR, New York, engineer, is now a Naval Lieutenant. **JACK LACY**, WNBC, New Britain, Conn., chief announcer, has been ordered to report for induction.

LEO KEEGAN, WNBC sales staff member has been inducted into the Army.

STANLEY MANN, formerly of the WEEI, Boston, sound effects department is now at Fort Devens, Mass., as a Private.

TOM TURNBULL, until recently with WFMJ, Youngstown, as merchandising manager, has been inducted into the Armed Forces.

RAY HOWARD, is now a Private in the U. S. Army. He was formerly a member of the announcing staff at WEEI, Boston.

CHRISTOPHER ELLIS, news broadcaster of CFCF, Montreal, accepted a commission as a Lieutenant in the Royal Canadian Navy.

WILLIAM LORAINY, engineer of WFIL, Philadelphia, has been inducted into the Army.

NORMA RUDE has joined the WAVES. She was formerly with the audience mail division of the Blue's San Francisco office.

PVT. GEORGE W. BINGHAM, WWNY, Newburgh, account executive, is now in training at Sioux Falls, South Dakota.

Terriss Show Shortwaved

Tom Terriss' program "Thrilling Stories of America" heard on NBC Sundays over most of its stations will be shortwaved by the OWI to soldiers overseas beginning next week. Move is at the behest of the War Dept.

STERLING TRACY, CBS coast producer, is now in the Army's Special Service Division.

ARNOLD WILKES and **ROGER GOODRICH**, WGY, Schenectady, announcers, have been inducted into the Army. Wilkes is at Moody Field, Ga.

ARCH MacDONALD, WBZ-WBZA, Boston, announcer, has been ordered to report for active duty with Naval Reserve and has been commissioned a Lieutenant, junior grade.

DARREL LAIRD has left the engineering department of KSO-KRNT, Des Moines, to assume his new duties as a Lieutenant in the Army Air Corps.

JACK MOHLER, formerly of the WOR promotion department, is now in the U. S. Army at Camp Stewart, Ga.

JOSEPH WILDER, former member of the WOR Artist's Bureau, is now a member of the U. S. armed forces.

AGENCIES

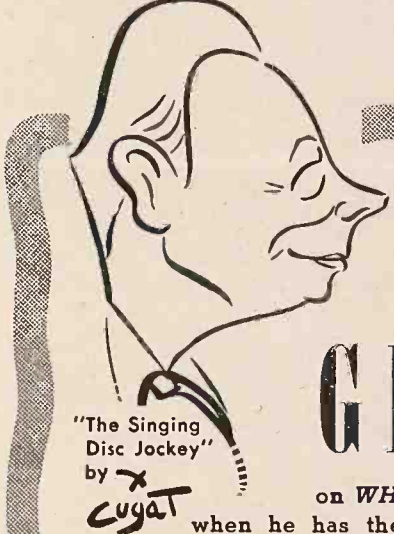
LELAND STANFORD BRIGGS has been named general manager of the New York office of McCann-Erickson.

GATES FERGUSON, formerly of the New York office of R. L. Polk & Company, has joined the Public Relations staff of N. W. Ayer & Son, Inc.

BATTON, BARTON, DURSTINE, & OSBORN, INC., has been appointed by the Minneapolis Division of the Northwestern Bell Telephone Company as its advertising agency. The account will be serviced from the Minneapolis office of BBD&O.

CROSLY CORP., through Roy S. Durstine, Inc., has inaugurated a series of institutional advertisements in Washington, D. C., and in those cities in which are located plants turning out the various Crosley products.

L. C. DeFOREST has joined the Biow Company, Inc., in an executive capacity. He formerly was advertising manager of Hills Brothers Co., food importers.



You can still sponsor
DICK GILBERT
 on WHN, Monday thru Friday, at a time when he has the *largest independent station audience** in New York City.

Dick Gilbert is the personality who brings to his programs an "infectious gaiety"—who sells huge volumes of merchandise, because he "makes them all sound such extremely civilized and pleasant things."

He has a truly different and appealing radio program with a vast and loyal audience among the **15,398,401** people in WHN's coverage area.

As of today, Dick Gilbert is available on a five-day-a-week basis. May we supply you with further details? *The complete story is as close to you as your telephone.*

*Source: C. E. Hooper

BRyant 9-7800
 CLEAR CHANNEL
WHN
 50,000 WATTS

Union Head Aids Doran At Hearing On WBAX

(Continued from Page 1)

in the settling of several strikes in Wilkes-Barre, and said at one point in the testimony that "whenever we can't organize a plant we go to Bob Doran and he organizes it for us." He expressed resentment over what he said was an impression that all local labor groups were behind the Wyoming Valley Labor Victory Committee's petition that the FCC investigate Doran's fitness.

Approves Inquiry

Varnarsdale had not subscribed to the movement, nor had his union, he said, because "I know enough to mind my own business; a radio station is no benefit to me." He later admitted that he could not object in principle to the Commission's inquiry into Doran's fitness.

Earlier, Doran's counsel, George Porter, sought to ask the Commission's Counsel, Marcus Cohn, a set of 40 questions to determine the issues in the proceedings, which, Porter said, left him "in the dark." Examiner Harrison T. Slaughter denied the motion, but Porter was permitted to enter the questions in the record.

Both Cohn and Slaughter have contended that the only issue is whether Doran is qualified to be president and one-eighth stockholder in a radio station.

The proceedings, as all through the hearing, were marked by long and bitter clashes between Porter and Cohn, with Attorney George Sutton, who represents another party seeking the WBAX license, also having several exchanges with Porter.

Questioned On Stockholder

Questioned concerning Reuben Levy, a stockholder in the Northeastern Pennsylvania Broadcasting, Inc., the company of which Doran is president, Varnarsdale admitted attacking him as an enemy of labor. Levy is principal owner of the Blue Ribbon Cake Co., against which the AFL is now striking, and has enjoined picketing by the union. Levy also is chairman of the Wilkes-Barre Chamber of Commerce.

Varnarsdale then said that the charge that Levy is an enemy of organized labor is a simple statement to make. Actually, he said, "I consider Reuben Levy the most outstanding figure in the Wyoming Valley. I have no animosity toward him, we just have a labor fight."

Coast-to-Coast

DANIEL S. TUTHILL, vice-president in charge of the Popular Division of the National Concert and Artists Corp., has announced that Frank Murtha will be in charge of Personal Appearance booked by NCAC after Dec. 1. Murtha has been associated with the theater booking department of NCAC since its organization January 1, 1942 and prior to that was with NBC for ten years.

Carl Reed, former WLW, Cincinnati, dramatic producer, has joined the staff of WHEB, Portsmouth, N. H. as news commentator. . . Fred Lines has been added to the engineering staff.

Claude Taylor has replaced Eric Lund as program director of WLVA, Lynchburg, Virginia, who is now serving with the Army. . . Katherine Grasty has been named traffic director of the Tri-City Stations Of Virginia—WLVA, Lynchburg, WBTM, Danville, and WSLS, Roanoke.

Edward J. Herlihy, NBC announcer and voice of Universal Newsreel, will be Master of Ceremonies at a special program for the convention of the National Association of Manufacturers to be held at the Waldorf-Astoria Hotel tomorrow.

Jay Jostyn, who plays the title role of "Mr. District Attorney," heard Wednesdays at 9:30 p.m. over WEAJ, is addressing high school student bodies on "radio as a career." Jostyn, in his appearance at the Roslyn High School, Roslyn, L. I., pointed out the fact that there were a great number of careers open in radio other than the usual singing, acting and announcing roles.

Edward J. Conture, is now program director of WDPL, Panama City, Florida. Conture was formerly announcer at WHYN, Holyoke.

Highlight of the final afternoon session last week of the Women's International Exposition of Arts and Industries was the presentation of the exposition's "distinguished radio achievement" medal for her "Women and the War" program to Alice G. Maslin, known on the air as "Nancy Booth Craig." Miss Maslin is heard on WJZ, New York, and the Blue Network.

Philip H. Mailey, formerly re-write man for the broadcasting staff of the New York Daily "News," has joined the news staff of WBYN, New York, to replace George Wells, who has joined the armed forces.

Three war plants in New Jersey are jointly sponsoring "North Jersey War of Production" series on WPAT, Paterson, N. J. Originally a sustainer, the program is currently bankrolled by Wright Aeronautical Co., Star Electric Motor Co. and Walter Kidde Co. Idea of the series is to alleviate local labor shortage in war plants by explaining how and where to get war jobs.

Boyd Lawlor, formerly of WTCM, Traverse City, and more recently on the sales staff of WHEB, Portsmouth, N. H., has not replaced David Carpenter as sales manager of the latter station, as erroneously reported recently. Lawlor was WHEB salesman for a short time but has since been inducted into the U. S. armed forces. Carpenter recently resigned his position as WHEB sales manager, to become general manager of WKNE, Keene, N. H.

Henry (Hank) Miller, program director for WPAT, Paterson, N. J. who returned from a combination business and vacation trip to Chicago, Ill., and Lafayette, Ind., lays claim to being the tallest program director in radio.

WBBM, Chicago, singers, Fran Allison (Sister Emmy) and Mary Ann Mercer will be guest stars at a Xmas party for "Tom, Dick, and Harry," Des Plaines, Ill., triplets at the town's Rand Field House.

WBYN, New York, will broadcast exclusively the All-Star Benefit show staged for the Police Athletic League at Madison Square Garden on Dec. 15 from 10:30 to 1:00 a.m.

WLIB, N. Y. boasts "The Student Workshop" as radio's only program written, directed, and produced by the younger generation. The entire staff consists of young people, none of whom are out of their teens. Newest production of the "Workshop" is "Hitler High."

KMOX, St. Louis, responded to an urgent appeal by Capt. Torrey T. McKenny Commandant of Cadets of the Walnut Ridge Flying School, Arkansas, for musical instruments. The school had the physical facilities but nothing to produce music. Jerry Hoekstra, director of the station's war programs put on a drive that resulted in getting 32 pianos, three radios, and three phonographs.

When Shirley Eder, WINS, New York woman's news editor was in Washington gathering news for her program, "Washington Line," Carol Bruce, star of radio and pictures, and Mary Healy, of Broadway, fame did her chores.

Royal Penny, General Sales Manager, for WBT, Charlotte, has just received a certificate of membership as an authorized Recruiting Representative of the U. S. Navy.

Merchants National Bank & Trust Company this week marked its new participation on "Women's Page," heard over WFBL, Syracuse, by installing life-sized blowups of Jacqueline Talley, who conducts the program, in various banks in, and in the vicinity of Syracuse.

Twelve years of continuous broadcasting—a record was chalked up by "The First Nighter" last Sunday, when the series was broadcast over Mutual from 6-6:30 p.m., EWT. Since its inception this show has broadcast 550 original plays from the little theatre off Times Square.

REC Plans Discussion At NAB N. Y. Meet

(Continued from Page 1)

REC, by Murray Grabhorn, National Spot Sales Manager for the Blue Spot moderator for the round table. Panel of experts will be announced later this week, but in any those selected will represent phases of the industry, namely, station managers, station representatives, production, time buyers, network and trade publications. In all the session will be allotted 20 minutes.

Two Films Shown

Featured entertainment attraction at yesterday's luncheon was the showing of two films, "The Winning Squadron" which described the training of aviators at Chapel Hill, N. C., and "The Battle of Midway" as portrayed in pictures taken by official Naval photographers. Lt. Commander J. C. Boyd, who is in charge of public relations for the Third Naval District, introduced the film with a brief account of the service and how it is conducted and its place in the overall war effort, pointing out that training per averages in cost \$27,000. Boyd former radio and advertising executive, having headed his own agency while back.

Out of town guests at the luncheon included Al Leary, manager, C. Toronto; Harry Smith, salesman of WLW, Cincinnati; Mort Watts, WCPO, Cincinnati; Archie Grady of WLW, and formerly of WSAL, Cincinnati; Carl Burkland, general manager of WJSV, Washington, D. C. Bud Armstrong, WCOP, Boston.

No Power—No Station

Washington—Difficulty in obtaining power may force the abandonment of plans for a new station broadcast station in Agua Prieta, Mexico. The town is ordinarily supplied by the town of Douglas, Arizona but the power company there is making it almost impossible to meet increased demands upon it as a result of war needs. There is a chance it will be able to power a new Mexican station.

Stork News

At 1649 (Navy Time) Nov. daughter was born to Mrs. and Ed Howard M. Pauls. Pauls was for continuity and publicity writer WTMJ, The Milwaukee Journal station.

The stork descended on two members of WBT, Charlotte. Pennington and Grant Carey are bringing out cigars over the arrivals sons.



(See Page 7)

1 9 4 2

BIRTHDAYS

17	18	19	20	21	22	23
24	25	26	27	28	29	30

December 3

Connee Boswell Luceil Engel
Rosaline Greene Kathleen Stewart
Charles F. McCarthy

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 43

NEW YORK, N. Y., FRIDAY, DECEMBER 4, 1942

TEN CENTS

Networks-AFRA Compromise

Hope Still Tops Oper Nov. Rating

The release of its November national Evening Ratings report, Oper, Inc., has discontinued the exact ratings of its providers, and will henceforth only the names in order of men published. Decision to statistics was prompted by rs who complained that the s, in gaining access to the ded to place too much em on it, thereby doing per- and programs harm. Com-
(Continued on Page 2)

o's New Assistant ng Anti-Disk Minded

C. Petrillo, president of the appointed Eddie Love as his to fill the post vacated by esman who is now executive The latter post was made due to the death of Fred Love was formerly execu- tory of the San Francisco al.

ppointment it is believed, ens Petrillo's recording ban ve, at the 1941 convention
(Continued on Page 2)

And Carnation Milk Renew NBC For Year

o—Two important network renewals were announced by Cluer, manager of the NBC division sales department, the signing of the "Carnation" and the "Bandwagon" or another 52 weeks. The
(Continued on Page 2)

Not Scheduled

cheduled "duet" was heard day over the Blue Network e Mary Murphy, blind war or who was a guest on the e R's" show, had been ed to the studio by her Seeing hepherd dog. When Diane hey, vocalist, sang her song, dog, despite all efforts to e it, wailed an accompani- from beginning to end.

Switch

In commenting and answering questions yesterday anent current religious aspects in Russia, Larry Lesueur returned CBS correspond- ent said churches were open for those who found time or had the inclination to go, but right now the attitude appeared to be "Pass the Lord, and Praise the Ammunition."

See Shortwave Effect Gaining Against Axis

Though American shortwave broad- casts are gaining effectiveness and are offering stronger competition to Axis propaganda, the job has still a way to go to supersede completely Japanese and German aerial pummelling. This consensus was indicated by Mutual network correspondents in London, Sydney, Honolulu and Cairo in a poll conducted by cable last Friday. Much of the job still to be done by the Allies is technical by way of pro-
(Continued on Page 6)

Spriggs Now Radio Chief Of Treasury Bond Staff

Marjorie L. Spriggs yesterday be- came the first feminine Radio Chief of a wartime government agency when she was appointed Chief of the Radio Section of the Treasury Department's War Savings Staff by Vin- cent F. Callahan, Director of Radio and Press for the Treasury. Miss Spriggs has been Chief of Women's
(Continued on Page 2)

Swear In 2,000 Naval Cadets Via Waring Show-128 Outlets

WBAX License Argument Continues Before FCC

Washington Bureau, RADIO DAILY
Washington—Charging the mayor of the city of Wilkes-Barre and other complainants in the present case with "persecution" of Robert J. Doran, Michael M. Markowitz, former Lu- zerne County District Commander of the American Legion and a former
(Continued on Page 3)

Three Networks Agree To 10% Increase For Sustaining Artists; Approval Is Expected By The WLB

Co-Op. League Meets Code Comm. Dec. 14

Representatives of the Cooperative League of U. S., NBC and the Code committee of the NAB will meet in Washington D. C., December 14 and 15, to discuss the possibilities of modifying the code to enable the net- works to accept advertising by the League. League will have completed by that time the brief it has been pre- paring to support its position. Same
(Continued on Page 2)

CBC Again Criticized Re Political Policies

Montreal—Gordon Graydon, na- tional chairman of the Conservative Party and member of the National Conservative Convention Committee, in a statement at Brampton, Ontario, criticized what he termed the refusal
(Continued on Page 5)

New England Banks Set Half-Hour Regional Show

Boston—New half-hour show, spon- sored by 20 leading New England Federal Savings and Loan Associa- tions, will be inaugurated Sunday, Dec. 13, 4:30-5 p.m., over the New
(Continued on Page 2)

Ten per cent increase in minimum sustaining scales for radio artists was agreed to by three networks last night, in the fourth and final session of a series of daily conferences with AFRA. Negotiations started Monday and were part of procedure provided in the minimum basic agreement signed by the stations, networks and unions in September, 1940. Clause in the pact permitted the union to open negotiations for increased minimums on the basis of increased cost of living as shown by cost of living index as officially published by the govern- ment for October 15.

Those accepting the compromise
(Continued on Page 3)

Find War-Effort Ups Use Of Band Remotes

There has been an increase of 7 per cent in time devoted to dance band remotes this year on Mutual as a result of the war. The additions were deliberate in an attempt to service, further, the army camp audi- ences. Development is a noteworthy trade observation in view of the fact
(Continued on Page 3)

Larry Lesueur Dined; Gives Info On Russia

Larry Lesueur, CBS foreign cor- respondent back from his most recent assignment, in Moscow and other parts of Russia where he spent the
(Continued on Page 2)

Fan Mail

Boasts about the quantity of fan letters don't phase Ettore Manfredi on WOV anymore. He just received one from Arturo Toscanini, written in the maestro's own hand, de- claring: "to the delightful 'Happy Vagabond', Ettore Manfredi—All my admiration." At 7:30 a.m. re- cipient chats in Italian between records of only pleasant things.

(Continued on Page 5)



Vol. 21, No. 43 Fri., Dec. 4, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher
M. H. SHAPIRO : : : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, 203 North Wabash Ave. Phone State 7596. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL (Thursday, Dec. 3)

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

Table with columns: Bid, Ask. Rows include Farnsworth Tel. & Rad., WCAO (Baltimore), WJR (Detroit).

"Palm Beach" Promotion By Paramount On WJZ

Paramount Pictures, Inc., will promote the film "Palm Beach" playing at the Rivoli Theater with 12 broadcasts over WJZ. The schedule includes participations in "Breakfast in Bedlam," with Ed East; chain breaks and one-minute announcements over an eight-day period. Paramount account is handled by Buchanan & Co.

Expanding promotion of its five theaters, Embassy Newsreel Theater, a participant in Nancy Booth Craig's "Woman of Tomorrow" program on WJZ, will give a tea in honor of Miss Craig on Wednesday, Dec. 9. Listeners to the program will be invited to attend the newsreel show and the tea at a special rate—two admission tickets for the price of one.

Petrillo's New Assistant Long Anti-Disk Minded

(Continued from Page 1) of the American Federation of Musicians, had run for a post on the executive board with the platform slogan, "Down With Records With Love." Love will take office shortly after the first of the new year.

B&K Gets New License For Experimental Tele

Washington Bureau, RADIO DAILY Washington—The FCC yesterday granted a license to Balaban & Katz, Chicago theater organization affiliated with Paramount, to operate its new experimental television station W9XBB. Commission records show Paramount as the principal stockholder of Balaban & Katz, whose directors include the Paramount president, Barney Balaban, vice-president Y. Frank Freeman and Paramount's legal chief, Austin C. Keough. The other directors of the company are John Balaban and Elmer C. Upton.

W9XBB will operate with 10 watts power on an experimental basis, using frequency for from 384,000 to 396,000 kilocycles.

Authorizations for WNYE WNYE, the FM station of the New York City Board of Education, was granted authorization for changes in equipment, operation of 42,100 kilocycles, with 100 watts power and special emission for FM with a maximum frequency swing of 75 kilocycles.

Larry Lesueur Dined; Gives Info On Russia

(Continued from Page 1) past year, was dined yesterday afternoon at the Barberrry Room, the occasion drawing a few CBS vice-presidents, as well as many members of the press and other correspondents. The latter included Cecil Brown and Quentin Reynolds. Paul White introduced Lesueur to the assembled guests at the luncheon.

Lesueur presented an excellent and frank picture of what is going on in Russia and answered numerous questions as to living conditions and the attitude of the population on various matters both at home and toward the United Nations.

The CBS reporter who covered some 12,000 miles in his round trip to Moscow and back took a look in on his draft board soon after his return and is now readying a book which will be published by Knopf. It was while kidding about the book that the "twit on the "Pass the Ammunition" title was suggested. Lesueur said he hadn't written the book yet much less thought of a title.

Spriggs Now Radio Chief Of Treasury Bond Staff

(Continued from Page 1) and Children's programs in the Radio Section for the last 19 months. Also she served as General Assistant to the Section's chief.

She replaces Charles J. Gilchrest who resigned as the Treasury's radio chief to accept a commission in the Navy. Miss Spriggs came to the Treasury Department from Boston where she was active in New England radio circles. Her last Boston affiliation was as publicity director of WBZ-WBZA. Prior to that she was with Boston's WORL for 2 years in the post of publicity director and continuity editor.

Bob Hope Still Tops In Hooper Nov. Rating

(Continued from Page 1) complaints held, further, that the figures were open to several interpretations and that too often they were used to someone's disadvantage. Maintained that their release left some with a sour taste, Hooper spokesman explained.

Latest order of rank reveals only minor changes in the high perches. Of note is the appearance of "Abbott and Costello" and "Take It or Leave It," in the last two niches, replacing "Screen Guild Players" and "Fred Allen." Complete list of Hooper's first 15 follows:

- Bob Hope
Fibber McGee and Molly
Charlie McCarthy
Aldrich Family
Jack Benny
Walter Winchell
Radio Theater
Frank Morgan-Fanny Brice
Bing Crosby
Mr. District Attorney
Eddie Cantor
Kay Kyser
Rudy Vallee
Abbott and Costello
Take It or Leave It

Bob Hope has retained his position at the top of the list. His rating in the November 15 survey was 32.3.

New England Banks Set Half-Hour Regional Show

(Continued from Page 1) England Regional Network, WBZ Boston; WBZA, Springfield; WTIC Hartford, Conn.; WJAR, Providence, R. I.; and WFEA, Manchester, N. H. Program will originate over WTAG Worcester, and will be known as "Fireside Melodies," featuring Rakov and his orchestra, Margaret Daum of the Metropolitan Opera Company, and the Revelers, well-known quartette who have performed here and abroad. Bresnick and Solomont, Boston, is the agency, with Joseph Blue as account executive.

Co-Op. League Meets Code Comm. Dec. 14

(Continued from Page 1) brief will be submitted to the FCC as a reply to that offered by the networks. Whether or not the League would submit the brief to the FCC before the code meeting has not yet been ascertained. That part of the "strategy" will be decided by League reps next week. Murray Lincoln, president of the League, will join the delegation in Washington, though he did not attend the preliminary session held recently between NBC and the League here.

Fitch And Carnation Milk Renew NBC For Year

(Continued from Page 1) Carnation Co., through Erwin, Wasey & Co., has renewed the "Contented" program for another 52 weeks effective Jan. 4, while the F. W. Fitch Company, through the L. M. Ramsey Company, renewed the "Bandwagon" show over 131 stations for a year, effective Jan. 3.

COMING and GOING

WILLIAM S. HEDGES, vice-president in charge of stations, returned yesterday five-day trip to Chicago. His assistant, C. WOOLLEY, left last night for a Indianapolis.

DONALD W. THORNBURGH, vice-president CBS in charge of the Pacific Coast district, here for talks with network officials. Return to the Coast around Dec. 14.

NEVILLE MILLER, LEW AVERY and ARNEY, JR., leave Columbus tomorrow for Washington, D. C. After a short stay in the city they will continue on to New York NAB meeting which will be held Monday and Tuesday at the Biltmore.

ROBERT GARBER, of the sales staff has left on a vacation of two weeks.

HAROLD E. FELLOWS, station manager WFIL, Boston, has returned to his Massachusetts headquarters following a short trip to New York.

EDWARD C. OBRIST, program director WFIL, was in town from Philadelphia on station business.

DR. FRANK STANTON, vice-president leaving today on a short business trip to Washington, D. C.

HOWARD L. CHERNOFF, managing director of WCHS, Charleston, West Va., back in Chicago following a sojourn in New York.

LEE COULSON of WHAS, Louisville, on business trip.

ROBERT L. KENNETT, program manager WHAS, Louisville, Ky., is in Columbus for the meeting of the 7th District, NAB.

GUY P. GANNETT, president, and CREW E. GATCHELL, general manager of WCAE, Portland, Me., are in town for conferences headquarters of CBS.

H. H. HOLTFOUSER, national sales and promotion manager of WAPI, Columbia on Birmingham, has arrived from Alabama for talks on station and network business.

JAN PEECE is in Rochester, N. Y., appearance on the Eastman Kodak program will be broadcast tonight over WHAM.

JOAN BROOKS leaving for Cincinnati, he will appear for three weeks at Rendezvous.

CARL BURKLAND, general manager of Washington outlet of CBS, has returned Capital after a very short stay in New York.

LES BROWN and the members of his group are in Syracuse where they will play tonight one of the university's proms.

FULTON LEWIS, JR., Mutual commissioner in Los Angeles, the third stop on his lecture tour.

HARRY JAMES, having completed a very successful engagement in the Lincoln's Blue Leaves today for Hollywood, where he will be featured by M-C-M with Lucille Ball and Vivian Weidler in "Best Foot Forward."

Film Stars Set On KFWB For Pearl Harbor Show

West Coast Bureau, RADIO DAILY Hollywood—Dorothy Lamour, Ward Arnold, Joan Leslie, Paul Douglas, Nancy Coleman, Jackie Cooper, Gertrude Niesen, Jack Carson, Alexis Smith will be among stars appearing throughout 24-hour broadcast over KFWB, Dec. 6, to commemorate Pearl Harbor by stimulating sale of bonds and paying tribute to American fighting forces. Orchestras and bands will also participate. All radio posts will hold open house during the 24 hours to receive War Bonds pledges.

AFRA Agree Sustaining Boost

(Continued from Page 1)

NBC, CBS and Mutual. The not yet been able to com-deliberations for a commit-the subject.

ing to terms of the contract, tiating parties may submit er to arbitration if they are to reach a settlement. That s available to the Blue if its does not coincide with that hers. The 10 per cent repre-ompromise. AFRA's original eposed on the National Index,

al Meeting for Submission

rms as arranged at the con- ill be submitted to the Na-ard of Directors of AFRA in meeting which will be called day afternoon, here. Union's erebefore, of polling the en-ership via meetings of the ll probably be followed this

icated data covering exten-term of contract, escalator and details of the propor-crease for the second group acts signed a year after the es in September 1940, have set up in formal language. er, there will be no further between the station and exes and the union. Re-of the task will probably go the mails. Conferees seemed that the whole thing would t well without the matter's o go to arbitration. At the e agreement will be sub-the WLB for final okay, as by regulations of Office of Stabilization which estab-e freeze policies on wages aries.

On CBS Program End Of "Oregon"

J. Kaiser, shipbuilder, will er the Columbia network on Dec. 7, in a broadcast of es attendant upon the scrap- the U.S.S. Oregon, famous old o which during the Spanish- War made a record run the Straits of Magellan to embattled American Fleet. ram will be heard from 5:00- EWT. Kaiser will talk from of the historic old vessel, up in the Willamette River, Ore.

WARTIME PROMOTION

Patriotic Broadcasts

In connection with one of its patriotic broadcasts, WQXR distributed a copy of "La Libre Belgique," one of the underground newspapers which Free Belgium is publishing again as it did during World War 1. The reprint was a direct tie-up with the broadcast which was also called "La Libre Belgique," and which dramatized the story of the founding and operation of the newspaper.

Radio audience had but to write in to the station to obtain a copy which was a reprint of an issue finding its way to the Belgian Information Center here. Paper is dated June 1, 1941, and gives as its editor's address, "Peter Pan, Jardin d'Egmont, Bruxelles," a statue in a park in the Belgian capital. Address of the editorial offices is given as that of the German military commander at No. 1 Place du Trone.



Bowling Tourney

KROW, Oakland, is sponsoring a bowling tournament for shipyard workers in conjunction with the Oakland "Post-Inquirer" under the direction of Lloyd "Speed" Maddock, sports writer and KROW commentator. Participants in the tourney are interviewed on the "Ten-Pin Topics," the station's Thursday evening program.

Ensuring adequate coverage of the tournament several hundred 18 x 24

WBAX License Argument Continues Before FCC

(Continued from Page 1)

member of that district's Americanization Commission, said he believes the investigation to determine Doran's fitness to operate WBAX stems from an "un-American plot."

The FCC has been conducting an inquiry to determine whether Doran is fit to hold the license, which it granted last summer to Northeastern Pennsylvania Broadcasters, Inc., of which Doran is president. Execution of the license grant has been held up.

Markowitz's testimony and the statement of Attorney George Porter, counsel for Doran, that Homer L. Chaillaux, chairman of the Legion's National Committee on Americanization, were willing to testify in Doran's behalf led some observers to wonder if the WBAX hearing might not eventually resolve itself in to a test of the Americanization policies of the American Legion.

A petition by Porter to move the site of the hearings to Wilkes-Barre was denied without prejudice by Judge P. W. Seward, who served as examiner because of the illness of Harrison B. Slaughter. Judge Seward explained that he could not fairly decide the issue without reading through the more than 3,000 pages of testimony and exhibits which have already been compiled, and he definitely did not intend to do that. The request will be made of Slaughter

Special Service

Rush Hughes of KWK, St. Louis who conducts two daily programs of popular records which total two hours and forty-five minutes, is offering to act as a clearing house for fans of orchestra leaders in this area who want to send Christmas cards to their favorite conductors in the Armed Services.

Hughes has suggested that fans send the Christmas cards to him and he will run down the addresses of orchestra leaders now in the Army, Navy, Marines or Coast Guard and forward the greetings to their destinations.



News Bulletin Boards

With the establishment of a new Service Men's Center in St. Paul, KSTP has taken over the job of keeping the headquarters supplied with regular news bulletins and communiques. This brings to three the number of places locally being supplied with bulletin services. The others are the St. Paul Athletic club, the scene of scores of defense and civic gatherings each noon, and the Golden Rule Department Store, both of which are serviced by direct wire teletype.

inch cards announcing the event have been distributed to the shipyards and prominently posted by the public relation offices.

Dry Cleaning Co. Buys 7-Hour Block Over WLIB

WLIB, Brooklyn, has sold a 7-hour block of time daily to L. Blau & Sons, dry cleaning establishment which is using classical music for the program each day. Contract is for 13 weeks, effective immediately.

Pix Co. Signs Vandercook

John W. Vandercook, NBC commentator, has been signed by Columbia Pictures to do the commentary on a short feature on the North African situation. The booking was by National Concert and Artists Corp.

Dr. Black Anniversary Dec. 12

On Dec. 12 Dr. Frank Black will complete 10 years as general music director of the National Broadcasting Company.

upon his return to the bench, probably Monday.

An unfortunate choice of words in the story of the WBAX hearing printed in RADIO DAILY Wednesday may have given the impression that the Commission seeks to prove Doran unfit to hold the WBAX license. Actually, the Commission is merely conducting an inquiry to determine Doran's fitness, and is not to be considered as "prosecuting" Doran, or taking any partial position, FCC spokesman have pointed out.

Find War-Effort Ups Use Of Band Remotes

(Continued from Page 1)

that industry has been prone to stress as war-effort programs, those in the categories of drama, instruction, variety, etc.

In planning this type of program, network has placed the remotes at hours earlier in the day to give the service men at the camps better opportunity to hear them. Surveys of camp radio audiences by government during the past year had pointed out that the soldiers are abed fairly early and miss the late evening features. Adolph Opfinger, Mutual's program manager, told RADIO DAILY yesterday that typical of the network's musical war service programs designed for camp audiences is "Navy Bulletin Board," Saturdays, 6:30-7:30 p.m. Program features Jimmy Dorsey's orchestra, fed from KHJ, Los Angeles, to the full network.

Draft a Factor

The increase, Opfinger pointed out also, consisted of added hours of band remotes rather than additional bands. Greatest influencing factor there is the scarcity of band material caused by the draft, etc. Mutual's expansion in the band field bears out reports which have been emanating from band bookers and which have pointed to the facts that there appeared to be more remotes available, and that lesser known bands were getting in on the remotes which were the monopoly previously of a handful of top name bands. One band booker had opined that along the lines of remote and radio bookings, this has been just about the best year the industry has had thus far.

Checkup of band remotes on Mutual for week of December 13 as a typical example, revealed that 33 bands consume 23 hours and 50 minutes of program time. Lineup includes Mitchell Ayres, Charlie Spivak, Jimmy Dorsey, Alvino Rey, Blue Barron, Teddy Powell, Griff Williams, Richard Himber and others.

Douglas To Free-Lance

Don Douglas, the announcer and actor, has resigned from radio station WMCA because of conflicting work on other stations. Douglas was on the WMCA staff for almost three years before making the decision of turning free-lance.

BNX NEW YORK
THE MOST INTIMATE AND
LIVE PROGRAM APPROACH
AMERICA'S LARGEST MARKET

WATTS Directional
METROPOLITAN NEW YORK

THIS LITTLE BUDGET
WENT TO THE
"920 CLUB"

WORL
BOSTON, MASS.

Los Angeles

By JAC WILLEN

THAT Phil Baker "Take It Or Leave It" Sunday night spot with Humphrey Bogart was a terrific piece of showmanship.

Betty Rhodes' Saturday night KHJ-Mutual Don Lee pitch to the boys in the services has that personal appeal that makes one want to listen.

Paul Mosher, ace-publicist from the east, just returned from a quick trip to San Francisco, where he again proved himself "tops" in any man's language.

Art Baker has another feather in his cap. Starting January 4 he picks up 13 more stations to his current NBC 10:30 a.m. PWT, newscasts, Mondays through Fridays.

Marjorie Davis, New York radio actress, making good on the local front, is being considered for a motion picture contract at one of the majors.

New Abbott & Costello staff offices have been moved to Beverly Hills to make it easier on the boys and their entire staff. Manager Eddie Sherman's offices, too, are close by.

Pauline Drake is seeing a lot of action on her dashes in between the network stations to make the many programs she now is on.

Lurene Tuttle is still busiest of all the local actresses—on the radio and in her off-hour efforts to aid the war heroes—and, yes, buck privates, to find entertainment and food, etc., on their Hollywood furloughs.

Nomination for radio's shortest job: The weekly chore of the cute little blonde who stands in the wings at each Bob Burns "Arkansas Traveler" program and, with the help of the Sonovox, utters just two sepulchral syllables a week: "Bee—Ohhh!"

Red Skelton's famous NBC musical team, Harriet Hilliard and Ozzie Nelson's orchestra, open Christmas Eve at the Los Angeles Biltmore Hotel.

Gas rationing is the latest headache to hit the top-notchers of the local Rialto—with most of the top names moving closer in than they ever thought of living when things were tops.

MAIN STREET

OL' SCOOPS DAILY

Radio Is My Beat. . .!

● ● ● Latest switch on the Winchell substitution on his air show will later bring three commentators to the mike pinch-hitting for the Old Master. Show will be tagged "3/3 of the News" and will offer Baukhage handling the news, John Gunther covering the significance of the day's events and Robert St. John winding up from a "color" viewpoint. . . Pals of Carlo de Angelo who've been wondering about his activities since the Joison show can find him in his new offices with the Treasury Dept. in the RKO Bldg. where he is handling the production on the Saturday Night Bond Wagon via Mutual. Carlo is also free-lancing and has just cut an audition record on "Potash and Perlmutter" for Bernie Schubert. . . Radioites are still talking about Lloyd Nolan, the film star, who appeared on DeMille's Radio Theater Monday night. Nolan sounded so much like Ed (Archie) Gardner, that listeners thought they were tuned in on "Duffy's". . . Don't be surprised if Nellie Revell starts to yodel her "hellos" in the future. She's interviewing Olivio, boy champ yodeler, tomorrow and he's going to give her some inside dope on how to ooo-lee-ohh. . . Paul Lavalle gets the top thrill of his career this Sunday when Stokowski and the NBC Symphony will do his "Symphony Rhumba". . . Fibber McGee and Molly topped all Tuesday night's airings with a delicious brand of humor—plus a partiotic message!

★ ★ ★

● ● ● Last week marked the birthday of a song that serves as the inspiration for thousands of fighting men in our armed forces—"Semper Paratus," official song of the U. S. Coast Guard. Fifteen years ago, Capt. Francis Van Boskerck, U.S.C.G., walked into the offices of his friend, Lt.-Col. Harvey L. Miller, editor and publisher of the Coast Guard Magazine in Washington and entrusted him with a very rough manuscript of the song he'd written while on active sea duty. That night Capt. Van Boskerck died. Lt.-Col. Miller stuck by his word to see the song through. He had it published and then began the long campaign to gain for it the place it rated among service tunes. Capt. Van Boskerck never heard his song performed—but "Semper Paratus" (Always Ready) is the motto of the Coast Guard and has at last come into its own, and, thanks to radio, has gained national recognition.

★ ★ ★

● ● ● New York has an old joke mart which at one time or another has been frequented by almost every top-notch radio comedian. It is a drug store located on W. 46th street and you can purchase any type of comedy material—jokes, parodies, blackouts, etc. In this case, blackouts do not pertain to the war effort, as you no doubt already knew. Every member of the Joke Mart Guild is an avid radio listener—but only when a comedian is on the air. Each joke is carefully written down and filed away. Sometimes entire programs are even taken down. Anyhow, what we started out to say was that a famous comic recently went there and for twenty bucks walked out with a whole slew of jokes. The more he read them over the more he felt certain that he had seen them before. He finally discovered the reason why. They were from comedy scripts he had used on the air several years ago!

★ ★ ★

● ● ● **FUN FILLERS:** Kay Lorraine says that the new salary ceiling is just another shear-the-wealth plan. . . Adrienne Ames claims that the guy who said there are no new jokes has never listened to Axis radio propaganda. . . The Japs call the Marines Devil Dogs, according to Harry Wismer, because they thrive on scraps. . . It's Bobby Byrne's contention that when we get to meatless and wheatless days, it will be strictly a case of mind over platter. . . And with the draft age lowered to 18 and men of 44 still being taken, Larry Elliott observes that pretty soon military service will begin when you're able to walk—and end when you can't!

Chicago

By FRANK BURKE

RECENT collection of pumpkins in the WLS Chicago "Tin Baking Contest" was turned over to the Chicago Servicemen's Center. Don Kelley of WLS and Mel promotion manager of the "Tin Baking Contest," a series of war programs by servicemen direct camps in the vicinity of Chicago makes its debut over WIND 7 p.m., Monday, Dec. 7, and heard thereafter each Monday, Tuesday and Wednesday. First prize comes from the Naval Aviation Station at Glenn View, Ill., on 1st St. with Chief Petty Officer Brooknall, former WIND executive in charge. Second will be from Sheridan on Tuesday, Dec. 8, third from Navy Pier on the 10th.

Lee Neal, formerly of Charleston, and WPAR, Parkersburg, West Virginia, has joined the announcing staff of WIND, Gary "Radio News," a monthly organ published in the intimate Brown & Williamson Tobacco Station by Russel M. Seeds recently made its bow. Published by Monte Randall of the public relations department under the direction of R. E. Jeffers.

Bill Stearns will cover the Lakes Naval Training Station at the University of Notre Dame football game for NBC when the game is at Soldier's Field tomorrow.

Glamour

FUR COATS

for

G

LAMOUROUS

RADIO

ACTRESSES

(DISCOUNT TO THE PROFESSIONAL)

See Mr. Blossveren personally and he will see that you get the best value in town.

On the Mezzanine
30 Rockefeller Plaza
B. BLOSSVEREN'S
SONS, INC.
Furriers

Going to NEW YORK?

Stay "Where Radio City Meets Times Square"

Friendly atmosphere—spacious, cheerful rooms make you feel at home away from home!

600 ROOMS, each with radio and bath, from **\$2.50.**

Reasonable All-expense Tours. Write for details.

HOTEL VICTORIA

AT RADIO CITY 7th AVE. at 51st ST. NEW YORK
RONALD A. BAKER, Manager

AGENCIES

HRD MANVILLE, director of re for Donohue & Coe, Inc., st night before the adver- tal selling class at the Adver- tal Club of New York. His sub- copy testing and research.

ES V. SEACORD has join- H. Perry Associates, news- radio representatives. He Howard Gardner, who has to join Pedlar & Ryan, Inc.

LAM H. WEINTRAUB & CO., agacy, announces the appoint- Morton Gould as musical Gould is currently direct- orchestra on the "Cresta arnival," on Mutual.

OKIND, JOICE & MORGAN, gohas been elected to mem- a the AAAA.

EE FURGUSON has joined ublic relations staff of N. W. ion, Inc. He formerly was R. J. Polk & Co.

**gain Criticized
Re Political Policies**

(Continued from Page 1)
CBC allow purchase of national time by the committee. cent point-blank refusal of of Governors and the new manager of the CBC to per- National Conservative Con- Committee to purchase a period of time over the network has all the signs of peng round in a major fight eight of democratic freedom over the air in Canada," the said.

na, Conservative member of mit for Peel, said the CBC Governors declined to ex- privilege of air time to Rt. Ahur Meighen, Conservative d H. R. Milner, K. C., chair- the national convention. The ve Party opens its conven- in Winnipeg, Dec. 9, and the were to have dealt with the s and ideals underlying the a wartime open door con-

ical Reasons" for Refusal
onal reasons" were found by ool for the refusal, but Dr. Thomson, new general man- s able to find ways and offering the newly elected the convention time on a basis at a date subsequent onvention. . . . The general was careful to indicate with markable presumption that Board of Governors would to exercise any control over new leader would say, there a proprieties that might well ved." Suggestion was also onvention committee secre-

Stork News

ackson, WSPD, Toledo, pro- manager, recently passed en he became a father.

NEW PROGRAMS—IDEAS

"Today In History"

"Today in History" is the feature of a new evening program, "A Toast to Melody," on KSD, St. Louis, presented twice weekly by Italian Swiss Colony Wines of Asti, California.

Aired 10:15-10:30 CWT on Tues- day and Thursday evenings, the fea- ture highlights, in a reminiscent mood, important happenings from the past for each date—events from every field of human endeavor. KSD an- nouncer Joe Evans presents the his- torical data, while the musical portion of the quarter-hour includes smooth recorded music by popular orchestras.

General-Store Talk

The activities of the "cracker-barrel diplomats" in rural New England where the general store has long been the popular town meeting is being aired by WBZ-WBZA, Boston, in a new series, "Holcomb and Whipple, General Store," heard Mon- days at 7:30 p.m.

A microphone is set up in the center of a typical general store and Percy Holcomb, as the Yankee grocer and Angus Whipple of the store's meat department discourse in the homely New England manner on such topics as rationing, inflation, and other national topics.

**"Plantation Party"
To Air Safety Award**

As part of Liberty Mutual's cam- paign to smash the "7th Column" a first safety award presentation over the air will be made on the "Planta- tion Party" program to T. V. Hartnett, president of the Brown & Williamson Tobacco Corp., sponsors of the show. S. Bruce Black, Liberty Mutual, prexy, will give the award to Hart- nett for the outstanding safety record, the second highest industrial record in history, made at the tobacco com- pany's Petersburg plant. "Planta- tion" program will be heard tonight 9:30-10 p.m. EWT.

tary that the new leader "should refrain from anything that is abusive or which would tend to cast any per- sonal discredit on political opponents."

Graydon said the offer could be neither rejected nor accepted because "our committee or its secretary naturally does not possess the power or authority to speak on behalf of or bind the actions of a newly-elected leader. . . .

"On matters of grave national con- cern and importance the CBC may properly be regarded as an avenue for the free expression of speech and must be prevented from drifting in the future into the position of a private preserve for those to whom its Board of Governors may perhaps be more delicately attuned in political thought. . . .

"The preservation of our treasured way of life demands that an im- portant branch of our democratic system (the opposition) must not be stilled on the air while others are heard. . . ."

"Postscripts"

Norman Jay, of WCAU, Philadel- phia, originated a new type program when he aired, "Postscript," fashioned for men in service and their friends and relatives at home. Program is heard every Sunday afternoon from 2:55 to 3:00 p.m.

Purpose of the program is to give service men a resume of hometown news and sports and is presented in an informal manner. As far as the home audience is concerned it will serve as a "P. S." to their letters to those in the armed forces. Copies of the broadcast are furnished to listen- ers at their request to either WCAU or the sponsors, The Yellow Cab Company.

"Song of the Week"

WDRC, Hartford, has given the "Song of the Week" fad a new angle. Each week a song is picked by the station's program department which has not achieved popularity but does have merit.

The number is plugged for a week on all local recorded programs, and the choice of the "Unsung Song," which has been chosen by WDRC is explained to the listening audience, which hears a lucid description of the tunes good points.

**Swear In 2,000 Cadets
On Fred Waring Program**

(Continued from Page 1)

York District, will administer the oath from the stage of the Vanderbilt Theater during Fred Waring's "Plea- sure Time" broadcast over the Na- tional Broadcasting Company net- work at 7:00 p.m. (EWT).

Rear Admiral Richard E. Byrd will welcome the inductees, as a part of the radio ceremony, after they have taken the oath. Approximately 300 young men will be at the Waring broadcast to be inducted in New York. Similar groups will stand before microphones in every city of the NBC network across the length and breadth of the land and across the Pacific in Hawaii.

All have met the requirements of induction and have been accepted as applicants. They are between the ages of 18 and 26, inclusive. They are American citizens, and high school graduates.

All will hear the oath as it is broad- cast from New York, read by Com- mander Rice. All will respond at the same moment and local "I do's" will be broadcast locally by each NBC station.

After Admiral Byrd's welcoming speech, Fred Waring, his orchestra and chorus will ring out with the "Star Spangled Banner."

More than 20,000 young Americans have applied for naval aviation cadet training since Pearl Harbor. And although many of these applicants have been sworn into the service, never before has such a gigantic ceremony as this one, made possible by radio hookup, taken place. Since it costs Uncle Sam \$27,000 to complete the

GUEST-ING

GEORGE JESSEL, on the "Keep Ahead" program, tonight (WOR- Mutual, 7:30 p.m.).

OLIVIO SANTORO, on "Nellie Revell Presents," tomorrow (WEAF- NBC, 10:30 a.m.).

IRENE BEASLEY, on "Yankee Doodle Minstrels," tomorrow (WJZ- Blue Network, 10 p.m.), and on "Truth or Consequences," tomorrow (WEAF-NBC, 8:30 p.m.).

DEEP RIVER BOYS, on Ted Steele's "Studio Club," tomorrow (WEAF- NBC, 10:30 p.m.).

ROBERT J. WATT, of the American Federation of Labor; WILLIAM BATT, director of the material divi- sion of war production, and THOMAS D. JOLLY, vice-president of the Aluminum Company of America, dis- cussing "Are We Winning the War on the Home Front," on the "People's Platform" program, tomorrow (WABC-CBS, 7 p.m.).

MARJORIE MAIN, in a second appearance on the Bergen-McCarthy program, Sunday (WEAF-NBC, 8 p.m.).

**Cuba To Get NBC News
Anent Gen. Batista Visit**

Latin American section of NBC's International Division has arranged complete coverage of the visit of General Fulgencio Batista, president of the Republic of Cuba, beginning with his arrival in the United States on Sunday, Dec. 7. In addition to special coverage of ceremonies in the general's honor, NBC will broadcast nightly a resume of his daily activi- ties, in collaboration with the CMQ network and Radio Sales, NBC's Pan-American affiliate in the Repub- lic of Cuba.

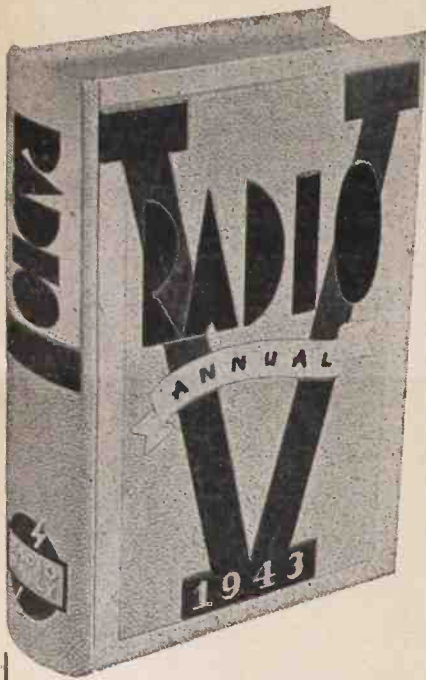
So far, this year, NBC's short- wave stations have kept Latin American audiences informed on the visits here of Manuel Prado, presi- dent of Peru; Dr. Alfonso Lopez, president of Columbia; Caracciolo Parra Perez, foreign minister of Venezuela; Ezequiel Padilla, Mexico's foreign minister and the current visit of Dr. Carlos Arroyo del Rio, presi- dent of Ecuador.

Wedding Bells

Ed Schweitzer, of the commercial staff of WNBC, New Britain, has been married to Miss Gloria Smith of the same city.

education of each naval aviation cadet, requirements are high and ac- ceptance an honor.

Waring will open the program with "Sky Anchors," the song he wrote and dedicated to this branch of the service. The song was inspired by a petition sent to him by officers and men at the Pensacola (Fla.) Naval Aviation Training Center.



THE
STANDARD
REFERENCE
BOOK
OF
THE
ENTIRE
RADIO
INDUSTRY

NOW IN INTENSIVE PREPARATION
OUT EARLY NEXT YEAR

WORDS AND MUSIC

By SID WEISS

WHEN WE first started columning, someone warned us to stick to the bigger names and we'd be a cinch to make good—but why is it that most of the interesting news seems to concern the so-called "little fellers" or the up-and-comers? Isn't it much more fascinating to record the big struggles of little people—than the petty doings of the big ones? Besides, there're so many more of us unimportant people. So forgive us if we seem to dwell too long sometimes on the alleged "small fry." Often we wish we had some sort of a magic wand or something to just go around and tag this person or that with the mantle of greatness. I mean, when you spot what appears to be pure talent you'd like to do something more than merely recognize and appreciate it. You'd like to point this wand at him and in mumbo jumbo fashion transform him into the star he really is. After all, star material isn't made overnight—even though their recognition comes in a blinding flash. Danny Kaye was every bit as comical years ago when he doubled them up in the mountain resorts as he was that fateful evening at La Martinique when his star suddenly took shape. The talent was always there—it merely remained to be identified.

☆ ☆ ☆

We were thinking thoughts like this the other night watching Diane Courtney perform at Cafe Life on N. Y.'s East Side. Diane has everything the exacting Gods of fortune demand. She's got personality, charm and the power to "sell" a torch song to a degree few possess. Someday Diane will be a star—a great personality. And when that day comes, you'll find yourself wondering how come you never noticed before the talent that is now so obvious. And you'll be repeating that old bromide: Isn't life funny? Why, we remember her when she was just singing at a night club—and look at her now! It could happen. Dinah Shore and Carol Bruce will tell you that!

☆ ☆ ☆

A list of the near-greats or soon-to-be-greats could continue endlessly. Included in the circle is Ed Herlihy, a sterling announcer. However, it wasn't until Graham McNamee's untimely passing that Herlihy really stepped into his own. He's filling Graham's spot with the Universal news-reel—and take it from us, it isn't a bad fit! He's got more than his share of that old enthusiasm, spark, verve, or call it what you will, that spells greatness in announcers. If you're still with us, consider for a moment Clark Dennis. Clark has been hovering on the outer fringe of Success for a long while. His tenor voice is one of the finest around these parts, but for one reason or another Lady Luck has consistently turned her fickle back on him. Given the right turn of the wheel, Clark could easily wear the mantle of Stardom. No list such as this would be complete without a mention of Irene Beasley and Josephine Houston, though their story takes a different trail. Both have already tasted the fruits of Success and their problem today is proving that they're not only as good as they ever were but that they're considerably better. In both instances, it is true. After taking up the better part of a column with this subject, we've suddenly realized we're no nearer a solution than before. Only a card player could supply the answer.

☆ ☆ ☆

SMALL TALK: Paul Laval's "Symphonic Rhumba," cut off Stokowski's program because of FDR's address a few weeks ago, will soon be re-scheduled by the NBC Symphony....Don Douglas, former WMCA announcer, free-lancing....Edward B. Marks Music Corp. is publishing "Vaughn Monroe's Favorite Songs," an album of old and new hits as played and recorded by him....Diana Wirth is the new drum major on Natalie Purvin Prager's "Game Parade"....The horse, "Blue Swords," touted by Jack Lait in the "Mirror," is owned by Allen T. Simmons, owner of WADC, Akron, Ohio.

☆ ☆ ☆

—Remember Pearl Harbor—

See Shortwave Efforts Gaining Against

(Continued from Page 1)

viding facilities for the reception and rebroadcasting locally at various points. Network asked its correspondents to indicate the effectiveness of American shortwave propaganda efforts to compare it with Axis shortwave efforts. Here are some of the reports: Leslie Nichols, Cairo: "I can't hear American shortwave broadcasts with their receiving sets. This is due to lack of power of our transmitters or to climatic factors."

Frank Cuhel, Sydney, Australia: "Australians have always been eager to news from other countries. It is estimated that there are more than 70,000 receivers in Australia for shortwave bands. They used to get a good deal to Radio Rome and other Allied stations perfect overseas programs. Now the stations have few listeners. American presentations have not improved in the past few months and are now definitely superior to Japanese radio transmissions, though Radio Tokyo has more power than the other Axis stations. Programs are so poorly set up that fantastic claims of victories and glorious revelations of their human efforts in the countries they overrun, that their programs do not enhance American broadcasts."

Cuhel Suggests ET's

Cuhel's cable concluded with a suggestion that an even better suggestion could be done if the Office of Information would record and rebroadcast American programs and fly them to Australia for rebroadcast, thus assuring better reception and greater audiences.

John Steele, London: "Few Americans are equipped to receive American shortwave programs although Axis programs are received here because of favorable wave lengths, their propaganda is absolutely ineffective and is here as a joke."

Owen Cunningham, Honolulu: "Well respected American shortwave programs are in sharp contrast to Nazi and Jap transmissions. Our broadcasts are poorly received and filled with discrepancies that the most unsophisticated listener can detect. What few listeners there are on the Islands they lost with the destruction of the Hilo Naval Base when actually it never was a Hilo Naval Base."

Cunningham added that the strongest broadcast weapon is the messages spoken by supposed U.S. prisoners. However, this has resulted in miserably few conversions. Those who do listen, he said, do so in the hope of hearing their loved ones speak.

WSAM To Headley-Reed

WSAM, Saginaw, Michigan, has been purchased by Headley-Reed Co. as a station representative. Understood to have a net of 250 watts power on 1,400 kc., joins NBC as of Jan. 1, 1943.



STOP AND THINK, LADY,

... before you buy another new dress! It's awful pretty, can't blame you for wanting it. But what about Johnny? He's out there, somewhere in the Pacific. Has he got all the fighting equipment he needs to lick those tricky so-and-so's?

How about another round of ammunition? Think what it might mean to Johnny. Suppose he doesn't get it just when he needs it? You wouldn't need the new dress then. You wouldn't be stepping out with him again.

War Bonds buy your fighter the tools he's got to have to do his job. It's our job to give 'em to him. So put every cent of your extra money into War Bonds. Buy 'em through the Pay-Roll Savings Plan. At least 10% of your salary every pay day. Not 6%, or 7%, or 8%—but at least 10%. And more, if possible.

Many Americans who *ought* to be buying War Bonds through the Pay-Roll Savings Plan every pay day, *aren't*. They just

haven't yet STOPPED to THINK what it means to Johnny.

Don't be like that, lady. Invest your 10% with Uncle Sam—pay day after pay day. You'll get a big kick out of it. Knowing that you, personally, are sending Johnny the guns, planes, bombs, tanks—whatever it is, he needs!



WHAT YOU SHOULD DO:

If you are . . .

1. Already investing 10% of your pay in War Bonds through the Pay-Roll Savings Plan—boost that 10% if you can.
2. Working in a plant where the Plan is installed, but haven't signed up yet—sign up tomorrow.
3. Working in a plant where the Pay-Roll Savings Plan hasn't been installed, talk to your union head, foreman, or plant manager—and see if it can't be installed right away. The local bank will be glad to help.
4. Unable to get in on the Pay-Roll Savings Plan, for any reason, go to your local bank, or wherever Bonds are sold. They will be glad to help you start a Plan of your own.

“TOP THAT 10% BY NEW YEAR'S!”



BUY U. S. WAR BONDS
THROUGH THE
PAY-ROLL SAVINGS PLAN

This advertisement is a contribution to America's all-out War effort by
RADIO DAILY





Coast-to-Coast



JOHN K. CHAPPEL, KROW, Oakland, news commentator, is maintaining a heavy lecture program; every afternoon and evening he's delivering from another platform. He's scheduled to speak before the Alameda County District Dental Society.

Staff members of WNBC, New Britain, tendered a party to Chief Announcer, Jack Lacy and salesman Leo Keegan, who leave shortly for the army. Lacy's spot will be taken over by Dick Bronson.

"Ten Year Club," organized by KOIN, Portland, Oregon, for members of the station serving a decade received ten new members. Gold pins indicating their long service were awarded at a banquet given at a local hotel.

Dick De Freitas joins the announcing staff of WHN, N. Y., effective Dec. 7, coming from WFAS, White Plains, New York, where he served as chief announcer. Previously, he was with WAAT, Jersey City, and the Alabama Network.

The Adam Hat Company has started a three-week advertising schedule on WDRC, Hartford, using six weekly one-minute ETs on the "Shopper's Special" program. Contract runs from Dec. 3 to Dec. 23.

Timekeeper Bill Herson, of WRC, Washington, doubted the statistical data that "Every state in the U. S. is represented in Washington." Checking, he found that in twenty-two minutes he received calls from all 48 plus most of U. S. territories, England, Ireland, Spain, Mexico, Nicaragua, Ontario, and Quebec.

In keeping with Radio's commemorative campaign of December 7th, WFIL, Philadelphia, will present "Revengefully Yours" at 7:00 p.m. Dec. 7. The program consists of three memos to Tojo, Hitler, and Mussolini by name, and is a tribute to America's war production organizations.

Alan Keyes is the newest addition to the WHK-WCLE, Cleveland, announcing staff. Keyes has been active in mid-west radio since 1938. Based on the eye-witness reports of Associated Press correspondents Preston Grover and William McGaffin WHK will present the story of Malta on the "Eyewitness News" program under the title of "Isle of Destiny."

James Monks, network actor, who is currently appearing in a leading role in "The Eve of St. Mark" on Broadway, is appearing regularly on the transcribed U. S. Army Recruiting program which George Lowther produces for NBC. Monks is also heard on "Radio Readers' Digest," "Our Gal Sunday," and "Manhattan at Midnight."

Six-Man Squad of KOY-Phoenix staff members became quota busters in the Phoenix Community War Chest Drive. Team composed of Manager Harold Safford; Commercial Manager, John Hogg; Business Manager, Al Johnson; Program Manager, Jack Williams and Roy Austin of the Commercial Department.

Two changes in the KNX-CBS publicity staff have been announced by Andy Kelly, publicity director of the Columbia Pacific network. The first involves Leon "Bill" Dorais who moves from his position as staff publicity writer to take over the department's trade publicity. Joyce Mess, formerly connected with publicity and public relations in Honolulu, will take over the post vacated by Dorais. More staff changes occasioned by the war were announced also by Hal Hudson, program manager for the Columbia Pacific Network. Producer Sterling Tracy is leaving for the Army's Special Services Division, and replacing him on "Soldiers with Wings" will be Bob Hafter, while Cliff Howell takes over the production job on "United We Sing."

As an added feature to the annual Turkey-Day broadcast of the Denver University-Colorado U. football game, Austin Williams of KLZ, Denver, took a pack set mike into the pre-game huddle of team captains and game officials so the radio audience could hear what takes place in those extremely private confabs.

A transcription of President Roosevelt's message to Congress calling for war on Japan will close WQXR, N. Y. "The First Thirty Hours," a re-creation of the events of Dec. 7, a year ago.

Dayton Lummus, formerly of WCAM, Camden, joined the announcing staff of W69PH, WCAU's frequency modulation station. Betty Shelden, of the WCAU news room takes a week's leave of absence to join her husband, Private Wally Shelden, now at Army Technical School at Sioux Falls, South Dakota. Shelden was formerly an announcer at WCAU.

Claire Harrison Cari-Cari, continuity director of KWK, St. Louis, was Counselor on Radio at a Vocational Guidance Conference held at Lindenwood College, St. Charles, Mo., for students of Lindenwood, Stephens College, Christian College, Monticello, The Principia, Missouri University and other Mid-West colleges.

Mike Clarke, veteran staff announcer of Station WWL, New Orleans, left the station Dec. 1 for the U. S. Army. Three men will share his duties in his absence. Jack Lewis, announcer on the Jax Radio Committee, takes over the commercial assignments for "Enjoy Life Down South," "Bayou Serenade," and "Jax and Jill in Hollywood," all sponsored by the Jackson Brewing Co. of New Orleans. Ervin Viktor replaces Mike on "Unpublished Diary," WWL-written serial sponsored by Vick's Vaporub, and John Kent, who replaces Mike Clarke as staff announcer, takes over his daily five-minute war commentary.

KROW, Oakland, broadcast for the twelfth consecutive year the community-wide Thanksgiving service under the auspices of the East Bay Interfaith Fellowship. Tom Crichton, newspaperman just returned from the Orient highlighted the broadcast with his account of being interned by the Japanese. Bob Bovard has been added to the staff of KROW, Oakland, in the capacity of music editor and announcer. He was previously connected with KSFO and KWID, but left to enter Army Air Training for Civilians. now awaiting active call to duty.

The Hartford, Conn., chapter of the American Red Cross has congratulated WDRC, Hartford, for its job in securing workers to make surgical dressings. Ensign Elliot Miller, one of the first graduates of WDRC's "school for announcers" returned to visit the station before taking over a new naval post.

Walter Sickles, WWSW, Pittsburgh, program manager, in addition to acting as producer and narrator for the series "You Are An American," has dramatized for radio several of the stories told by Lois Adamic in his book, "From Many Lands," from which the series is taken.

WFIL, Philadelphia, is making a few temporary changes to make way for romance. While announcer John Scheuer and his bride, the former Lois Andrews of the Promotion Department, are on their honeymoon their spots will be taken over by Tom Livezey and Claire McMullen. Mary Louise Willis is Samuel R. Rosenbaum, WFIL, Prexy's new secretary.

Dorothy Fey, formerly of the Chicago publicity and public relations firm Macbain, Carlson & Associates, has joined the staff of the Atlantic Coast Network. In her capacity as assistant to Ted Steele, director of programs, she will handle program publicity.

Thirty fifteen-minute Santa Claus programs have been purchased by Auto Accessory Stores and will be broadcast over WWNY, Watertown, N. Y., every evening until Christmas.

Ted Straeter, composer and director of the Kate Smith Show, recently completed a choral work for 300 voices titled "Hymn to the Dawn." Plans are being made to pre-record it for work on a national and international hook-up on New Year's day.

The Colonial Vocal ensemble, time winner of the Welsh Eisteddfod, return to the air waves over WFIL, Philadelphia, on Dec. 7. The ensemble's return by singing the Dmitri Shostakovich composition, "United Nations."

WOR's musical conductor Stanley, will conduct the Symphonic Society orchestra in an inaugural concert, Wednesday, December 16, at the Forest Hills School auditorium.

Denise Keller, fashion and beauty commentator, of WICC, Buffalo, brought Al Parker, the noted photographer who originated the "Mother and Daughter" sketches currently running in national magazines to her attention. The government has ordered 100,000 and a half copies of his sketches and "mother and daughter" postcards stamps in a book.

James Higgins, former chief announcer of W47A at Schenectady, N. Y., has recently joined the announcing staff of WWNY, Watertown, N. Y.

Rex Davis, chief announcer of WNCN, Cincinnati, was on duty for two weeks in the station's recent "blood drive" Campaign-netted 1,468 pledges of blood to be given to the Red Cross Blood Donor Service.

Radio is still the first love of Col. Alfred R. Marcy, former engineer of WFBL, Syracuse. Col. Marcy, now stationed in England, has passed up a full color transfer to the Signal Corps radio.

New to radio is Kel Fox, former writer on the news staff of KOY, Phoenix.

WMAQ—Chicago "Sun" In Advertising

Chicago—A deal has been struck between the Chicago Tribune and WMAQ, NBC outlet in Chicago, whereby the newspaper buys a-a-week, 10-minute news spot on WMAQ, and the station, in turn, contracts with the paper for advertising space to promote its broadcast. The contract is for 52 weeks and will feature Tom Wallace and the "Edition of the 'Sun'" from 11:00 each evening.

1 9 4 2

BIRTHDAYS

17	18	19	20	21	22	23
24	25	26	27	28	29	30

December 4

Charlie Basch Helen Baylis
Deanna Durbin Elsie Mae Gordon
Ann Morath Isabel Randolph
Larry Rothman Bill Slater

December 5

Archer Gibson Grace Moore
Lyn Murray

December 6

Robert Effros Ira Gershwin
Jeannette Land Agnes Moorhead
John Ravencroft Eric Sagerquist

Treasury May Aid Radio

Starts New Drive 'Parade Of Stars'

on the premise that "entertainment will not be rationed" during 1943 and that it will be needed to boost morale on the home front. Frank E. Mullen, vice-president and general manager of NBC has set machinery in motion for a "Parade of Stars" of the early fall campaign network which heralded the beginning season and the stars that will be heard.

the title "NBC's New Year" (Continued on Page 6)

Press Club Publishing Relief Fund

Lowell Thomas, President of the Press Club of America, announced that a "Correspondents' Relief Fund" would be established and that it would attempt to raise monies through the group's sponsorship of the American premiere of the picture, "In Which We Serve." Administrators of the fund will be Lowell Thomas, H. V. Brown, George Fielding Eliot, Charles Steel, Wythe Williams, and other members of the Press Club of America.

Sets 3 Dividends; Hrockmorton Director

At the meeting of the board of directors of RCA held here on Monday, David Sarnoff, president of the corporation, announced that the three dividends had been declared.

of the outstanding shares of First National stock, 87½ cents per share, period from October 1, 1942 to (Continued on Page 2)

Looking Ahead

Max Falls, S. D.—Verl Thomson of KSOO-KELO, sought an applicant for an announcer job recently and found one—with foresight. Thomson said, "I was hired; can you start in two weeks?" "No," replied the applicant. "That's too soon... what I want to do is get lined up for a job after the war. I enlist in the army this week."

Share-The-Wealth
Washington—NAB hit the jackpot last week in its drive to have broadcasters offer equipment available for swap. Gerald P. Foster, chief engineer at WDZ, Tuscola, Ill., informed NAB of his willingness to dispose of 108 transformers of various types, 38 tubes, nine meters and 34 pieces of miscellaneous technical equipment. "Santa Claus Foster," NAB calls him.

Big Turnout Awaits NAB 2nd Dist. Meet

Two-day meeting of the NAB 2nd District opens today at the Biltmore Hotel here with registration scheduled at 9 a.m. and meeting approximately one hour later. Nearly 150 radio men are expected to attend from New York and New Jersey. Kolin Hager of WGY, Schenectady who is director of the District has arranged an unusually strong agenda for the gathering with the local broadcasters comprising the district committee (Continued on Page 3)

Barbasol On CBS Net; News Three Times Weekly

Barbasol Co. has signed for a thrice weekly 10-minute news commentary program on 35 CBS stations. Series, which began last Friday will be aired Mondays, Wednesdays and Fridays from 6 to 6:10 p.m. and features John B. Kennedy. Signing of the CBS (Continued on Page 2)

Plan Would Allow Such Media To Deduct From Taxes, Based On Time Given To Government's Agencies

MacDonald Appointed NBC Vice-President

John Haskell MacDonald, financial officer of NBC prominent in the handling of the many complex problems arising from the separation of the Red and Blue Networks, and more recently in the organizational realignment of NBC, was elected a vice-president of the network at a meeting of the board of directors on Friday.



J. H. MacDonald

MacDonald, who is 46 and a native of Brunswick, Me., was graduated from New York University in 1922. (Continued on Page 3)

Candy Council Takes Blue For Mrs. Roosevelt Talk

The Council on Candy as a Food in the War Effort will use the complete Blue Network Wednesday, Dec. 9, from 10:15 to 10:45 p.m., EWT, for a broadcast featuring Mrs. Franklin D. Roosevelt. On this one-time commercial broadcast, the President's wife (Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—In recognition of the splendid work done by broadcasters in the promotion and sale of War Bonds and of their generosity in extending time for Government messages the Bureau of Internal Revenue will probably announce within the next few days a special ruling to permit stations to (Continued on Page 6)

FCC Grants WJW Okay On Cleveland Setup

Washington Bureau, RADIO DAILY
Washington—WJW, now in Akron, Ohio will move its studios to Cleveland and increase its power from 250 watts to five kilowatts as a result of action taken Wednesday and announced Friday by the FCC. Frequency will change from 1240 to 850 (Continued on Page 2)

AFM Local 802 Reelects All Incumbent Officers

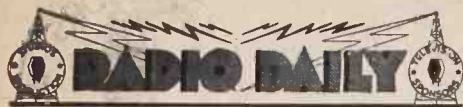
All incumbent officers, with exception of one member of the executive board and a member of the trial board, were returned to office in the annual elections of Local 802 of the AFM, last Thursday. Returns represent (Continued on Page 3)

★ THE WEEK IN RADIO ★ ... Clarify Salary Ceiling By BOB LITZBERG

RADIO artists in both the high income bracket and those whose incomes are not affected by the \$25,000 salary ceiling can look to the future with less trepidation as a result of two actions last week. First of these was in a 21-page clarification issued by the Bureau of Internal Revenue amplifying on the October wage-ceiling announcements and setting up rules which reflect definite consideration for the make-up of the radio industry. The new rules modify

to a great extent the harshness of early stipulations, which threatened high-salaried artists with considerable predicament. Major stipulation is the allowance of ordinary and necessary expenses, including agent's fees. Second action favorable to radio talent was the announced agreement of AFRA and the networks (CBS, MBS, NBC) to a ten per cent increase in minimum sustaining scales. Announcement came as a result of (Continued on Page 2)

Bad Break
Philadelphia—Coughs "due to colds" are playing havoc with the entire announcing staff of WIBG and that which is feared individually by speakers has attacked them en masse despite all medicines. Staff claims a cough-remedy sponsor is needed quick to take advantage of the situation to restore vocal normalcy in the announcing personnel.



★ THE WEEK IN RADIO ★

... Clarify Salary Ceiling

(Continued from Page 1)

Vol. 21, No. 44 Mon., Dec. 7, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher
M. H. SHAPIRO : : : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, 203 North Wabash Ave. Phone State 7596. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(December 4)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, Crosley Corp., Gen. Electric, Philco, RCA Common, Stewart-Warner, Westinghouse, Zenith Radio, OVER THE COUNTER, Bid, Asked, Net Chg.

RCA Sets 3 Dividends; Throckmorton Director

(Continued from Page 1)

December 31, 1942, payable in cash on January 1, 1943, to the holders of record of such stock at the close of business Dec. 14, 1942.

On the outstanding shares of "B" Preferred stock, \$1.25 per share, for the period from Oct. 1, 1942, to Dec. 31, 1942, payable in cash on Jan. 1, 1943, to the holders of record of such stock at the close of business Dec. 14, 1942.

On the outstanding shares of Common stock, 20 cents per share, payable in cash on Jan. 27, 1943, to the holders of record of such stock at the close of business Dec. 18, 1942.

The RCA president also announced that at the meeting of the board, George K. Throckmorton, chairman of the executive committee of the RCA Manufacturing Company, Inc., was elected a director of RCA.

WM BLUE NETWORK Plattsburg, N. Y. CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET George P. Hollingsbery, Rep.

negotiations between AFRA and the networks and, following submittal to a vote of the union membership, the wage-boost proposal will be presented to the War Labor Board for final okay, as required by regulations of the Office of Economic Stabilization.

Whether there would be any change in the attitude of the Office of War Information regarding the cutting of transcriptions by privately-owned recording companies was being awaited last week following the submittal to Elmer Davis, OWI chief, of a report on the recording activities of the OWI Overseas Branch. Report was understood to have been prepared at the instigation of Chalmers Hammel, chief of the Small Business Section of the Department of Justice, with whom the Association of Recording Studios had filed a brief recently protesting the OWI studios. Brief, it was believed, was favorable to independent recording and transcription companies. National Broadcasting Co. made a move to seek a solution to selling time to the Cooperative League of the U. S. A. by announcing its intention of placing the problem before the NAB Code Committee for a review of the situation. In its weekly official publication the Department of Commerce has come out with a blast against "scare advertising" citing the tremendous opportunities in the war for radio or any other media used by advertisers to be "a leader for good" instead of so directing its copy that it results in hindering the war effort rather than helping it.

Appeal similar to the one made recently by NBC was filed by CBS against the decision of the Federal Statutory Court, which has dismissed the suits of both networks seeking to restrain the FCC from enforcing

FCC Grants WJW Okay On Cleveland Setup

(Continued from Page 1)

kilocycles. A change in the location of the transmitter is also involved. The commencement and completion dates of the construction have been extended from August 15, 1942, and Jan. 13, 1943, to 60 to 180 days after the grant, respectively. A condition of the grant is that no interference be caused CFRB, Toronto.

An NBC petition for rehearing filed last Feb. 9 opposing the Commission's action of Jan. 20, when it granted WJW permission for the frequency and power changes was denied without prejudice.

Commissioners Case and Craven dissented from the action of the Commission.

Joins CBS Announcer Staff

Douglas Edwards has joined the staff of announcers at CBS in New York. Prior to coming to New York, Edwards was for five years with WSB in Atlanta.

certain chain regulations; by this action the CBS-NBC suits against the FCC are on the threshold of the Supreme Court of the United States.

FCC urged that licensees should not request exemptions from the provisions of the power reduction order announced in November; reason for the request, according to a FCC spokesman, was that universal acceptance eliminated any possibility of interference or adverse service conditions. FCC also continued its hearings of the WBAX case throughout last week, with more witnesses to be heard from this week and also the possibility of moving the hearings to Wilkes-Barre, where WBAX is located.

George Crandall was appointed director of publicity for the Columbia Broadcasting System, after having served as acting director since September. Senate hearing on the AFM recording ban was definitely scheduled for January 12. American Telephone & Telegraph Co. asked the FCC for additional time to prepare to defend itself against the proposed reduction of rates on line tolls.

Networks and individual stations throughout the country last week were setting up plans for the observance of December 7, which is the first anniversary of the Japanese attack on Pearl Harbor. Blue Network announced that a total of 247 colleges and universities has registered for the second series of National Intercollegiate Radio Prize Debates, which the net is sponsoring along with the American Economic Foundation. Mutual Broadcasting System has increased by seven per cent the time devoted to band remotes as a result of the war, according to a study prepared by the network and released last week.

Candy Council Takes Blue For Mrs. Roosevelt Talk

(Continued from Page 1)

will give a comprehensive report on her recent trip to Great Britain. Col. Rohland A. Isker, chief of the subsistence research laboratory at the Chicago Quartermasters Depot, will also appear on the program. Mrs. Roosevelt will speak from the Blue studios in Washington, D. C., and Col. Isker will broadcast his address from Chicago.

The advertising account of the Council on Candy is handled by BBD&O.

Barbasol On CBS Net; News Three Times Weekly

(Continued from Page 1)

series in no way affects Kennedy's status at WNEW New York, and the news commentator will continue his regular shows on that station. Erwin, Wasey & Co. is the agency for the Barbasol Co.

COMING and GOING

RUSS JOHNS, chief of CBS shortwave station; EDMUND CHESTER, director of the work's broadcasting to foreign countries. ROBERTO UNANUE, Columbia's Latin-American news editor, are in Miami to cover the arrival of Gen. Fulgencio Batista, president of the Republic of Cuba.

GENE L. CAGLE, general manager of the State Network and secretary of KABC, Antonio, was in New York late last week at the headquarters of the Blue Network.

WILLIAM FAY, vice-president of the S. Berg-Carlson Telephone Manufacturing Co. JOHN H. LEE, general manager of W. Rochester, are expected in town today on a business trip.

RALPH BATEMAN, manager of the Detroit branch of The Katz Agency, Inc., returned from Michigan over the week-end after having three days in New York.

LYMAN BRYSON, CBS director of education, is back at his desk following a short trip to Cleveland.

FULTON LEWIS, JR., Mutual commentator in Tacoma, Wash., for the fifth in a series of lectures which he is delivering from the coast.

JOHN MAYO, sales manager of Associated Recorded Program Service, back from an extended trip through the South.

A. E. LEARY, station and commercial manager of CKCL, Toronto, a visitor to Mutual headquarters on Friday.

JOHN ELMER, president and commercial manager of WCBM, Blue Network outlet in Baltimore, in town last week for conferences at the offices of the network.

DONALD W. THORNBURGH, vice-president of CBS in charge of the Pacific Coast division, returned today for California after a short business trip to New York.

JIMMY McCLAIN will broadcast tonight's "I. Q." program from the Stanley Theatre in Pittsburgh. He will then head for Atlanta, where he will air the show for six subsequent weeks.

GEORGE CRANDALL, director of publicity for CBS, back from Washington, D. C.

STAN FRITTS and the KORN KOBBLERS in Buffalo today for a Pearl Harbor rally, after which they will return to New York to continue their engagement at Rogers Corner.

WILLIAM A. MALO, commercial manager of WDRG, Hartford, spent Friday here on a business trip.

LOUIS PRIMA and the members of his orchestra left last week on a tour of colleges and theaters in Ohio and Pennsylvania. They will complete the tour with an engagement at Parkersburg, Norfolk, Va.

S. A. "STEVE" CISLER, president and general manager of WGRG, is back at Louisville, after a quick trip to Cincinnati.

When you buy time - BUY AN AUDIENCE. WTAG WORCESTER. Includes a map of Massachusetts and Rhode Island with station call letters.

Donald Appointed NBC Vice-President

(Continued from Page 1)
 g his Master's degree a year
 after which he spent four years
 member of the faculty of the
 of Commerce. He was then
 vely associated with McGraw-
 blishing Co., A. I. Namm &
 Walker & Heisler, Inc., and
 Ways, a research organization.
 onald came to NBC from
 de Ways, which had served the
 Subsequently he became
 dget officer and three years
 as assigned to the Radio-Re-
 division as business manager.
 ew official is the author of
 ooks on business subjects:
 Management," "Practical Bud-
 cedure" and "Controllersh-
 ctions and Technique."

Decision On Shift WBAX Case To Penn.

Wilmington Bureau, RADIO DAILY
 nington — Decision has been
 ntil today or tomorrow
 rney George Porter's petition
 further hearings in Wilkes-
 Pa., in the proceedings dur-
 ch the FCC seeks to deter-
 hether Porter's client, Robert
 n, is a fit person to operate
 Wilkes-Barre. Doran will
 o the stand today for ques-
 and his testimony is ex-
 to influence the decision of
 r Harrison B. Slaughter.
 met a solid bank of opposi-
 day when he presented his
 on the argument that hotel
 odations here and travel from
 Barre were so difficult to ar-
 hat the session should be
 to Wilkes-Barre. All opposi-
 tions: Marcus Cohn, for the
 Thomas A. Farrell, for Key
 sters; George Sutton for the
 Barre Broadcasting Co., and
 pearman, for Central Broad-
 (the latter three are appli-
 r the WBAX license) argued
 the Porter motion.
 arlier motion to conduct the
 at Wilkes-Barre entered by
 the first week of November
 ied by the Commission.

WB In New Location: Formally Starts Sunday

—WAAB, Worcester, former-
 ed in this city, will officially
 he air Dec. 13, at 8 a.m., as
 et of the Yankee network,
 a Mutual affiliate. Station
 on 5,000 watts power, night
 on 1,440 kcs.

**WILMINGTON'S BLUE NETWORK
OUTLET**



Representatives:
SALES, INC. • New York • Chicago • San Francisco

PROMOTION

Newscast Explanation

Promotion folder prepared by WBYN, New York, is titled "Something New In Radio" and explains the station's six-hour newscast which was inaugurated this Fall. By means of a comparison graph—showing the relative amount of news scheduled by all New York stations during that period—it points up the completeness of WBYN's news coverage. The breakdown shows that during about 40 percent of each hour WBYN is the only station carrying news. Back page of folder is devoted to layout of the many favorable press clips heralding the new show.

Advertisers' "Guide"

Lending a helpful hand to its advertisers, WTAG, Worcester, has issued "Radio Advertising Copy Guide," a chart formulated to acquaint local advertisers to meet the station's copy requirements. "Guide" is 8½ in. by 11 in. black on yellow cardboard, suitable for hanging and contains a time-table instructing clients and agencies when copy is due. Other helpful suggestions include "Copy Preparation," "Copy Limitations," and "Length of Copy." Standards of taste and time limitation as prescribed by the NAB code are the basis for the WTAG Guide.

Big Turnout Awaits NAB 2nd Dist. Meeting

(Continued from Page 1)
 handling other arrangements setting up additional fare. This local group includes Arthur Hull Hayes of WABC; W. C. Alcorn of WBNX; Sherman D. Gregory of WEAJ and John McNeil of WJZ.
 Usual list of speakers will be on hand, from NAB president Neville Miller to representatives of various government agencies as well as the War Department, Office of Censorship and the OWI.

Radio Execs' Panel

Four advertising agencies, a station rep, and a station will be represented on the panel of experts who will participate in the quiz presentation to be conducted by the Radio Executives' Club at the NAB luncheon, tomorrow. Murray Grabhorn, moderator and quiz master will fill the role similar to that of Clifton Fadiman on "Information Please." The original plan for a round table feature has been slightly modified, so that the project will resemble, more definitely, a trade quiz. The questions which will be thrown at the "experts" were submitted by members of the REC at last week's luncheon, and were in written form.

Panel personnel is as follows: Elizabeth Black of the Joseph Katz Company, John Hymes of Lord & Thomas, Linnea Nelson of J. Walter Thompson Co., Carlos A. Franco, Young & Rubicam, Inc., Joe Weed of Weed & Co. and Walter Duncan of WNEW.

WHN's "Night Mail"

WHN, New York has sent out a "WHN Night Mail Response" to clients and prospective clients showing in a detailed map the New England states, N. Y., N. J., Pa., Md. and Del., indicating the areas from which mail has been received. The amount of mail received by the station from the different areas which heard the station's request in indicated by using a dark shade of blue for those areas which responded heavily. The other areas considered as showing a secondary response are colored with a lighter shade of blue.

Time-Sale Announcement

Catchy new merchandising mailing piece for Griffin Shoe polish has gone out from the sales promotion department of KSTP, St. Paul-Minneapolis, announcing purchase of the Monday, Wednesday, Friday Morning Newspaper of the Air, broadcast at 7:30 a.m. Piece is a reproduction of a regular news teletype, and emerging from it is a pull-out in typical news copy style, announcing: "Twin Cities (Special Wire)—Minnesota retailers are being advised today of the powerful radio campaign being aired by the Griffin Manufacturing Company over KSTP . . ." Sam Levitan heads the KSTP sales promotion staff.

AFM Local 802 Reelects All Incumbent Officers

(Continued from Page 1)
 sented a victory for the Blue ticket which was contested by the Unity group. In all, a total vote of 6,780 was cast, according to the figures of the Honest Ballot Association which, for the first time, conducted the local's election. Voting was light in view of the 22,000 who were eligible. Over 2,500 members are in the armed forces.

Election returns for the major offices are as follows: President, Jack Rosenberg 3,594 and Dave Gusikoff 3,038; Vice-President, Dick McCann 3,667 and Bob Patterson 2,954; Secretary, Bill Feinberg 3,869 and Kramar 2,747; Treasurer, Harry A. Suber 3,876 and Nick Vitalo 2,794. Max L. Arons was returned to chairman of Trial Board with 3,681 votes.

On the executive board Al Raderman won out over Maurice Purgalin by 98 votes, and on the trial board Irving Bloom replaced Gino Tirelli by 10 votes. Both Max L. Arons and Harry Suber were reelected delegates to the national AFM convention with 3,594 and 3,668 votes respectively. Jack Rosenberg by virtue of his presidency makes up the third delegate in the unit.

700th "Tabernacle" Program

The Salt Lake Tabernacle Choir and Organ program, radio's oldest consecutively presented sustaining series, celebrates its 700th nationwide network broadcast Sunday, Dec. 13, from 12:30-1 p.m., EWT over CBS.

Dominant **NBC** Basic Station
 In This Area

W

★ Recently stepped up to 5,000 watts, it assures advertisers wider and more concentrated coverage than ever.

D

★ Located in the heart of a market—Delaware, southern New Jersey, parts of Maryland and Virginia—booming with war activity.

B

★ Maintains strong listener loyalty through its outstanding NBC Basic Network programs attuned to the communities it serves.

T

★ Your advertising dollars spent on WDEL pay you rich returns in profitable sales. Promote your product in this buying market.

1150 KC WILMINGTON, DELAWARE

Sales Representative:
PAUL H. RAYMER CO.
 New York • Chicago
 San Francisco

NOW

**5000
watts!**

Grand Rapids

**WOOD
WASH**

[NBC-
Michigan Radio Network
BLUE]

**KING-TRENDLE
BROADCASTING
CORPORATION**

Represented by
Paul H. Raymer Company

**"OUT-STATE
MICHIGAN'S
GREATEST
STATION"**

MAIN STREET
OL' SCOOPS DAILY

A Reporter's Report Card . . .!

● ● ● **HI BROWN:** Today's \$64 question is—what ad agency presented "The Thin Man" to their chief account (a ciggie outfit) to replace one of the country's most talked-about shows? . . . **JOHN GIBBS:** Isn't it true that your "Against the Storm" star serial has been sold to another sponsor? . . . **CLIFFORD FISHER:** You were right. Vaudeville did stage a comeback—on a circuit consisting of 700 army camps and navy bases. . . **DICK RODGERS:** Are you and Larry Hart splitting up, and if not, how come you stopped working on your Mexican musical? . . . **PHIL BAKER:** Stop worrying about earning too much money between the new picture deal and "Take It Or Leave It." The wage ceiling might be held up until late Spring by the new Congress. . . **LEE SHUBERT:** An exec of your organization is the authority for the statement that if the chorus boy situation keeps getting worse due to the draft, girls may double as "boys." Is that something new? . . . **BING CROSBY:** Now we know what's been brewing with all those KMH execs on the coast, as he reported here several weeks ago. It turned out to be plenty important—that half-hour cut in time. . . **CAPT. EDDIE RICKENBACKER:** An authentic radio dramatization of your whiz-filled life, written by Virginia Cooke for a coast station, has interested an eastern ad agency.



● ● ● **NICK KENNY:** Your "Paradise Valley" should make the "Hit Parade" before the year ends. . . **RUDY VALLEE:** Ransom Sherman becomes the No. 1 guest on your program when he makes his 4th appearance Thursday night. . . **ED WOLF:** Happy to report that a client is very "hot" on your "Yankee Doodle Minstrels" with the idea of taking it around to army camps and using soldiers as guest end-men. Also hear that "The O'Neills" has been renewed and that the sponsor is well pleased with the showing it's making in that ayem spot. . . **FRITZ BLOCKI:** Understand you're having trouble finding suitable B'way scripts for your new sustaining radio show. . . **SANTA CLAUS:** Three medium sized Xmas trees, instead of one huge one, will decorate the Rockefeller Center Promenade and Ice Rink for the holiday season. . . **BILLY ROSE:** When acts are now booked for out-of-town niteries, they don't ask about money or transportation. Their first question is: "Is the place fireproof?" . . . **HENDRIK WILLEM VAN LOON:** Jack Pearl says that inasmuch as you "adopted" him as a Dutchman, now he wants to adopt you as a comedian. . . **WALT DISNEY:** Marjorie Bell, who posed for your "Snow White," is doing radio work in New York.



● ● ● **HENRY KAISER:** Republic Pictures will glorify your shipyard workers in a forthcoming film. . . **GARY COOPER:** Your trip east is called a "pleasure jaunt." But isn't it possible you may return to Hollywood with a military appointment? . . . **LEO CHERNE:** You will be happy to know that you are WOR's choice for the Peabody Award among commentators. . . **BOB ORR:** Understand all those plans for Hedda Hopper's air show have been dropped. . . **MUTUAL NETWORK:** Is Krueger's Beer lining up another show in addition to "Go Get It"? . . . **MORTON GOULD:** Because of the recording situation, Columbia will release your records singly instead of in album form. . . **GINNY SIMMS:** The ratings on your Tuesday night show—unheard of for a show three months old—are amazing. **Radio Row** . . . **ANDREWS SISTERS:** Send a salami to Marty Melcher. He went in the army last week. . . **SAM GOLDWYN:** Ben Hecht will profile you for the "New Yorker". . . **FRANK PARKER:** Did you know that the writer of the song, "My Bomber And I," which you are introducing, is Elizabeth Watts, who was a singing star in Europe in the twenties? . . . **TED STEELE:** Aren't you looking for a lot of new material, acts, personalities, etc., for your new "Seaboard" network? . . . **ED GARDNER:** Even the porters stick around to hear your "Duffy" rehearsals.



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

ORRIN TUCKER, orchestra leader who is now a lieutenant in the U. S. Navy, will make his debut as a Navy band leader over WGN Saturday, Dec. 12, when the station picks up the music of the Navy orchestra at the opening of the recruiting headquarters.

Local stations will pick up "City Remembers," observance of the anniversary of Pearl Harbor which will be held at the stadium on Friday evening, Dec. 7.

Margie Peschel, of the WGN department, will wed Second Seaman Bert Wessels, of the U. S. Coast Guard, in Chicago on Saturday, Dec. 19.

Gianna Vanna, radio singer, will visit with her husband, who is a major in the army in Florida.

"The Werps," WBBM comedy formerly heard afternoons from 10 a. m., Mondays, Wednesdays and Fridays effective today.

Lieutenant Bruce Dennis of the Navy Public Relations division, himself busier these days than he handled publicity and special events at WGN. Bruce now does script writing, production, and on a lot of the Navy radio copy is used on local stations.

Ted Weems' radio "swan song" before entering the Merchant Marine with his orchestra will take place on Dec. 13, when the band the Fitch "Bandwagon" program on NBC. The orchestra then will train for the Merchant Marine in San Francisco.

Don McNeill, emcee of the morning Breakfast Club on the NBC Network, now catches a 5:45 train from suburban Winnetka to be on hand for his broadcast. Reason: gas rationing eliminates automobile and necessitates change in travel schedule.

Judith Waller, director of the central division public service department, is the latest member to join V. Kaltenborn's Twenty Year Club. Miss Waller entered radio in 1922.

Andrew Jergens Company, through Lennen & Mitchell, have signed Sonovox signature on their broadcast casts.

Bill Knodel, vice-president of Lennen & Peters, Inc., off to Oklahoma to confer with Kenyon Brown, manager of KOMA.

Joe Kelly, "Quiz Kids" m.c., member of the draft board has many young men leave for service. Last week he said goodbye to his son, who left to serve in the army. Young "Joey," 18, is en route to Wyoming via Ft. Sheridan, Ill.

News Show From Navy Yard

Marking the anniversary of the Japanese attack on Pearl Harbor, Kate Smith and Ted Collins will broadcast their daytime CBS program direct from the Philadelphia Navy Yard, scene of the launching of the U.S.S. New Jersey, largest warship ever built, today, at 12:00 Noon, EST.

The Story of the "HOUR OF CHARM"



No. 1 in
a series of
success stories



— Birthday —

It was back in 1935 that the idea was conceived for forming an orchestra composed entirely of talented female musicians. Following six months of auditioning tow-headed girls from Iowa farms, miners' daughters in Colorado, attending high-school band concerts, and visiting leading music conservatories throughout the country, Mr. Spitalny finally assembled the thirty lovely girls that comprise the musical aggregation that it is today. After dreary months of painstaking rehearsals, he practically "begged" his way into a week's engagement at the Capitol Theatre on Broadway. The all-girl orchestra was an instantaneous hit—and was held over for four additional weeks. For this combination of music and feminine loveliness, Phil Spitalny had but one name. He called it

"The Hour of Charm"

To be continued
next Monday

Treasury Radio Aid Under Consideration

(Continued from Page 1)

deduct on their income tax schedules the value of time they devote to War Bond plugs and other Government messages.

This ruling, RADIO DAILY learned Friday, has already been written, and is now awaiting approval. Treasury says NAB is behind the move—NAB says Treasury is.

Station rates will be the basis for deductions, it was opined by C. E. Arney, Jr., assistant to NAB president, Neville Miller, who also predicted that the cost of talent would be held deductible. This could not be verified at the Bureau of Internal Revenue; however, it was not denied. Newspapers will also benefit from the ruling.

Powerful Record

How real the benefit of this ruling may be is indicated from the compilation prepared by NAB of time accorded free Government broadcasts of local origin and with no commercial sponsorship for the six-month period ending in October of this year. Broadcasters presented 3,075,830 such announcements and 346,175 such programs of three minutes or longer.

During the three months ending in October 1,534,190 announcements were broadcast and 160,100 programs of the announcements, 475,340 almost double the next highest figure were devoted to Treasury announcements with 245,000 devoted to OWI, WPB, OPA, or the department of agriculture. Treasury also received nearly 6,000 15-minute live shows, 1900 half-hour shows and 480 one-hour shows.

In the transcription field OWI's "You Can't Do Business With Hitler" was most often played, the 15-minute disks being aired according to NAB 10,920 times. All quarter-hour Treasury platters were aired 39,490 times.

All Government agencies received a total of 35,280 airings of 15-minute live shows, 11,240 five-minute shows and 7,850 half-hour shows. Government agencies received the benefit of 840 live shows running a full hour, sponsored by broadcasters with an additional 40 one-hour transcriptions. The Army benefited from 260 of these and Treasury 480.

Quarter-hour transcriptions presenting the messages of various Government agencies were aired 88,380 times in the three-month period.

Cohn Gets New FCC Post

Washington—The new chief of the inquiry section of the FCC War Problems Division will be Marcus Cohn, attorney, RADIO DAILY learned Friday. Cohn, who has been representing the Commission at the lengthy hearing to determine whether Robert J. Doran is a fit person to receive the license to operate WBAX, Wilkes-Barre, succeeds Seymour Krieger, who has left to enter the Army. He will take over at the conclusion of the WBAX hearing.

NETWORK SONG FAVORITES

This weekly survey is based on the copyrighted Audience Coverage Index report of the Office of Research—Radio Division, covering the period of Nov. 26-Dec. 2, inclusive. The survey provides a scientific index of the relative extent to which these popular songs have been heard by a nation-wide sample of radio audiences.

The index is based on three kinds of research data: (1) the total number of performances heard and reported in New York by the Accurate Reporting Service for WEAf of NBC, WJZ of Blue, WABC of CBS and WOR of MBS, 8 a.m. to 1 a.m. daily, EWT; Middle-west performances heard and reported in Chicago by the Radio Check-up Service, 9 a.m. to 1 a.m. daily, CWT; West Coast performances heard and reported in Los Angeles by the Radio Checking Service, 9:30 a.m. to 1 a.m. daily, PWT, (2) additional station-uses for network programs and (3) the relative size of listening audiences as based on regular surveys of radio sets-in-use by C. E. Hooper, Inc. and Pulse of New York, Inc., as well as on other special surveys.

The higher a song's Audience Coverage for the week, the greater the extent of its radio coverage. Current radio favorites from the American repertoire of popular music are segregated and presented as "Favorite Standards of the Week."

SONG TITLE	PUBLISHER	ACI	ACI (Preceding Week)
White Christmas (Berlin)	1640	1506
Dearly Beloved (Chappell)	1071	1078
Mister Five By Five (Leeds)	986	943
This Is The Army Mr. Jones (Army)	857	882
Praise The Lord And Pass The Ammunition (Famous)	852	759
There Will Never Be Another You (Mayfair)	738	603
Serenade In Blue (Bregman-Vocco-Conn)	722	415
Why Don't You Fall In Love With Me (Harms)	665	372
When The Lights Go On Again (Campbell-Loit-Porgie)	634	822
Daybreak (Feist)	633	981
I Had The Craziest Dream (Bregman-Vocco-Conn)	626	381
Moonlight Becomes You (Famous)	586	378
Touch Of Texas (Southern)	582	477
Manhattan Serenade (Robbins)	571	864
Ev'rything I've Got (Chappell)	399	409
Army Air Corps (Fischer)	391	316
I Get The Neck Of The Chicken (Southern)	365	325
Steam Is On The Beam (Crawford)	361	165*
Ev'ry Night About This Time (Warock)	354	296
There Are Such Things (Yankee)	352	265
I'm Getting Tired So I Can Sleep (Army)	328	608
Pennsylvania Polka (Shapiro-Bernstein)	324	280
You'd Be So Nice To Come Home To (Chappell)	320
Idaho (Mills)	319	353
Rose Ann Of Charing Cross (Shapiro-Bernstein)	312	199
I Came Here To Talk For Joe (Shapiro-Bernstein)	307	426
Constantly (Paramount)	294	259
Boy In Khaki (A B C)	274	237*
Velvet Moon (Witmark)	272	211
Street Of Dreams (Miller)	271	417
By The Light Of The Silvery Moon (Remick)	261	832
My Devotion (Santly-Joy-Select)	255	243
Hip Hip Hooray (Robbins)	252	430
Brazil (Southern)	246	729
Please Think Of Me (Witmark)	237	276
Rosie The Riveter (Paramount)	229	228
I'm Old Fashioned (Chappell)	215	218*
Marines' Hymn (E. B. Marks)	214	1223*
He's My Guy (Leeds)	208	279*
Rolleo Rolling Along (Miller)	205	195*
920 Special (Regent)	201
Moonlight Mood (Robbins)	200	142*
Trains In The Night (Robbins)	199
Hallelu (Broadcast Music)	198
You Were Never Lovelier (T. B. Harms)	198	165*
I'd Do It Again (Santly-Joy-Select)	197	234
Be Careful It's My Heart (Berlin)	184	557*
Ten Little Soldiers (Lincoln)	173	220
Der Fuehrer's Face (Southern)	168	326*
Abraham (Berlin)	164	193

(Continued on Page 7)

* Not in survey of preceding week; figure given is that which the song received when last on the ACI survey report.

NBC Starts New Drive To Re 'Parade Of Stars'

(Continued from Page 1)

Parade of Stars," the network the aid of leading advertising agencies and some 125 affiliates will shortly put out a new campaign calling attention to the top entertainment available throughout the winter months. New series descriptions and other promotional material will be forwarded to stations in the move which is a cooperative one on the part of network, agency, sponsor and station. Leading agencies which have signified that they will go along with the new plans include Bechtel, Bowles, Young & Rubicam, McCann, Ryan, William Esty and many others.

Apart from the enthusiastic response of the affiliated stations, numerous clients credited to the season campaign via spot announcements, newspaper tie-ups and movie-trailer type of preview during the pre-season period with up-rating of their respective programs. Stations also indicated that they regarded the plan as not only comprehensive but as "workable" and "handy."

During the early fall and winter drive, something over 7,000 individual broadcasts of the special series were put on by stations concerned. All material forwarded by NBC.

WOV Appoints McGill Eastern Seaboard Executive

Joseph Hershey McGill has been appointed national representative, with the exception of the eastern seaboard, for WOVI. Station making the appointment, Chicago headquarters which it shares with WORL, Boston, and Philadelphia. WOVI operates on 1,280 kilocycles with 5,000 watts. Up until 6 p.m. in the evening all Italian language. English program after 6.

Steinkopf To WBBM

Through Press Association radio subsidiary of AP, recently returned AP foreign correspondent Alvin J. Steinkopf, was named news analyst at WBBM, Chicago, adopted the policy of supplying news analysts to radio several months ago and to date has placed two AP newsmen, Morgan Beatty and Roy Porter (Blue), via this

Spaeth's 21st Year

In celebration of Dr. Sig Spaeth's 21st consecutive year in radio, WQXR and Columbia Broadcasting Corp. are planning a special broadcast and party Sunday December 13, 5-5:30 p.m. Some of the guests who have already been scheduled to participate in the WQXR broadcast are Fannie Hurst, Morton G. Hildegarde, Olin Downes and Goldberger. Spaeth's current radio broadcasts on WQXR, Tuesday, Thursday and Saturdays, 7:30-8:00 p.m. is sponsored by Columbia Rec-

RADIO DAILY

BEST-ING

KIRSTEN, substituting Antoinette, on the "Contented" program, tomorrow (WABC-NBC, 10 p.m.).

ARSON and WALTER in an adaptation of "Mrs. ... on the "Screen Guild program, today (WABC-NBC, 9 p.m.).

SANDBURG, on "Cavalcade" today (WEAF-NBC, 8 p.m.).

BANTER, in an adaptation of "Mr. ... Against Mrs. Hadley," on "Radio Theater," today (WABC-NBC, 9 p.m.).

WERY, blind whistler, on "Treasure Chest" tomorrow (WEAF-NBC, 8 p.m.).

LUNCEFORD and his band on the Coca-Cola "Spotlight" program, tomorrow (WJZ-Blue, 8 p.m.).

EDWARD CARNEY, JULES and SIDNEY WILLIAMS, on "Battle of the Sexes," tomorrow (WEAF-NBC, 9 p.m.).

IRVAN and IVAN on "CPL. HARRY BALDWIN and LEN EFFROS, on "Ginny ... on "Jenny Presents," tomorrow (WABC-NBC, 8 p.m.).

BD, Hungarian pianist, on "Hybrid Concerts" series, tomorrow (WABC-CBS, 3:30 p.m.).

MAIE BRANCATO, coloratura soprano, on "Great Moments" series, Wednesday (WABC-CBS, 8 p.m.).

MARTIN and ILKA CHASE, on "Stage Door Canteen" program, today (WABC-CBS, 9:30 p.m.).

ELLE DAVIS, Negro soprano, on "Songs of the Centuries," today (WABC-CBS, 3:30 p.m.).

FRANK LOESSER, composer, on "The Lord and Pass the ... on "Eddie Cantor's ... Sale," Wednesday (WEAF-NBC, 8 p.m.).

Weeks' War Effort

45 Hours On NBC
 Broadcasted 45 hours and 25 minutes of network time to the war effort during the first 15 days of October, figures compiled by the analysis division. This is an increase of 6 hours and 2 minutes over the preceding two-week period and approximately double the time devoted to such programs in the month of January, 1942.

NETWORK SONG FAVORITES

(Continued from Page 6)

FAVORITE STANDARDS OF THE WEEK

SONG TITLE	PUBLISHER	ACI
Who (T. B. Harms)		242
Intermezzo (Schubert)		236
All The Things You Are (Chappell)		225
Blue Skies (Berlin)		218
I Know That You Know (Harms)		204
Alexander's Ragtime Band (Berlin)		191
Begin The Beguine (Harms)		181
Oh Lady Be Good (Harms)		181
Embraceable You (Harms)		161
Star Dust (Mills)		160

PATRIOTIC

Caissons Go Rolling Along (Shapiro-Bernstein)	244
Anchors Aweigh (Robbins)	242

Note: If an old song is being currently "exploited," it is included in the regular ACI listing.

"Audition Preview" Opens Dec. 17 On Blue Network

First performance of the new "Audition Preview," presenting drama tryouts for Broadway via radio, will be aired on Thursday, Dec. 17, from 3-4:30 p.m., over the Blue Network. The experimental show was conceived by Fritz Blocki, radio writer and director on the staff of Benton & Bowles.

Eddie Dowling, actor-manager, will serve as host on the initial program and set the stage verbally. Broadway managers, stage stars, picture representatives, and drama and radio critics will be among the specially invited audience which will hear the play from a different studio than the one from which the performance will be broadcast.

Coast "Idea Exchange" Spreads To Other Spots

Hollywood—Success of the Hollywood "Idea Exchange," headed by John Guedel, wherein cooperation of competing writers on the various shows is secured and put to use for the general benefit of the War Messages via the radio lanes, has prompted the opening of like units in other cities. Latest reports show the establishing of two new units. One in Chicago under the direction of R. J. Scott, of Schwimmer & Scott agency, and another in San Francisco under the aegis of Robbins Milbank of Y. & R. New York is reportedly following in the trend with offices ready for opening soon.

Mrs. Roosevelt Guest On "Canteen" Thursday

Mrs. Franklin D. Roosevelt will be heard on "Stage Door Canteen" over CBS, Thursday, Dec. 17, from 9:30-10 p.m. The First Lady speaks to Columbia network listeners on a special "cut-in" to the American Theater Wing's Stage Door Canteen in Washington, where she will sit at the "angel's table."

Small Likelihood Seen Of Air Series By Davis

Washington Bureau, RADIO DAILY
 Washington—Despite many rumors to the contrary, Elmer Davis, OWI director, has not decided to take the air in a series of news broadcasts. Although this move has been urged upon the former CBS newscaster by many organizations as a means of bolstering public confidence in the Administration's war information services, Davis still sticks by his decision of more than a month ago. At that time he said that the pressure of administrative duties was too great to permit him time to attempt a broadcast series. He did not rule out the possibility that he will eventually undertake such a series, but there is still nothing to indicate that he has decided to do so.

James To Hollywood

Harry James and his 28-piece orchestra left on the "Commodore Vanderbilt," for Hollywood to assume role in MGM's "Best Foot Forward," production starting within 10 days. Tuesday the band broadcasts on the coast-to-coast CBS Network for its Chesterfield commercial, broadcast emanating from KNX, Hollywood.

Stork News

Aaron Hanger of WOV, New York, sales department, is the father of a five-and-a-half pound daughter.

Ed Wilkerson Jr., commercial manager of WSLI, Jackson, became the father of his second daughter on Nov. 18.

Announcer John Richbourg of WLAC, Nashville, has become the father of a seven-and-a-half pound daughter.

The stork also visited Mr. and Mrs. Sherburne Herrick, also leaving them a baby boy. Herrick, now a chief petty officer in the U. S. Navy, was a staff announcer at WOKO before enlisting, and shared the baseball play-by-play accounts with Rand prior to entering service.

To the Colors!

BOB GARFIELD, of WBNY, N. Y. will be called to the army Dec. 11. His birthday is on the same day.

JOHN DUFFY, newscaster and producer of International Shortwaver KWID, San Francisco, leaves Dec. 7th to join the Marines.

SHERBURNE HERRICK, former baseball announcer at WABY, Albany, has been promoted to ensign in the U. S. Navy.

PAUL HEISLER, WOKO, Albany, photographer, enters the U. S. Navy as a photographer, Dec. 7.

ROYAL K. TANNER, technician of WOKO, Albany, has been promoted to captain. Tanner is stationed with the Signal Corps at Fort Monmouth, N. J.

DON LAKE, erstwhile member of WOWO, Fort Wayne, instrumental quartet is now in the U. S. Navy.

EARL HOTALING, chief announcer of WBTM, Danville, Va., has resigned his position to be inducted into the Army.

JAMES HOWE, former manager of WBTM, Danville, Va., is now serving in the U. S. Army somewhere in England.

IT IS NOW LT. PHIL BECKER, former chief announcer at WTIC, Hartford.

B. BLOSVEREN'S SONS, INC. FURRIERS

30 ROCKEFELLER PLAZA
 NEW YORK CITY
 On The Mezzanine

You can get a lovely hand tailored Persian Lamb fur coat for \$200





Coast-to-Coast



BERT LEBHAR, JR., WHN, N. Y., vice-president in charge of sales, is participating in the National Bridge Championship at the Hotel Onondaga, Syracuse. Lebar, one of 100 players throughout the country to hold the Senior Master title was crowned champion in 1940.

WNAX, Sioux City-Yankton, recently inaugurated a new mid-morning newscast, which is reported by Wynn Hubler, station Women's Director. The news slants heard at 10:00 a.m. utilize the facilities of Associated Press and United Press. This makes Miss Hubler one of the first women news reporters in the northwest.

Bessie Beatty of WOR will be the guest of honor on "Radio Day," Friday, December 11, at the Twenty-First Anniversary Christmas Sale of Articles Made by the Blind. She will autograph packages purchased by the patrons who come to the sale, annually held under the auspices of the New York State Commission for the Blind.

Because fuel oil rationing is affecting everyone, Gail Smith, WSRR, Stamford, program director, made an adjustment in his early morning program, "The Old Commuter." Until next spring it will be changed to "The Cold Commuter."

Milton Shrednick, music director of KOA, Denver, has been appointed head of a newly created music department at Denver University. Howard Johnson, studio engineer, has resigned to join the staff of the OWI in Denver. Alexander has joined the KOA secretarial staff.

WQAM, Miami, sold \$20,000 of War Bonds on the "Minute Women at War" stunt Nov. 27. Six prominent Miami women did all station announcing and bond sales talks in two hour shifts. A total of \$75,000 worth of bonds have been sold to date and delivered to purchasers.

Tom Cafferty, chief announcer at KDYL, Salt Lake City, has joined the WGN, Chicago, announcing staff. "Fifteen Melodious Minutes" has been renewed for 13 weeks by the Sinclair Refining Company, heard Monday, Wednesday and Friday nights over WGN. Deal was handled by the New York office of Hixson-O'Donnell Adv., Inc., of Delaware.

William Dwight, president of WHYN, Springfield, was granted a leave of absence for the duration and has been named assistant to Lewis E. Douglas, administrator of war shipping. He will be stationed in Washington.

WWL, New Orleans, has topped the asked-for ten per cent in its contributions to America's war tasks, donating more than that percentage in time and talent during the past year. Nearly \$100,000 in time alone was contributed from Dec. 1, 1941 to Dec. 1, 1942. Charles Blaise of the program department checked the minutes entered in the Station Logs, and A. J. Cummings, auditor and office manager, supervised the check-up.

R. E. Todd, former merchant marine ship radio operator, has been added to the staff of studio engineers at KLZ, Denver, replacing Jack Neubauer who resigned to be an instructor for the Army Signal Corps.

Harriett Miller has joined the WJSV, Washington, staff as assistant to Bob Ehrman, production chief. She formerly worked for WINX and KSTP in Minneapolis.

Sandra Bruce, originator of the first "band record" program in New England, made a special trip from Hollywood to inaugurate the "Frolickmakers Club" on WCOP, Boston. She is the wife of Thomas Conrad Sawyer, producer of the Bob Hope program. "Frolickmakers" is heard daily over WCOP from 2:00 to 4:00 p.m.

As in the past eight years, KYW, Philadelphia, will again broadcast the annual Christmas concerts on succeeding Saturdays given by the inmates of the Eastern State Penitentiary, at Holmsberg. Any proceeds derived from these programs will go to the Prisoners' Family Welfare Association.

Beverly Boos, takes over her first radio job with KMYR, Denver, as an announcer. She is a former student of Maria Ouspenskaya.

Mrs. Dorothy Robinson, has been appointed station supervisor and sales manager of Station WAAB, Worcester, outlet of the Yankee and Mutual networks.

Fourth contract renewal of "The Music Box" on WTAG, Worcester, has been inked by Sears, Roebuck & Company. Program provides organ selections from an imaginary music box as interpreted by Lorette Charron, local entertainer, with an interlude for gift-giving as Announcers Bob Martin and Bob Dixon phone lucky listeners. A \$10 prize each broadcast is awarded by Sears to a telephone winner with a special added attraction in merchandise to persons who send in a list of 4 "super values" emphasized in the commercials. Program, a 20-minute affair, will continue on WTAG for another 26-time term.

KABR, Aberdeen, S. D., has taken the special AP radio wire from Press Association, Inc., radio subsidiary of The Associated Press, and will feature AP news on its newscasts.

Wilbur Cosby, former dramatic actor on KGW-KEX, Portland, Oregon, takes over announcing spot left open by Bob Franklin's departure to the training station for Naval Air Cadets near Boise, Idaho. Phil Terry is another new mike-man.

Chief Engineer I. A. Martino of WDRC, Hartford, has been appointed chairman of the arrangements committee for the station's annual Christmas party Friday night, Dec. 11, Martino was chosen unanimously for the post because of his success in a similar capacity for the 1941 WDRC employees' party.

Emily Peters, former traffic manager of KHJ, Los Angeles, and the Don Lee Network, will marry J. Glen Turner, former chief engineer at master control in Philadelphia where he is engaged in war work. Her duties will be taken over by Mary Eileen Ryan, assisted by Betty Secret and Betty Cowan recently added to the staff. Bob Weber is the new KHJ page. He takes over spot vacated by Irwin Buckstan.

The Hot Stove League got plenty of hot dope about the major league baseball meeting from Jack Brickhouse of WGN, Chicago. Jack originated his sports review program direct from the scene of the meetings held in the Palmer House. Brickhouse is heard from 6:15-6:30 p.m. (CWT).

Amanda Snow's "The Voice in the Old Village Choir" program, recently moved to WLS, Chicago, has been signed for 26 weeks by the Consolidated Drug Trade Products Co. of Chicago. The 15-minute Monday through Friday show is half of a package purchased by Consolidated Drug. The other half is a program featuring songs by the Rangers, Marjorie Lynn and Jennie Lou Carson. The deal was handled through Benson & Dall Agency, Chicago. Another new account placed with WLS calls for five 1-minute spot announcements for 39 weeks for Dr. Miles Laboratories, Elkhart, Ind. Account was placed through Wade Adv. Agency, Chicago.

Powell Adams, for three years WBIX, Nashville, and WLAB, Tallahassee, Fla., takes over post-merger Manager at WCHL, Tallahassee. Adams was a member of the Jan Garber's and Francis and the Johnson's orchestras before he entered radio.

Robert Diller, announcer and program manager at WIND, Gary, has been to program manager. Diller succeeds Jackson, who resigned to join the Advertising Agency, Chicago. Diller was formerly connected with WMRO.

Betty Porter, is the newest to the WBT, Charlotte receptionist. She replaces Mrs. Dewannings, who left to await the birth of her first child.

WHOM Cash Bond Sales Exceeds \$1,000,000

Direct sales of War Bonds to language listeners by WHOM, a radio language listening agent, have passed the \$1,000,000 mark, the total for cash receipts, was \$1,103,175.00. Figures are on file with the Reserve Bank in New York City. WHOM is headed by Joseph Lang, general manager, who believes the station leads in language field in over-the-air bond sales promoted exclusively for foreign language programs.

A large part of this \$1,103,175.00 came from hard-earned savings of foreign-born in Greater New York which might not otherwise have been released, but for the patriotic appeal of WHOM's programs and announcers' appeals.

The average bond sale was \$200 per bond on a total of 9,500 sold to 4,500 persons making a total of \$1,900,000 worth of government war securities.

Wedding Bells

Miss Joaquin Murrell, formerly associated with WRUF, Gainesville, and KFRU, Columbia, Mo., was married in holy wedlock to Eugene I. Murrell, coordinator of War Activities, WLOF, Orlando, Fla.

Ethel Meloy, of the program department of WJSV, Washington, recently was married to Lt. James Casey, of the U. S. Army. Ceremony took place in St. Paul's Church, Washington.

1 9 4 2

BIRTHDAYS

17	18	19	20	21	22	23
24	25	26	27	28	29	30

December 7

Bob Brown Ginger Jones
James Joseph McCann Viola Philo
Al Schenkheim



★ TELEVISION ★

Equipment for Radio Stations

Charles Ross, Inc. carries the most complete line of MOLE-RICHARDSON Co. Incandescent and High Intensity Arc Lamps in the East.

LIGHTING EQUIPMENT
Any Purpose Anytime Anywhere

333 W. 52nd St., New York City
Circle 6-5470-1

CHARLES ROSS, Inc.



DEC 11 1942

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 45

NEW YORK, N. Y., TUESDAY, DECEMBER 8, 1942

TEN CENTS

Help For Small Outlets

2nd Dist. Opens Meeting In New York

Meeting of the 2nd NAB District yesterday, at the Hotel... saw an unusually well attended confab with approximately 100 delegates, including highest ranked network officials, registering, as well as WI, Army, Navy and Marine representatives who comprised half the roster of speakers alongside the NAB members. Guest speakers at the session, included John Benson, president of the American As-

(Continued on Page 6)

Hearings To Move; Wilkes-Barre Sessions

Washington Bureau, RADIO DAILY
Washington—Sessions of the hearing which the FCC seeks to determine the fitness of Robert H. Doran, president of Northeastern Pennsylvania Broadcasters Inc., to hold a license to operate WBAX, Wilkes-Barre, Pa., will be held in that city next week. The Commission Examiner Harrison Slaughter ruled yesterday that permission was not granted to call in the large number of witnesses, his attorney, however, had asked to call to a

(Continued on Page 5)

To Lyons Office; Charge Of Radio

H. Ashley, has joined the Lyons talent agency as vice-president in charge of the radio division. He plans to expand the division to create a series of package deals as well as build up the talent roster. Lyons official has a strong

(Continued on Page 2)

Persuasive

Washington, D. C.—How to dispense and live... not to mention... is what WRC announced yesterday. Ludlum did recently... put so much punch into the... Schuster Tax instruction... that he woke up one of the... radio engineers and the eloquence of the salesmanship sold... technician a bill of goods.

Travelin'

All but one of the tired NAB retinue of radio and government officials are glad there is only one more district meeting to cover, that of the 1st District in Boston: Gene Carr, however, says despite the 10,500 miles traversed, he likes traveling better than living in Washington—under current conditions.

MBS 11-Month Billing Shows 38.1% Increase

Good lead in billings earlier this year has enabled Mutual network to maintain its lead over 1941, and for the 11-month period, the figure is 38.1 per cent. This prevails despite the fact that the grosses were lower October and November of this year than was reported for comparable months last year. Total for the year thus far is \$8,775,305 which is an all time high in the network's eight year history. In 1941, the eleven month add was \$6,352,457. The November billings, \$910,167 represent a drop of 5.1 per cent over last November's \$957,935.

Amer. Chicle Renewals For NBC Coast Stations

The American Chicle Company, Long Island City, N. Y., has renewed news commentator Bill Henry on six NBC Pacific Coast outlets, for Dentyne Chewing Gum, Chiclets and Sen Sen. Beginning Dec. 30 Henry will be heard Wednesdays, Thursdays

(Continued on Page 2)

Fly Would Provide U. S. Aid By Loan Or Payment For Gov't Messages; Considers Problem Serious

Dr. Thomson Answers Critics Of CBC Policy

Montreal—The recent application of the National Conservative Convention for network time on CBC was refused in conformity with established policy, it was stated yesterday by Dr. James S. Thomson, general manager of CBC. Dr. Thomson's statement was issued almost coincidentally with the receipt of a new protest against CBC

(Continued on Page 3)

Washington Bureau, RADIO DAILY
Washington—The possibility that the Federal government might be forced to pay for radio time devoted to War Bond plugs and other government messages was raised yesterday by FCC Chairman James Lawrence Fly. Repeating statements that the Commission is greatly concerned over the possibility that many small stations might be forced off the air because of the drop in local advertising revenue, the chairman said that "some way ought to be worked out to enable these stations to stay on

(Continued on Page 3)

17 Prospective Buyers Interested In Blue—Kobak

San Francisco — "Breakfast at Sardi's," Blue Network program originating in Hollywood, is now the "highest rated daytime show in the East," Edgar Kobak, Blue web executive vice-president, told more than 200 business men and ad agency executives

(Continued on Page 2)

WOOD Formally Boosts Power To 5,000 Watts

Grand Rapids, Mich.—Climaxing 19 years of growth as a civic influence in Grand Rapids, WOOD, is now operating on its newly authorized power, boosted from 500 to 5,000

(Continued on Page 2)

4 Big Picture Firms In Texas Radio Co-Op

Four film companies are now participating in the Texas-wide Sunday night radio program, Robert J. O'Donnell, general manager of the Texas Interstate Circuit, stated yesterday. The participating companies are Paramount, RKO, Universal and 20th Century Fox, with other majors

(Continued on Page 2)

Perles Asst. Director Of CBS Publicity Dept.

Arthur Perles has been appointed assistant director of CBS publicity, George Crandall, director of the department, announced yesterday. Perles was formerly in charge of CBS shortwave publicity. He joined CBS

(Continued on Page 2)

Solid Trade Org. Imperative, Benson Informs NAB Session

Crosby Easy Winner In 'Plain Dealer' Poll

Cleveland—From 61 nominated entertainers, Bing Crosby was a two-to-one choice over his nearest competitor to head the Cleveland "Plain Dealer's" 1942 Radio Poll, conducted by Robert S. Stephan, radio editor, among readers of that paper. Last

(Continued on Page 6)

That the advertising agency is strongly in back of such organizations as the NAB was indicated yesterday in the address by John Benson, president of the American Association of Advertising Agencies, when he spoke at the luncheon session of the 2nd District meeting at the Biltmore Hotel. In his "solidarity" talk, Benson, while he did not specifically mention names

(Continued on Page 5)

Well Hidden

St. Louis—Bob Chase, WIL's "Mr. Fix It" recently turned Sherlock Holmes for a woman who found a marriage license in the back of a picture she bought at auction 20 years ago. The lady wanted to find the couple or their children. Chase took the job and found a son of the couple, glad to get the certificate which had united his father and mother in matrimony.



Vol. 21, No. 45 Tues., Dec. 8, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, 203 North Wabash Ave. Phone State 7596. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Monday, Dec. 7)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse.

OVER THE COUNTER

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

Ashley To Lyons Office; V.-P. Charge Of Radio

(Continued from Page 1)

background in show business having had practical experience in motion pictures, legit and vaudeville as well as radio. He was head of the William Morris radio department when it was first organized. He was associated at one time with the late William A. Brady.

In joining the Lyons office, Ashley gives up his own advertising agency for the duration, also his production of foreign language programs for national sponsors and for the government.

Lyons office represents a notable list of talent, including Jack Benny.

Advertisement for WCOP with text 'WHAT'S WHAT IN BOSTON' and '25—WCOP plays 3 roles in campaigns: (a) primary force by itself. (b) supporting force with others. (c) mapping up force.' Includes a logo and 'BELONGS ON YOUR SCHEDULE'.

Perles Asst. Director Of CBS Publicity Dept.

(Continued from Page 1)

four years ago as publicity copy editor after 15 years in the newspaper and magazine editorial fields. He was reporter, feature writer and copy reader on the New York "Journal-American," "Daily News" and other metropolitan papers. In 1936, he traveled extensively on writing assignments through Italy, Egypt, Palestine, France and England.

He served the Government as Assistant United States Commissioner for Public Relations involving Federal participation in the New York World's Fair. Prior to this, he directed publicity for the Lambert Trophy, National A. A. U. ski championships, medical societies, political organizations, hospitals, large scale realty projects, educational institutions and civic groups.

He was assigned in July, 1941, to direct publicity here and abroad for all CBS shortwave activities, including its new Latin American network (Cadena de las Americas).

WOOD Formally Boosts Power To 5,000 Watts

(Continued from Page 1)

watts. Operations were transferred to a newly erected ultra modern transmitting plant which contains the very latest in mechanical equipment.

Two hundred dignitaries were on hand to help station owners, George W. Trendle and H. Allen Campbell with the inaugural broadcast. Present among the many were: Stanley W. Barnett, manager of WOOD; James Gaines of NBC; Paul Raymer, station representative and mayors of Grand Rapids, Kalamazoo, and Holland.

A comprehensive promotional campaign has been instituted to acquaint both public and client of the station's switch to greater power.

Amer. Chicle Renewals For NBC Coast Outlets

(Continued from Page 1)

and Fridays at 5:45 p.m., PWT, over KPO, San Francisco; KMJ, Fresno; KFI, Los Angeles; KGW, Portland, Ore.; KOMO, Seattle, and KHQ, Spokane. His present Saturday appearances will end Dec. 26.

The American Chicle account is handled by Badger, Browning & Hersey, Inc.

Solomons Fighters On CBS

Five Naval aviators of the "Fighting Five," famed squadron of Naval fighter planes based on Guadalcanal, will have a reunion on "The First Line" Navy broadcast Thursday, Dec. 10, over CBS from 10-10:30 p.m.

Advertisement for REEVES Sound Recording Studios Inc. with text 'The Most Complete Sound Recording Service in New York City' and '1600 Broadway New York City 35mm. 16mm. Film, Acetate and Wax Recording Facilities. Complete Location Equipment.'

17 Prospective Buyers Interested In Blue—Kobak

(Continued from Page 1)

at luncheon here Saturday. Kobak said five big national advertisers are currently interested in the program. He traced development of the network through presentation to sponsors of new ideas.

Kobak commented on Coca Cola's plan to pick up 42 bands from 42 Army posts, during a nine-hour Christmas Day broadcast. He said the web was working with Coca Cola on plans for a "big daytime show" to start after the first of the year, and that the same sponsor was considering an additional program. Pointing out the value of the Blue Net's policy of selling coast-to-coast programs to national firms, on the occasion of their receiving "Army-Navy E" production awards, Kobak declared "we are about to reap our reward, as three of the 18 'E' firms we have broadcast are now considering network advertising."

Concerning the network's ultimate future, the speaker said "there are now 17 prospective buyers for the Blue Network, and half of them have just as much in resources as RCA."

4 Big Picture Firms In Texas Radio Co-Op

(Continued from Page 1)

expected to join before O'Donnell returns to Dallas, headquarters of the circuit, on Thursday.

Plugging of six current pictures on each program is the goal of the enterprise. The fee to each company is \$100 per picture for a minimum of three successive Sundays and not more than six Sundays.

Total cost of the program is \$1,300 per broadcast.

Curtailment Of Mag. Paper Discussed By Industry

Washington Bureau, RADIO DAILY

Washington—Possible curtailment of magazine paper usage was discussed last week by the Magazine and Periodical Industry Advisory Committee and WPB representatives here. A committee was named to study the problem and make recommendations. One method might be a straight reduction to all users, another the reduction of paper weight to a minimum.

Schedule "Wind Is Rising"

The first play to be tried out on the premiere performance of the new "Audition Preview" on the Blue Thursday, Dec. 17, will be "The Wind Is Rising" by Harry Kleinert.

Advertisement for WBYN NEWS EVERY MINUTE ON THE MINUTE 12 NOON TO 6 P.M. NEWS AS IT HAPPENS 1430 ON YOUR DIAL

COMING and GOING

D. E. KENDRICK, president of WIN Network outlet in Louisville, has arrived in Kentucky for a few days on station work business.

Cecil Brown, CBS newscaster, is in for the broadcasting of tonight's Johns program.

C. OTIS RAYWALT, of Burn-Smith Co. Inc., off today on a short business trip to England.

LT. JOE THOMPSON, is at March field for the broadcasting of tonight's "Passion View" program over Mutual.

CHARLES HOLBROOK, Blue Network man who has been away recuperating from illness, is expected at web headquarters for a short visit.

MERLE S. JONES, general manager of St. Louis; JERRY HOEKSTRA, war director of the station, and WENDELL CAMPBELL, manager, have returned from Des Moines where they attended the meeting of the 10th NAB.

MICHAEL J. FISH, manager of the graphic division of CBS, is back from a spent in Chicago.

FULTON LEWIS, JR., MBS commentator on foreign affairs, will deliver the sixth coast-to-coast series of lectures tonight in Seattle, Wash.

WILLIAM A. SCHUDT, JR., eastern field manager of CBS, leaves today for where he will attend the district meeting NAB which will be held tomorrow and Tuesday.

T. S. MARSHALL, president and general manager of WOLF, is in town from conferences with the New York Representatives of the station.

A. E. JOSCELYN, general manager of Minneapolis, spent Thanksgiving Day in lotte, N. C., with his family, which is remaining in the South until the first of the year.

GLENN SNYDER, station manager of Chicago, is in New York. Visited yesterday the headquarters of the Blue Network.

I. R. LOUNSBERRY, executive vice-president of WKBW, Columbia station in Buffalo, on station business.

A. H. HILGARTNER, of WFBR, Baltimore, arrived late last week on a short business trip.

FRANK LANE, of WDEF, Chattanooga, New York from Tennessee. Visited yesterday at network headquarters and with the representatives of the station.

CHARLES PEACE, of WFBC, Greenville, paid a call Friday at the offices of NBC.

Stork News

George Hooper, of the Philadelphia, engineering staff and father of twins, a boy and a girl.

Advertisement for WOL with text 'What about WOL? ... It's first in news ... first in sports ... first in music' and 'Get the facts from WOL—WASHINGTON, D. C. Affiliated with MUTUAL BROADCASTING SYSTEM National Representatives: SPOT SALES, Inc.'

Small Outlets Important, States Fly

(Continued from Page 1)
 and perform that very service... whether by loan or payment for programs and tax measures, if that be "I don't know."
 discussion followed a questioning the reported plan of Internal Revenue bureau of Internal Revenue broadcasters to deduct, as expenses for income tax purposes, the cost of time used for government on sustaining programs. "I think that would be a break nations," said Fly, adding "I want to be taken as advocating on the revenue meas- let's a matter for the Bureau Treasury, rather than for me. to say, I think it is an mysterious problem—I don't say we are going to keep these on the air, or how. I am in particular of the smaller and particularly the stations small cities where they are not upon local business which up to a great extent."
Small Outlets' Value
 Chairman said that many stations "are the most es- because they are the only at the government has of these people—at least, the adequate means. They are the

WARTIME PROMOTION

WLS Pie-Baking Contest

A pumpkin pie-baking contest benefited thousands of uniformed men when WLS, Chicago, and the Chicago Times, plugged the contest for fifteen days before Thanksgiving. Housewives were urged to bake the pies and turn them over to the Chicago Service Men's Center. A prize award of \$100 War Bond went to the winner sending in the finest one.



Large War Maps

Listeners to programs sponsored by the P. J. Nee Furniture Company of Washington, D. C., currently are being offered a large size full-color war map of the world. When folded, the back cover plugs the company's programs.



Crosley Advt's.

Crosley Corp. in an institutional promotion campaign to familiarize Crosley clients with the part Crosley is taking in the War Effort is running a series of paid advertisements starting with a full page spread stating those facts. These ads have appeared in large city papers and the first magazine ad will appear Christmas week in the "Saturday Evening Post."

only radio stations which can be relied upon to reach the people and in turn the people of these communities are mightily dependent upon these stations."

Naming payment for federal programs or federal loans as possible solutions, Fly said he is reluctant to see the government get any stake in private broadcasting, "but a tax measure, I am fearful, would not be comprehensive enough to take care of the major problem."

Denies Move to Shift Men

Queried as to whether the Commission was considering any plan to shift or to suggest shifting personnel from larger stations to the small outlets, the Chairman said such a measure has not been considered by the FCC. "Of course, the cluster of stations in large cities is largely a result of economic factors rather than factors having to do with public need," he pointed out, "but the same economic factors are likely to keep them on the air when the stations in the smaller towns are in danger. Of course, there is no way to transfer those facilities and no way to transfer that business to the smaller areas. The only effect of closing these down would be perhaps the indirect effect of making some additional manpower available."

Conti Renews Compton

Conti Products, through Birmingham, Castleman & Pierce Inc., has renewed for seven weeks, effective December 6, Walter Compton's "Background for News," on Mutual Sundays, 10:45-11 a.m.

KMOX Army Show

Motivated by the 18-19 year old enlistments a special broadcast by enlisted men at Fort Leonard Wood, Missouri, was produced and carried by KMOX, St. Louis.

The program was written and conducted by men at the Fort Leonard Wood Post and 8 of the 13 branches of the armed service were featured. Music was supplied by the engineers' band and dance orchestra. A chorus of 35 voices was heard in conjunction with the new army Victory pianos which were played on the air for the first time. Another feature was a radio demonstration by a rifle team. Jerry Hoekstra War Program director for KMOX handled production.



U. P. War Map

United Press Association has prepared a new and detailed map of the North African and Mediterranean battle areas for its clients which is sent to them for their convenience.

A reasonable number of copies can be obtained on request and in addition a mat of the map is also available for quantity reproductions produced for general distribution. These may be printed locally with the station's call letters or with an advertiser's imprint to provide an additional promotional value.

Dr. Thomson Answers Critics Of CBC Policy

(Continued from Page 1)

adopted by the Anglican Diocese of Montreal and which strongly protested the recent cancellation by the CBC of the Sunday evening broadcasts of service from nine Protestant churches in Montreal.

Answering a statement at Brampton, Wednesday night, by Gordon Graydon, national chairman of the Conservative Party, Dr. Thomson said that the Board of Governors were consulted on the application "and their decision was that such a broadcast would come under their statement of policy on controversial broadcasting." He added that "as they had previously ordered that such broadcasts between elections on the CBC network should in the meantime be discontinued, they were only implementing what they had already adopted."

Call Free Speech Involved

In his statement Graydon had said that refusal of the requested time "has all the signs of the opening round in a major fight for the right of democratic freedom of speech of the air in Canada."

The executive committee of the Anglican Diocese, in protesting the cancellation of the church service broadcasts, recommended that CBC should exercise more definite control of the policy and general progress of the corporation.



Another TESTED Transcribed Series 15/4-hour Programs
 by department stores, utilities, soft drinks, drug stores, etcetera.
 all original music. Plenty of advertising possibilities.
 Wire for Samples and Prices
PER-GORDON, Inc.
 40 BOYLSTON STREET
 BOSTON, MASS.

"3 POINTS FOR OUR SIDE,"

scores Suzy our Steno. "WSAI's close relations with the men who handle your product, a unique 8 Point Merchandising Service, a larger staff and fine technical facilities... are unsurpassed by any other Cincinnati station... and they're the three points that count in making your Cincinnati campaign a complete success."

WSAI'S SALES AIDS

1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

"Let WSAI put its tested and proven program to work for you! We get results!"

IT SELLS FASTER IF IT'S
WSAI IDENTIFIED
CINCINNATI'S OWN STATION
 NBC & BLUE NETWORKS • 5,000 Watts Day and Night • Represented by Spot Sales, Inc.

NAB's 2nd Dist. Opens Meeting In New York

(Continued from Page 1)

sociation of Advertising Agencies, and F. Chase Taylor, (Colonel Lemuel Q. Stoopnagle). Theme throughout the day emphasized trade unity and cooperation in the conduct of broadcasting for benefit of the war effort. Meet will wind up today with another schedule packed full of data designed to help the stations meet the unprecedented issues confronting them as a result of the war. (See today's agenda elsewhere on this page). Kolin Hager, WGY, Scenecady, chairmaned the day's meetings. Eighteenth and final meeting in this series will be in Boston, Wednesday and Thursday.

The morning session included reports by Neville Miller, NAB president; Carl Haverlin, headquarters consultant for the Radio Industry on the OWI Regional Plan; Lt. Commander Morgan S. A. Reichner of the Navy; Capt. White of the Marines, and Herbert Pettey, of WHN, on the OWI plan.

Self Regulation

In commenting on the trade association and the industry as a whole, Neville Miller pointed out the need for self regulation and all-out cooperation with the war effort to ward off absolute government control. "If we wind up with government control, the fault will be ours and not the government's," Miller declared when he explained that the government was giving the industry enough leeway for self regulation and cooperation. While reporting on the status of supplies of operating materials and replacement equipment, Miller stressed the need for a continuous campaign, on the part of radio itself, advocating repair of receiving radios to keep them in operation. To prevent advertisers from picking on the angle that there are fewer sets in operation, broadcasters will have to cooperate with repairmen and public.

Miller Heads Discussion

At the close of the afternoon session, Miller headed an informal discussion on manpower, warning the broadcasters that as bad as is the shortage of trained personnel, the problem will become even more acute. He offered suggestions on coping with the Selective Service draft board policies, highlighting the importance of psychological approaches. Among these were conferences with draft board before the draft affects station personnel, submitting detailed reports to supplement form 42-A when applying for deferments, obtaining letters testifying to scarcity of replacements from local United States Employment office, etc. He reported that some stations throughout the country were resorting to women power in preference to manpower over the draft ages. There has been an increase of 1,200 per cent in women in radio, but even this places them at a 2½ per cent total of the industry's personnel. BBC, according to Miller, is

TODAY'S AGENDA

9:00-10:00 A.M.—REGISTRATION

10:00 A.M.—Call to Order

1. A. F. of M.: The Petrillo Situation... Neville Miller, NAB President, and Sydney Kaye, Counsel.
2. Sales Activities... Charles Phillips, Chairman Sales Managers' Committee, presiding.
3. Retail Promotion Plan... Lewis Avery, NAB Director of Broadcast Advertising, and Sheldon Coons, Retail Consultant.

12:30 P.M.—LUNCHEON

Speakers:

H. V. Kaltenborn, Radio Commentator
"Facing Realities"

Paul West, President, Assn. National Advertisers.
Radio Executives Club of N. Y.—Round Table Skit

2:00 P.M.—RECONVENE

1. Sales Managers' Session... Charles Phillips, presiding.
2. Selective Service and Radio... Major Ernest M. Culligan, Director of Information.
3. Good Taste in Radio Advertising; "Plug Ugly" Article... Lewis Avery, NAB. (DISCUSSION)
4. Regional and National Sales Problems. (DISCUSSION)
5. Government Advertising Campaigns.

ADJOURNMENT

operating at the present time with 60 per cent women.

Lt. Commander Reichner, as did the other Service officers, thanked the industry for its cooperation, and together with Lt. Col. Edward M. Kirby of the Army, made mention of the dropping of recruiting announcements as a result of the latest manpower directives from the president. Reichner enunciated latest policy relating to the appearance of Navy, Marine and Coast Guard representative, officers or enlisted personnel. Highlights included prohibition of appearance of any unless okayed by the local public relations office; prohibition of ad-libbing unless under supervision of the public relations office; prohibition of personnel simply for entertainment purposes. Appearance must be to contribute constructively, to the war effort.

Eugene Carr Speaks

Benson's luncheon address on "Solidarity—the Indispensable Need Today," in part, pointed out the successes of self discipline via trade associations.

During the afternoon, the talks were delivered by Eugene Carr, office of censorship; G. Lynn Sumner, New York State War Savings Staff; Adrienne Ames, commentator on woman's point of view in the war; Col. Harry Wilder of WSYR, Syracuse, and Lt. Col. Edward M. Kirby, of the War Department.

Carr's address emphasized the need for adherence to the censorship code for radio if radio is to avoid the gag type of censorship maintained by the Axis nations. He cited several examples of violation, and added that though 99 per cent of the industry complied, the one per cent of violators is enough to cause serious damage to the war effort.

Sumner commended the industry

for its selling job for the war savings stamps and bonds, reporting that approximately 730 stations sold thirty million dollars worth already.

"Command Performance"

Lt. Col. Kirby reported on the OWI offer to present "Command Performance" to all networks and stations for the first domestic standard broadcast since the series started. (First reported in RADIO DAILY, Oct. 7, 1942.) Program, a two-hour entertainment of top names in pictures and radio, will air 11 p.m., EWT Christmas Eve. He commended the talent unions whose contributions via gratis performances on this one program amounted to between \$40,000 and \$50,000 weekly. Kirby also enumerated the yardsticks by which the army's public relations staffs guide their conduct. Latest to be added to his list is the problem of casualties. Return of wounded and maimed mingling with the civilians has to be interpreted, he said, with a resolve that these shall not have suffered in vain, rather than permitting public to entertain the despair reaction.

In Wilder's report on the broadcasters plan for training technicians for War, he declared that by February, NAB, in cooperation of all colleges in New York north of New York City, will turn out 4,000 trained men and 190 women in special extension evening courses. New York City will add about 1,500 more to the list. Most of the men are earmarked for the Signal Corps Enlisted Reserve. New manpower directives may change the situation slightly, he opined, though he concluded the training program one of the most successful of any in the whole country.

Benson's luncheon address, and the registration list of the meet—are printed elsewhere in this issue.

Crosby Easy Winner In 'Plain Dealer'

(Continued from Page 1)

year Bob Hope, native of Cleveland in number of votes. Teammates on the "Radio Per Eleven," in order of voting, Kate Smith, Lionel Barrymore, Skelton, Don Ameche, "Paul Bour," "Fibber McGee," Fred Edgar Bergen, Bob Hope, and Davis.

31 Nominated

In selecting their All-America Radio Program Eleven for the readers nominated 31 broadcast first eleven, in order, were: Hall, Radio Theater, McGee, Molly, Red Skelton, Fanny Duffy's Tavern, Fred Allen, Sade, Bob Hope, Aldrich, Those We Love.

Bob Hope led in the comedians, followed by Red Skelton, Fibber McGee, Edgar Bergen, Allen, Ed (Archie) Gardner, Benny, Mr. Whimple (stood McGee and Molly), Abbott-C Great Gildersleeve (Hal Pearson), Herb Shriner.

First eleven dramatic show readers' preferences were: Theater, Aldrich Family, The Love, One Man's Family, The World, Cavalcade, Mr. Distortory, Thin Man, Abie's Irish First Nighter, and Conrad.

Kraft Show Tops Variety

Most popular variety show Kraft Music Hall, followed by Smith, Fibber McGee and Molly, Skelton, Edgar Bergen, Fred Rudy Vallee, Fanny Brice, "Tavern," Bob Hope, and Jack.

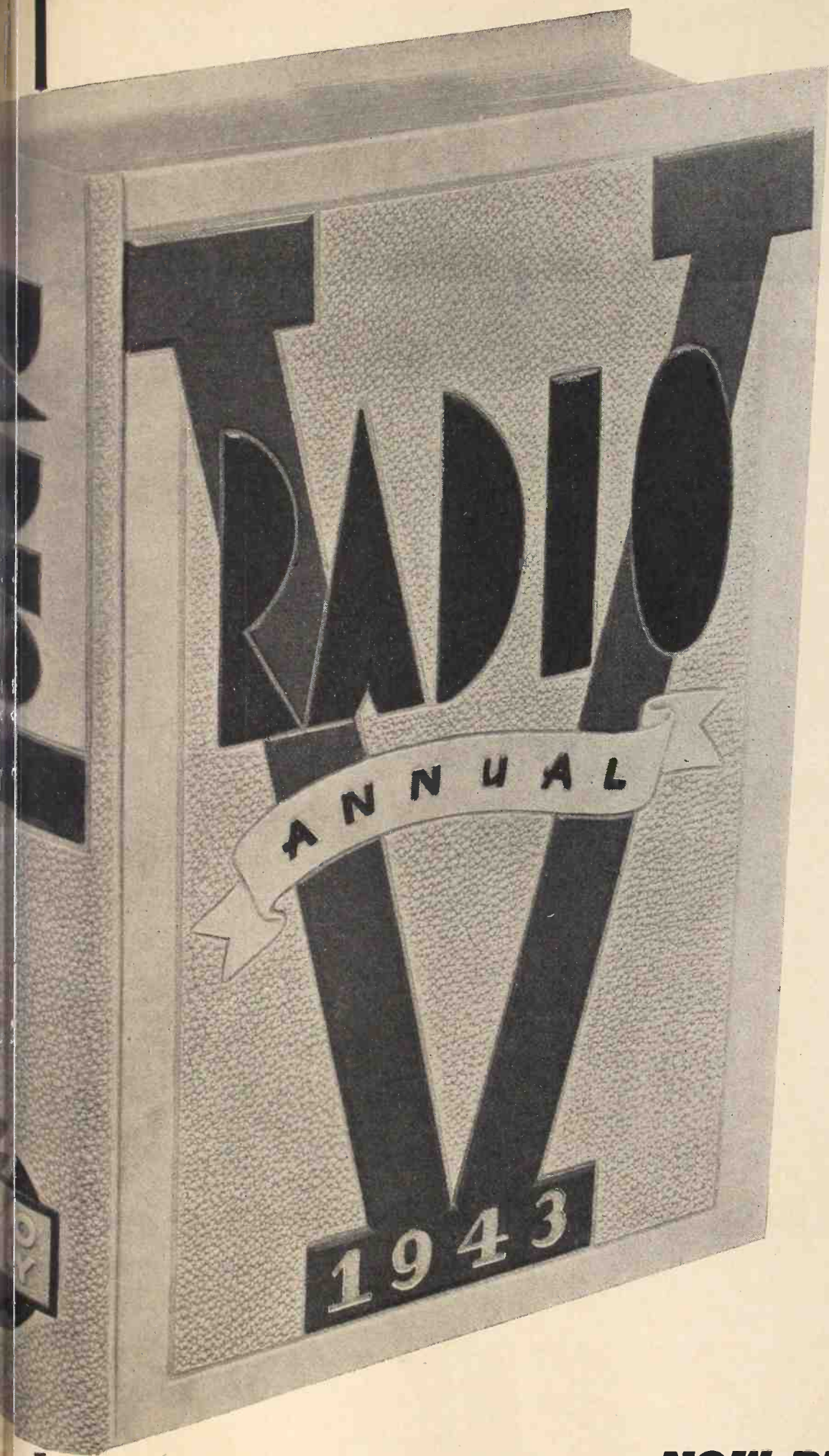
In the men's singing class the first six in order were Crosby, Richard Crooks, Parker, Frank Munn, Nelson and John Charles Thomas.

Voting in the dance band was extremely light, with readers failing to fill in the space at all. First six in order: Guy Lombardo, Kay Kyser, Kaye, Xavier Cugat, Tommy and Glenn Miller.

In the "All-America Program lineup, newcomers this season Duffy's Tavern, Fred Allen, Sade, and Those We Love, re the Sunday Evening Hour (not on the radio), Information Kay Kyser's Hour, and One Family.

Skelton Scores

Red Skelton's rise is again in the comedian selections, Skelton pointed out, as he comes in only to Bob Hope. Fred Allen a new strength in this department, he said. Bill Thompson does "Mr. Whimple" on the McGee-Molly show, indicated rating that he is potential for a show of his own. Joan of the Rudy Vallee Hour, strongly in the voting among comediennees, pointing to the ability that she, too, could be successful with her own show, Skelton said.



**YOU
CAN
KNOW
YOUR
OWN
INDUSTRY
BY
CONSTANTLY
REFERRING
TO
THE
1943
RADIO ANNUAL**

***NOW BEING COMPILED
OUT EARLY NEXT YEAR***



Coast-to-Coast



ORCHESTRA leader, Lee Grant, of WBYN, Brooklyn, in response to numerous requests from service bands for old orchestrations has donated 500 to date.

Joe Tucker, WWSW, Pittsburgh, sports-caster, is handling the broadcast this year of all Pittsburgh Hockey Club's home games.

Russ Winnie, assistant manager, and veteran sports-announcer of WTMJ-W55M, Milwaukee, inaugurated his 14th year of basketball broadcasting when he covered the University of Wisconsin's opening game. Program is annually sponsored by the Wadhams Division of the Socony-Vacuum Oil Co.

Benedict Gimbel Jr., president of WIP, Philadelphia, announced that Edward Wallis will replace Murray Arnold as program director... Sam Serota steps up from Production Manager to Wallis' old spots of Assistant Program Director and Director of Public Relations... Jerald Morvay, formerly of WKIP, Poughkeepsie, takes over Serota's spot as Production Manager.

Gordon Kester will take over some of the announcing duties formerly handled by Homer Bliss at WHAM, Rochester. Kester is the editor of "The Campus," University of Rochester daily.

As part of a one-day intensive campaign for the sale of War Bonds, Announcer Henry Stambaugh, of WTOL, Toledo, interviewed John Garfield on his Hollywood gossip program.

WCHV, Charlottesville, Va., now has three Blue Network commentators sold across the board. Bill Herman's "Daily War Journal," has been sponsored by Waynesboro Nurseries, Inc.; Roy Porter of Sears-Roebuck & Co., and Barkhage to The C. N. Williams Co.

Walter J. Brown, general manager of WORD, Spartanburg, S. C., has announced the acquisition of the AP radio wire from Press Association, Inc.

Satisfying their curiosity, staffers at WJJD, Chicago, find that the station's contribution to the war effort for a full year has been the allocation of 31 of its average broadcasting days.

1 9 4 2													
BIRTHDAYS													
17	18	19	20	21	22	23	24	25	26	27	28	29	30

December 8

Frankie Basch Howard Meighan
Elaine Melchior Mary Patton

Katherine Tift-Jones has shifted from New York to Chicago to begin a new women's series on WGN, Chicago. New program is called, "Miss Katherine and the Calliope."

Tom Slater, emcee of WOR's "The Better Half," will make a guest appearance at the Strathmore-Vanderbilt Country Club, where he will conduct a special showing of that program. Club members will be the participants. Slater's act will fit into a specially arranged program conducted by Mrs. Jay Jostyn, wife of the actor. Slater is also the emcee on WOR's "Go Get It," "This Is Fort Dix," and "Fight Night."

Douglas Hunt is named successor to Tommy Snowden, program director at WEED, Rocky Mount, North Carolina.

WMOB, Mobile, highlighted Gershwin's Rhapsody in Blue in a special forty-five minute show marking the station's third anniversary. Voices of Dan Webster, Adrian Roberts, and Jim McNamara featured sketches reviewing the station's history; Wallace Dunlap produced it. Owner, S. B. Quigley, climaxed the performance with a pledge to dedicate the station to an all-out victory effort.

WGAC, Augusta, Ga., celebrated its second birthday Dec. 1... Flo Thompson, has returned to the personnel department after a two month rest and vacation.

One of the biggest bucks to be taken in Minnesota this season is the boast of Max Karl, educational director of WCCO, Minneapolis, Traveling thirty miles from his home, Karl bagged his prize, which weighed 225 pounds dressed out... and that in these rationing days... is a lot of meat.

The "Quiz of Two Cities" program, returned to KNOX, St. Louis, Sunday, November 29, at 9:35 p.m. and will be heard at same time and day for the next 26 weeks. The two city contestants are St. Louis and Kansas City, the latter originating from KMBC. John Jacobs emcees the St. Louis teams and William Shipley handles the job in Kansas City. St. Louis was the winner of the last series.

Former speaker of the Iowa House of Representatives, John R. Irwin, has been added to the news staff of KSO-KRNT, Des Moines... Wilda White-scarver joins the promotion department, to handle the house organ, Dial Tones, and general promotion... John Drake, assistant promotion manager, takes the top spot, replacing Wayne Welch who resigned to join the Meneough Advertising Agency.

WIL, St. Louis, is making a bid for a record with the station's claim that the Santa Claus broadcasts heard over a period of eighteen consecutive years, including this year's does constitute a record. Jack Weis of radio and screen is again handling the Kringle role as he has for the past eight years.

Johnny O'Hara, senior KWK, St. Louis, sports announcer is teaching radio code to pupils training to be code instructors at St. Louis University. Johnny's well qualified for the job, having served as radio operator on some of the better ocean liners in an earlier phase of his career... Fred B. Beeler is the newest transmitter engineer at the station.

According to station manager, Arden X. Pangborn, KGW-KEX, Portland, Oregon, is again broadcasting a series of well-known radio plays. The series is titled "Student Theater" and the presentations are made by different drama classes of Portland's nine high schools... Meier and Frank Company, Portland, Oregon's largest department store have inaugurated a Xmas program heard over KEX, Monday through Friday until Christmas Day.

Announcer Larry Elliott, who started one of the first "Share Your Car" clubs when gas and tires became scarce, figures that his Scarsdale group has already saved 25,000 miles of traveling and that these figures have encouraged three other groups to follow suit in his community.

Hamilton, Ontario radio listeners were given complete election returns of the recent Civic Elections when CKOC, Hamilton covered the event. Under the direction of Perc LeSueur, news editor, a battery of announcers manning remote equipment in the Tax Collector's office, issued quarter-hourly bulletins until all the returns were in.

W. E. Wagstaff, commercial manager of KDYL, Salt Lake City, recently addressed the monthly "Husbands and Wives" banquet of that city's Optimist Club on "Radio in War Time." The largest attendance of the season was on hand to hear the radio executive's message... John Woolf, formerly working jointly in the program and announcing departments, takes over full-time announcing spot... Dave Simmons, Promotion Manager, is currently assisting George Snell, Continuity Editor, in a special assignment.

Periodical public enlistment ceremonies to promote recruits for the Women's Army Auxiliary Corps in the Greater Cincinnati district has been arranged by WCKY, Cincinnati. The series will originate from Fountain Square in downtown Cincinnati and the oath of allegiance will be administered during the public ceremonies. WCKY also has a similar series for the Navy called "Navy Time" during which Greater Cincinnati recruits are given the oath of allegiance.

Reveille-announcer, Jerry Strong, of WINX, Washington, D. C., is going all out to help Uncle Sam's fighting men. In one night he gave his service to three benefit shows; he was at Rockville, Md., at the Bureau of Engraving, and finally at the Capitol's Stage Door Canteen.

Alice Roberts succeeds Eddie as sales promotion manager, New Orleans... Paula Borak is the best member of the production staff.

Farm editor, Grady Cole, Charlotte, was recently appointed the post of State Radio Chairman the North Carolina State Drive for Victory by Gov. Melville Broughton. Grady is a member of the State Salvage and Features Committee. These appointments were made by the Governor in recognition of Grady's work with WBT Farm-Church scrap drive.

CBKI, Prince Albert, Sask., the Christmas spirit in Western farm lands with Santa Claus... It's a special Kiddies Xmas event sponsored by Bradbury's, the local store and features letters written by the stars... All station calls carry early tag... Doreen Heffernan is the best member of station's secretaries... Al Parr, of the sales department, donned a uniform and drills twice with the reserve army.

Blue Web Sets Deal With Boston Symphony

Blue Network and the Boston Symphony orchestra under Sergiyevich, have signed a long contract which will return the orchestra to the air after an absence of five years, when it was taken from the air by the AFM members who were non-union. The pact between the union and the orchestra enabled the network to go through. Announcement contract was made by Mark... president of the Blue.

Contract calls for a 46 week, annually, with majority of originating in Symphony Hall. At end of regular season, May Blue will carry the pop under Arthur Fiedler until early and the open air concerts Charles River Esplanade will follow. Network hopes to be present the Berkshire Symphony Festival at Tanglewood, in late the festival is resumed.

First broadcast will be held day, Dec. 26, 8:15-9:15 p.m., on stations.

Wedding Bells

Songstress Ruth Douglas, Brooks Kirk, WLAC, Nashville, guitarist were recently married.

WANTED

Announcer with good selling voice, of ad lib. Also one newscaster. positions are not for the duration, permanent with a station noted for pleasant working conditions and promotion opportunities. Please send all information and photo. WTOL—Toledo.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 46

NEW YORK, N. Y., WEDNESDAY, DECEMBER 9, 1942

TEN CENTS

See New Music "Threat"

DATA UNIVERSITY LIBRARY

DEC 14 1942

Second District Discussion Brings Out MPPA's Demands For Higher Fees; Stand On Petrillo Varies

Demands for increased rates by the Music Publishers Protective Assn. for transcription licenses, a move which was described as the "latest squeeze" and an "indication of how the music noose is settling around the broadcasters' necks again," tied the Petrillo recording ban for the attention yesterday at the best attended session in the two-day series of NAB Second District meetings at the Hotel Biltmore, Monday and yesterday.

The music discussion, which included a BMI presentation, summary of the recording ban situation, the MPPA "threat," occupied most of

(Continued on Page 5)

Buy War Savings Bonds and Stamps

Revenue Office Views On Outlet Deductions

Washington Bureau, RADIO DAILY
Washington—A Commissioner of Internal Revenue said yesterday that no deductions as yet will be allowed radio stations for time devoted to War Bond plugs and other Government messages aside from what is

(Continued on Page 3)

Buy War Savings Bonds and Stamps

Permanent Winchell Sub Undecided By Jergens

Matter of substitutes for Walter Winchell and the "Parker Family" for Andrew Jergens Co. is still unsettled, according to the agency, Lennen & Mitchell. Last Sunday's ar-

(Continued on Page 3)

Big Winner

San Francisco—In a special broadcast following Sunday night's "Quiz Kids" show, KGO manager William B. Ryan presented a \$25 War Bond, portable Zenith radio and other gifts to Bruce Wiggins, 14-year-old Palo Alto boy, named on the "Quiz Kid" program as the "Boy of the Month." The lad helped organize junior observers for the Ground Observation Corps here.

NBC Sets Assignments For Correspondents

Morgan Beatty, NBC's Washington military analyst, has been assigned to a post in London in a series of shifts and additions to the network's news staff which will broaden the organization's news coverage. The changes were announced by William F. Brooks, NBC director of news and special events, who stated that Beatty's post in Washington will be

(Continued on Page 6)

Buy War Savings Bonds and Stamps

Co-Op Show Specialist Joins Blue Program Dept.

Stanley C. Florsheim has joined the program department of the Blue Network where he will specialize in promoting the sale of local cooperative programs. His appointment was announced yesterday by Philips Carlin,

(Continued on Page 2)

Buy War Savings Bonds and Stamps

Recruiting-Spot Problem; Navy Issues New Special

While stations throughout the country were temporarily at a loss as to how to fill the many recruiting spots left open by the presidential man-

(Continued on Page 2)

Speed
"Melody Lane," WOR's newest musical, lays claim to the quickest programming on record. Organist Louise Wilcher, singer Jerry Wayne, and pianist Pauline Alpert were called together at 1:00 p.m. Monday, rehearsed until 3:00, made a record, and were on the air with a sponsor, Grove's Bromo Quinine, at 8:15 that night.

Child Health Series Sked By Blue Network

"The Baby Institute," a five-days-a-week program series stressing child health and care and designed to meet the rapidly changing needs of the public in this field, will be launched on the Blue Network Dec. 14.

To be heard Monday through Friday from 10:45-11 a.m., the program will feature advice by a board of eminent pediatricians and psychiatrists and will be made available to

(Continued on Page 2)

Buy War Savings Bonds and Stamps

Staff Operations Group Now Functioning At NBC

As part of the recent NBC reorganizational plan, the New York office now has functioning, a Staff Operations Group, which is to meet monthly, or at the call of the chairman, according to the memo sent out the other day by Niles Trammell, president. Group is to "consider the operating problems of the company and

(Continued on Page 2)

NAB As 'Educational' Group Ok'd To Move Into New Home

Van Dyck Renews CBS On Coast With Winter

West Coast Bureau, RADIO DAILY
Hollywood—The renewal of Van Dyck Cigars program using William Winter from KNX on the Columbia Pacific network Sunday and Wednesday nights from 9-9:15 will, by March 8, 1943 complete one continuous year for this account, it has been an-

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—NAB has obtained a certificate of occupancy for its new quarters at 1730 N St. N.W. here and expects to move into its new home within the next 10 days. The District of Columbia Zoning Board approved the use of the site for the NAB and the certificate was issued yesterday. Building bought by the trade association is in a residential district but

(Continued on Page 2)

Advertising Problems Causes NAB Sessions

for the final day of the NAB District meeting, yesterday, Hotel Biltmore, was devoted to advertising problems. One was music and advertising which was broken down into several phases such as national and national sales problem taste in advertising copy, Promotion Plan, and radio advertising during a war crisis. Last session, with the presentation by Paul West, president of the

(Continued on Page 6)

Buy War Savings Bonds and Stamps

"Please" And Luckies Company On Feb. 5

Golenpaul's "Information" will part company with its American Tobacco Co. and is scheduled to do its final broadcast for strike cigarettes on Feb. 5. The program is on NBC. While the break was denied nor confirmed by the parties, understood Golenpaul has had differences with G. W. Hill of the tobacco company may announce a new sponsor to resume the program when the strike pact is through.

Buy War Savings Bonds and Stamps

A-Mint Renewal Over 207 MBS Stations

The "A-Mint" program, through William Esty renewed "Double Or Nothing" over 207 Mutual stations for another week, effective Friday, Dec. 25. Show airs Fridays, 8-9 p.m. EWT, featuring patriotic war services.

Taking Over

Washington—Mrs. Veda Beard, Jonesboro, Ark., has become the first woman to take over for the husband of the war the radio license. The FCC yesterday granted her power of attorney in the affairs of J. P. Beard, owner of KBTM, Jonesboro. Mrs. Beard has been called to the Army. This is the third such action taken by the FCC.



Vol. 21, No. 46 Wed., Dec. 9, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, 203 North Wabash Ave. Phone State 7596. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Tuesday, Dec. 8)

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 Farnsworth Tel. & Rad., WCAO (Baltimore), WJRJ (Detroit).

Hoover And Nelson Set For Broadcast Talks

Former President Herbert Clark Hoover and WPB Chief Donald Nelson will be featured in two special programs which have been scheduled by the Blue Network.

The head of the WPB will be heard at a special War Production Drive Luncheon when he will address 10 war production workers chosen as the most outstanding of the year. The session will be broadcast tomorrow from 1:45-2 p.m.

Ex-President Hoover will be heard on the network Wednesday, Dec. 16, from 9:00-9:30 p.m., EWT, when he speaks to the Executives Club of Chicago. His subject will be "The Approaches to Peace Making."

Van Dyck Renews CBS On Coast With Winter

(Continued from Page 1)

nounced by Arthur Kemp, sales manager for the Columbia Pacific network. A noteworthy feature of Van Dyck's use of the Winter program is that for the past six months this has been their sole advertising medium, with the result that this period has been the biggest the company has ever had.

Recruiting-Spot Problem; Navy Issues New Special

(Continued from Page 1)

power order not to mention the resultant loss of some revenue, the position of the Navy under the order putting all enlistments under the War Manpower Commission has been clarified in a new 30-second spot announcement.

Policy is as follows: The acceptance of an application for commission in the Navy is unaffected by the new order.

The Navy will continue to recruit WAVES, both enlisted and officer personnel. There will be no new enlistment for student reservists, aviation cadets, or applicants for midshipmen's training schools, except those men who submitted a bona fide application on or before December 5, 1942. These enlistments must be completed on or before Tuesday, December 15. Men who are 17 years old may still enlist.

Co-Op Show Specialist Joins Blue Program Dept.

(Continued from Page 1)

vice-president in charge of programs. Florsheim comes to the Blue from the Dan B. Miner Company, Los Angeles. He previously headed his own company and before that was with the Wessel Company, both in Chicago. During the nine years he was with Wessel and his own company, he specialized in the development and sale of local cooperative programs and took part in the launching of the first program of this type.

Local co-op programs currently on the Blue and sponsored on many stations are "Baukhage Talking," "William Hillman-Daily War Journal," "Roy Porter-News," "Scramble" and "Counterspy," sponsored by Mail Pouch Tobacco Company on a network of 63 Blue stations and available to local sponsors on the remainder of the network.

Nobel Winners On WMCA

Former Nobel Prize winners will be heard over WMCA, tomorrow, at 9:10 p.m., from their annual dinner at the Waldorf-Astoria. Keynote address will be made by William L. Batt, vice-chairman of WLB. Among winners who will speak will be Pearl Buck, Norman Angell and Sinclair Lewis.

Corwin Sets Third Show

Norman Corwin, CBS writer, producer and director, has selected "Anglo-American Angle" as the title of his "An American in England" program for Tuesday, Dec. 15 from 10-10:30 p.m. This is the third of the four-program extension of the series being broadcast from this side of the Atlantic. The fourth and final broadcast Tuesday, Dec. 22, bears the title "Clipper Home."

Farnsworth Earnings

Farnsworth Television & Radio report that for six months ended Oct. 31, 1942, a net income of \$779,022; compared to a like period in 1941 of a net income of \$205,944.

Staff Operations Group Now Functioning At NBC

(Continued from Page 1)

to review matters referred to it by both the Management Committee and the newly created Executives' Group."

Easton C. Wooley is chairman of the Staff Operations Group and Ernest de la Ossa is secretary. Those serving on this committee, are Sheldon B. Hickok, Edward R. Hitz, I. E. Showerman, William Burke Miller, Bertha Brainard, Wynn Wright, Lewis H. Titterton, W. E. Webb, Irene Kuhn, Sydney Eiges, Francis McCall, Stockton Helfrith, George McElrath and Noran E. Kersta.

Trammell further stated in his memo, in keeping with that already outlined at the reorganizational meeting recently, that it was anticipated that the Staff Operations Group will be able to effect among staff members a better understanding of the operating procedures and problems of the various departments; develop new ideas and submit recommendations for the consideration of the Management Committee; assist the Management in the information of operating policies and in the establishment of efficient operating procedures; keep the Executives' Group,—and through that group all employees—informed of all matters of current interest to the company.

Child Health Series Sked By Blue Network

(Continued from Page 1)

mothers with the object of assisting them in co-operating with their doctors. It will not attempt to replace the physician nor will it give advice of a specifically medical nature.

Jessie Stanton, consulting director of the Harriet Johnson Nursery School, on Monday, Tuesday, Wednesday and Thursday will interview each day one authority on the subject of child care. The Friday session will be given over to a round-table discussion by the board and guests.

Mutual Show For WAACs

WOR-Mutual will present a special program, dedicated to the Women's Army Auxiliary Corps, Monday, Dec. 14, 1-1:30 p.m. Colonel Oveta Culp Hobby, director of the WAAC, and Lt. Cora Bass, director of the Second Service Command, will speak. Dave Driscoll, of WOR's War Service and News Division will also interview recruits at headquarters of South New York Recruiting and Induction District, Grand Central Palace, with assistance of Major Allyne Freeman.

John Whitmore will be stationed at the New York Information Center of the First Fighter Command to interview members of the WAAC's on duty there.

Wage-Hour Pamphlets Due

Washington—A new supplement to the NAB Wage and Hour Pamphlet is now on its way, due to be mailed out to all members this week-end. This supplement contains a discussion of practices to be followed by broadcasters under the new salary stabilization order.

COMING and GOING

LEONARD KAPNER, president and manager of WCAE, Pittsburgh, in Chicago, visiting yesterday at the local quarters of CBS.

E. H. SHOMO, eastern sales manager of Chicago, visiting yesterday at the local quarters of CBS.

JOHN MAYO, sales manager of Ass Recorded Program Service, to Boston to the final NAB district meeting which held today and tomorrow.

BARRY WOOD and FRANK WALKER, president of RCA Victor, and JACK WILSON, production director, expected back today in Washington, where they presented Secretary Henry Morgenthau a gold record "Ev'rybody Ev'ry Payday," new War Bond which the singer recorded at the request Secretary.

JAMES R. MacPHERSON, commercial manager of KOA, Denver, paid a call yesterday station relations department of NBC.

ELLIOTT STEWART, executive vice-president of WIBX, Columbia outlet in Utica, in New York station business and to attend the meeting which closed yesterday.

A. D. WILLARD JR., general manager of Charlotte, N. C., visited last week-end with family in Washington, D. C. They will him for residence in Charlotte in a few days.

FULTON LEWIS, JR., lectures tonight in Spokane, Wash., after which he will leave for Kansas City, Mo., where he will speak tomorrow night.

NORMAN SIEGEL and MRS. SIEGEL, Cleveland "Press," among the visitors yesterday at the headquarters of CBS.

MARY LITTLE, publicity director of KRNT and radio editor of the Des Moines "Register and Tribune," on a business trip to New York covering meetings, shows, and reps.

KENNETH BEGHOLD, program director of WARM, Scranton, another of the large contingents in New York on station, and NAB business.

TOM WILLIAMS, conductor of the "Gate" program on WLAC, Nashville, Tenn., on a short business trip to New York. Stops yesterday at CBS.

NAB Obtains Approval To Move Into New Home

(Continued from Page 1)

the NAB was okayed as an additional organization.

Present quarters at 1630 K St. N.W. to have been vacated last Saturday but an extension was obtained until Dec. 20. Government recently announced it was taking over the building currently housing the NAB and other occupants.

WHAM advertisement with logo and text: NOT JUST MONROE COUNTY but WHAMland. 140,518 prosperous... boost year 'round... income. Nat'l Rep. George P. Hollingsworth... 50,000 Watts... Clear Channel... Time... NBC Blue and Red Network... ROCHESTER, N. Y. The STROMBERG-CARLSON SYSTEM

Revenue Office Views Outlet Deductions

(Continued from Page 1)
deducted as business ex-
This statement seems to set
or the moment expectations
ions would be allowed to
business expense at their
ates.

Expenses Now Deductible
t-of-pocket expenses in-
n connection with govern-
ograms — whether salaries
special talent or special
facilities — are already de-
he pointed out, as proper
expenses. No ruling is re-
make this deduction pos-

ility that broadcasters might
relief under the terms of
23Q in the 1942 internal
regulations was also ruled
it was ascertained that the
specifies a five per cent de-
may be made only in the
actual monetary contribu-
the mere donation of time
alities to a charity or the
ment does not mean that
ers may take the value of
at regular advertising rates
in the deduction of up to
cent from their tax pay-

Confusing to Bureau
he whole matter has been
of much confusion in the
was evident from the various
RADIO DAILY received as it
d to get the full details.
parently happened is that
wrote in for a ruling on
matter and an answer was
Queried about a reported
at stations were to be given
of compensatory tax relief
splendid cooperation with
ernment on War Bond and
mpaigns an official of the
emarked that he had seen
ruling, but didn't know
it had been signed by the
oner.

explained that broadcasters
parently be allowed to de-
business expense the cost of
g programs for the benefit
overnment, but that 23Q did
He offered no more details,

★ PROMOTION ★

Western Electric Book

Western Electric has recently published a brochure utilizing the advantages of color and photos and dedicated to the Western Front. Western Front being used as a double entendre. Included in the book is a statement issued by President C. G. Stoll addressed to the employees of Western Electric explaining the aims of the company for the year of 1943, and an account of the company's performance during 1941.

It is pointed out that addition of 20,000 women workers brings the total personnel of the company to 75,000, of which 43,000 are men and 32,000 women. This represents a growth from 60,000 despite the fact that 13,000 Western men are now in the armed forces.

The book gives a complete picture of what takes place in the Western Electric plants plus several pages devoted to actual war conditions.

KSO Car Cards

Noticing a change in the habits of people, due to wartime rationing and similar factors, the KSO-KRNT, Des Moines, sales promotion department, felt the car cards which had long decorated the back of Des Moines street cars, promoting KSO and KRNT shows, were no longer as valuable. Also, many street ars had been replaced by curbliners and motor buses.

A new car card was originated, as a supplement to the outside cards. The new card is placed right at the front of the buses and curbliners, where they are visible the entire length of the vehicle. These are particularly effective in present-day crowded conditions, with many people standing right by the new cards. KSO and KRNT now use 105 of the cards inside buses and curbliners, and 100

Jerry Sears To WMCA As Musical Director

Jerry Sears, arranger and conductor, and for 5 years staff musical director for NBC, will replace Don Bryan as musical director of WMCA, taking his post Dec. 27.

but a call to a broadcasting official brought the response that if the Government were to allow such deductions the value of the time should be figured at regular station's rates.

The Bureau would not permit this method of accounting, however, since the value of time at regular rates would not be actually lost. Furthermore a Bureau official remarked, these programs are not regarded as donations but as good-will advertising for the broadcasters themselves.

Client Status Different

Even in the event that a commercial sponsored program were cancelled for a Government broadcast, only the actual expense of operation for that program could be chalked up as business expense—not the revenue lost for that period—because the revenue was not station property

Kasper-Gordon Manual

Kasper-Gordon, Inc., has issued a manual containing literature concerning several of their transcription programs. The cover of the manual features a picture of Sigmund Spaeth, "The Tune Detective," and lists several of the Spaeth specialties. Also included is comprehensive literature concerning the transcription shows of "The Life of Winston Churchill," and "Twilight Tales," starring Elinor Gene.

KMOX Furniture Brochure

KMOX, St. Louis, has made use of a brochure to show how a St. Louis merchant was able to increase his gross sales by advertising on the radio. The station uses a light comic vein in listing usually dull statistics so that facts no longer are boring to a prospective client. The point KMOX makes is that, "there is no economic law that says a striking story of radio selling MUST be sour-ouss, solemn or dull."

The copy is written in jingle form and each jingle is accompanied by a characteristic O. Soglow cartoon which explains the jingle.

WBIG "Facts"

WBIG, Greensboro, N. C. uses a "fly" pointing out several salient factors concerning the market and advertising opportunities which WBIG offers. There is nothing elaborate in the set-up but sticks mainly to facts, such as: Larger payrolls, more population, more radio homes, larger farm incomes.

The name of the station dominates the facts listed.

on the back of street cars, practically doubling the effectiveness and "coverage" of this promotion.

Wheeling Steel To Air Safety Council's Award

Wheeling, W. Va.—The National Safety Council's Award for Distinguished Service to Safety will be presented to the Portsmouth Works of the Wheeling Steel Corporation, during the "Musical Steelmakers" program, Sunday, Dec. 13, at 5:30 p.m., EWT, over the Blue Network. E. A. Ellis, director of safety of the Wheeling Steel Corporation, will accept, on behalf of the Portsmouth Works, the award which will be presented by Ned H. Dearborn, executive vice-president of the Council.

until the scheduled program was presented. The whole thing involves no bookkeeping, since all operating expenses are chargeable to business expense.

Only one question remains yet to be settled—whether or not an advertiser could benefit under 23Q if he were to donate time for a Government program. Unofficially it is believed by a Bureau official that he could claim deduction if he or his firm were mentioned on the program.

Steady Winchell Sub Undecided By Jergens

(Continued from Page 1)

range of three Blue newscasters—H. R. Baukhage, John Gunther and Robert St. John—filling in for Winchell will be continued for the Sunday, December 13, broadcast. Plans beyond that are not definite.

Early idea of replacing the "Parker Family" with Hedda Hopper has not materialized. Deemed that in the scheduling proximity of Hopper, Hollywood commentator, to that of Jimmy Fidler would be bad programming, so "Parker" will continue until something else can be worked out.

Henry R. Luce On WNEW

Henry R. Luce, editor and publisher, will address the audience at St. Thomas' Church, in a testimonial to China, on Sunday, Dec. 13, and broadcast over WNEW from 4:15-4:30 p.m.

Stork News

Captain Wallace Beebe, former announcer for KIT, Yakima, is the father of a 6-pound, four-ounce son, named William Lewis. Beebe is stationed with the U. S. forces somewhere in the Pacific area.

Cincinnati—Lou Smith, baseball editor of the Cincinnati "Enquirer" and sports reviewer on WCKY, Cincinnati, is another addition to the ranks of proud fathers.

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES NOW 5000 WATTS

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

- 1 The feature boxes of newspaper radio program pages.
- 2 The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who On WEVD" . . . sent on request.

WEVD
117-119 West 46th St., New York, N. Y.

A
VICTORIOUS NEW YEAR
to every American!

Wnbc
HARTFORD
5000 WATTS
A GREAT RADIO STATION

Los Angeles

By JAC WILLEN

DICK JOY, KNX-CBS announcer and newscaster, has taken over two more newscasts. One is the 1:15 o'clock news sponsored by Thrifty Drug Stores Monday through Friday. The other is the 8:55 p.m. spot sponsored by McKesson & Robbins on Monday and Wednesday, by Smith Brothers on Thursday and by California Prune & Apricot Growers on Saturday.

Ralph L. Power Agency has sold its "Klondike" transcription saga of Alaskan gold rush days to the tune of 39 episodes to KFAR, Fairbanks, Alaska, where it will be sponsored by the Independent Lumber Company.

Harry Carey, the Western film star who is a large scale farmer in his own right, spoke for the farmers of the country when he addressed the Chief Executive as narrator on Arch Oboler's "To the President" broadcast of last Sunday. Contrary to original plans, Arch Oboler will not leave for the East right now but will remain in Hollywood, from which city the programs of December 13 and 20 will be presented.

Setting what is probably an all-time record for the number of performances by a band in one day, Kay Kyser and his musicians recently played 26 shows between 9 o'clock in the morning and 10 o'clock at night. This musical marathon took place in the San Francisco area and all the performances were played in military posts or in military hospitals.

Gordon Jenkins is the new musical conductor on Lionel Barrymore's "Mayor of the Town" program, replacing Leith Stevens, who resigned to join the OWI.

Joy Storm has been placed in charge of all Special Events and News broadcasts for the Western Division of the National Broadcasting Company, in Hollywood and San Francisco.

Billy Mills, musical conductor for Fibber McGee and "The Great Gildersleeve," is hobbling about the studios these days—sprained ankle with a mystery angle. "Footsteps in the Dark," Mills explains.

Elgin's CBS Xmas Show Gets Bette Davis, Hope

Bette Davis and Bob Hope are among the first artists signed for the Christmas Day two-hour variety program on CBS as the Elgin National Watch Company's second radio salute to America's fighting men everywhere. The Christmas broadcast, like its Thanksgiving predecessor, is to be heard on a coast-to-coast CBS network Dec. 25 from 4:00 to 6:00 p.m., EWT. Again, Don Ameche will act as master of ceremonies and team up with a Hollywood actress in a specially written skit. A 15-minute dramatic offering is being written for Miss Davis.

Lou Silvers, who arranged and directed the music for Thanksgiving, repeats this assignment on Christmas.

MAIN STREET

OL' SCOOPS DAILY

Bigtown Small Talk . . .!

● ● ● Ann Rutherford stars in the Philip Morris "Playhouse" again this Friday—the third time in four weeks. . . Francis Chase, Jr., taking a leave of absence from his government post (he was expert consultant to the U. S. Corps of Engineers) to take over the editor's seat on "Tune In," a soon-due radio mag. Chase authored last season's book, "Sound and Fury" . . . Jacques Renard returns to "Take It Or Leave It" this Sunday with the show airing from N. Y. again. What are the odds, incidentally, on Phil Baker appearing on both the Benny and the Allen show? . . . With Dave Rose in the Army Air Corps, his band stays intact on the Ginny Simms show with Cookie Fairchild inheriting the baton. . . Walter Compton getting a new commentating spot on Mutual. . . Joe Ripley subs for Tom Slater on "This is Ft. Dix" this Sunday with the latter in Washington arranging details on Bear-Redskins game. . . Diane Courtney will be N.Y.U.'s "Queen of the Prom" this year. It was Dinah Shore last year. . . Penny Singleton talking about not returning to the air in "Blondie" . . . The Ed Aaronoffs are expecting a little press agent in March. . . Sol Zait's missus, Lillian, assisting Jack Banner at WNEW. . . Street Scenes: Eric Von Stroheim, Hollywood's bad man, greeting Monte Woolley, the B'way beard man. . . Charles Boyer bucking the winds around Rockefeller Center. Boyer meets gales. . . Romo Vincent—Mr. Ten By Ten!

★ ★ ★

● ● ● Harry Wismer feels the war effort would be helped considerably if the following were assigned to the salvage drive: The irons all the guys in Lindy's are forever having in the fire. . . The stoves they use when they're "cookin' with gas" . . . The tin "which that ain't" . . . The brass of the better-known phoneys. . . The lead in the shoes of the fellow standing immediately ahead of you in line.

★ ★ ★

● ● ● Radio, for one reason or another, doesn't get the glamour build-up given the movies. You rarely hear of colossal contracts or fabulous salaries among the air performers. That's why it was interesting, to us, at any rate, to learn that there are more than a few actors—practically unknown to the general public—whose income hovers around the four figure mark. To prove what we mean, a prominent radio producer once approached Charlie Cantor and told him he could get him a program of his own for a thousand a week. Charlie thumbed through his little black book of radio dates for a moment and finally replied: "I'm sorry. I don't want to be a radio star. I can't afford it!"

★ ★ ★

● ● ● TICKER TAPE: It's practically certain that Kay Kyser will take his troupe overseas, paying all expenses himself. Details as to whether he gets a leave of absence from his show or whether he can be picked up from distant points still remain to be worked out. . . Janet Blair, former Hal Kemp vocalist and current movie starlet, gets the singing spot vacated by Mary Martin on the Bing Crosby show. . . Paul Dudley, producer of "Spotlight Bands," is 1-A. . . That Maria Manton, appearing in radio bits on coast shows, is Marlene Dietrich's daughter. . . Ted Weems and his ork say so long to radio on the "Band Wagon" this Sunday—and then go in the Merchant Marine. . . A new B'way show is in the making tagged "Automatically Yours" and is based on the Horn & Hardart kiddie hour. . . Hazel Scott going to the coast in Feb. for another picture. . . Wilbur Evans has been inked to a seven-year contract by David O. Selznick.

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

"VICTORY MATINEE," W 45-minute period of music, and comedy, returns to the 2 p.m., Saturday, Dec. 12. The again will feature Fran Allen, "Sister Emmy," Mary Ann Jack Fulton, Russ Brown, Yorgesson, Jimmy Hilliard's and announcers Eddie Dunn and Flannigan. The program will be Saturdays in connection with Treasury Department.

New business announced this by WJJD includes: American Journal, Chicago, through Brennan-Margulis, St. Louis, 15 minute programs weekly on "fast Frolic" for 13 weeks; Para Hosiery Co., Lexington, N. C. Sieb's Hatchery, Lincoln, Ill., the Shaffer-Brennan-Margulis, three minute programs weekly on "Breakfast Frolic" till forbid; W New Church Union, Chicago, 15 minutes weekly for 52 weeks; Fox Brewing Co., Chicago, the Schwimmer & Scott, Chicago, 15 minutes weekly till forbid; Food Mills, Chicago, through Duffy, Inc., 12 announcements weekly for 13 weeks.

Five naval aviators back Guadalcanal and the Solomon Islands will be heard on "The First Line" cast over WBBM-CBS from Chicago tomorrow, from 9-9:30 p.m.

The William Wrigley, Jr. Company has renewed its current Thursday night CBS time period featuring "First Line" program for a full effective Dec. 31.

Arlene Harris is in town for appearances on NBC's "Plan Party" and Whitey Ford, ex-star of the show, is packing for his tour of servicemen's outposts.

DON DOUGLAS

Actor - Announcer



Thanks

to

WMCA

for a

Pleasant

2½ Year

Association

NOW FREELANCING

Narration, Heavies, Straight Character, Comedy, All Dialects

Recent Experience Includes:

"American School of the Air," "Live Forever," "Report to the Nation," "March of Time," "Prescott Presents," "The Commandos," "Five Star Film," "Prudential Hour," "Don't You Believe It."

Exchange
LEx. 2-1100

Reg. Str.
LA. 4-120

day, December 9, 1942

RADIO DAILY

Discuss New Music "Threat" At District Meeting Of NAB

(Continued from Page 1)

yesterday morning's period, running over considerably into the time which was to have been devoted to a discussion of sales activities. The presence of representatives of all the major transcription library services, with exception of World Broadcasting, gave the meeting a different slant from that which prevailed at the other districts. Transcription execs, taking the matter in their own hands, adroitly and diplomatically, out none the less emphatically, told the broadcasters that they would have to play along with the recorders (maintaining subscriptions, etc.) because it might become necessary for the ET firms to cancel those tunes clearing through Harry Fox, agent and trustee for the publishers in the matter of mechanical royalties. All were agreed that the impact of this change in catalogues together with the dwindling supplies of new releases would not reach its climax in affect on stations for another while. Broadcasters were warned, however, that they must be patient and expect these curtailments.

Disk Men Irate

Transcription reps told RADIO DAILY at the conclusion of the meeting that unless the MPPA agent changed his mind about trying to invoke a \$5 raise and obtain \$15 per tune, they would remove those Ascaph tunes from their catalogues, and then proceed with individual negotiations with the publishers, circumventing Harry Fox completely. Reported that several of the publishers have been sounded out on this and that they were cordial to the negotiations. Opined that with the resumption of recordings, transcription firms would have no difficulty making the individual deals.

Consensus declared that Fox was operating on the premise that in view of the recording ban the recorded backlog of the transcription firms would place him in the advantageous bargaining position for the license renewals. Three of the largest services said that the tunes clearing through Fox were not an important segment in their catalogues and that their removal would not jeopardize the quality of transcription service.

See Warner Pacts Okay

Several of the spokesmen pointed out to RADIO DAILY that they had no intention of scrapping the fine contract made last year with Herman Starr for the Warner Bros. music catalogue. Deal there was on a three-year basis, and cost per tune came down to \$9.50 a year. Favored nations clause would require that the firms pay \$15 for these if they accepted that price from Fox, and execs said they had that much business acumen to hold on to a good bargain when they had it.

MPPA's demand for increased fees was tossed out to the broadcasters as the denouement in a drum-beat

for BMI staged by M. E. Tompkins, v.-p., and Carl Haverlin, station's relation manager. Haverlin levelled a barrage of criticism at the broadcasters for their growing indifference to BMI tunes, and warned that by such conduct they were jeopardizing the very weapon with which they had licked Ascaph and with which they could hope to keep the music situation fairly well in hand.

One-Year Pact Compulsory

Haverlin said that already there was evidence of another musical noose forming around the neck of the industry, and he brought on the new demand of the MPPA. (Demand is not only for the \$15, but insistence on only a single year's contract.)

"Are any of you so naive as to believe that without this competition provided by BMI you will be safe?" Haverlin asked rhetorically.

Reported to RADIO DAILY later that attempts to negotiate contract renewals with Harry Fox early in the fall were neglected by the MPPA agent, transcribers interpreting the policy as "squeeze" play which heightened as the deadline approached. Trade appeared unanimous however, that it would be less trouble to delete than to go through costly contracts.

Kaye Sums Up AFM

Sydney Kaye, NAB counsel, summed up the Petrillo situation, indicating that the Steering Committee was now waiting for the Senatorial investigation which has been moved up to January 12 and which has promised to call Petrillo as the first to testify. Kaye admitted disappointment in the reluctance of any of the transcription firms to submit for a litigation in New York state.

C. M. Finney for AMP, Cy Langlois of Lang-Worth Feature Programs, and Milton Blink, for Standard Radio, were unanimous in their expressions that some relief would have to be provided because the firms could not out-wait Petrillo, though the NAB strategy has been based on waiting. Finney urged abstinence from derogatory publicity against Petrillo, declaring that "headlines which are derogatory to the opponent are only reactionary." Langlois pointed out that the 50,000-watters would have to pitch in to help the 250-watters survive in this struggle.

C. Lloyd Egner, representing NBC Theasaurus; Leonard D. Callahan, SESAC, addressed the group on the music situation also.

Substitute For Col. Isker

Major General Edmund B. Gregory, Quartermaster General of the U. S. Army, will replace Col. Rohland A. Isker, originally scheduled to speak today on the one-time commercial broadcast featuring Mrs. Franklin D. Roosevelt and sponsored by the Council on Candy as a Food in the War Effort over the Blue Network.

AGENCIES

ZENN KAUFMAN, of Stag-Finch Distillers Corp., will deliver an address next Monday before the students of the Advertising and Selling Course at the Advertising Club. It is scheduled for 6:15 and will be titled "How Showmanship is Selling Works in a Wartime Market."

ALLAN E. BACKMAN, of the National Better Business Bureau, spoke last night before the Survey of Advertising Course conducted in the Biltmore Hotel by the Advertising Women of New York.

BRESNICK & SOLOMONT, Boston advertising agency announces that the starting date for the Federal Savings Show on the New England Regional Network is Dec. 20, a week later than originally announced.

HOWARD & SHELTON, HARRY McNAUGHTON and LULU McCONNELL, featured on "It Pays to Be Ignorant" over WOR, will give an adaptation of their program at the Celebrity-Forum Luncheon of the Advertising Club today.

MARION HARPER, JR., director of the copy research department of McCann-Erickson, delivered an address yesterday at the meeting of the American Marketing Assn., which was conducted in the Hotel Sheraton.

Glamorous

FUR COATS

for

GLAMOUROUS

RADIO

ACTRESSES

(DISCOUNT TO THE PROFESSION)

See Mr. Blossveren personally and he will see that you get the best value in town.

On the Mezzanine
30 Rockefeller Plaza
B. BLOSSVEREN'S
SONS, INC.
Furriers

EST-ING

HE MENJOU, on the Abbott Cello program, tomorrow (BC, 7:30 p.m.).

ETH PATTERSON, character of the stage and screen, "Double or Nothing," Friday (WABC-CBS, 9:30 p.m.).

and JOHNSON, COR-TIS SKINNER, ROLAND and LEW LEHR, on the "Hour," Friday (WABC-CBS, 9:30 p.m.).

M L. SHIRER, author of "Mary" and correspondent for "Information Please," Friday (WABC-CBS, 8:30 p.m.).

LORRE and ANN RUTHER- an adaptation of "Crime and Punishment," on the "Philip Morris," Friday (WABC-CBS, 9:30 p.m.).

CHY GORDON, national children's programs for the "Let's Pretend" program, (WABC-CBS, 11:30 a.m.).

ICA LAKE, on Bill Stern's "Newsreel of the Air," Saturday (WABC-CBS, 10 p.m.).

BERON, and WALTER on "Soldiers with Wings," (WABC-CBS, 10:15 p.m.).

IRWIN, featured on "Mrs. Sycamore," on "The Theater of Today," Saturday (WABC-CBS, 12 noon).

R BLAIR, author of "Horse America," on "Of Men and Women," Saturday (WABC-CBS, 2:05 p.m.).

HASE, author and comedian; JUL GALLICO, sports writer; TOM NOBLE, art director of the London "Daily Sketch," MARY FERGUSON, comedian on BBC, on the two-way "You and Me" broadcast of the "You and Me" program, Sunday (WABC-CBS, 11:30 p.m.).

D COLMAN, on the "Radio Digest," Sunday (WABC-CBS, 11:30 p.m.).

Advt. Debut; Time Over WABC

Co., Inc. of New Jersey, has never before advertised on any medium, is now a client of the local CBS outlet. Client is WABC's "Arthur Godfrey" for its campaign in the New York area. The commercials are for its boiler-cleaning compound. It appears in the daily-except-Sunday Arthur Godfrey show Mondays, Tuesdays and Fridays from 7:00 to 7:30 p.m., EWT.

was placed direct.

NBC Sets Assignments For Correspondents

(Continued from Page 1)

filled by Robert St. John, former NBC London reporter and for many years a foreign correspondent in Europe.

Beatty, who during his long experience in Washington was close to the War Department, will broadcast daily to this country from England, giving to American listeners a word picture of the swiftly-moving war situation.

Richard Harkness, formerly of UP and the Washington bureau of the Philadelphia "Inquirer," has joined the staff of NBC in the Nation's Capital. Carey Longmire, formerly European correspondent of the "Herald-Tribune" and more recently a news commentator on WEAf, has been transferred from New York to the Washington staff.

Dreier to Chicago

Alex Dreier, who has served NBC in Berlin and London, is returning to Chicago, where he will resume his daily broadcasts for the Skelly Oil Co., starting Dec. 14.

Edward R. Wallace, NBC news editor in New York, has been assigned to Sydney, Australia, while Elmer W. Peterson, who has covered warfare in Spain, China, Norway, Poland, Finland and the Balkans, has been engaged for the NBC London staff to succeed John MacVane, presently attached to the North Africa headquarters of Gen. Dwight D. Eisenhower.



To The Colors



BOOKER JONES, formerly of WLVA, Lynchburg, engineering staff is now a private in the Marines training at Parris Island.

—vvv—

BOB MAYO, WOR Account Executive, and ALVIN FLANAGAN, producer-director will enter the Army shortly.

—vvv—

RAYMOND F. SCHNEIDER, former announcer at WWSW, Pittsburgh, is now a major in the 5th Tank Destroyer Division in Camp Hood, Texas.

—vvv—

JAMES MORAN, former engineer at KMOX, St. Louis, has been commissioned a Lieutenant (Sr. Gr.) in the U. S. Navy. He takes over his new duties at the University of Arizona.

—vvv—

HAROLD ROHDEN, former staff announcer of WWNY, Watertown, is now a member of the U. S. Army Air Corps, stationed at San Antonio, Texas.

—vvv—

PVT. CHARLES CRIST, local news editor at WGN, Newburgh, is now at Fort Monmouth, N. J. preparing for officer's training.

—vvv—

LAWRENCE FIELD, of Edward Petry & Company, Inc., New York station representatives, off for the U. S. Army Service of Supplies with the rank of Lieutenant

ERIC LUND, has left WLVA, Lynchburg, Va., to enter the Army. BILL LOREN, formerly WLVA announcer, is now a member of the Paratroops. LYLES BYNUM, of the WLVA, engineering staff is now a sergeant in the Signal Corps. MAYNARD M. DUVALL, WLVA, engineer, is awaiting call from the Signal Corps.

—vvv—

TED TAYLOR, announcer at WFDF, Flint, Mich., has enlisted as an air cadet.

—vvv—

PETER STEELE, WOR Mutual, N. Y., commercial continuity editor is now an ensign in the Navy.

—vvv—

BILL PEREGRINE, of the guest relation staff of KOA, Denver, enlisted in the Army Signal Corps.

—vvv—

TOM WILSON, former KOA, Denver, staff member has been promoted to lieutenant, (junior grade) in the Naval Air Corps.

—vvv—

ALLEN PRESCOTT, of the Blue Network has left for the Indoctrination School of the Naval Aviation Service with the rank of lieutenant (senior grade).

—vvv—

ED GRECCO, engineer of WHN, N. Y., has been appointed warrant officer in the U. S. Navy and reports to Texas for his assignment.

Advertising Problem Closes NAB Session

(Continued from Page 1)

Association of National Advertisers. Other guest speaker was H. tenborn, commentator, who summarized the military situation. Entertainment feature of the luncheon was a round table skit, taken "Information Please," with a Fred Allen's comedy character staff" provided by members Radio Executives Club.

Sales Session Lengthy

The sales activities session, started in the morning, and ran late in the afternoon again, chaired by Charles Phillips, man of the Sales Managers' Committee. Lewis Avery, NAB director of Broadcast Advertising, guided the presentation and discussed the Retail Promotion Plan, and advertising topics. Thus far reported that there were 201 stations signed up for the Plan, and 100 were needed to make it a go. Additions were expected by the end of this month, and if obtained, set the plan in operation by January. During the discussion, it was clear that Sheldon Coons, the Consultant who was drawing up the briefs, would personally conduct a clinic session with the heads of chain stores such as Sears, Roebuck & Co., J. C. Penny, and others so the plan would "be sold at the top." New York, WABC, WEAf and were reported signatories to the Highlight of Avery's presentation. The plan stressed the device means of varying the range of advertisers, so that "all the advertisers eggs will not be in two baskets—foods and drugs."

Paul West's luncheon address "Realities of the Situation," urged broadcasters to emerge from their fool's paradise in which they have been sheltered, to the realization that advertising would help recapture the human equation that it no longer could be used as a voice of business but it had to be used to help society adjust its social and economic adjustments more readily.

REC Sketch

The REC skit was moderated by Murray Grabhorn, of the Blue Network, and staffed with "experts" including Carlos A. Franco of Your Rubicam; Walter Duncan of WJZ; John Hymes of Lord & Thomas; Elizabeth Black of the Joseph Katz and Linnea Nelson of the J. W. Thompson Co. Bob Eastman of spot sales, performed in the "staff" take-off. Gags and straight were mixed in the mild trade lamping and quizzing provided by feature which helped to attract other members of the REC club to the luncheon session.

Meldrum On Advt. Council

Douglas Meldrum, for 20 years executive of N. W. Ayer & Sons in this country and abroad, has joined the staff of the Advertising Council, Inc., as project director.

TODAY-12:30

Luncheon of the

RADIO EXECUTIVES' CLUB

OF NEW YORK

at the Loyale

521 Fifth Ave., New York City

UNITED PRESS DAY

—•—

ROBERT BELLAIRE—(Tokio Bureau Manager) Interned by Japanese after the attack on Pearl Harbor, and returning on the exchange ship Gripsholm, will discuss his personal experiences before and during internment.

VIRGIL PINKLEY—(European Manager of U.P. Associations) Just returned from a trip around the world, has covered more fighting fronts than any other American correspondent, according to U.P.

Come on down. All radio people welcome—every Wednesday at 12:30. Bull Ring Bar. Play Bingo for U. S. War Stamps. Members \$1.00—Guests \$1.50

Tele Society Asks Webs To Continue Live Shows

Norman D. Waters, president of the American Television Society, in a letter to heads of NBC, CBS, Philco, and other networks and licensees stressed the importance of continuing television experimentation with "live" programs. He viewed with alarm the tendency of some stations to use the limited time on the air for motion pictures.

Waters regards television as a pilot industry for post-war reconstruction, and that "both government and business have an obligation to the boys at the fighting fronts, to do everything possible to be prepared for the transition" when the crisis is over.

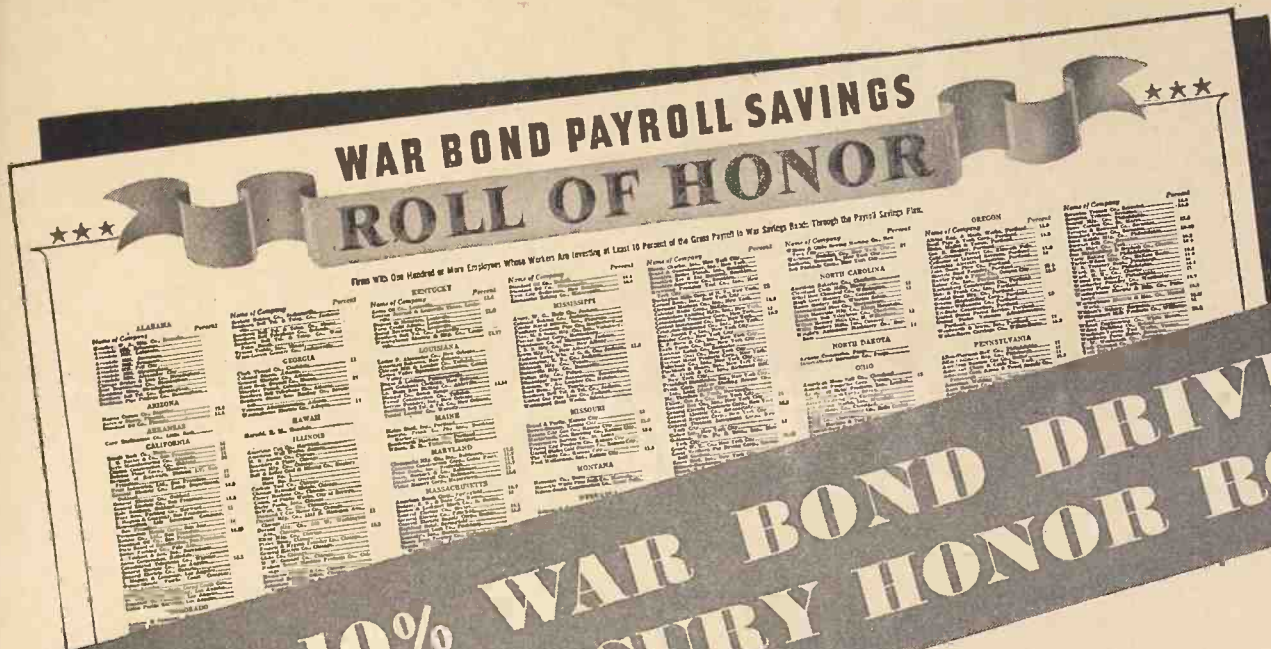
Wedding Bells

Beverly Berry, who formerly assisted Edmund Linehan at KSO-KRNT, Des Moines was recently married to Lt. Charles Reynolds.

Mary Little, Radio Editor for the "Register and Tribune," and publicity Director for KSO-KRNT, Des Moines, has been married to Lt. Ray Spatz.

Announcer, Bill Howard, WSPD, Sarasota, Fla., has been married Thanksgiving Day to Jane Southwick of Cleveland.

Elaine Butz, secretary to Dave Young, KHJ, production manager has been married to Ralph Spurrier of Los Angeles. She will continue her work at KHJ.



The eyes of all America are upon the United States Treasury Roll of Honor appearing in the "Payroll Savings News." For copy write War Savings Staff, Treasury Department, Washington, D. C.

NEW 10% WAR BOND DRIVES SWELL TREASURY HONOR ROLL

HOW TO "TOP THAT 10% BY NEW YEAR'S"

Out of the 13 labor-management conferences sponsored by the National Committee for Payroll Savings and conducted by the Treasury Department throughout the Nation has come this formula for reaching the 10% of gross payroll War Bond objective:

1. **Decide to get 10%.**
It has been the Treasury experience wherever management and labor have gotten together and decided the job could be done, the job was done.
2. **Get a committee of labor and management to work out details for solicitation.**
 - a. They, in turn, will appoint captain-leaders or chairmen who will be responsible for actual solicitation of no more than 10 workers.
 - b. A card should be prepared for each and every worker with his name on it.
 - c. An estimate should be made of the possible amount each worker can set aside so that an "over-all" of 10% is achieved. Some may not be able to set aside 10%, others can save more.
3. **Set aside a date to start the drive.**
4. **There should be little or no time between the announcement of the drive and the drive itself.**
The drive should last not over 1 week.
5. The opening of the drive may be through a talk, a rally, or just a plain announcement in each department.
6. Schedule competition between departments; show progress charts daily.
7. Set as a goal the Treasury flag with a "T."

AS of today, more than 20,000 firms of all sizes have reached the "Honor Roll" goal of at least 10% of the gross payroll in War Bonds. This is a glorious testimony to the voluntary American way of facing emergencies.

But there is still more to be done. By January 1st, 1943, the Treasury hopes to raise participation from the present total of around 20,000,000 employees investing an average of 8% of earnings to over 30,000,000 investing an average of at least 10% of earnings in War Bonds.

You are urged to set your own sights accordingly and to do all in your power to start the new year on the Roll of Honor, to give War Bonds for bonuses, and to purchase up to the limit, both personally and as a company, of Series F and G Bonds. (Remember that the new limitation of purchases of F and G Bonds in any one calendar year has been increased from \$50,000 to \$100,000.)

TIME IS SHORT. Our country is counting on you to—

"TOP THAT 10% BY NEW YEAR'S"



Save with War Savings Bonds

This space is a Contribution to America's All-Out War Effort by RADIO DAILY



Coast-to-Coast



RAY EDWARDS, formerly of WKBN, Youngstown, has been appointed program director of WKST, New Castle. Allen Freed, starts his new duties in the continuity department. Peggy Boughter is now handling the music department besides doing a good job announcing.

The salaries received by sports announcer Harry Wismer, and his "color" assistants, Russ Hodges and Jack Dreese, for the broadcast of the championship football game between the Chicago Bears and the Washington Redskins to be broadcast exclusively on KHJ-Mutual Don Lee, Dec. 13, will be turned over to one of the service's relief societies.

Recent additions to the staff at CKOC, Hamilton, includes J. W. Linklater to the sales department. He was formerly with "Iron Fireman." Doris Clancy has joined the CKOC production department, at one of the continuity desks, and Gordon Barber has come into the studio from the transmitter, to take over servicing and general up-keep of studio equipment.

Lyle Engel, editor of Song Hits Magazine, will appear on the WOR "Double or Nothing" program on Friday, Dec. 18th to present baritone Frank Forrest with the Song Hits Award of Merit for his "outstanding radio performances during 1942." And on Tuesday, Dec. 22nd, Engel will again make a presentation via the air-planes—this time to the "Korn Kobbler" on their WJZ-Blue Network program from Rogers Corner—for being selected as "the outstanding novelty band of 1942." These awards are a result of a poll among the millions of reader of Song Hits magazine!

Rev. Charles Graves, public service counselor of WDRG and W65H, Hartford, has just started a new series of discussions over W65H, entitled, "Plain Talk." The talks are heard for 15 minutes each Sunday night. WDRG, Hartford, has been asked by farm officials of a neighboring state, Massachusetts, to broadcast Hampden County agriculture and home economics news of that area, although it is more than 30 miles away. The editor of the weekly news bulletin, D. T. Donnelly, in requesting the unusual service, said the station's coverage and listening audience in the county was excellent. WDRG will use the items where possible.

1 9 4 2													
BIRTHDAYS													
17	18	19	20	21	22	23	24	25	26	27	28	29	30
December 9													
Marilyn Brandt						Willard Butler							
Eddie Dowling						Olive Wise Floyd							
Jerry Lesser						Freddy Martin							
Bob Murray						Linnea Nelson							

WMCA, N. Y., has installed a unique "fire trap" to keep brush fires away from its transmitter on the meadows at Kearney, New Jersey. A fire the other day jumped a four lane highway and was promptly stopped by the trap a short distance from the transmitter house.

WTAD, Quincy, Ill., has widened its news coverage by taking the AP radio news wire from Press Association, Inc., radio subsidiary of the AP.

The demand to participate in "The Neighbor Lady," WNAX, Sioux City, Yankton grew to such proportions that it's been moved from a fifteen-minute morning shot to 30 minutes at 3:00 p.m. "Neighbor Lady" recently made available to her listeners a resume of the year's work at 25 cents per copy; to date there have been 5,000 sales.

The longest remote of WWNYY, Watertown, N. Y. was recently made when the White Plains-Watertown High School football game was broadcast direct from the White Plains stadium by Tommy Martin, station manager and Jack Case, sports commentator of WWNYY. The remote of 350 miles was handled by W. Howard Risley of the engineering staff. The final game of the football season was sponsored by the F. W. Woolworth Company in Watertown.

Craig Lawrence, vice-president of the Iowa Broadcasting Company and station manager of KSO-KRNT, Des Moines, is celebrating his tenth anniversary with the company this month. He was named station manager in April when Major Luther L. Hill was assigned to the Army Air Corps. Eunice Doty, of the Promotion Department, resigned to join her husband, an instructor at Quantico Marine Base. Blythe MacFarland has been named head of the Mail Desk.

Seven broadcasts, including two remotes direct from Convention Headquarters, highlighted WTOL, Toledo, coverage of the National Meetings of the American Vocational Association in Toledo this week. Broadcasts were arranged through Harry Lamb, Superintendent of Radio Education in the Toledo Public Schools, and brought such national figures to WTOL microphones as J. Clyde Marquis, Advisor, Office of Foreign Agricultural Relations of the Department of Agriculture; Harry A. Jager, head of the Occupational Information and Guidance Service, U. S. Department of Education, and Miss Augusta Clawson, Special Agent in War Production Training for Women.

WCCO, Minneapolis, did its Christmas shopping—and mailing—early this year. On Dec. 2, packages went out to eighteen boys, former members of the WCCO staff, who are now in the armed services. Each package contained: a carton of the brand of cigarettes each boy smokes; a jar of hard candy; a can of Planter's Peanuts; a can of leather polish; an Ivo stick; and two packages of gum.

Rush Hughes, KWK St. Louis, announcer appeared as speaker at a luncheon meeting of the Women's Advertising Club recently. His topic was "Advertising to Women by Radio." Bob Richardson, "Wartime Motor News" reporter, has turned his program of news of the automobile world into a service to present car owners. On three of the four Saturdays preceding December 1, the gas rationing deadline, Richardson had as his guest speaker Wm. H. Bryan, Rationing Officer for the state of Missouri. Bryan discussed and answered questions which had been sent to both his own office and to Richardson's program which dealt with gas rationing for passenger cars.

George Lasker, general manager of Boston's station WORL, announced that Joseph F. Dinneen, author and columnist of the Boston "Globe" has been signed by the Royal Crown Cola Company for an unlimited series of newscasts which will be heard five times weekly Monday through Friday at 5:00 P.M. over station WORL. Dinneen's ten-minute airings commencing Dec. 14 will be known as "Spilling the Beans."

Sally Martin, formerly with Station WOKO, is now heard on WGY, Schenectady's "Woman's War Forum" and does a fashion show for WSNY, Schenectady. Jim Corey, chief engineer of Station WABY, Albany, combines two hobbies by taking movies of the movie she receives via television. At the age of 12, Joey George was presenting his songs on WOKO's Albany children's program, but today he is a master of ceremonies and a pleasing song stylist. George appeared on Forrest Willis' Solomon Furs show last week and returns in another guest appearance this week.

The Northern New York Trust Company, largest commercial bank in Northern New York, has signed with WATN, Watertown, N. Y., for four 5-minute Associated Press newscasts a day, Monday through Saturday, for a year. The bank has also signed for a one-hour Christmas program of a goodwill, institutional nature. The broadcast will originate in the lobby of the bank, featuring a 45-voice mixed choir under the direction of Charles Burmaster, and a string ensemble under the direction of Patsy Brindisi, Secretary of the AFM Local in Watertown. Bernard A. Gray, President of the Northern New York Trust Co., will broadcast a Christmas message during the program.

Mildred Bailey played detective through her "Modern Kitchen" program heard over WTAG, Worcester. She found the daughter of the founder of the famous dainties, "Rockwood Chocolate Bits" by answering a letter from Mrs. Melinda Rockwood Abbot requesting a copy of the Rockwood recipes. Promoted by the program, Mildred offered the information that the writer's father had started the business in 1883.

New member of the WIND, announcing staff is Lee Neal, from the West Virginia Network and Charleston. He comes to the station WPAR, Parkersburg, where he was editor.

WPIC, Sharon, Pa., newscastence took a big jump when of the local Westinghouse plant installed a radio in the torium where many of the their lunch. It is estimated the five hundred workers now broadcast noon news broadcast.

Radio editors of the United States Canada have chosen Sheelah commentator heard nightly from WCLE, Cleveland, on the Mutual work, as one of this country's women news commentators. Miss selection was the result of a conducted by "Motion Picture Daily." first such recognition she has since she started her current on the network last September 28.

WAAT, Jersey City, brought Jean E. Malin to its microphone other day to answer questions concerning WAAC activities. Lt. is recruiting officer for the W Auxiliary Corps, and is station Newark. She is a graduate first Officer's Candidate School WAAC's.

WFIL, Philadelphia, gave its a break on Tuesday when the aired the facts on state tax reduction hours and fifteen minutes before was officially given. Dr. Glenn O. newly elected president of the Pennsylvania Economic League gave the down on a possible seventy-five dollars reduction in the total amount Pennsylvania's taxes.

WNEW Lists Renewals And Pacts For Film

Two renewals, two motion picture spot campaigns and two news spot schedules has been consummated by WNEW.

Kathryn Craven's "News Through A Woman's Eyes" has been renewed by Rogers Department Store, for additional 16 weeks, starting December 11, through Callo, McNamara, Schoenieck. Lucky Strike Cigarettes sponsoring the "Make Believe room" across the board from 6:45 p.m. for almost a year, has renewed for 13 weeks, effective at through Lord & Thomas.

In two motion picture studio contracts, RKO Pictures will sponsor schedule of spot announcements "The Cat People," at the Rivoli Theater, and Paramount Picture Company behalf of "Palm Beach" by Donahue & Co. placed the schedule; Buchanan & Co. handling Paramount.

Two newspaper deals include "The Newark American" and the Newark Ledger.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 47

NEW YORK, N. Y., THURSDAY, DECEMBER 10, 1942

TEN CENTS

OWI Gives Disk Status

Cites Likelihood Radio Appearances

that OWI director Elmer Davis eventually begin a regular series of broadcasts seemed brighter when Davis told a Capital Conference "the addition of William J. Donovan" to handle Navy contacts might help him to find the time for his broadcasts. After he has swung into his new job he may be able to get into broadcasting, he said. "I know," he said, "It is just a question of pressure of work that will drop it."

Discussing the program he might do.

(Continued on Page 6)

Not Accounts Debut Participants On WABC

De & Palmer, Inc., and Charles E. Palmer, Inc., announce they have their first advertising campaign on CBS' New York City WABC effective today. Sponsors scheduled participation each day on Adelaide Hawley's six-week "Woman's Page of the Week" participations on the program, from 8:45 to 9:00 a.m., EWT.

(Continued on Page 2)

AC To Paul H. Raymer Effective Next Monday

near, Mass.—Paul H. Raymer has been appointed exclusive national sales representative for WABC in this city, effective next Monday. According to announcement by Edward H. Raymer, managing director of the WABC firm replaces Edward H. Raymer as the national rep.

Ornation Party

Chicago—Three hundred and fifty children will take over studio WABC on Monday, Dec. 31 for the annual Christmas Party of "Ornation Hour" and will participate in the broadcast by singing "Jingle Bells" and "Joy to the World." Percy Faith, orchestra leader, is arranging a Christmas program of instrumental music for the youngsters.

Reasons Why

H. V. Kaltenborn never calls a formal meeting of the "20 Year Club" for these reasons: Poor members would want a pension fund; rich members would want to pay dues; the socially minded to reform broadcasting; charter members to write by-laws. It assured of no such demands, next meeting April 4, 1943.

See Station Personnel Subject To U. S. Raids

Washington Bureau, RADIO DAILY

Washington—Possible future raids on broadcasting personnel are in prospect, as a result of the increasing manpower shortage. Even though broadcasting is considered one of the essential industries, along with other communications services, a top manpower official yesterday confirmed reports that a system of personnel priorities among the essential industries may be set up. Actually, such a priorities system has been in un-

(Continued on Page 6)

Aid For Small Outlets Still Studied—Cowles

Washington Bureau, RADIO DAILY

Washington—"We haven't yet looked into the problem of small stations, and so can't now predict what action, if any, we might take to help them," Gardner Cowles, director of the OWI Domestic Branch, told RADIO DAILY yesterday during a discussion of his remarks concerning aid to

(Continued on Page 2)

Reports Sizeable Savings In Doing Own Recordings But Mentions Possibility Of ET's Made Outside Later On

Religious Shows Gain; War's Influence Noted

A tendency to inject religious feeling in more programs, and to present more one-time religious feature broadcasts on the networks is evident during this year that the United States has been at war. In a few cases, the networks have added some regular religious programs, but throughout this phase of programming, the networks, as well as the religious organizations have been

(Continued on Page 2)

New Blue Web Affiliates Bringing Total To 146

Effective Jan. 1, WMOB, Mobile, Ala., will become affiliated with the Blue Network as a member of the South Central Group, bringing the total number of Blue affiliates to 146.

WMOB, owned by S. B. Quigley, operates full time with 250 watts

(Continued on Page 2)

Resume "F.O.B. Detroit" Over CBS Network Sat.

Detroit—The "F.O.B. Detroit" program will be resumed over WJR and the entire Columbia network on Saturday, Dec. 12, at 3:00 p.m. (EWT).

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Pointing to a saving of \$8,000 for October through use of OWI's own recording facilities for its Overseas Branch, Elmer Davis, director of the OWI, has assured Hugh A. Fulton, Truman committee counsel, that use of these facilities means an expenditure by the Government of "less than 50 per cent of the cost" under Treasury department contracts, generally used as standard for Government agencies. The Truman committee had inquired into

(Continued on Page 5)

CBC Rules On ET's Of Shows, Speeches

Montreal—The Board of Governors of CBC "has agreed that no program or speech will be permitted which by means of a mechanical reproduction achieves indirectly or by evasion what a ruling of the corporation prohibits," it was announced last night after a two-day board meeting. The announcement said the Board had

(Continued on Page 3)

WBIG In Phila. Quarters Beginning Next Thursday

Philadelphia—Next Wednesday WBIG moves its studios and offices from the current Glenside location, to new quarters on Walnut Street here. The station will sign off from

(Continued on Page 2)

Returned UP Correspondents Give Lowdown on East to REC

Foster May Opens Office As Agency And Producer

Omaha—Foster May, WOW news commentator for many years before he resigned to make an unsuccessful race for the United States Senate in November, has become a free-lance radio producer with his own agency, Foster May Radio Productions. He

(Continued on Page 2)

Importance of the difference in the national mind and way of thinking between the Japanese and the Americans as the underlying factor in the current war and later peace achievements was forcefully presented to an overflowing audience at yesterday's luncheon meeting of the Radio Executives' Club by Robert Bellaire who had managed the Tokyo Bureau of the United Press at the outbreak of

(Continued on Page 2)

Made Good

Washington—William Grayson, "Sunday Symphony" announcer at WINX really complained himself into the job. Recently he was listening to the program and then wrote a nasty letter, about the announcer. His answer was in part "can you do better?" Grayson took a whack at it and as a result of the challenge made good.



Vol. 21, No. 47 Thurs., Dec. 10, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, 203 North Wabash Ave. Phone State 7596. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Wednesday, Dec. 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	129 3/8	128 5/8	128 5/8	+ 5/8
CBS A	14 1/2	14 3/8	14 1/2	+ 1/8
CBS B	14 3/8	14 3/8	14 3/8
Crosley Corp.	7 1/4	7 1/4	7 1/4
Gen. Electric	29 1/2	28 3/4	29	+ 1/8
Philco	11 1/2	11 1/4	11 1/2	+ 1/8
RCA Common	4 1/4	4 1/8	4 1/8	+ 1/8
RCA First Pfd.	57 3/4	57 3/4	57 3/4
Stewart-Warner	7	7	7
Westinghouse	77 3/4	77	77 1/4	+ 3/8
Zenith Radio	18 3/8	18 1/2	18 3/4	+ 1/2

NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	17 1/2	17 1/2
Farnsworth Tel. & Rad.	3 1/4	3 1/2
Stromberg-Carlson	5 3/8	6 3/8
WCAO (Baltimore)	18	22
WJR (Detroit)	19	..

OVER THE COUNTER

Resume "F.O.B. Detroit" Over CBS Network Sat.

(Continued from Page 1) series being a report to the nation from the "Arsenal of Democracy." Poet, Edgar Guest, will be featured on the first program. Show was off the web temporarily to make way for the football season.

Foster May Opens Office As Agency And Producer

(Continued from Page 1) said he will be independent of any individual station. May's first show will start Sunday. It's a half-hour "news and view" program, commercially sponsored, over a midwest network.

Sound Studio Opens Today

Washington—Formal opening of Sound Studio, Inc., will take place this afternoon at a reception presided over by Robert J. Coar, owner. Recording enterprise is the capital representative for Muzak and General Sound Corp., and represents the most modern equipment.

Aid For Small Outlets Still Studied—Cowles

(Continued from Page 1)

small stations. Earlier, during the course of Elmer Davis' press conference, Cowles had indicated that OWI was interested in the problem and will "look into it."

Referring to FCC reports that some small non-network stations in the Rocky Mountain area are in bad financial condition, Cowles told reporters "we are looking into it and we are also asking the advertising council to study the situation with us." He later told RADIO DAILY that he hoped to "be able to discuss the matter with Chairman James Lawrence Fly of the FCC within four or five days."

Iowa Business "Excellent"

Cowles, who is president of the Iowa Broadcasting Company, which operates several stations in that state, reported that business there is "excellent." He said also that he is doubtful that there are very many stations in severe financial difficulties, and predicted that "a survey will show that they are very few."

Lunt, Fontanne, Bankhead Saluting Russia On MBS

Three prominent stars of the American theater—Alfred Lunt, Lynn Fontanne, and Tallulah Bankhead—will appear in a special program over MBS on Sunday Dec. 20, from 3:30-4 p.m., paying tribute to a gallant Red Air Force hero, as their contribution to the celebration of "Thanks to Russia" month.

The three artists will appear in "The Story of Captain Gastello," by Norman Rosten and Millard Campbell, based on the true story of a Russian aviator, Captain Nikolai Frankovich Gastello. Material used was drawn from actual letters received from the captain's wife, father and mother. The People's Philharmonic Chorus under the direction of Max Helfman will sing Bogaslavsky's "Beloved City."

The program will be presented under the auspices of the Russian War Relief Association.

Two Spot Accounts Debut As Participants On WABC

(Continued from Page 1)

are for Dryden & Palmer's "Gravy Master" Seasoning. Samuel Croot Company, Inc., handles the account. Charles Gulden, Inc., through Charles W. Hoyt Co., Inc., has bought time on WABC for a new program titled "Musical Appetizer" Wednesdays and Fridays from 11:00 to 11:45 a.m., EWT. The program, beginning January 6, 1943, is to present records and transcriptions. Gulden's Mustard is the product to be advertised.

June Aulick "Garden" Guest

June Aulick, publicity writer in the press department of CBS, will drop pencil and Roget this Saturday to appear as guest on the program she so often has publicized—the "Garden Gate," which will be broadcast over the network from WABC at 9:30 a.m.

Religious Shows Gain; War's Influence Noted

(Continued from Page 1)

careful to keep religious broadcasting apart from war propaganda per se. Attitude, rather, is that spreading a feeling of strong spiritual responsibility provides the best propaganda for the national effort if that effort reflects the spiritual hope for the world. Most of the additional religious load carried by the networks this year has not been in outright church services or sermons, but in programs bearing a Biblical or spiritual overtone.

Outstanding in this last category are the President's quotes from the Bible in his broadcasts. On the Blue Network, most of the religious programs are one-time events, with network's policy coinciding pretty much with the general network tendencies. Of the regularly scheduled programs presented by organized religious groups, the Blue offers 2 1/4 hours weekly. Check-up at CBS reveals that through September, the network's total one-time religious programs which included religious council and conference meetings, totaled just one more than that for the same period last year, or 35. For the whole of 1941, the figure on CBS was 44.

Many Programs On Mutual

On Mutual, where several organized groups sponsor religious programs, the increase in regular programming, sustaining and commercial, is more noticeable. On the weekly count, the network showed ten religious programs consuming 5 hours time last year. This year the figure is 24 programs and 8 1/4 hours, for a comparable, typical first week in December. Of these, 8 programs were commercial and 16 sustaining. Last December, the 10 programs were evenly divided between the commercial and sustaining types.

Outstanding addition to this type of programming on NBC this year has been the musical, "We Believe," which has presented music of all religions. NBC also, has followed the policy of giving the network time to outstanding one-time programs of religious import, on sustaining basis. Among all the nets, this type of program has been the province of the public service divisions.

New Blue Web Affiliates Bringing Total To 146

(Continued from Page 1)

power on a frequency of 1,230 kilocycles.

WFIG, Sumter, S. C., has joined the Blue as a bonus affiliate to the Southeastern Group. WFIG operates full time with 250 watts on 1,340 kilocycles.

Aleshire To Red Cross

Chicago—Edward Aleshire, manager of the radio department of the H. W. Kastor & Sons advertising agency, has been granted a leave of absence to serve with the Red Cross. After a period of training in Washington he will become head of the radio section at one of the overseas bases of the Red Cross.

COMING and GOING

WILLIAM SCHUDT, JR., eastern field manager in the station relations department of CBS, expected back tonight from NAB district meeting in Boston.

RONALD B. WOODYARD, general manager of WING, Dayton, Ohio, in town yesterday station business.

JACK BENNY, MARY LIVINGSTONE, "ROCHESTER" ANDERSON, DENNIS DON WILSON, ED BELOIN and BILL MOORE in Chicago yesterday en route to New York.

RALPH MATHESON, general manager of WHDH, Blue Network outlet in Boston, New York yesterday and visiting at Rockefeller Center.

EDMUND CHESTER, director of CBS casting to foreign countries, has returned to Miami, where he covered the arrival of Fulgencio Batista, president of the Republic of Cuba.

MRS. DOROTHY LEWIS, co-ordinator of women's activities for the NAB, is at Syracuse University today to address the radio club.

CHARLES F. FREEMAN, commercial manager of WLS, Chicago affiliate of the Blue, in town on station and network business.

DON BURROWS, commercial manager and sales director of WBNS, Columbus, arrived from Ohio for conferences with the New York representatives of the station.

A. C. BALTIMORE, manager of WJLB, Wilkes-Barre, outlet of NBC, a caller at station relations department of the network.

EARL WINGER, vice-president of WJLT, Chattanooga, a visitor early this week at offices of CBS.

VIVIAN DELLA CHIESA is in Hartford, tonight she will sing the role of Violetta in a performance of Verdi's "La Traviata."

FULTON LEWIS, JR., is in Kansas City today for the eighth in the series of lectures which he is delivering from coast to coast.

WHITEY FORD, the "Duke of Paducah," Chicago yesterday and is due in New York today to report for volunteer off-shore duty.

CLAIR R. McCULLOUGH, station executive of WORK, York, Pa., in town on a business trip.

LES BROWN and the members of his orchestra are in Toledo, Ohio, for a one-night stay at the Trianon Ballroom, after which they embark on a four-day tour of Canada.

WFIG In Phila. Quarter, Beginning Next Thursday

(Continued from Page 1)

Glenside Wednesday night and start broadcasting from the new quarters when it returns to the air Thursday morning.



Rules On ET's Shows, Speeches

(Continued from Page 1)
 consideration to a published member of Gordon Graydon, Com- member of Parliament for which he protested the decision not to grant special for the publicizing of the ive National Convention ogress in Winnipeg.
 ard upheld the decision of ral manager (Dr. J. S. in refusing to grant the ive Party permission to the time which they had een refused on a sustaining added.
 ver, they unanimously agreed opportunity should be given prospective new leader of rvative Party to speak over network at an early date his election. The general telegraphed the chairman nvention offering a period tional network on the eve- onday, Dec. 14, at 8:05 p.m., ent that a new leader has igned before that date." nouncement did not say the CBC offer had been

eg—Right Hon. Arthur Conservative leader, an- his retirement at the ive Convention being held ively assailed CBC for re- give the convention time
 oned to the public address ne on the chairman's table it was not a radio micro- he radio had been denied ntion and the words spoken e be carried to the ears of ope of Canada, he declared. ce me," said Meighen, "the rches virtually all. The press ighty instrument but the rches more. It is easier to sten than it is to read."
 ed if delegates saw some- a monopoly in the radio of oday. The liberal govern- the monopoly and meant he declared.
 dio of Canada has been for today, and they intend to he monopoly of the party nt in power," said Meighen sion.

man Sub For Harris
 hil Harris now a member oast Guard and in service est Coast, Benny Goodman's ve heard on the Jack Benny uring their New York ns which start next Sun- Benny program entourage ed here today.

WOL TARGET
 in Central Ohio's
 Richest Market
 WRITE OR WIRE
 DIRECT FOR
 STATION DATA

PROMOTION

WTAG's Story

In an attractively colored folder WTAG, Worcester, Mass. makes known the important facts concern- ing the station's relationship with the prospective advertiser. It makes the claim that it is the only basic network station in the New England area with a regular audience nearly twice that of all other stations heard in the area and whose advertisers have the advantage of newspaper promotion, morning, evening and Sunday. And highlights the point that when you buy time...you buy an audience.

A letter is enclosed in the folder from the station's commercial man- ager stressing that production is the keynote of America today and that the Central New England area is a production center with an increased purchasing power which creates a greater market. The cover keeps in line with the statement that the area is a production center with a list of those concerns which have been awarded "E's" for efficiency. Included in this list are two Navy "E's" and nine Army and Navy "E's".

WDBO's Booklet

WDBO, Orlando, has issued a book- let called "About The Mystery of the Missing Dollar That Wasn't Missing." The book is well bound and its ap- pearance carries authoritative weight for the story it tells. Actually the book is a promotion dealing with the fertile market of Orlando in that part of Florida which WDBO calls the Sun Empire. The promotional story is illustrated by several humorous sketches.

The story deals with an alleged merchant who doesn't want to ad- vertise in a locality where merchan- dise is not sent...WDBO character-

CBC Okays B. C. Station And Staff Pension Plan

Montreal—The Board of Governors of the station at Prince Rupert, B. C., to provide the "very fullest radio facili- ties possible, particularly for the benefit of the armed forces." The an- nouncement said the board gave "pro- longed consideration at a two-day meeting to the provision of special radio facilities for Prince Rupert."

The board also approved in prin- ciple the setting up of a pension fund for members of the CBC staff on a contributory basis in which the corpo- ration and the staff make equal con- tributions to provide retiring annu- ities at the age of 65.

Roxy Theater Spots

Roxy Theater has had a two-day spot campaign on WMCA exclusively, plugging the opening of its "Life Begins at 8:30 p.m." Spots were placed on the half-hour all day long.

Name Fickett Assistant

Grace Norton is now assistant to Homer Fickett, coordinator on "Cav- alcade of America" for BBD&O.

izes this individual as one who doesn't want to misspend a dollar...but WDBO goes on with its case that the money can not be misspent in a region which grows 80 per cent of all Florida's citrus fruits, contains 62 per cent of all farm families with an income of over \$1,500, has 33-1/3 per cent of all the richest Florida coun- ties in retail sales, and that one- quarter of all-year round residents of Florida live in the Sun Empire, con- sisting of 30,000 people. Q.E.D.

KVOO's Puzzle

KVOO, Tulsa, has sent out a novel promotional item which in its sim- plicity is highly effective. The pro- motion consists of a five-piece puzzle which can be fitted together by ar- ranging the separate pieces accord- ing to the wording. All printed mat- ter tells the story of the Tulsa Magic Empire which KVOO completely covers.

The message that KVOO sends out registers in the minds of those who are concentrating on putting the puzzle together. No part of the mes- sage is overlooked because of the time that has to be spent in solving the problem.

Radio Execs Turn Out To Hear UP Reporters

(Continued from Page 1)

war last year. Virgil Pinkley, Euro- pean manager of UP bureaus, joined Bellaire on the speaking program, to report on conditions in Egypt and Russia. Next week's meeting will offer WABC Day when that station's staff will present a program.

Bellaire, who had been interned by the Japanese after the attack on Pearl Harbor, and returned to this country on the exchange ship Gripsholm, re- ported his experiences of just one day during the internment, to reveal atrocities which to the American mind were almost inconceivable. Pinkley reported on geographic and climatic conditions, as well as on character of the peoples on the Rus- sian and Egyptian fronts.

Out-of-town guests at yesterday's meeting included the following: Nate Cook, WIBX, Utica; Tiny Latten, WSNY, Schenectady; Bernie Good- rich, WHCU, Ithaca; H. S. Brown, WHCU, Ithaca; John T. Carey, WIND, Gary, Ind.; Bob Mason, WMRN, Marion, Ohio; Ronald Woodyard, WING, Dayton, Ohio; Norman Brown, WSUN, St. Petersburg, Fla.; Miss Grace Gibson of Transcription Co. of America, Hollywood, and formerly of 2GB, Sydney, Australia.

PERFORMANCE
 DEPENDS UPON
**ACCURATE
 WORKMANSHIP**
 EACH OF OUR DEPARTMENTS IS TRAINED
 TO BE ACCURATE
**WEED
 AND COMPANY**
 RADIO STATION REPRESENTATIVES
 NEW YORK • BOSTON • CHICAGO • DETROIT
 SAN FRANCISCO • HOLLYWOOD



Vol. 21, No. 47 Thurs., Dec. 10, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, 203 North Wabash Ave. Phone State 7596. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Wednesday, Dec. 9)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Resume "F.O.B. Detroit" Over CBS Network Sat.

(Continued from Page 1) series being a report to the nation from the "Arsenal of Democracy." Poet, Edgar Guest, will be featured on the first program. Show was off the web temporarily to make way for the football season.

Foster May Opens Office As Agency And Producer

(Continued from Page 1) said he will be independent of any individual station. May's first show will start Sunday. It's a half-hour "news and view" program, commercially sponsored, over a midwest network.

Sound Studio Opens Today

Washington—Formal opening of Sound Studio, Inc., will take place this afternoon at a reception presided over by Robert J. Coar, owner. Recording enterprise is the capital representative for Muzak and General Sound Corp., and represents the most modern equipment.

Aid For Small Outlets Still Studied—Cowles

(Continued from Page 1)

small stations. Earlier, during the course of Elmer Davis' press conference, Cowles had indicated that OWI was interested in the problem and will "look into it."

Referring to FCC reports that some small non-network stations in the Rocky Mountain area are in bad financial condition, Cowles told reporters "we are looking into it and we are also asking the advertising council to study the situation with us." He later told RADIO DAILY that he hoped to "be able to discuss the matter with Chairman James Lawrence Fly of the FCC within four or five days."

Iowa Business "Excellent"

Cowles, who is president of the Iowa Broadcasting Company, which operates several stations in that state, reported that business there is "excellent." He said also that he is doubtful that there are very many stations in severe financial difficulties, and predicted that "a survey will show that they are very few."

Lunt, Fontanne, Bankhead Saluting Russia On MBS

Three prominent stars of the American theater—Alfred Lunt, Lynn Fontanne, and Tallulah Bankhead—will appear in a special program over MBS on Sunday Dec. 20, from 3:30-4 p.m., paying tribute to a gallant Red Air Force hero, as their contribution to the celebration of "Thanks to Russia" month.

The three artists will appear in "The Story of Captain Gastello," by Norman Rosten and Millard Campbell, based on the true story of a Russian aviator, Captain Nikolai Frankovich Gastello. Material used was drawn from actual letters received from the captain's wife, father and mother. The People's Philharmonic Chorus under the direction of Max Helfman will sing Bogaslavsky's "Beloved City."

The program will be presented under the auspices of the Russian War Relief Association.

Two Spot Accounts Debut As Participants On WABC

(Continued from Page 1)

are for Dryden & Palmer's "Gravy Master" Seasoning. Samuel Croot Company, Inc., handles the account. Charles Gulden, Inc., through Charles W. Hoyt Co., Inc., has bought time on WABC for a new program titled "Musical Appetizer" Wednesdays and Fridays from 11:00 to 11:45 a.m., EWT. The program, beginning January 6, 1943, is to present records and transcriptions. Gulden's Mustard is the product to be advertised.

June Aulick "Garden" Guest

June Aulick, publicity writer in the press department of CBS, will drop pencil and Roget this Saturday to appear as guest on the program she so often has publicized—the "Garden Gate," which will be broadcast over the network from WABC at 9:30 a.m.

Religious Shows Gain; War's Influence Noted

(Continued from Page 1)

careful to keep religious broadcasting apart from war propaganda per se. Attitude, rather, is that spreading a feeling of strong spiritual responsibility provides the best propaganda for the national effort if that effort reflects the spiritual hope for the world. Most of the additional religious load carried by the networks this year has not been in outright church services or sermons, but in programs bearing a Biblical or spiritual overtone.

Outstanding in this last category are the President's quotes from the Bible in his broadcasts. On the Blue Network, most of the religious programs are one-time events, with network's policy coinciding pretty much with the general network tendencies. Of the regularly scheduled programs presented by organized religious groups, the Blue offers 2 1/4 hours weekly. Check-up at CBS reveals that through September, the network's total one-time religious programs which included religious council and conference meetings, totaled just one more than that for the same period last year, or 35. For the whole of 1941, the figure on CBS was 44.

Many Programs On Mutual

On Mutual, where several organized groups sponsor religious programs, the increase in regular programming, sustaining and commercial, is more noticeable. On the weekly count, the network showed ten religious programs consuming 5 hours time last year. This year the figure is 24 programs and 8 1/4 hours, for a comparable, typical first week in December. Of these, 8 programs were commercial and 16 sustaining. Last December, the 10 programs were evenly divided between the commercial and sustaining types.

Outstanding addition to this type of programming on NBC this year has been the musical, "We Believe," which has presented music of all religions. NBC also, has followed the policy of giving the network time to outstanding one-time programs of religious import, on sustaining basis. Among all the nets, this type of program has been the province of the public service divisions.

New Blue Web Affiliates Bringing Total To 146

(Continued from Page 1)

power on a frequency of 1,230 kilocycles.

WFIG, Sumter, S. C., has joined the Blue as a bonus affiliate to the South-eastern Group. WFIG operates full time with 250 watts on 1,340 kilocycles.

Aleshire To Red Cross

Chicago—Edward Aleshire, manager of the radio department of the H. W. Kastor & Sons advertising agency, has been granted a leave of absence to serve with the Red Cross. After a period of training in Washington he will become head of the radio section at one of the overseas bases of the Red Cross.

COMING and GOING

WILLIAM SCHUDT, JR., eastern field manager in the station relations department of CBS, expected back tonight at NAB district meeting in Boston.

RONALD B. WOODYARD, general manager of WING, Dayton, Ohio, in town yesterday station business.

JACK BENNY, MARY LIVINGSTONE, "ROCHESTER" ANDERSON, DENNIS DON WILSON, ED BELOIN and BILL M... in Chicago yesterday en route to New York.

RALPH MATHESON, general manager of WHDH, Blue Network outlet in Boston, New York yesterday and visiting at Roe Center.

EDMUND CHESTER, director of CBS casting to foreign countries, has returned to Miami, where he covered the arrival of Fulgencio Batista, president of the Republic of Cuba.

MRS. DOROTHY LEWIS, co-ordinator of women's activities for the NAB, is at State University today to address the radio club.

CHARLES F. FREEMAN, commercial manager of WLS, Chicago affiliate of the Blue Network, in town on station and network business.

DON BURROWS, commercial manager and sales director of WBNS, Columbus, Ohio, arrived from Ohio for conferences with the New York representatives of the station.

A. C. BALTIMORE, manager of station relations department of the network at Wilkes-Barre, outlet of NBC, a caller at station relations department of the network.

EARL WINGER, vice-president of WCAT, Chattanooga, a visitor early this week at offices of CBS.

VIVIAN DELLA CHIESA is in Hartford, Conn., tonight she will sing the role of Violetta in a performance of Verdi's "La Traviata."

FULTON LEWIS, JR., is in Kansas City, Mo., for the eighth in the series of lectures which he is delivering from coast to coast.

WHITEY FORD, the "Duke of Paducah," Chicago yesterday and is due in New York to report for volunteer off-shore duty.

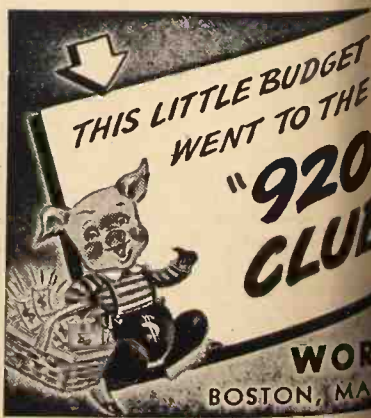
CLAIR R. McCULLOUGH, station executive of WORK, York, Pa., in town on a business trip.

LES BROWN and the members of his orchestra are in Toledo, Ohio, for a one-night performance at the Trianon Ballroom, after which they embark on a four-day tour of Canada.

WFIG In Phila. Quarter, Beginning Next Thursday

(Continued from Page 1)

Glenside Wednesday night and start broadcasting from the new quarters when it returns to the air Thursday morning.



Rules On ET's Shows, Speeches

(Continued from Page 1)
 consideration to a published member of Parliament for which he protested the decision not to grant special for the publicizing of the National Convention progress in Winnipeg. board upheld the decision of general manager (Dr. J. S.) in refusing to grant the time which they had been refused on a sustaining added. they unanimously agreed opportunity should be given prospective new leader of Party to speak over network at an early date his election. The general telegraphed the chairman offering a period Monday, Dec. 14, at 8:05 p.m., that a new leader has announcement did not say the CBC offer had been

Right Hon. Arthur Conservative leader, announced his retirement at the Convention being held latterly assailed CBC for give the convention time air. tioned to the public address on the chairman's table it was not a radio micro- The radio had been denied and the words spoken be carried to the ears of Canada, he declared. "I live me," said Meighen, "the reaches virtually all. The press reaches more. It is easier to listen than it is to read." asked if delegates saw some- a monopoly in the radio of today. The liberal govern- d the monopoly and meant it, he declared. radio of Canada has been for today, and they intend to the monopoly of the party ment in power," said Meighen usion.

Man Sub For Harris
 Phil Harris now a member Coast Guard and in service West Coast, Benny Goodman's ll be heard on the Jack Benny s during their New York ons which start next Sun- he Benny program entourage ted here today.

SALES TARGET

in Central Ohio's
Richest Market

COL COLUMBUS NBC

WRITE OR WIRE
 DIRECT FOR
 STATION DATA

★ PROMOTION ★

WTAG's Story

In an attractively colored folder WTAG, Worcester, Mass. makes known the important facts concerning the station's relationship with the prospective advertiser. It makes the claim that it is the only basic network station in the New England area with a regular audience nearly twice that of all other stations heard in the area and whose advertisers have the advantage of newspaper promotion, morning, evening and Sunday. And highlights the point that when you buy time...you buy an audience.

A letter is enclosed in the folder from the station's commercial manager stressing that production is the keynote of America today and that the Central New England area is a production center with an increased purchasing power which creates a greater market. The cover keeps in line with the statement that the area is a production center with a list of those concerns which have been awarded "E's" for efficiency. Included in this list are two Navy "E's" and nine Army and Navy "E's".

WBDO's Booklet

WBDO, Orlando, has issued a booklet called "About The Mystery of the Missing Dollar That Wasn't Missing." The book is well bound and its appearance carries authoritative weight for the story it tells. Actually the book is a promotion dealing with the fertile market of Orlando in that part of Florida which WBDO calls the Sun Empire. The promotional story is illustrated by several humorous sketches.

The story deals with an alleged merchant who doesn't want to advertise in a locality where merchandise is not sent...WBDO character-

CBC Okays B. C. Station And Staff Pension Plan

Montreal—The Board of Governors of CBC has announced the leasing of the station at Prince Rupert, B. C., to provide the "very fullest radio facilities possible, particularly for the benefit of the armed forces." The announcement said the board gave "prolonged consideration at a two-day meeting to the provision of special radio facilities for Prince Rupert."

The board also approved in principle the setting up of a pension fund for members of the CBC staff on a contributory basis in which the corporation and the staff make equal contributions to provide retiring annuities at the age of 65.

Roxy Theater Spots

Roxy Theater has had a two-day spot campaign on WMCA exclusively, plugging the opening of its "Life Begins at 8:30 p.m." Spots were placed on the half-hour all day long.

Name Fickett Assistant

Grace Norton is now assistant to Homer Fickett, coordinator on "Cavalcade of America" for BBD&O.

izes this individual as one who doesn't want to misspend a dollar...but WDBO goes on with its case that the money can not be misspent in a region which grows 80 per cent of all Florida's citrus fruits, contains 62 per cent of all farm families with an income of over \$1,500, has 33-1/3 per cent of all the richest Florida counties in retail sales, and that one-quarter of all-year round residents of Florida live in the Sun Empire, consisting of 30,000 people. Q.E.D.

KVOO's Puzzle

KVOO, Tulsa, has sent out a novel promotional item which in its simplicity is highly effective. The promotion consists of a five-piece puzzle which can be fitted together by arranging the separate pieces according to the wording. All printed matter tells the story of the Tulsa Magic Empire which KVOO completely covers.

The message that KVOO sends out registers in the minds of those who are concentrating on putting the puzzle together. No part of the message is overlooked because of the time that has to be spent in solving the problem.

Radio Execs Turn Out To Hear UP Reporters

(Continued from Page 1)

war last year. Virgil Pinkley, European manager of UP bureaus, joined Bellaire on the speaking program, to report on conditions in Egypt and Russia. Next week's meeting will offer WABC Day when that station's staff will present a program.

Bellaire, who had been interned by the Japanese after the attack on Pearl Harbor, and returned to this country on the exchange ship Gripsholm, reported his experiences of just one day during the internment, to reveal atrocities which to the American mind were almost inconceivable. Pinkley reported on geographic and climatic conditions, as well as on character of the peoples on the Russian and Egyptian fronts.

Out-of-town guests at yesterday's meeting included the following: Nate Cook, WIBX, Utica; Tiny Latten, WSNY, Schenectady; Bernie Goodrich, WHCU, Ithaca; H. S. Brown, WHCU, Ithaca; John T. Carey, WIND, Gary, Ind.; Bob Mason, WMRN, Marion, Ohio; Ronald Woodyard, WING, Dayton, Ohio; Norman Brown, WSUN, St. Petersburg, Fla.; Miss Grace Gibson of Transcription Co. of America, Hollywood, and formerly of 2GB, Sydney, Australia.

PERFORMANCE

DEPENDS UPON ACCURATE WORKMANSHIP

EACH OF OUR DEPARTMENTS IS TRAINED TO BE ACCURATE

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

Los Angeles

By JAC WILLEN

MEREDITH WILLSON'S final broadcast before turning over the Maxwell House "Coffee Time" baton to Carmen Dragon, for the duration, was a fitting close and toast to the talented maestro. Meredith joins the Army this week-end.

Lou Merrill, Hans Conreid and Byron Kane look like a permanent trio on the CBS-Orson Welles "Ceiling Unlimited" programs.

Billy Mills, radio maestro, wonders why "Time" or "Newsweek" magazine doesn't sponsor a radio program called a "newsical comedy!"

When the annual Red Book magazine award for the best motion picture of the year was formally made on the Monday, December 7, broadcast of the CBS "Screen Guild Players" program, Bette Davis was on hand to make the presentation instead of Gary Cooper, it was announced by Producer Bill Lawrence. Cooper, now in the East, could not return in time for the ceremony. The award this year goes to the picture "Mrs. Miniver," and the "Screen Guild Players" presented a radio version of the story, with the original stars including Greer Garson and Walter Pidgeon. Sidney A. Franklin, the M-G-M producer who supervised the film, was present to accept the award in behalf of the cast, writers, director and all others who had a hand in its making.

Arthur Eddy is still one of Hollywood's steadiest and likeable press agents—and does a good job of his work besides.

Tommy Riggs and his Betty Lou are definitely "in-the-groove" with listeners—in whose comments to yours truly make the show a "must!"

Paul Langford, very popular head of KPAS' Special Events department and News Editor, now is Sergeant Paul Langford, stationed at U. S. Army Recruiting Services, Company A, Roswell, New Mexico.

Marcy McGuire, RKO's little bundle of versatility and talent, currently on the screen in RKO's "7 Days' Leave," hit on all six cylinders as far as the Crosby show membership and studio audience is concerned. Listeners-in who were contacted give rise to the possibility that a new star is in the making.

Union Oil Adds Four

Hollywood—NBC is adding four more stations to the Union Oil Company, "Point Sublime" program, starting Jan. 6. Eleven stations are now broadcasting the program. The new stations are KFBK, Sacramento; KWG, Stockton; KERN, Bakersfield, and KENO, Los Vegas, Nevada.

Survey Favors FM

The result of G. E.'s survey in 14 cities to gage opinion of FM Broadcasting reveals that it is considered superior to regular methods. A decided percentage of those interviewed were favorably impressed with the results obtained by FM.



Reporter At Large . . .!

● ● ● Arch Oboler writes in from the coast with a warning about "The Mirror" which he is putting on his "Lights Out" series Dec. 22. Won't tell us anything about it—except that he claims you won't be able to look in a mirror for a week after hearing the show! Funny thing about it. Oboler has been writing this story for the past five years, first for Bette Davis, then for Norma Shearer and finally for Miriam Hopkins—but could never finish it in time for the broadcast. The pay-off now is that an unknown gets the role... Marlene Dietrich coming into town over the week-end to read the script of "One Man's Venus," in which she will make her B'way debut. Wilbur Evans will be the male lead... Tommy Riggs renewed for another 13 weeks. Renewal calls for guest stars, the first of which will be Roy Rogers, the rootin', tootin' cowboy, tomorrow night... Success story of the week centers around Trudy Erwin, who went from the "Music Maids" chorus on the Crosby show to the soloist spot with Kay Kyser. She returns to the Crosby show Dec. 17 as guest singing star... While on the subject of Bing, it might be noted that Victor Borge, who has been with the Great Groaner for almost a year, leaves to join the Nelson Eddy show... Jack Pearl was describing last week's weather to Cliff Hall. "It was so cold," he said, "that even the Republicans wanted a fireside chat!"

★ ★ ★

● ● ● Walter Cassel gets the Frank Parker spot when the latter goes in the Navy. Client is said to have felt that Clark Dennis, who had the inside track for the berth, didn't have a big enough voice for patriotic tunes, whatever that means. I mean about the "big enough" voice. Not to take anything away from Cassel, who has a great baritone voice, but it strikes us that 6:30 in the evening calls for a romantic tenor voice rather than a concert baritone... Woody Herman's gal trumpeter, Billie Rogers, is on the receiving end of many tempting offers from rival bandsmen—but she won't give them a tumble. Says that the Woodchopper gave her her big chance when the other leaders wouldn't even consider hiring a femme musician. She's got something there!... Ralph Edwards' "Truth or Consequences" is featured in RKO's film musical, "Seven Days Leave"—the first time, so far as we know, that a straight radio quiz routine has been thus honored by a major production... Adrienne Ames dicking with a syndicate for a series of columns on Hollywood and fashions... Joan Edwards and her brother, Jackie, have broken up their songwriting team for the duration. He reported to Ft. Dix this week.

★ ★ ★

● ● ● THE REVIEWING STAND: Never seem to get enough of Beatrice Kay, who, like her tunes, improves with age. We couldn't help but feel the "Gay Nineties" wouldn't be half so gay without her... WEA's half-hour plea for proper radio care Saturday night was as clever a musical farce as has crossed our radio speaker in an age of kilowatts-and-wherefores. Radio interference was personified as a quaint, annoying character who was finally arrested, tried and convicted. Neal Hopkins rates the bow as author. We're yelling for more of the same... Screen Guild Theater on Monday night made just another vain attempt to successfully dramatize "Mrs. Miniver" for brief radio presentation. We claim it is impossible to effectively transpose a two-hour film that depends largely on visual stimuli for its emotional appeal to a half-hour radio program. And with professional movie stars at that, who prove to be amateurs in a radio studio... The Blue's "Good Ol' Days" offers a fast moving program of old-time musical favorites... Even though we couldn't watch her eyebrows emote, Fay Bainter gave a magnificent performance on Lux's "The War Against Mrs. Hadley."

Chicago

By FRANK BURKE

AN insight into the contrast being made by radio and wartime activities in Chicago can be gained from the fact that Whitey Ford, "the Duke of Pa," made three personal appearances the other day. He was the guest at the Treasury Department day rally; master of ceremony the "Tom, Dick and Harry" in Des Plaines and at midnight appeared at a bond rally at Chicago Heights, Ill., driving there in a snow storm. And to top it all is awaiting call for a volunteer assignment abroad as an "off-entertainer."

Four gold stars to Tony K. Blue Network press agent, for handling of the "Typical Mother" contest. Stunt garnered of space local and nationally.

E. N. Axwell, former assistant Freeman Keyes, president of Russel M. Seeds agency, is on leave from Fort Benning after graduating from the training school as a second lieutenant in the infantry. Lieut. Axwell also visit his hometown—Dundee.

Mme. Anna Fitzhugh, former the Chicago and Metropolitan companies, will be interviewed WJWC on December 16, from 11 p.m., at which time she will present some of her best pupils in a series of offerings.

First gas rationing casualties in Chicago are: Chuck Acree of WJWC and Fran Allison of WBBM. Both found their gas had been siphoned from their cars when they rushed out of their homes on a hurried trip to the studios.

Carl Schreiber, orchestra leader and former associate of Ted Weisbach who recently joined Merchant Marine will set up his own offices on Michigan.

Ken Carpenter, veteran Chicago radio executive, represents Treasury Department during broadcasts of entertainment from Treasury Commonwealth Edison building.

Bud Freeman, Chicago saxophone player is slated for a chair in the Coca-Cola all-star band being recruited for "shore" entertainment assignments with our servicemen.

"Southern Sons" Book

NCAC, has booked the "Southern Sons" Negro quartet, for six months of night club work in the Albert Hotels in the mid-west, and Ed Conley, tenor of the Chicago Orchestra and NBC, to sing with the Rochester Civic Orchestra to be heard on WHAM, Rochester, on the East Coast Kodak hour, Friday, Jan. 1, 7:30 to 8:00 p.m. (EWT). "Southern Sons" were first heard on WBT, Charlotte, N. C.

Wedding Bells

Margie Peschel, of the WGN, Chicago, press department will be second class seaman Bert Wessel's bride on the Coast Guard in Chicago on Saturday, December 19.

GUEST-ING

DEW, Detroit "News" re-
ho spent time in a Japanese
camp, on the "Hobby Lobby"
Saturday (WABC-CBS, 8:30

ILLMORE OSMAN, review
of the Explorer's Journal;
CARL VON HOFFMAN, of
Features, and COL. DON-
ROCKWELL, editor and lec-
turing MRS. ROBERT S.
the USO; EDNA SKINNER,
WVS, and MRS. INEZ VAN
of the Red Cross, on the
Anderson quiz program, Sa-
WABC-CBS, 8 p.m.).

LAM W. GERGOFFEN, of
Forest Service, discussing
shortage in evergreen
"Adventures in Science,"
(WABC-CBS, 1:30 p.m.).

Reports Batista Visit
Latin-Amer. Network

picture of the arrival in
yesterday of Gen. Ful-
Batista, president of the Re-
Cuba, and of his subse-
quities there was drawn last
the audience of the CBS
American network, La Cadena
Americas. From 5:45-6 p.m.
es of President Batista and
Hull at the Pan-American
cheon were beamed south-
the CBS international sta-
RC.

7:30-7:45 p.m., Edmund
director of the CBS short-
partment, gave an eye-wit-
ent of Batista's reception by
Roosevelt in Washington.
was on the plane that flew
om Miami to the Capital.
ent was broadcast over CBS
nal stations WCRC and

the same two stations car-
clusive address by Presi-
sta, followed by a report of
the-minute activities in the
ates.

eye-witness account was in
of an interview in Spanish
by Alberto Zalamea.

OWI Cites Economy Achieved
By Producing Own Records

(Continued from Page 1)

OWI's recording practices upon re-
ceipt of a telegram from Maurier
Wolsky, secretary of the Association
of Recording Studios, New York, in
protest against the OWI practices.

Davis pointed out also that it is
likely private recording studios will
receive work from the Overseas
Branch shortly, since the expansion
of activities contemplated by that
branch will require more work than
the OWI studios can handle. Another
official of the OWI estimated that
commercial recorders in New York
will be asked to do jobs for the
branch in "about three months."

Davis also sent Fulton a detailed
report on the OWI recording prac-
tices, revealing that in December,
1941, the last month before what is
now the OWI, then the foreign in-
formation service of the Coordinator
of Information, installed its own
large-scale equipment, 107 programs
were recorded—105 by private stu-
dios in New York and two by Detroit
recorders.

February Mentioned As Example

The first real test, according to
the report, came in February of this
year, when simultaneous releases in
many foreign languages were needed
in a short time. At this time "it was
felt that the practical problem of
accomplishing such a transmission
through preparation of the required
recordings in outside studios in the
short time available would have been
insurmountable. After this experi-
ence the use of recordings for the
multi-lingual distribution of news
and commentaries simultaneously to
a number of different areas, repeated
as required at widely varying times,
became routine."

By June, when OWI was set up,
the report continued, the volume had
reached a monthly total of 1,369
platters, of which 1,132 were pro-
duced by OWI and the remaining
237 in private studios. A month
later, when negotiations were started
for the leasing of the 14 international
short-wave stations and construction
of 22 others for OWI, space was
leased at 224 West 57th St., New
York, to provide for studios adequate
to handle OWI needs. It now appears
that these studios may not be able
to handle the full burden after an-
other few months.

Outside Facilities Now in Use

In reference to charges that the
OWI studios might take in business
from other Government agencies, the
report said that it would be imprac-
tical to open these studios to the use

of other Government agencies "as
our work would be seriously ham-
pered." Ralph Smiley, OWI execu-
tive officer, assured RADIO DAILY that
work for other agencies would not
be taken, and said that even after
the war the facilities would not be
used by other agencies.

At the same time Smiley pointed
out that the overseas branch is using
commercial facilities extensively in
other cities. Only in San Francisco
aside from New York, has it made
any arrangement to do its own re-
cording. There it has its own facil-
ities, but still finds it necessary to
have more than half its recording
done commercially.

No recording for the OWI domestic
branch is done at either of the over-
seas studios, Smiley pointed out, and
it is not likely that any will be.

Savings Recounted

On the matter of cost, the report
to the Truman committee included
the following statement: "Besides the
practical benefits which we have had
from the use of recording equipment,
there is definite indication that the
use of OWI owned and operated re-
cording equipment is more economical
than having our recording done by
outside studios. For example, during
the month of October, 1942, OWI pro-
duced in its own studios 1,665 fifteen-
minute instantaneous recordings, 18
sixteen-inch master recordings, and
273 twelve-inch master recordings.
The cost of producing these record-
ings in the OWI studios was as fol-
lows: blank records \$1,988.64; process-
ing of masters by outside pressing
agencies, \$3,246; recording engineers,
\$1,500; depreciation on recording
equipment costing \$35,000 (only about
\$25,000 in equipment has already
been installed, according to Smiley—
Ed. Note) based upon a rate of twenty
per cent power year \$585; rent of
space for the recording operation,
including studios used also for broad-
casting and the master control room
at 270 Madison Ave., \$226.74; and
miscellaneous, \$400, making a total
cost of \$7,946.38. Based upon the
charges shown in the general sched-
ule of supplies—recording and tran-
scription services—class 103, supple-
ment No. 2, these recordings would
have cost the Government \$15,900.

Cost Approximately Half

This shows that for the month of
October it would have cost the
Government \$7,954 more to have had
its recording work done outside than
it did to have it done in our own
studios."

Philco Dividend

The Board of Directors of Philco
Corp. has declared a year-end divi-
dend of twenty cents (20c) per share
of common stock, payable Dec. 28,
1942, to holders of record Dec. 18.
This payment brings total dividends
this year to 75 cents per share as
compared with \$1 per share in the
year 1941.

CBS To Salute New Affiliate

A special salute will be broadcast
tomorrow morning, to WRDW, CBS
affiliate in Augusta, Ga., which began
operating its new 5,000-watt trans-
mitter day and night on Sunday, Dec. 6.
The program will feature Frank Sina-
tra, CBS singing star, with Walter
Gross' orchestra. It will be heard
from 10:45-11 a.m., EWT.

AGENCIES

RKO THEATERS, through Lord &
Thomas, making plans to increase its
appropriation for advertising in the
radio field.

DENNISON MFG. COMPANY,
makers of stationery and paper spe-
cialties, has appointed Charles W.
Hoyt Company to handle its adver-
tising.

LORD & THOMAS, Chicago, an-
nounces the appointment of Robert
F. Walker as vice-president. Walker
joined the Lord & Thomas staff in
1935, and since that time has been
account executive in charge of adver-
tising for Armour & Company, meat
packers.

F & M SCHAEFER CO., brewers of
Schaefer's Beer, will stress in all its
advertising the company slogan, "More
New Yorkers Drink Schaefer's Than
Any Other Beer." BBD&O handles the
account.

KYA Newsman To Capital

San Francisco—KYA's foreign edi-
tor John Thompson, also known as
economic columnist of the "Daily
News," a Scripps-Howard paper here,
has been called to Washington to
serve with the Board of Economic
Warfare for the duration. Thompson
was heard nightly on KYA analyzing
news developments. He served in
the army in the first World War,
and was one of two American cor-
respondents invited to attend last
spring's important conference of
South American Republics in Rio
de Janeiro.

Adventures in
**CHRISTMASTREE
GROVE**



**15 1/4-Hour
Transcribed Shows
That Have
Smashed Sales
Records for
Hundreds of
Stores!**

Christmas, 1942, is more important than
ever before. Get this TESTED series and
help make it a Merrier Christmas!

Write for Samples and Prices

KASPER-GORDON, Inc.
140 BOYLSTON STREET
BOSTON, MASS.

WHAT IN BOSTON

26—WCOP has proven to be
the most convenient and eco-
nomical test-
ing station
in the East.



REPRESENTED BY
HEADLEY-REED CO.

COP
BELONGS
ON YOUR
SCHEDULE

See Station Personnel Subject To U. S. Raids

(Continued from Page 1)
official operation for several months in the practice of the United States Employment Service with offices in all sections of the country.

USES offices now give war manufacturers preference over broadcasters and others considered less directly effective in the war effort, when it comes to placing men. In other words if a worker comes to a USES office for a job, he will be sent to a steel plant rather than to a broadcaster, even though both may need personnel. Efforts are now being carried on, and will be intensified, to induce the transfer of workers from fields not presently listed as essential to the so-called essential industries. If these efforts prove insufficient, a system of priorities among the industries listed as essential might be put into active practice.

Estimates Unreliable

Although the WMC has announced that, roughly, one out of every nine workers in the 35 fields listed as essential to the prosecution of the war will be entitled to draft preference, there is no assurance that the ratio for broadcasting will be anything like that.

Any estimates are "a joke," one member of the Essential Activities Committee, which will list the jobs, told RADIO DAILY yesterday. He pointed out that the final disposition of these cases is a matter for the local Selective Service Boards. Although draft uniformity is an objective of Manpower Czar Paul V. McNutt, no one claims it has yet been achieved.

One further point is to be considered—"the one out of nine" estimate announced by the WMC yesterday refers to all essential industries. It is expected that in many critical industries, such as production of aircraft and munitions, shipbuilding or transportation, the ratio will be much smaller—perhaps as small as one out of three in some cases, or even one out of two. If the average is one out of nine, it follows that in some of the so-called essential classifications, only one out of 15 or one out of 20 workers might be listed as essential.

Ready in About a Week

The job list for communications has not yet been issued, and probably will not be for about a week yet, mainly because there has been some question about job classifications in the telegraph services. It is certain however, that the policy will force the training of thousands of women to step into broadcasting jobs not listed as essential to America's war effort.

Petrie "Marlin" Announcer

Howard A. Petrie, 1942 winner of the H. P. Davis Memorial Announcers' Award, and currently announcer on Garry Moore's NBC "Everything Goes" program, has been chosen announcer for the "Mary Marlin" serial.

WORDS AND MUSIC

By SID WEISS

NOTES TO MYSELF: Dear Mugg: (And I do mean you) Lot of nice reaction on the column last week where you wished you had a magic wand so you could tag this and that person with the mantle of greatness. As usual, though, you left out a lot of deserving performers. What's the matter with Jerry Lester, who's currently doubling between "Beat the Band" and the Royal Casino? And I don't mean that as a question, because there's very little the matter with him. A lot of Jerry's critics might tell you that his routine is corny—but I have my own answer for that. Show me a guy who doesn't like corn and I'll show you a guy who got in on a pass! What is a torch song or a ballad but pure corn? Is "Melancholy Baby" supposed to be a symphony? Corn is merely a term applied to something by a hard-boiled guy who's afraid to admit he's got a heart—and that that heart can be reached. It's a defense to prevent him from breaking down and admitting that he liked something. Sure Jerry's corny—but he's got a lightning delivery and terrific timing. He's a funny guy. And stop me if I'm wrong, but it's my impression that radio needs comedians.

☆ ☆ ☆

WHILE YOU'RE at it, you can put in a pitch for Jacques Renard. A lot of producers seem to have forgotten him—but Vick Knight isn't one of them. Twenty minutes after Vick took over his post at the Biow agency, he had Renard in his office and under contract for the "Take It Or Leave It" show. Vick remembers his classy work on the Eddie Cantor show. It's too bad some of the others don't.

☆ ☆ ☆

THEN THERE'S lovely Nan Wynn. Nan's been around for several years now, picking up experience and polish. Not long ago, she went to Hollywood where it seemed that those pearly gates had at last opened for her. They did—but not all the way. Nan's loveliness was appreciated because they used her in several pictures. Her voice, too, was evidently recognized because they used her to double for Rita Hayworth in "My Gal Sal." But the big break, the big opportunity, hadn't yet arrived. Nan came back to town a week or so ago to discuss a show with Freedley, Shubert and Hammerstein. A click show right now would put her in the top brackets. She's ready for it. Those years she spent in night clubs, radio and theaters have well equipped her for anything that might come along. Hollywood, it seems, has to be impressed all over again before they "take a chance" on their own people. Nan is ready to do that impressing. A slight turn of the wheel of luck in Nan's favor and a new star will be born!

☆ ☆ ☆

BROADWAY SUPERMAN: He absorbs his liquor like a sponge—especially if he happens to be sponging on you...He can fly through the air and make a three pint landing...He'll tell you he needs a little sleep and his eyes have the circles to prove it... He boasts to his pals about his health—but that ain't the way his draft board hears it...He's got a 4-F rating and a 1-A nerve... When he tells you he's thinking of giving his physique to the government—what he really means is that Uncle Sam can have his girdle in the rubber drive...Claims he's as strong as Samson—but wears a toupee to discourage the Delilahs...He studied physical culture—and became a physical vulture...He wears pegged pants and has a brain to match...Boasts that he can lift anything but has difficulty with a check...Dotes on fresh air—which is why he makes Central Park his permanent residence.

☆ ☆ ☆

—Remember Pearl Harbor—

Davis Cites Likelihood Of Radio Appearance

(Continued from Page 1)
present, Davis said, "I should it would be largely an inter and background program. I I would be competing with s my old friends in giving th terpretation. Nobody has to me. They could believe th stead." The program would i he said, "trying to tell the cus either occasionally or perhap regular period, once a week the general situation looks I see it."

Not Entirely Official, He Said

Asked if such a broadcast w have the flavor of an official v Davis said, "It would be offi far as OWI is concerned. It w be official in any other se would, of course, in makin an interpretation, have the tage of a certain amount of in tion that could not be made but might affect the interpre

He admitted that this wou him an advantage over othe mentators, but said there v idea of using spot news on his cast. "Nothing would be use had not been previously relea everybody else," he continu course, if I went on the a scripts would all be availa everybody immediately afte for any use that they cared to of them."

Deprecates "Propaganda" As

As to the danger that he be accused of being a direct gandist for the government, said, "there is danger being a of something no matter wha do."

There are arguments both on the matter of scheduling b broadcasts of periodic talks, said. "I would imagine that a p broadcast on the whole wo better but, as I say, there a of angles. And I can't say de that the thing will be done that we are going back to re- the thing."

To the Colors

MARIO HUTTON, program of WOV, New York, volunteer services to the armed forces a been inducted.

—VVV—

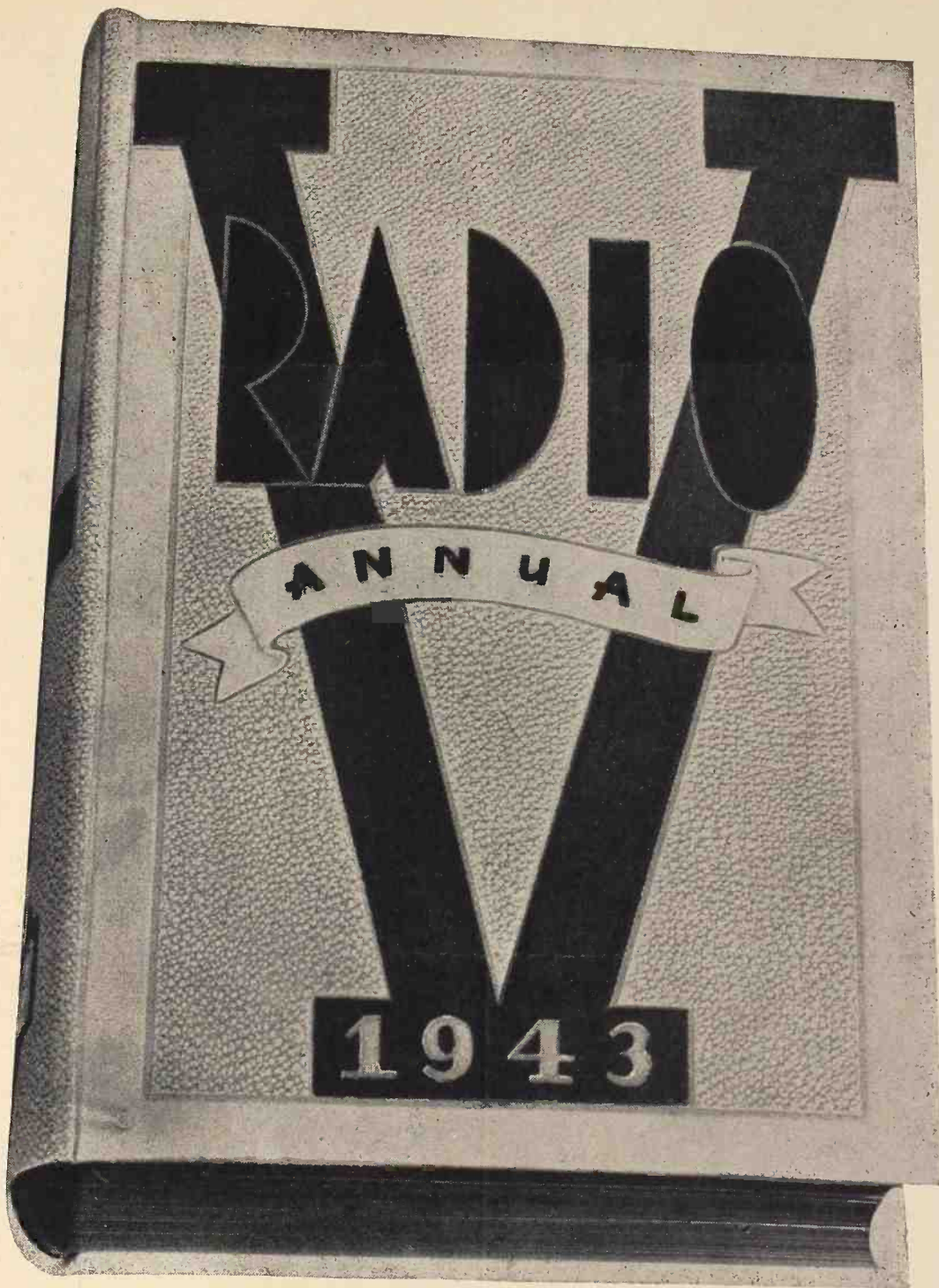
DICK KRIEG, of the Blue Ne production department is now armed forces.

—VVV—

DOROTHY McGAHA, secret Henry Schaffer, KPO sales pro manager, has enlisted in the W Auxiliary Army Corps. She first woman from San Fran Radio City to enter the cou service.

—VVV—

VERNE STODDARD, technic WABY, Albany, is a first class s in the Navy.



1000 PAGES
•
CLOTH BOUND
•
COVERS RADIO COMPLETELY

**THE
1943
RADIO
ANNUAL**

**Means Year 'Round Advertising
Value at a ONE TIME RATE . . .**

**That's What the 1943 Edition of
RADIO ANNUAL Offers . . .
Now in Preparation**

Complimentary to RADIO DAILY Subscribers

★ ★ Coast-to-Coast ★ ★

STEWART CAMERON, beside handling his announcing tasks at WJNO, West Palm Beach, doubled his burden by coaching the St. Anne's High School football team through a successful season. And the pace won't lessen this winter because "Stu" takes over the Head Coaching spot of the Palm Beach Junior College Basketball Club... "Nancy Hall from the Budget Dress Shop, Palm Beach, is giving a thumbnail sketch of available woman's clothing over WJNO, Monday, Wednesday and Friday, at 11:51 a.m.

Yesterday was officially tagged "Laugh Day" at the Advertising Club of New York, because the cast of WOR-Piel's show "It Pays To Be Ignorant" put on a special program for the Club's Celebrity-Forum Luncheon.

Bill Immel, engineer, of WWSW, Pittsburgh, scored a solid hit with the manager of the Ice-Capades show when it played in Pittsburgh. Bill was commissioned to record the entire show. Now his platters are used to beat the drums for the show in other cities on the touring route.

With a total of \$274,600 already reached in the first week of his half million dollar December bond drive, Dick Gilbert has increased his pledge for the month to \$750,000. Sales are made to listeners accepting Gilbert's invitation to phone him during broadcasts. Dick sweetens the pot with pair of tickets to Broadway shows for all purchasers of units of \$500 and over. Stars of the cooperating shows are acting as guest telephone order-takers on WHN.

Jean Campbell has joined the English section of NBC's International Division as a news writer. Before joining the NBC staff she was affiliated with stations KGKO and WBAP as news writer and arranger of women's programs.

WDRC, Hartford, starts a 45-second cut-in on Ben Bernie's nightly CBS show Dec. 14, a period donated by the Wrigley Company sponsors. The U. S. Employment Service will utilize the tie-in for whatever purpose it needs. First plugs will be for part-time workers in war plants in the important Central Connecticut industrial area.

Eating for victory was the theme of a special war service interview on WTAG, Worcester, this week, between Ida Bailey Allen, leading food expert, and Mildred Bailey, WTAG home economist. Mrs. Allen, who is on a nation-wide lecture tour of army camps for the Brazilian government in co-operation with the U. S. War Department, offered nutritional and food-conservation hints to her civilian listeners via the WTAG broadcast.

Besides his duties as assistant farm program director and announcer on WOWO-WGL, Fort Wayne, Jim Miles is also a Scoutmaster for Boy Scout Troop No. 18 in Fort Wayne. In addition to his active Scout work, Jim conducts a 15-minute program every Thursday on WGL on which he interviews Scouts from various troops in the Anthony Wayne Council. The program is a part of WGL's "On the Allen County Front" series and is particularly slanted to spotlight scout war activities... Jack O'Mara, promotion manager, is chairman of the annual Christmas party of the WOWO-WGL Booster Club to be held at the Chamber of Commerce December 14. A gift exchange, games and refreshments will feature the evening's entertainment. Glenn Thayer, station technician, who dabbles in photography on the side, will take the usual group picture for posterity's sake.

Kenneth W. MacGregor, production chief for WGN, Chicago, has prepared an article on "The Romance Behind a Broadcast" for publication in Richard's Topical Encyclopedia. MacGregor's article will appear in the new edition of the encyclopedia next spring.

Taylor Grant, newscaster and sports commentator at WCAU, Philadelphia, next week takes his first vacation from the airplanes in seven years.

KLZ, Denver, CBS outlet, has started the fifth year of broadcasting the "Music In The Denver Schools" series as an educational feature. Heard Saturdays at 12 noon, under supervision of John C. Kendel, director of music for Denver Public Schools, programs present a musical group from a different school each week. All broadcasts originate in the auditorium of the West High School.

Abe Lyman, producer at WBNX, New York, has been commissioned by President's Birthday Ball Committee to direct an all-star Yiddish-American show to be recorded Monday (14) and nationally broadcast by transcription. Program will include Gertrude Bera, Molly Picon, Menasha Skulnick of "Abie's Irish Rose," Sunshine Girls of WBNX and Freddy Mendelsohn's orchestra of WBNX.

Jack Hoins, of the CBS publicity staff and "Pop, the Air Raid Warden" to CBS-men now in the armed forces, is now writing the "Radio Roll Call" which is sent out weekly to army camps and navy bases all over the country.

Oliver Gramling, assistant general manager of Press Association, AP radio subsidiary, announced that another PA radio news room bureau will be set up in Minneapolis. The Minneapolis PA bureau will handle state and regional news of the upper plains and Great Lakes area exclusively for the AP radio wire. Other AP regional bureaus have been recently set up at Omaha and Baltimore.

Refused by the Navy for being three pounds under weight, Fred Weiting, WIBG, Philadelphia announcer, is undergoing a diet in reverse to make up the difference. He expects, after loading himself down with chocolate bars, and other unrationed foodstuffs to qualify.

The invasion of women into all radio's technical fields since the trend set in is no longer a surprise. But Kitty Nuttall, operator for KGKO, Dallas, is. In addition to her radio knob-turning she can handle the violin. The other day she turned the controls over to another operator and stepped to the mike with her fiddle and turned out a tune. Studio mail indicated a fondness for her music.

KSO-KRNT, Des Moines, are continuing their KSO Tenth Anniversary Bond Gifts to listeners. Each day the first listener called upon to be dialed to KSO receives a \$25 War Bond... Yvonne Kavanagh, has been added to the secretarial staff... Lloyd Ingle formerly with WNAX, was transferred to the station's auditing staff.

"Between the lines" a resume of the news behind the news, went on the air from WJR-Detroit, for Grove Laboratories, December 7. The script, prepared by Press Association and the WJR news room was handled on the air by Bud Mitchell, chief WJR announcer. The program, running from Monday through Friday from 5:30 to 5:45 p.m., has a present schedule of 13 weeks. The five weekly programs brings to 11 the number of Grove programs from WJR every week.

The WGN, Chicago, popular quiz show, "Shoot the Works," returned to the air, under sponsorship of the Hirsch Clothing Company, with Johnnie Neblett as emcee. "Shoot the Works" replaces the "Hello Soldier. Hello Sailor" show that was broadcast by the Hirsch Company. Program will travel to army camps, naval stations and service men's centers.

A revived and streamlined Woman's Magazine of the Air with Jane Lee at the helm now is being heard over KPO Monday through Friday, 9:30 to 10:00 a.m. PWT. It occupies the spot formerly held by Gladys Cronkhitte and the KPO International Kitchen and retains most of the Kitchen's sponsors including the Pan American Coffee Bureau, Pure Food Products, Berkshire Knitting Mills and others.

Her husband with the Army Air Corps in Atlantic City, N. J., Mrs. Edgar W. Brown, has succeeded him as publicity director of the March of Time program heard over WEAJ,

New York, Thursdays from 11:00 p.m. (EWT).

The B-A Bandwagon show, local Tuesday nights at 7:30 from CKOC, ton, recently paid tribute to U. S. Navy and Merchant Marine during Week. Guest on the show, with transcriptions prepared by the was Frank Laskier, noted British M. Seaman who, to date, has had three sunk under him in line of duty. well-known to BBC and Canadian audiences, is in line for some United broadcasting soon, on behalf of the League.

One of the best paced in shows on the air in radio offering of Bud Vanover, Hurt and Gordon Vanover as Dick and Harry." Working a script the boys put on a solid over WGN from 3 to 4 p.m. guest stars and featuring Edna vocalist, and Bob Trendler's. The other day a currency exteller, a "Miss Victory," a sul newspaper editor and the ch police of Des Plaines were. WGN spot was formerly he Elson-Anson show and late Harold Isbell and Bill Anson.

Sec. Wickard To Disc Food Production On

Secretary of Agriculture Clark Wickard, recently appointed Administrator, will be heard on Blue Network Monday, Dec. 14 special address to be carried on the National Farm and Home at 12:30 p.m., EWT.

Speaking at a meeting of the and Department of Agricultural officials of the Northeastern states be held at the Barbizon-Plaza in New York, Wickard will discuss problems of food production of American farmers during the year, and will also report on production goals for 1943.

Stork News

Albany—The stork landed in Centre on a recent week-end. Gren Rand, educational director, WOKO, passed out cigars on the of Alan Richard Rand, six born Nov. 7. Mrs. Rand and the radio announcer are coming well at Brady Maternity Hospital this city. Rand has been the caster for Wheaties and Al Refining Company of Eastern home and road games here for past five years.

Gene Martin, new-editor for WBAP, Dallas, has become the father of a daughter, Nancy Alice.

Announcer Gordon Lewis of Greenfield, Mass., recently the father of a boy.

It's a girl at the home of Dick WGN, Chicago, announcer.

1 9 4 2

BIRTHDAYS

17	18	19	20	21	22	23
24	25	26	27	28	29	30

December 10

Lew Brown	Lois Burke
Ray Collins	Jean Dickenson
Irving Fazola	Morton Gould
Lawrence Jacoby	Dorothy Lamour
Leroy Millican	L. J. Pico
Mary Rennie	Claire Sherman
William Spargrove	Sylvia Welss

Spot News "Essential"

Manpower Tieup With Wrigley Show

of a series of similar arrangements planned in cooperation with WVI, the Wrigley Ben Bernie show heard over CBS five times will inaugurate with the show a plan to bring listener messages about the manpower shortage, considered the nation's current need.

program on the air Monday through 5:45 p.m., EWT, will not only

(Continued on Page 6)

Salutes To Bolivar For So. Amer. Via CIAA

shortwave programs commemorating the one hundredth anniversary of the death of Simon Bolivar, Latin American liberator, will be produced and broadcast by the Coordinator of Inter-American Affairs for Latin American countries Thursday, December 17. NBC and CBS aligned stations carry one program. The first prepared in Hollywood, for and will include talks by Ven-

(Continued on Page 2)

Broadcasts From Africa Not Banned, Says Davis

Washington Bureau, *RADIO DAILY* Washington—There is no confirmation reports that OWI and BBC representatives in North Africa are being allowed to broadcast because Admiral Darlan does not like broadcasts they propose, Elmer revealed this week at a press conference. Davis pointed to broadcasts from the Algiers radio, but said

(Continued on Page 3)

Public Service

Robert Hudson, of the Rocky Mountain Radio Council, in advising the OWI of the serious deficits among many small stations in the area, stated that these outlets are to be of public service they will broadcast the Wednesday March or Funeral March if appropriate occasions arise in the area. Such stations, he said, must be forced off the air.

Farewell Gift

Hollywood—A watch which tells time in "every direction" was Jack Benny's goodbye present to Phil Harris. Phil, now a lieutenant (j.g.) in the U. S. Merchant Marine, made his farewell appearance on Benny's NBC show last Sunday. The inscription on the watch reads: "To Phil, with love—Jackson."

5-Day Tie Campaign Sked For 160 Outlets

Five-day spot announcement campaign on 160 stations throughout the country gets under way Monday for Beau Brummell Ties, Inc., via transcription, the announcements scheduled to run two-minutes each, five times daily. Gregor Ziemer, WLW commentator made the recordings. Style of copy is held to be different as done by the author of "Education for Death," a technique that is said to contrast favorably with usual hurried chain-break type of announcement.

Campaign is being conducted purely

(Continued on Page 6)

Expect Gov't Witnesses At Senate AFM Hearing

Washington Bureau, *RADIO DAILY* Washington — Representatives of several government agencies, including the anti-trust division of the Department of Justice, are almost certain to be heard by the special Senate group named to investigate the AFM

(Continued on Page 2)

Audimeter Research Method Set By 7 Clients, 9 Agencies

New Night-time Shows Being Built By KGO

San Francisco—Continuing its campaign to "rebuild San Francisco as a radio production center," three new night-time audience shows have been announced by KGO manager William B. Ryan. All three programs will be heard at 9:30-10 p.m. periods, on different nights, according to Ryan, who

(Continued on Page 2)

WMC Study Establishes Dissemination Of War Information As Necessity; Passes Over Other Activities

BBC's Xmas Program On Entire Mutual Web

BBC's 10th annual Christmas Day program, with world-wide pick-ups, will be carried here, domestically, by Mutual on that day, 9-10:15 a.m. EWT. Program runs 75 minutes in length, and to accommodate the broadcast, Mutual will open its network lines one hour earlier than usual so that the feature can be heard in its entirety. Direct pick-ups from five con-

(Continued on Page 2)

WGN Local Sales Up 12% McGuineas Tells Salesmen

Chicago—An increase of 12 per cent in local billing on WGN during the first 10 months of this year over the corresponding period of 1941 was revealed yesterday by William A. McGuineas, station sales manager, fol-

(Continued on Page 2)

FCC Denies WALB Plea For Hearings in Georgia

Washington Bureau, *RADIO DAILY* Washington—The petition of WALB, Albany, Ga., to hold hearings in that city on the application for license renewal and a construction permit

(Continued on Page 2)

Washington Bureau, *RADIO DAILY* Washington—Only the presentation of spot news is considered essential to the war effort among broadcasting activities, it appears. A study conducted by the committee of the War Manpower Commission in October—and due for no major revisions—revealed this apparent fact, and an official of the committee offered confirmation when he told *RADIO DAILY* yesterday that, "the committee is committed to the idea of emphasizing the dissemination of information relating to the war effort—with the

(Continued on Page 3)

State Dept. Approves Training S. A. Writers

State Department has just approved a project wherein professional radio writers, announcers, directors and producers in South America will be brought to this country for a six month training course in American radio operations, via the Office of the Coordinator of Inter-American Affairs. Details of the plan have yet to

(Continued on Page 2)

WBAP-KGKO Ups Turner To Comm. Manager Post

Fort Worth—George Cranston, manager of WBAP-KGKO, announces the promotion of H. R. Turner of the sales staff, to the position of commercial manager. Turner, a member of

(Continued on Page 2)

Slight Error

Washington—Slight error over WOL in transposition of time element in an announcement concerning a nylon stocking sale brought out the police before quiet was restored. Neighborhood store's copy should have read that the sale would be held from 6 to 9 p.m. whereas the announcer, in giving the news to the station's listeners, read it "9 to 6 p.m."

DIANA UNIVERSITY LIBRARY
DEC 16 1942



Vol. 21, No. 48 Fri., Dec. 11, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher
M. H. SHAPIRO : : : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, 203 North Wabash Ave. Phone State 7596. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Thursday, Dec. 10)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio. Columns include High, Low, Close, Net Chg.

NEW YORK CURB EXCHANGE

Table with columns: Hazeltine Corp. Columns include Bid, Asked.

OVER THE COUNTER

Table with columns: Farnsworth Tel. & Rad., WCAO (Baltimore), WJR (Detroit). Columns include Bid, Asked.

WBAP-KGKO Ups Turner To Comm. Manager Post

(Continued from Page 1)

the WBAP-KGKO staff for eighteen months, joined the radio stations after twenty years in the sales division of the General Motors Corporation and as assistant manager of the General Motors Acceptance Corporation.

Turner succeeds Roy Bacus, who has been commissioned a lieutenant, junior grade, in the USNR. Bacus was commercial manager for the past two years.

State Dept. Approves Training S. A. Writers

(Continued from Page 1)

be announced, though it was indicated, there would be 10 professionals selected, and that they would be assigned to the CIAA productions first, and that the networks and key stations would cooperate.

Those who will be brought here for the training will come from Argentina, Chile, Colombia, Ecuador, Mexico, Peru, Uruguay and three Central American republics. First group will start work early next month.

Expect Gov't Witnesses At Senate AFM Hearing

(Continued from Page 1)

recording ban. Chairman D. Worth Clark, of the Senate Interstate Commerce Committee's special sub-committee, and Attorney Herbert L. Bingham, named last week as "executive officer" of the group, are determined that there shall be no more delay in starting the hearings, now scheduled for Jan. 12.

Bingham is now gathering material to fit together into the general picture which he will present to the Senators. OWI, FCC and NAB statements and surveys concerning the effect of the ban on broadcasting, will be included, as well as material from the War Department on the effect of the ban on Army morale. The War Department is understood to be greatly concerned about the lack of new records.

Although it is far from certain that any representative of the War Department will testify before the investigating Senators, it is probable that representatives of the FCC and OWI—Davis or Cowles—will appear. Bingham said yesterday that he believes Thurman Arnold has not lost interest in the matter because of his setback in the Chicago court, and that he would not be surprised if a member of the anti-trust division appears. Thus far, Bingham revealed, his research has been confined mainly to the effect on the ban on broadcasters, with particular reference to the plight of smaller independent broadcasters. He added that he is also aware that the effect upon the larger stations is serious.

FCC Denies WALB Plea For Hearings In Georgia

(Continued from Page 1)

to operate on 1550 kc., 1 kilowatt, with directional antenna, unlimited was denied yesterday by the FCC. The application also called for assignment of the license by its present holder, the Herald Publishing Co., to the Albany Herald Broadcasting Co.

The hearing is scheduled for next week in Washington, but the denial of the petition to hold it in Albany was without prejudice to the filing of another petition for the taking of depositions from additional witnesses who may be unable to attend the Washington session.

Two Salutes To Bolivar For So. Amer. Via CIAA

(Continued from Page 1)

zuelan officials and Hollywood talent, for a 15-minute showing. The second will be a dramatic program for NBC, and entitled "A Hero Comes Home," to depict the removal of Bolivar's remains from Santa Marto, Venezuela, to the present shrine in Caracas.

Arres Becomes Citizen

Don Arres, Portuguese singer and emcee on WOR's "Tropical Serenade," will receive his final citizenship papers today.

WGN Local Sales Up 12% McGuineas Tells Salesmen

(Continued from Page 1)

lowing third annual meeting of WGN sales department.

Elaborating on the billing for the first 10 months of 1942, McGuineas explained that it was up 73 per cent over the same period in 1938.

Attending the meeting were W. E. MacFarlane, vice-president of WGN and Chairman of the Executive Board on MBS; Frank P. Schreiber, station manager; Kenneth MacGregor, chief of production; Ben H. Berenston, promotion manager, and the following sales representatives: New York, Norman Boggs, George Dietrich and Joseph Speyer and from Chicago office, Reed Meyers, George Harvey, Charles Gates, Charles Coffin and James Anderson.

BBC's Big Xmas Show On Entire Mutual Web

(Continued from Page 1)

tinents, including Europe, Africa, Australia, North America and Asia are being planned. Items on the schedule call for interviews and descriptions of holiday conditions from Russia, China, North Africa, London, Canada, South Africa, New Zealand, India and Malta. Name of high ranking British Empire dignitary who will conclude the program with an official message had not been revealed.

Seventy-five minutes later, the network will carry American, British and Canadian children messages to their parents across the seas, in arrangement with BBC and CBC.

New Night-time Shows Being Built By KGO

(Continued from Page 1)

said the station plans to present audience shows every night at the same time to entertain the many thousands of visitors in the city.

The new programs are "Sonia's Party," a variety show on Thursdays with Phil Bovero's band, Monty Mohn, and Sonia Shaw, who has entertained at many Army camps; "Charlie Harper, Grocer," a Friday night dramatic production, featuring Lu Tobin, and sponsored by northern California Grocers' Association; and the KGO-Young Symphony Artists Contest series, to be heard Tuesday nights for 15 weeks.

Stork News

Chicago—Challenging the radio world to produce a better new baby record, WBBM offers the following birth statistics. For the week ending December 11. Mary Jane Logan, seven pounds, 13 ounces, born to Mr. and Mrs. Chuk Logan Day, special events director; Barbara Jo Cornell, seven pounds, eight ounces, born to Mr. and Mrs. Jim Cornell (father is engineer), and Wayne Meyer, eight pounds, three ounces, born to Mr. and Mrs. Bob Meyer, also of engineering staff.

Last week's stork news: Baby girls at homes of Gary Miller, continuity staff, and John McCormick, announcer, and a son to the home of Rolf Warner, merchandising manager.

COMING and GOING

SHELDON B. HICKOK, JR., manager of NBC stations department, back from the district meeting in Boston.

LOUIS HAUSMAN, head of the present division in the sales promotion department of CBS, leaves tonight for Washington, where he will act as special consultant to the War Department. He will return early part of the week in New York.

D. E. KENDRICK, president of W Network outlet in Louisville, has returned to Kentucky headquarters after having spent early part of the week in New York.

ROBERTO UNANUE, Latin-American producer of CBS, and RUSS JOHNS, chief of network's shortwave production, have returned from Miami, where they covered the arrival of Gen. Fulgencio Batista, president of the Republic of Cuba.

NAT TOLLINGER, NBC producer, leaving Denver, from which point the Tuesday edition of the Bob Hope-Pepsodent program will originate.

JOHN MAYO, sales manager of the Associated Recorded Program Service, back from a sales tour in Boston.

J. V. McCONNELL, national spot and sales manager of NBC, and WILLIAM C. ROY, national spot and local sales promotion manager of the network, in Chicago this week on business.

TOM SLATER, Mutual's director of sports special events, leaves today for Washington where he will cover the championship football game between the Bears and the Redskins, expected back on Monday.

JACK BENNY, MARY LIVINGSTONE, EDWARD "ROCHESTER" ANDERSON and other members of the comedian's program entourage arrived in town yesterday.

RALPH AND SHERWOOD BRUNTON, of KGO San Jose, were in New York yesterday. They called at the offices of CBS and left last night for the Coast.

WILLIAM C. MALO, commercial manager of WDR, Hartford, and WALTER HAASE, program director of the station, in Boston for the meeting which closed yesterday.

EDGAR BERGEN and CHARLIE McCARTHY also DALE EVANS, program vocalist, and BILL KALMAR, composer, expected in Hollywood after a tour of personal appearances at Army camps in the New Mexico area.

FULTON LEWIS, JR., Mutual commentator who has been on a coast-to-coast lecture tour will speak in Denver tonight and will close his tour with an address at Emporia, Kansas, Sunday.

GIVES YOU LOW COST RESPONSE IN The DETROIT AREA

CKLW

800 kc.

MUTUAL SYSTEM

DAY and NIGHT

5000 WATTS

News 'Essential' MC Study Declares

(Continued from Page 1)
 upon the news element all through."
 he implied that the entertainment of radio is not essential, nor is the use of it to maintain the advertising which supports radio essential. The position of the that women must be trained over these jobs, and only if women are induced to go to in broadcasters be certain that will be no moves, either of per or of compulsion, to transfer the female replacements to work ed more vital to winning the

The list of essential job classifications in the communications industry has not been definitely set, and the committee is open to further suggestions. The committee staff is the Washington bureau of Daily has been asked to any further suggestions industry members may to have considered. It is ble that final approval will ven the list next week, and further suggestions for jobs included in the essential jobs which require six or more training—should ceived by the Washington u no later than Monday Address Andrew H. Older, Daily, 520 Third Street, Washington, D. C.

classifications included in the bulletin and presumably still in the list the committee will next week are the following: rance carpenter, control room ntrol supervisor, junior; cons-ervisor, senior; director, in-rtial broadcasting; engineer, onal; technical foreign lan-announcer-translator; foreign e news or script writer; ma- (all around); manager, em-nt and personnel; manager, on; mechanic, radio communi- office; production man bi-gram transmission super-adio operator; radio repair- adasting; recording engineer; rger; tester, transmitter; traffic dio communications; testing elating man; translator; trans- engineer; war correspondent ef.

"Meet the Press" Series Tomorrow On WMAQ

—"Meet the Press," a pro- signed to promote the inter- newspapers in the Chicago acquainting the radio audi- re intimately with the prin- nd personalities behind them broadcast over WMAQ, each y at 11 a.m., CWT, beginning w. Richard J. Finnegan, edi- the Chicago "Times," will be w. newspaperman interviewed on gram.

NEW PROGRAMS—IDEAS

"Musical Grab-Bag"

A new type of "musical grab-bag" program, patterned after the give-away schemes employed by many theaters, has been introduced on KSFO to provide entertainment and free dollars to dialers in the bay area. Heard each afternoon, the show uses telephone books of San Francisco, Oakland, other Eastbay cities, Peninsula Cities, and Northbay communities, selecting the winning names by spinning a wheel.

The wheel selects, in succession, the number of names from the top of the column, the column on the page, the page number, and, finally, the particular phone book in which the winning name is to be found.

Show For Blind

The Philadelphia Lighthouse of the Blind will inaugurate a new series of Sunday afternoon broadcasts beginning next Sunday, featuring blind artists. Show will be under the direction of Mrs. Zella Drake Harper, well known to Philadelphia radio listeners as a conductor of women's programs and commentator. She has been designated "Philadelphia's Voice of the Blind" by the Lighthouse.

Broadcasts From Africa Not Banned, Says Davis

(Continued from Page 1)

he has no detailed reports and cannot be sure of what is going on.

Asked if we are operating the Algiers radio, he replied that, as far as he knows, we are not—in fact, he does not think we have any radio in North Africa. "As I understand," he said, "the CBS and NBC reports come from an Army transmitter."

Davis then questioned Eric Seva-reid, who said he thought there was a regular RCA circuit there, but who operates it, "I don't know."

Although he agreed that the Morocco and, to a lesser extent, the Algiers radio, have not been entirely accurate, Davis refused to say that the American people "should not believe any reports credited to these two sources."

Explains Western Short-Wave Units

The battery of short-wave stations being built along the Pacific Coast is not aimed only at Japan, Davis declared in reply to a question concerning the relatively few unofficial listeners in Japan who could be reached. "They are not aimed at Japan," he said, "They are aimed at the rest of Asia and the Pacific. We haven't, certainly, very many listeners in Japan except government officials, whose job it is to listen. But we can get a good deal in the southwest Pacific. We can use these for great numbers of American troops overseas to whom we provide news and information and entertainment. In a great many localities that is all they can get.

"We reach Australia and New Zealand," Davis said, adding, "also,

Women's Feature

New women's feature program introduced on WTAG, Worcester, this week is entitled "Polly and the Postman." Piano-playing Polly is Olive Merrill, and her "singing postman" is Bob Rissling, who pauses on his mail route to chat and sing with her. From his mailbag come letters from WTAG listeners on fashion, fiction, beauty, and household subjects, and these Polly discusses, interviewing advertisements from participating sponsors. Show is aired Tuesdays, Thursdays and Saturdays from 9:30-9:45 a.m.

Children's Program

A new children's program that has incorporated many new ideas is heard over the WIP, Philadelphia, airplanes, at 8 a.m., Monday through Friday. Wayne Cody, a star from the vaudeville and musical comedy fields takes over the role of "Jolly Jack" for his early morning stint, and sells the getting-up problem to the children with musical games to get them out of bed. Continuing the task of making the arduous task simple, Cody offers a dressing race and a pick-up game to teach the children tidiness around the house.

MBS Appoints S. J. Quinn To Australian Assignment

Mutual has replaced Frank Cuhel with Stanley J. Quinn as its correspondent and newscaster in Australia. Cuhel will be transferred to another war zone post soon. Remainder of the MBS corps of foreign correspondents is: London—John Steele, chief of Mutual's overseas staff, and Seymour Korman; Cairo—Leslie Nichols; Honolulu—Owen Cunningham; Algiers—Arthur Mann and John Thompson.

Bernard Dudley Announcer

The announcer on the new Barbasol CBS network program, "John B. Kennedy," is Bernard Dudley.

we are hoping to get some broadcasts from Australia into the occupied islands and other occupied territories. We haven't got much of a short-wave audience there because the Japs are confiscating the sets, but you can reach them by medium wave." In reply to another question, Davis said OWI can reach "medium-wave" listeners in the Dutch East Indies from parts of Australia.

Davis revealed there has not as yet been any reorganization of the OWI Overseas Branch, but plans for reorganization along geographical lines are under consideration. "That is to say," he continued, "whether you have a radio and a news division and a publications division and so on, or whether you take it geographically and have the thing split up—the Allied countries, the neutral countries, enemy countries, and so on...we may have a mixture of both in the long run."

Clients-Agencies Set Audimeter 'Research'

(Continued from Page 1)

pany has perfected an instrument which will make an accurate graphic record of the listener's radio program selections from month to month. Production of the instrument in quantities is expected and as fast as the audimeters are produced the scope of the research work will be expanded.

The audimeter service is being offered on a privileged, non-profit basis, to 15 radio advertisers, their advertising agencies, national networks and a limited number of stations.

In the first two categories (the only ones to whom service has been offered to date), are the following subscribing companies:

Advertisers—Carter Products, Inc., Colgate-Palmolive-Peet Co.; General Foods Corp.; General Mills Inc.; Lever Brothers Co.; Miles Laboratories, and Sterling Drug Inc.

The agencies subscribing are Ted Bates, Inc.; Benton & Bowles, Inc.; Blackett-Sample-Hummert Inc.; Knox Reeves Advertising, Inc.; Ruthrauff & Ryan Inc.; Sherman & Marquette Inc.; Small & Seiffer Inc.; Wade Advertising Agency and Young & Rubicam Inc.

The 1,000 audimeters have been placed in a scientifically-controlled cross section of homes in small cities and communities as well as in the following metropolitan districts; Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, Milwaukee and St. Louis. This area includes eight million homes and officials of Nielson Company declare that the accuracy of each instrument can measure the listening habits "and produces in the course of a year an amount of information approximately equal to that which could be obtained from about 500,000 coincidental telephone calls.

New Contracts On Blue, WJZ

Adler Shoes for Men has renewed its participation in Ed East's "Breakfast in Bedlam" on the Blue Network. Consolidated Advertising Agency handles the account.

Continental Baking Co., which currently is sponsoring 12 announcements weekly, including five on the "Blue Bandstand," has signed for a new series of transcribed announcements for Wonder Bread on WJZ.



OWI-Manpower Tieup With Wrigley Show

(Continued from Page 1)

carry its own messages concerning manpower, but to enhance the value Bernie and the sponsor, cooperating with local stations, will use local cut-in announcements also.

Because the manpower situation is primarily a local one, the cut-in method will give each community in the 116 CBS-station areas on the Bernie network an opportunity to air its problems. All local employment problems will be dealt with through the local announcements, which are to be adopted cooperatively by the local outlets and the local U. S. Employment Service officials.

If on a certain day a community needs a certain type of worker a local announcement will be prepared urging such artisans not engaged in war production to get in touch with local authorities.

Apart from the local angles Ben Bernie himself will emphasize such messages as apply to the entire nation, as desired by the Office of War Information.

Jack Bundy On WTMJ Has New Bond Program

Milwaukee—Heinie (Jack Bundy) and the Grenadiers heard over WTMJ each Tuesday night in a new bond show in which listeners are urged to telephone war bond pledges to Heinie during the show, in receipt for which they get a model warplane with their names inscribed on the wing or fuselage. The model war planes, which are built by Milwaukee high school students, are hung on the walls of Radio City's auditorium studio where Heinie and His Grenadiers broadcast their daily noon program and the evening war bond program.

Twenty-five dollar bond pledges buy a fighter plane model; \$100 a medium bomber; more than \$100 either a Flying Fortress or a Consolidated PBV. As bond sales increase, the planes will be hung in formation, with squadrons of bombers, and their fighter escorts.

Chester Article Published

Edmund Chester, director of Broadcasting to foreign countries at CBS, is the author of an article in the December issue of "The Pan American." The article describes the exceptional coverage given Latin America by CBS shortwave on the landing of the American troops in North Africa.

Coming Events

Jan. 11-15: "Wartime Conference" of the National Retail Dry Goods Assn., Hotel Pennsylvania, New York.

Feb. 15-17: Annual meeting of the Canadian Association of Broadcasters, King Edward Hotel, Toronto.

NEW BUSINESS

WPAT, Paterson, N. J.: Cliquot Club Beverages, thru N. W. Ayer & Sons, six anns. weekly; Sears-Roebuck Co., 42 anns. weekly for six weeks, direct; Michaels' Department Store, thru United Advertising Agency, 60-min. program weekly; Stanback Remedy, thru Klinger Advertising Agency, 15 anns. weekly; John F. Frommer Co. (Beverages), thru Federal Advertising Agency, five anns. weekly (renewal); Wiss Sons, Inc., (Jewelers), thru Scheck Advertising Agency, three five-min. periods daily; M. Wilderter Sons, Inc., (Furniture), thru W. N. Scheer Advertising Agency, 15-min. programs Monday thru Saturday; Botany Worsted Mills, one half-hour program weekly, direct; Lee Jewelers, six anns. weekly, till forbid, direct; Newark "Star Ledger," thru Scheck Advertising Agency, 25 anns. weekly, till forbid; Aircraft Instrument Schools, Inc., six anns. weekly, direct; Borok's Furniture & Radio Company, thru Louis Herman Advertising Agency, 15-min. program Monday thru Saturday; Crest Haven Memorial Park, thru Scheck Advertising Agency, 15-min. program Monday thru Saturday; First Saving & Loan Assn. of Fairlawn, nine anns. weekly, direct; G. & R. Recording Co. (Records), two anns. weekly, direct; Gospel Chapel (Religious), one 15-min. program weekly, direct; Gospel Crusaders (Religious), renewal for one half-hour weekly, direct; Konner's, Inc. (Clothing), three five-min. news periods daily, direct; A. Mamlet Co. (Gifts), three time signals daily, direct; Metz Shoes, one ann. daily, direct; Thomas G. Neal (Hardware), two anns. daily, direct; Harry Prostick (Jeweler), six anns. weekly, direct; Selby, Inc. (Women's apparel), one ann. daily, direct; Specialty Linen and Curtain Shop, one ann. daily, direct; L. Bamberger Co. (Department Store), 30 anns. weekly, direct, and the following firms to participate in a half-hour daily program to secure industrial help: Walter Kidde & Co., Wright Aeronautical Co., Curtis-Wright Manufacturing Co., Star Electric Motor Co. and Public Service of New Jersey.

WHN, New York; Hearn's (Department Store), thru Milton Rosenberg, N.Y.C., renewal of the Saturday "Kiddie Show," 65 weeks; P. Lorillard Company, thru J. Walter Thompson Co., anns. for 17 weeks; Consolidated Drug Trade Products, (Peruna and Kolor-Bak), thru Benson & Dall, Inc., one-hour program, Monday thru Saturday, for 13 weeks; Admiracion

Wedding Bells

John W. Hagus, owner and operator of WHAI, Greenfield, Mass., was married to Alice Whalen, Dec. 2. Couple left for a honeymoon trip to Florida.

Marge Mayland, of the WBBM, Chicago, education staff, has married Yeoman Carl Treat.

KQW, San Francisco: Procter & Gamble (Duz), thru Compton Advertising Agency, one station break weekly for 23 weeks; Simon & Schuster (Tax Book), thru Northwest Radio Advertising, three five-minute programs weekly; Bell Brook Dairies, thru Botsford, Constantine & Gardner, four station breaks weekly for 14 weeks; Parrott & Co. (Semi Wines), thru Blum's Advertising Agency, three one-minute anns. weekly for five weeks; Acme Breweries (Beer), thru Brisacher, Davis & Staff, one station break weekly for six weeks; Kilpatrick's Bakery Bread, thru Emil Reinhardt Advertising Agency, three station breaks weekly for 24 weeks; Nehi Corp. (Royal Crown Cola), thru BBD&O, one station break weekly for seven weeks; Shasta Water Co., thru Brisacher, Davis & Staff, one 10-minute newscast weekly; Davis Minor Publishing Company (Music Course), thru United Advertising Companies, Inc., one five-minute program weekly for 13 weeks.

WINS, New York: Hudson Bay Fur Co., thru Sidney Robbins Agency, 100 anns. weekly for 13 weeks; Duffy's Tavern, 28 anns. weekly for 13 weeks, direct; Broadhurst Theater (to advertise "Show Time"), thru Blaine Thompson Co., 10 anns. weekly, till forbid; Select Theaters, Inc. (to advertise "Count Me In"), thru Blaine-Thompson Co., 10 anns. weekly, till forbid; I. J. Fox, Inc., thru Louis Kashuk, 70 anns. weekly for four weeks; Luxor Hotel and Baths, thru Arthur Rosenberg Co., Inc., renewal of eight anns. weekly for 13 weeks; Colgate-Palmolive-Peet (Super Suds), thru Wm. Esty & Co., 30 anns. weekly for 10 weeks; Simon Ackerman Clothes, thru Ehrlich & Neuwirth, increase of schedule from 10 to 15 anns. weekly for 26 weeks; Ubangi Club, thru the Feldman Company, 18 anns. weekly for 13 weeks; Servus Clothes, thru Klinger Advertising Corp., renewal of seven anns. weekly for 13 weeks; Sachs Quality Furniture, Inc., thru William Goldman Agency, renewal of 90 anns. weekly for 52 weeks; Hercules Welding School, thru J. R. Kupsick, one five-minute period daily, six days a week, for 13 weeks; Ed Winston Club, thru Newmark Agency, four anns. weekly for 13 weeks.

Laboratories, thru Charles Dallas Reach Company, Newark, anns. for 20 weeks; Vick Chemical Company, (Vitamins Plus), thru Morse International, Inc., anns. for 13 weeks.

Stork News

A son, Richard Stockton, has been born to Mr. and Mrs. Stockton Helffrich. Helffrich is in charge of NBC continuity acceptance department. The blessed event took place very recently at the French Hospital in New York City. Both mother and baby are reported as doing well.

5-Day Tie Campaign Sked For 160 Cities

(Continued from Page 1)

ly as a stimulant for Christmas business, according to Harry W. executive of the tie campaign as a test of radio as a medium such national merchandising five day drive which starts runs to Friday Dec. 18.

Included in the list of stations carrying the Beau Ties program are: WLW, Cincinnati; WEEI, Boston; WGST, WCCO, Minneapolis; KRDL, WISN, Milwaukee; WTAM, land; CKLW, Windsor, Ont.; WRNL, Richmond, Va.; KQV burgh; WBAL, Baltimore; Indianapolis; KMBC, Kansas; WMC, Memphis; WOAI, San Antonio; KSD, St. Louis; WLAC, Nashville; WPTF, Raleigh; KFEL, Kansas; KRNT, Des Moines; WOW, and WINS, New York.

Agency for the Cincinnati campaign is the Key Advertising Co. of Cincinnati.

WPEN Bond Rallies Passes \$1,000,000

Philadelphia—In a special occasion commemorating Pearl Day, WPEN, Philadelphia, started an Air Raid Zone Bond Rallies throughout the city on December 7, in cooperation with the War Savings Office of the U. S. Treasury Department. A special 60-minute program at 10 o'clock that evening was the highlight of the day's bond-selling activity. In addition to the rallies, throughout the evening listeners were invited to buy bonds by calling the station. Results were broadcast throughout the night. When the station went on the air at 12 o'clock, it was announced that \$1,131,843 worth of War Bonds—in cash—not pledges, was sold in the 10 rallies.

Speaking on the broadcast, WPEN, Mayor Bernard Samuelson announced that the committee sponsoring the bond rallies would become the local Council of Civilian Defense, and that he had accepted the post of honorary chairman of the Civilian Defense Victory Bond Committee, as it will be known hereafter.

WPEN, acted as the Issuing Agency for the Treasury Department, sent its entire office and maintenance staff to issue the bonds at the Air raid zone headquarters. Al Simon, general manager of WPEN and M. Roos Wallis, deputy Administrator for the Treasury Department, also took part in the broadcast. The station which has operated with the committee in sponsoring these rallies was praised by local Treasury officials, when it announced that since Oct. 7, a total of \$2,271,843 worth of Cash Bonds had been sold. Wallis, representing the Treasury Department said that the broadcast that the rallies are successful that officials in Washington are "eyeing it with a plan to duplicate the same thing in all cities where there is a strong and well-organized Air Raid Zone organization."

DECEMBER 24

RADIO DAILY

Presents its

**ANNUAL AUTHENTIC
RADIO CRITICS POLL**



**RADIO EDITORS, WRITERS AND COLUMN-
ISTS OF AMERICA, REPRESENTING NEWS-
PAPERS AND MAGAZINES EVERYWHERE
ARE NOW CASTING THEIR BALLOTS FOR
THEIR FAVORITE PROGRAMS, ARTISTS,
ORCHESTRAS AND COMMENTATORS OF THE
PAST YEAR**



Coast-to-Coast



SEVERAL new additions to the staff at KXOK, St. Louis, have been announced. Walter Gotsch is a new platter turner and Jimmie Duncan has been added to the musical staff as a drummer... Marion Spurgeon and James G. Black go to the engineering department. John Merry, present studio operator has been transferred to the day shift at the transmitter... George Cominos and Shirley Heege, recent graduate of the Missouri School of Journalism are the latest members of the radio news department.

Nat Pieper, northern California head of the Federal Bureau of Investigation, has chosen KPO, San Francisco, for one of his infrequent radio appearances Friday night, December 18, 9:15-9:30 p.m. PWT. Interviewed by Frank B. Belcher of Los Angeles, president of the California State Bar Association, Pieper will tell of the FBI's activities in relation to counter-espionage, handling saboteurs, and the enemy-alien problem.

WLIB, Brooklyn, inaugurates a new newscast beginning tomorrow. A summary of news, re-written from the UP wires will be given every hour, five minutes preceding the hour, throughout the broadcast day.

WTAR, Norfolk, recently added several new members to its personnel: Mrs. Margarita Smith, formerly with WLPM, is the new commercial traffic manager... Milton Green comes from WINX to join the announcing staff... Edward Anthony, whose wife is already a member of the engineering staff joins that department... Margaret W. Halbert, announcer Hal Barton's frau, steps into the stenographic department.

William Agar, acting president of Freedom House, was a recent guest speaker on the "Voice of Freedom" program heard over WMCA, New York... "Front Page Drama" which has been a steady Saturday feature moves to a new time beginning Dec. 19. Instead of being heard at 3:30 p.m., the program will be aired one hour later.

1 9 4 2											
BIRTHDAYS											
17	18	19	20	21	22	23					
24	25	26	27	28	29	30					

December 11

Buster Coward Donald Flamm

December 12

Emanuel Demby Ann Eden
Hal James Allen Massey
Helen Menken Martin Starr
Edward G. Robinson

December 13

Florence Baker Charlie Gregg
Phil Mayer

The annual tea and reception to foreign students in the District of Columbia, given each year by Mrs. Franklin D. Roosevelt, will be broadcast via WMAL, Washington, D. C., and the Blue Network, Thursday, Dec. 17, 4:30 to 4:45 p.m., EWT. The broadcast will originate in the Department of Labor Auditorium, where the reception and tea will be held. The event is under the auspices of the Friendly Relations Committee of the National Council of Young Men's Christian Associations and the International Student House in Washington. Mrs. Roosevelt will interview several of the students during the broadcast and another group will sing Christmas carols of other lands. The program will be shortwaved overseas by delayed broadcast.

B. Bryan Musselman, managing director of WSAN, Allentown, announced that the station will use the AP radio wire from Press Association, Inc., radio subsidiary of the AP. The Allentown affiliate of the Blue and Quaker networks will feature AP dispatches in frequent newscasts.

WBYN, Brooklyn, to help stimulate their War Bond Campaign will put six John Powers' Models on "Keep Freedom Ringing," Monday, Dec. 14... Ben Grauer, NBC announcer, will guest with his old friends, Clive Davis and Lou Walker, Dec. 16.

Bettie Focht, has been added to the continuity department of WOWO-WGL, Fort Wayne. She attended Ohio Northern College and was employed by the "Lima News" before joining the Westinghouse station.

Phil Brito, baritone, is celebrating one year with WLW, Cincinnati. Before joining Brito was the featured vocalist with Al Donahue and also soloist with Freddy Martin on the Lady Esther program. Brito's heard five nights a week on the "Moon River" program, five times a week for Vicks, twice weekly on program called "Ballads By Brito" and on Sundays on the Fountain of Fun program sponsored by the Mars Candy Co. for Milky Way.

Not two Thanksgivings, but two Christmases will be the situation in Margaret Dyk's household this year! Margaret, who is secretary to Manager J. B. Conley of WOWO-WGL, Fort Wayne, will see her husband go into the army in the middle of December, so they are having their own private Christmas before he leaves. Their tree has been up and decorated since December 1... Kay Howard, whose women's show is heard on WGL daily at 10:15 a.m., is offering a ticket to a Fort Wayne Civic Theater production to any one who sends in a household hint which can be used on the program.

Clare Hays, of KOIN, Portland, Oregon, was chosen by the WAAC's as "Honorary WAAC Recruiter of the Week." She is the first woman in the Portland area to be so honored. Mrs. Hays is the woman behind the nightly broadcast "War-time Women."

Christmas Day on CKOC, Hamilton, will be definitely tuned to a wartime Christmas. One of the unusual treats of the day will be the broadcast of transcribed greetings from Hamilton boys serving in various parts of Canada to their folks at home. Arrangements have been made with a number of stations near where the boys are stationed, to transcribe their greetings and send the discs to CKOC for Christmas day airings. CKOC handles the cost of the transcribing, and of course, donates the air-time. A little different angle to the greeting idea, these radio messages will bring the boys home for Christmas "in spirit" if not in body!

Bob Cottingham, assistant publicity director in charge of news, of KYW, Philadelphia, left the station on a leave of absence and arrived at the west coast where he took a position with the Douglas Aircraft... Jimmy Gantz recent desk man on the Evening Ledger and sports editor of the Philadelphia Record has been added to the news staff... Bill Rambo, for the past six years on the staff of the Norristown (Pa.) Times-Herald takes over the post of news editor... Chick Kelly of the news department takes over Cottingham's position.

Within 15 minutes after a civilian plane crashed into nearby Lake Quinsigamond last week, the WTAG, Worcester, Special Events Department had arrived at the scene to bring listeners a first-hand broadcast of the accident. The occupants of the disabled plane, a pilot instructor and a student in Civilian Pilot Training, were interviewed by Special Events Chief Bob Dixon and Chief Announcer Phil Brook. Listeners were afforded a vivid description of the reactions of the men as the plane went out of control and they parachuted to safety. Program was recorded and aired at 12:30 p.m. shortly after first reports of the crash.

"The Sunshine Boys," popular KWKH, Shreveport, presentation, led by the founders of the group, Bob and Joe Shelton, have opened a new nightly series of broadcasts over KWKH for Consolidated Drugs. Show airs at 6:30 p.m. Mondays, Wednesdays, Thursdays and Fridays; 8:30 p.m. on Tuesdays and 6:00 p.m. Saturdays.

A variation of the familiar "Alarm Clock" program informing the audience of the correct time has been started at KTKN, Ketchikan, on the "Fishermen's Almanac." Instead of just telling the fishermen at sea on Alaska waters what time it is, KTKN also announces the date. Frequently fishing boats are at sea for three to four weeks. After the first week, it is said, there is often a difference of opinion among crew members as to what the day and date really are. So to settle these disputes, KTKN regularly announces the day, the date, and the time at exactly 9:40 p.m. each evening.

With departure of Ed Round of KYA, San Francisco, is Janet who joined the staff three years ago as a secretary... A special series of mas shows is being aired in collaboration with the daily...

General Manager Franklin Little of FM Station W65H, has granted permission to Weyan University Broadcasting to rebroadcast over the network all W65H program commercials. The Wesleyan network is located at Middletown, Conn.

George Hamilton Combs, New York, news analyst now on a four-week holdover engagement with New York Roxy, has signed for a total of six weeks at the same station. Cole Porter will be Vincent Lopez on WHN's "Gloom Dodgers," afternoon, Dec. 14. Porter will have his new number "You'd Be So Lonesome When I'm Gone" on WHN's "Kitchen Kapers," a personal appearance at the Brooklyn theaters.

"New Jersey Industry" the new series devised and produced by WPAT, Paterson, to aid the effort will be aired from the next Sunday, from 2:30 to 3:00 p.m. The program is a dramatic presentation with a musical background. The purpose of the program is to urge listeners to avoid over-confidence in quick victory, yet show the strides in Jersey ship-building, autos, and other war industries taken to repair the damage at Pearl Harbor.

A new wartime training program being KROW-ed in Oakland, in collaboration with the Central Trade School, deals with the national problems, and the need for technicians by the armed forces and industries, are taken up... Two new KROW shows are the morning "Crier," a disc presentation, and a economy program titled "Callin' Kitchens."

WNEW Adds Ted Powell To List Of Remote Broadcasters

WNEW has concluded arrangements to broadcast the music of Ted Powell's orchestra from the Reception Room of the Hotel Dixie in New York City. Powell will broadcast a schedule of six programs a week on WNEW—four half-hour evening programs, and two 15-minute afternoon offerings.

Hotel Dixie programs round out WNEW's schedule of remote pickups from Manhattan nitering hotel locations. Station's schedule currently includes pickups from the Hotel Commodore where Vaughn Monroe is featured, the Meadowbrook Club in Jersey, and the Savoy room in Harlem.

Small-Station Losses

Nov. War-Effort Exceeded 100 Hours

devoted to the war effort on the Network continued its in- in November when a total of 100 hours and 57 minutes were used in programs presented by govern- agencies and departments and organizations, sponsored and airing programs in addition to an- nouncements.

Amount of time used for these es in October was 80 hours and minutes.

CD Audience Set To Attend Network Quiz

and female teams of six civi- lense volunteers will do battle on Harry Hagen's "True or show, in what is believed to first time a national network has been presented exclusively a civilian defense audience. The cast will be held at the depart- auditorium, in Washington, with more than 1,500 volunteers eed to attend.

ature of the program will be a address by Col. Lemuel Bolles, n Defense Director for the (Continued on Page 4)

Weekly News Periods WHN For Purepac Co.

pac Corp., for Flemex, has esed a block of 46, five-minute eriods weekly on the half hour WIN, for a 13-week run, start- ay, through Klinger Advertis- Corp. Sid Walton, station's news a will prepare the copy and st the series.

Turnover

Philadelphia—The turn-over in nouncers and engineers is so these days that even execu- seem new. Les Joy, general nager of KYW, was spotted by ew announcer who had been eing the station but a short time. h new acquisition, upon seeing exclaimed, "Good Lord... an- r new engineer?"

Prognosticator

Washington—In the Press Asso- ciation prediction results for 187 major football games of the na- tion, Steve Douglas, WRC sports commentator, picked 115 correctly. In the rankings for predictors from Maryland, Virginia and the District of Columbia, Douglas placed second only to Paul Menton of the "Baltimore Sun," who picked 116 correctly.

"Victory Line" List Undergoing Revision

A revised listing of the "victory line" of radio repair and maintenance parts will be submitted to the American Standards Association next week by WPB's Radio and RADAR Branch. Some parts of the original line were not approved at the ASA meeting here last week, and new specifica- tions will be prepared for approval a week from Wednesday.

Similarly some alterations will be (Continued on Page 2)

20% Essential Personnel Exceeds New Draft Age

Washington Bureau, RADIO DAILY
Washington—Twenty per cent of the station personnel listed as "essential" to broadcasting have been removed from selective service listing as avail- able for military duty because of the age limit drop from 45 to 38, it was revealed by NAB's manpower sur- vey. Of 2,488 persons listed as essen- tial by 600 stations, 510 were found to be over 38 years of age.

★ THE WEEK IN RADIO ★

... Small Station Aid

By BOB LITZBERG

FOM indications revealed last week, broadcasters are to benefit by the splendid work that they have been doing in behalf of the war effort. Early in the week it was reported that an announcement was forthcoming in the near future which would permit stations to deduct on their income tax schedules the value of time devoted to War Bond plugs and other government messages. The proposed special ruling has already

Peter Doubts Wisdom Of Some Licenses Issued By The FCC In Lesser Cities; Average Radio Biz Up 10%

CAB Sees Daytime Off With Night-News Up

Daytime listening ebbed while night time audiences showed substan- tial increases as did news programs during the months of July, August and September according to a CAB index just made public. Gosoline rationing had contributed to the upward swing of night time listening, and increased employment was charged with drawing audiences from the day- (Continued on Page 7)

Washington Bureau, RADIO DAILY
Washington—Expressing grave doubt concerning the wisdom of FCC licens- ing policies, NAB Research Director Paul F. Peter posed the question Friday, "Was it economic for the Commission to license 105 stations in cities of less than 10,000 popula- tion? Is business in these towns sufficient to support the stations even in normal times?" Peter said he also had doubts about the wisdom of licensing some stations in cities of between 10 and 25 thousand people. Peter indicated that recent state- (Continued on Page 7)

BBC-Shortwave Marks 10th Birthday Dec. 19

BBC will celebrate ten years of world-wide short wave broadcasting, Dec. 19. Growth in the decade has been accelerated more readily dur- ing the past four years of war. In a summary on BBC's expansion, re- port listed increase from a single (Continued on Page 2)

Salary-Bonus Status; OES Regional Offices

Washington Bureau, RADIO DAILY
Washington—Information on what Christmas and year-end bonuses can be paid employees making over \$5,000 yearly or executive, administrative and professional employees making less than that but not represented by a labor union was released here (Continued on Page 7)

Dress Co. Testing Spot; Retailer Aid Via WJZ

Queen Make Dress Company, New York, will launch a campaign Jan. 5 on WJZ in what is believed to be the first effort to sell dresses in the moderate-price field on the air. A (Continued on Page 6)

WTAG Plans Huge Show As Part Of Bond Rally

Worcester, Mass.—Most ambitious program ever attempted here will be heard tonight at 10 p.m. when WTAG stages a full-hour show, in- cluding an address by Assistant Secretary of the Treasury John L. (Continued on Page 6)

Feminized

San Francisco—KPO's traffic de- partment will be completely femin- ized on January 1, when traffic chief Harold Hackett goes into the Army Signal Corps and his as- sistant, Lon King, joins the air corps. Fay Pattee, diminutive sales traffic chief, will succeed Hackett, and will name another femme to serve as her assistant in the near future.

(Continued on Page 2)



Vol. 21, No. 49 Mon., Dec. 14, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher
M. H. SHAPIRO : : : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, 203 North Wabash Ave. Phone State 7596. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(December 11)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

BBC-Shortwave Marks 10th Birthday Dec. 19

(Continued from Page 1)

language, English, at the origin of service, to forty-five languages currently. Other than English programs opened with the inauguration of the Arabic and Latin-American services in 1938. English programming has expanded from ten hours daily to twenty-one.

Other language broadcasts average another 50 hours daily to bring the weekly total to approximately 350 hours. Rebroadcasting over standard wavelength stations had been confined, in the beginning, to the Dominions and Colonies of the Empire. Today some three hundred stations in Continental United States, Puerto Rico, Alaska and Hawaii carry the BBC programs.

Recorded and transcribed radio pro-

BALTIMORE'S BLUE NETWORK OUTLET WCBM National Representatives: SPOT SALES, INC. - New York - Chicago - San Francisco

THE WEEK IN RADIO

Small Station Aid

(Continued from Page 1)

by loan or by the payment for programs and through tax measures, if that be possible."

Thus for the second time in two weeks broadcasting interests (previously it was, the radio artists) were given special consideration from government quarters... Tour of NAB districts by the trade organization's officials and government agency representatives reached New York (2nd District) early last week and concluded with a meeting in Boston toward the end of the week. In both cities, the entire group was met with the same enthusiasm that greeted them throughout the other district meetings; the New York meeting was addressed by John Benson, president of the American Association of Advertising Agencies, who stressed solidarity within the industry and who indicated that the advertising agency was more favorably inclined toward broadcasters than the FCC.

Elmer Davis, director of the Office of War Information, last week defended his agency's use of its own recording facilities on the basis of the fact that it is making possible sizeable savings to the government. Davis gave his views on the subject in a report to a committee investigating the complaint of the Association of Recording Studios re OWI recording practices; Davis' report claimed that the cost of OWI recording for the month of October was half the amount that it would have been if the recording was done on the outside; however he did leave open the possibility of using private facilities in the future, with the contemplated expansion of OWI activities... Spot news was labeled "essential" to the war effort in a study conducted in October by a committee of the War Manpower Commission and revealed last week. Important point implied in

the study is the fact that the entertainment function of broadcasting as well as advertising personnel is not considered essential and that manpower used in both these functions would eventually have to be taken over by women... Another threat to the radio industry was forecast last week when it was revealed that, in addition to the already-imposed recording ban, music publishers, as represented by the Music Publishers Protective Association, were seeking an increase in the matter of mechanical royalties.

New era in research loomed on the broadcasting horizon last week with the announcement by the A. C. Neilson Co., research firm, that seven advertisers and nine advertising agencies had contracted to use the firm's audimeter in 1,000 homes east of the Mississippi; audimeter is an instrument, which will make an accurate graphic record of the listeners' radio program selections from month to month... NBC announced the election of J. H. McDonald to a vice-presidency of the network; in addition, the network also announced the setting up of machinery so that entertainment will not be rationed during 1943... Eleven-month billings by the Mutual Broadcasting System showed a 38.1 per cent increase... NAB received the official okay of housing authorities in Washington for the purchase of new headquarters... Possibility of a return to broadcasting by Elmer Davis, OWI chief, was seen following the appointment of Nicholas Roosevelt to take over some of the responsibility previously handled by Davis... Canadian Broadcasting Corp. issued new rules regarding ET broadcasts: issuance of the new rules followed considerable criticism of the CBC and its new management on several points.

ductions prepared by both American and British radio provide the only means of entertainment for Allied Forces in far away corners, such as in Africa, where it is impossible to send live entertainment units. The diversion is transmitted to the troops via 23 stations scattered throughout the British Empire, via schedules ranging from seven to 11 programs a week under the auspices of the Entertainment National Services Association which is under the direction of the Department of National Services Entertainment of the British Government.

Basil Dean Is Director

Basil Dean, director of the NSE, and president of the British ENSA, made the above report at a press conference, yesterday, at the Hotel St. Regis, as hosted by the British Information Services. Gertrude Lawrence is president of the American branch of the ENSA. About 50 persons, including British and American theatrical talent attended the conference. Dean arrived in United States from the British Isles short time ago.

"Victory Line" List Undergoing Revision

(Continued from Page 1)

made in the tentative list for 118 tubes in the WPB production program. The tube industry advisory committee suggested some minor changes last week and set a deadline of today for final approval of the list.

The Radio and RADAR Branch hopes to have the full order ready by the first of the year. The order does not constitute a limitation, it was pointed out—it is actually a production order. Tube makers, for instance, may continue to make other types of tubes, but will be required to turn out the tubes on the WPB list.

Mrs. Ewing In New Post

Washington—Appointment of Mrs. Elaine Ewing as assistant director of station relations for the OWI Radio Bureau was announced Friday by Douglas Meservey, assistant chief. Mrs. Ewing, formerly with NBC in New York, has been a member of the OWI staff for several months.

COMING and GOING

WILLIAM HILLMAN is in New York for ferences at the headquarters of the Blue work. He will broadcast today's stanza "War Journal" program from WJZ.

LEON LEVINE, CBS assistant director of cational programs, has returned from Wash on, D. C., originating point over the work of "People's Platform," "Country Journal," "ventures in Science" and "Invitation to La ing."

FULTON LEWIS, JR., is expected in W ington, D. C., today, having completed a c o-coast lecture tour which started on Dec

ROGER W. CLIPP, general manager of W Blue Network outlet in Philadelphia, spent day in New York.

NORMAN BROWN, of WSUN, St. Peter, in town from Florida on station and net business.

K. K. HACKATHORN, sales manager of W who spent the greater portion of last week New York, has returned to his Cleveland quarters.

OTTO BRANDT, station contact repres ive of the Blue Network, is back from a of the network's affiliates in the Middle W

PARKS JOHNSON and WARREN HULL are Ames, Ia., where they will conduct tonid "Vox Poo" program from the campus of State College.

TOM WILLIAMS, featured as the "Dirt D her" on WLAC's "Garden Gate" program, rned to Nashville over the week-end. He been conferring for a few days at CBS.

VIVIAN DELLA CHIFSA is in Baltimore, wh he and ROBERT WEEDE will appear tonight joint recital.

EARL WINGER, vice-president of WDD, was in New York last week on station and work business, returned to Chattanooga of he week-end.

TOM SLATER, Mutual's director of sports special events, expected back today from W ington, D. C., where he broadcast the char ampionship football game between the Bears and the Redskins.

E. H. SHOMO, eastern sales manager of WBB s back in Chicago following a brief busin trip to New York.

EARL MAXWELL, sports commentator of MMC, Memphis, and MRS. MAXWELL, featur ecialist on the station, visiting in Chicago Friday.

Thomas P. Littlepage

Washington—Thomas P. Littlepage '39, attorney long active in radio legal circles, died here Friday from a heart attack. Although he had been inactive in radio matters for some years, Littlepage once was associated with Paul D. Spearman, prominent radio attorney, in handling the legal affairs for the Hearst broadcasting interests.



"And to think those announcers on WFDF Flint, Michigan were worrying me!"

TO ALL AFFILIATED STATIONS

Today we sent by express a complete ready-to-air program for your use at the end of the year.

“THIS WE HAVE DONE” is a 30 minute *dramatized* transcription of 1942 which we have produced for your use and profit. We suggest that you reserve your best half hour availability, because when you hear this program you will want to see your best prospect.

“THIS WE HAVE DONE” is *not* a promotion piece but a factual dramatization of all the history-shaping events of 1942. We suggest that, after you use it, you keep the program in your files permanently. It is contemporary history and you will want to use it again!

P. S.

Do NOT send your check
for “THIS WE HAVE DONE”.
It’s “on the house”.

PRESS ASSOCIATION, INC.

Radio Subsidiary of

The Associated Press

50 ROCKEFELLER PLAZA, NEW YORK, N. Y.

STANDING
SQUARELY
IN THE
CENTER OF
MICHIGAN'S
Greatest
OUT-STATE
MARKET

WOOD
Grand Rapids
Now 5000 Watts
RED
Michigan Radio Network
BLUE

OUT-STATE
MICHIGAN'S
GREATEST
STATION
KING-TRENDLE
• BROADCASTING •
CORPORATION
Represented by
Paul H. Raymer Co.

MAIN STREET
OL' SCOOPS DAILY

A Reporter's Report Card. . .!

• • • **GEO. WASHINGTON HILL:** Despite the fact that "Your All-Time Hit Parade" is practically set to go on in Feb., the alleged hepsters are willing to gamble that at the last minute you won't give up "Info, Please." What goes? . . . **TOM LUCKENBILL:** Understand the Camel Hour on Friday nights is being split up into two half-hour shows with the latter time offering either a comedy script show or a mystery drama. Also hear that you were so impressed with Jimmy Durante's sensational routine a week ago that you're talking over a deal with him. . . . **WALTER WINCHELL:** Latest to be considered as your air substitute is your pal, Quentin Reynolds. . . . **STANDARD BRANDS:** With practically all comestibles rationed after the first of the year, it has been figured out that more than 35 per cent of radio's programs will be institutional. . . . **MCA:** The four-way band scramble between the Paramount, Strand, Roxy and the Capitol after Jan. 1st will be something to watch. . . . **JACK PEARL:** Your Cresta Blanca Wine sponsor is thousands of cases oversold—which, to us, at any rate, means a lot more than Crossley or Hooper ratings. . . . **WCAU:** Your purchase of an eight-story building in Philly to house your television equipment is a tip-off that commercial television will really be ready to go after the war.



• • • **MARY MARGARET McBRIDE:** Tribute to the loyalty and faithfulness of your fans is despite the fact that you've been away from the "Martha Deane" tag for two years, the latter still rates high among the nation's polls. . . . **MARK WOODS:** The boys are still talking about that party you gave Harry Wismer, your star gridcaster. . . . **HENRY MORGAN:** What's the matter bud—can't you take it? . . . **FRANK PARKER:** Second and more mature thought on the selection of baritone Walter Cassel as your replacement on CBS brings out the fact that it is far better to put a different type of voice rather than another tenor in your spot. . . . **TED STEELE:** That was a swell group, Babs and her (new) brothers, which you spotlighted Saturday night on WEAf. Incidentally, isn't one of the male voices a former "Modernnaires" singer? . . . **A.E.F.:** Dinah Shore will do her 12th "Command Performance" on Xmas Day, by far the most appearances any star has had on this servicemen's show. Current issue of "Yank" also features a full-page oomph photo of Dinah as a pin-up for the boys. . . . **BLUE NETWORK:** Congratulations on one of the cultural "scoops" of the year—getting the Boston Symphony to broadcast exclusively on your web.



• • • **HUMPHREY BOGART:** One of the first packages to come in under the new wage stabilization law is Bernie Schubert's "Special Agent" which will star you. . . . **BING CROSBY:** What happened to that oldie about "take off his hat and you'll see on which side he parts his hair"? It turned up via Richard Haydn on your show last week. . . . **WILL HAYS:** If nothing else, the 38-year-old draft limit will establish the real ages of some of our "youthful" male stars. . . . **JACK WARNER:** A "quickie" movie producer approached Henry Kaiser asking if he could make a movie about the Kaiser activities—and said that he was the only person who could turn out a picture as fast as Kaiser turns out a ship! . . . **LEE SHUBERT:** More people have been mentioned as appearing in Sol Lesser's "Stage Door Canteen" than in your "Ziegfeld Follies"—and that means just about everybody in show business. . . . **MORTON GOULD:** You were 29 years old last week and what have you accomplished outside of a dozen symphonies and a coast-to-coast show! . . . **JIMMY PETRILLO:** The only thing more certain than the fact that you would be re-elected president of the Chicago local of the Musicians' Union is the fact that we'll win this war.



—Remember Pearl Harbor—

**Gov't vs. AFM Officials
Going To High Court**

Chicago—In granting the government's petition of appeal to take anti-trust suit against James Petrillo and the American Federation of Musicians to the United States Supreme Court, Judge John Barnes, in federal court, gave Thomas Arnold and United States attorney Albert Woll an opportunity to further their arguments for injunction to end Petrillo's ban on recorded music.

The jurist granted leave to appeal the decision of Oct. 12, dismissing the government's petition for an injunction against Petrillo. The court held the case was essentially a legal dispute and did not come under anti-trust laws.

Call Precedent Dangerous

Contending that Judge Barnes' ruling was in error, government attorneys declared in their petition appeal: "This case raises issues of great public importance since it involves a program of action by the union which, if permitted to continue, ultimately will deprive the public of means of recreation hitherto available at small cost and will deprive the nation in wartime of important radio communications."

At the office of the United States Attorney here it was said that government lawyers now have in preparation their appeal case which will be filed in Washington.

**All-OCd Audience Set
To Attend Network Quiz**

(Continued from Page 1)

Washington area. OCD is negotiating for other network shows, and hopes to announce several in the near future. In the meantime, the Hecht Company, local department store, will begin a series Wednesday over WOL, the Mutual station here, featuring Martha Smith as the "Civilian Defense Reporter." Miss Smith, long a radio actress, has been designated by the local OCD as its official air voice.

Bond Sale Berns' Swan Song

Bill Berns, WNEw's Hollywood and Broadway radio reporter, has joined Uncle Sam's khaki forces. He left civilian life in a blaze of bond selling glory.

"HARD-TO-GET-TO" PEOPLE
ARE EASY TO GET TO BY

**Postal
Telegraph**



CHARGES FOR TELEGRAMS
'PHONED IN APPEAR ON YOUR
TELEPHONE BILL.

The Story of the "HOUR OF CHARM"



EVELYN AND HER
MAGIC VIOLIN

No. 2 in
a series of
success stories

Evelyn, who is a native New Yorker of Hungarian descent, is the concertmaster and chief arranger for the Hour of Charm. She has appeared as guest soloist with several of the leading symphony orchestras and in solo recitals at Carnegie and Town Hall. An enviable list of awards and grand prizes are the laurels for the artistry and great talent she displays.

List of Awards

- | | |
|--|--|
| scholarship Graduate—(Juilliard School of Music) | Grand Prize Winner of Grand Central Palace Arts and Science Exposition |
| scholarship Graduate—(Damrosch Institute of Musical Art) | Winner of Young Artist Contests held by MacDowell Club |
| New York State Winner in National Federation of Music Clubs Contests | Winner of Fontainebleau-Grand-Prix Scholarship in Paris |
| Gold Medal Winner of New York Music Week Association Contests with highest rating ever awarded | Scholarship Winner of New York Philharmonic Symphony Orchestra |

To be continued
next Monday

Chicago

By FRANK BURKE

A SPECIAL promotional brochure designed to focus attention on WJJD's "Concert Hall" programs is now in hands of the printer and will be available to listeners around Dec. 26. First brochure lists 62 "Concert Hall" programs to be aired in January.

When Chico Marx and his orchestra do the "Fitch Bandwagon" show over NBC from Chicago, Dec. 20, Chico will use a comedy situation or two from some of his old Marx Brothers pictures in the script.

Art Jarrett, orchestra leader, may get a commission in the Navy.

Captain Wayne King—known to radio as "The Waltz King" declares that "Onward Christian Soldiers" is the most popular marching song among soldiers in the Sixth Corps Area. Captain King explains that most of the soldiers know the words and the tempo of the music is ideal for marching.

Ell Henry, new WLS publicist, doing a nice job. Keeps his copy topical and omits lengthy puffs.

Members of the American Victory Patrol of Illinois and four members of the United States Coast Guard were competing on Harold Isbell's "Spelling Bee" on WGN, Sunday, Dec. 13, between 12:15 and 12:30 p.m.

Dick Dorso, personal representative of Carl Ravazza, Morton Downey and other artists, in Chicago from New York for a few days.

Legear Medicine Co., of St. Louis, has purchased three 15-minute periods weekly on WLS for five weeks. Pondrom and Collins Agency, Dallas, handled the business.

Dress Co. Testing Spot; Retailer Aid Via WJZ

(Continued from Page 1)

leader in its field, the 43-year-old firm has 3,500 outlets throughout the country. The New York outlet is B. Altman & Co. Abbott Kimball Company handles the account.

For this first venture into radio, Queen Make will participate once weekly in "Woman of Tomorrow" with Nancy Booth Craig, aired on WJZ from 8:30 to 9 a.m., EWT. In return for a penny postcard, the company will send to listeners a giant postcard, impregnated with perfume, with an attached paper doll. The card can be used for a mail order of dresses described by Miss Craig, and the doll as a sachet container. Altman will use displays to promote the program.

March of Time, Inc., is using live station-breaks and one-minute announcements on WJZ in a six-day campaign to promote its motion picture, "We Are the Marines." Lord & Thomas is the agency. The campaign includes a total of eight station breaks and 15 one-minute announcements.

Piso Company, Warren, Pa., for its cough medicine is now on WJZ with a series of one-minute transcribed announcements. Two announcements are aired weekly through Lake-Spiro-Shurman, Memphis.

NETWORK SONG FAVORITES

This weekly survey is based on the copyrighted Audience Coverage Index report of the Office of Research—Radio Division, covering the period of Dec. 3-9, inclusive. The survey provides a scientific index of the relative extent to which these popular songs have been heard by a nation-wide sample of radio audiences.

The index is based on three kinds of research data: (1) the total number of performances heard and reported in New York by the Accurate Reporting Service for WEAJ of NBC, WJZ of Blue, WABC of CBS and WOR of MBS, 8 a.m. to 1 a.m. daily, EWT; Middle-west performances heard and reported in Chicago by the Radio Check-up Service, 9 a.m. to 1 a.m. daily, CWT; West Coast performances heard and reported in Los Angeles by the Radio Checking Service, 9:30 a.m. to 1 a.m. daily, PWT, (2) additional station-uses for network programs and (3) the relative size of listening audiences as based on regular surveys of radio sets-in-use by C. E. Hooper, Inc. and Pulse of New York, Inc., as well as on other special surveys.

The higher a song's Audience Coverage for the week, the greater the extent of its radio coverage. Current radio favorites from the American repertoire of popular music are segregated and presented as "Favorite Standards of the Week."

SONG TITLE	PUBLISHER	ACI	ACI (Preceding Week)
White Christmas (Berlin)		1307	1640
Mister Five By Five (Leeds)		929	986
I'm Getting Tired So I Can Sleep (Army)		879	328
Praise The Lord And Pass The Ammunition (Famous)		834	852
Dearly Beloved (Chappell)		816	1071
Daybreak (Feist)		768	633
Army Air Corps (Fischer)		735	391
I Had The Craziest Dream (Bregman-Vocco-Conn)		663	626
Ev'ry Night About This Time (Warock)		624	354
When The Lights Go On Again (Campbell-Loft-Porgie)		601	634
There Are Such Things (Yankee)		588	352
Why Don't You Fall In Love With Me (Harms)		584	665
Moonlight Becomes You (Famous)		525	586
Touch Of Texas (Southern)		518	582
There Will Never Be Another You (Mayfair)		471	739
This Is The Army Mr. Jones (Army)		468	857
Rose Ann Of Charing Cross (Shapiro-Bernstein)		390	312
Hip Hip Hooray (Robbins)		365	252
For Me And My Gal (Mills)		354	237*
I Met Her On Monday (A B C)		327	236*
My Devotion (Santly-Joy-Select)		319	255
Constantly (Paramount)		291	294
Serenade In Blue (Bregman-Vocco-Conn)		290	722
I Get The Neck Of The Chicken (Southern)		283	365
By The Light Of The Silvery Moon (Remick)		280	261
Pennsylvania Polka (Shapiro-Bernstein)		278	324
He's My Guy (Leeds)		275	208
Velvet Moon (Witmark)		271	272
Manhattan Serenade (Robbins)		264	571
At The Crossroads (E. B. Marks)		261	213*
I'd Do It Again (Santly-Joy-Select)		260	197
Moonlight Mood (Robbins)		253	200
Brazil (Southern)		247	246
That Soldier Of Mine (National)		224	216*
If I Cared A Little Bit Less (Feist)		220	...
At Last (Feist)		217	212*
When You're A Long Long Way From Home (Broadway)		217	232*
Sleepy Lagoon (Chappell)		215	247*
Yesterday's Gardenias (Mayfair)		205	...
If I Ever Get Back To Hannah (Mutual)		201	...
I Came Here To Talk For Joe (Shapiro-Bernstein)		200	307
I Sent A Letter To Santa (Bregman-Vocco-Conn)		198	208
Starlight Sonata (Broadcast Music)		196	185*
I Left My Heart At The Stagedoor Canteen (Army)		190	270*
Rosie The Riveter (Paramount)		189	229
You'd Be So Nice To Come Home To (Chappell)		188	320
Ev'rything I've Got (Chappell)		178	399
I Lost My Sugar In Salt Lake City (Mills)		173	...
I'm Old Fashioned (Chappell)		156	215
Street Of Dreams (Miller)		155	271

(Continued on Page 7)

* Not in survey of preceding week; figure given is that which the song received when last on the ACI survey report.

To the Color

EDWIN LILJA formerly announcing staff of WHEB, Portsmouth, N. H., is now in the Army.

ROY BACUS, of WBAP-Fort Worth, has been commissioned a lieutenant, junior grade, United States Naval Reserve, ordered to active duty to the Training Station at the University of Arizona, Tucson.

LOYD BARTLETT, chief copy writer of the Radio War Savings Staff, enlisted in the United States Reserve as an ensign, reported 11 at Princeton University.

ALEX PETRY, who has been music librarian and head of the rights department at NBC, and KOURY, staff organist at NBC, both joined the Army Air Corps, Douglas, Arizona.

O. N. TAYLOR, known around Chicago as "Yank" Taylor, a radio editor, has been promoted to rank of major. He will continue his post of public relations officer at Sixth Service Command.

WTAG Sets Huge Show As Part Of Bond Drive

(Continued from Page 1)

Sullivan and pick-ups from England, Iceland, and an eastern air base, presented in conjunction with the city's "Buy a Bomber for Worcester War Bond campaign. Program arranged by WTAG program-production manager David H. Harris.

Aimed at speeding up purchases of War Bonds to insure the sale of \$300,000 more than the city's November figure and thus meet the Treasury Department's offer to name a bomber for Worcester, the WTAG program will highlight a personal delivered speech to the people of Worcester by John L. Sullivan, assistant secretary of the Treasury. There will be direct pick-ups from Iceland, where Lt. James Collins, S. N., a Worcester man, will be interviewed and from the B. B. C. studios in London where a Worcester soldier will deliver a Christmas message to folks back home, giving word of the buddies who are stationed there.

Entitled "Second War-time Christmas" the dramatic portion of the program, written by WTAG scriptwriter John Dowell, will portray the spirit of Christmas here and abroad as United Nations enter their second year of war. Worcester's role in the Victory program will be emphasized by interviews with workers at a war plant where bomber parts are manufactured. A pick-up has been arranged from an eastern base describing the take-off of bombers as a tie-in to spur the sale of Bonds for more bombers.

Music will be provided by WTAG 14-man orchestra headed by Dol Brissette, and the program will conclude with an original war song composed and sung by Bob Risler of the announcing staff.

RADIO DAILY

CAB Finds Day Listening Off; Night Audiences—News Up

(Continued from Page 1)

time programs. The month of July showed the greatest proportionate growth in night-time audiences as well as the largest proportionate decrease in daytime listening in comparisons made with 1941.

Average ratings of night time listening showed a gain of 7 per cent for this three month period when compared to the same quarter in 1941. Breakdown for the three months, showing average ratings of night-time network programs for the third quarter in 1941 and 1942 is as follows:

	1941	1942
17 programs broadcast both Julys	7.0	7.3
50 programs broadcast both Augusts	7.4	8.0
59 programs broadcast both Septembers	9.6	10.3

Average ratings of 4-5 times a week quarter hour daytime network programs in these period showed a drop of 7 per cent, and are as follows:

	1941	1942
32 programs broadcast both Julys	5.7	5.0
29 programs broadcast both Augusts	5.8	5.6
28 programs broadcast both Septembers	5.9	5.5

Table of CAB Index of Listening

SET-OWNERS HEARING ONE OR MORE NEWS BROADCASTS (BASED ON WEDNESDAY NIGHTS—3RD QUARTER 1941 VS. 3RD QUARTER 1942)

	Between 5 - 7 P. M.		Between 7 - 9 P. M.		Between 9 - 12 P. M.	
	1941	1942	1941	1942	1941	1942
July	18.1%	26.5%	9.8%	8.9%	14.4%	25.2%
August	18.6	24.2	9.3	12.3	15.7	15.0
September	19.6	35.4	9.3	12.8	16.9	17.7
Average	19.4	28.7	9.5	11.3	15.7	19.6
April-June Average	22.8	25.1	9.6	12.2	16.9	17.1
Jan.-Mar. Average	26.8	32.2	11.2	16.2	18.4	21.6

Xmas Carols By Lotte Lehmann

Lotte Lehmann, soprano of the Metropolitan Opera, will be soloist on the annual Christmas carol program of CBS which will be broadcast from midnight on Christmas Eve until 1 a.m. on Christmas morning.

WBBM Organist To KNX

Chicago—Milton Charles, organist on WBBM, is en route to the West Coast, where he has accepted a similar position at KNX, Hollywood. Herb Foote will take over Charles' duties on the "Werps" program.

NETWORK SONG FAVORITES

(Continued from Page 6)

FAVORITE STANDARDS OF THE WEEK

SONG TITLE	PUBLISHER OR COPYRIGHT OWNER	ACI
Tea For Two (Harms)		309
I Know That You Know (Harms)		304
Begin The Beguine (Harms)		233
Smiles (Remick)		208
Star Dust (Mills)		194
Blue Skies (Berlin)		176
Dancing In The Dark (Harms)		172
'Swonderful (Harms)		157
Honeysuckle Rose (Santly Bros.)		143
Who (T. B. Harms)		120

PATRIOTIC

Marines' Hymn (U. S. Marine Corps)	412
Over There (Feist)	372
Anchors Aweigh (Robbins)	349
Caissons Go Rolling Along (Shapiro-Bernstein)	227
Semper Paratus (Sam Fox)	145

Note: If an old song is being currently "exploited," it is included in the regular ACI listing.

Station Losses By Paul Peter

(Continued from Page 1)
James Lawrence Fly, FCC and Gardner Cowles, Jr., OWI Domestic Operating the financial difficulties small stations did not in that the war was the factor in these difficulties of the stations that

Spot Up 10 Per Cent

he had no accurate figures to, he told RADIO DAILY guess that national spot 10 per cent over last business from seven to and local business "looks same as last year." stated out that in 1940, with licensed, 187 were re- FCC to have operated Last year, with 817 li- 177 were reported to at a loss. Of these shown losses in 1938, and 1941, with 107 of operating the full year a loss for the first

of those reporting not in operation the full believed to have been

which Peter was bring- simply that 44 of these d perhaps not have been the first place, because sses indicate that the er for location or man- e not financially sound.

Large Populations Help

stations licensed on Oct. ear, Peter pointed out, cities of less than ten ple. He mentioned sev- owns with populations 1940 census as low as , then asked if a town d support a radio sta-

ed and nine stations were ch the 1940 census listed and 25 thousand popula- towns with between 25 and, 53 in metropolitan n 50 and 100 thousand, of from 100 to 250 thou- cities of from 250 to 500 n cities of from half n, two in cities of from nd one half million and with over two and one

Gould Records Released Dec. 18

Gould Concert Album," ge of six arrangements e WOR conductor and e Jack Pearl Carnival released on Dec. 18 by ording Corp. The album three 12-inch records. ns are Gould's own The Donkey Serenade," "España Cani," "Dark here or When."

Salary-Bonus Status; OES Regional Offices

(Continued from Page 1)

Friday by Guy T. Helvering, Commission of Internal Revenue. The commissioner stated that his approval of bonuses to be paid in 1942 to salaried employees within his jurisdiction is not required where:

(1) The amount to be paid in 1942 is not greater than the amount paid to the same employee or an employee occupying the same position in 1942.

(2) Before Oct. 3, 1942, the employer had entered into an enforceable contract with the employee to pay him, in 1942, (a) a bonus of a specified amount or, (b) a bonus calculated in a specified manner, the amount of which was determinable on or before Oct. 3, 1942.

Custom a Factor

(3) It has been the settled policy of the employer over a period of at least two years to pay bonuses calculated on a fixed percentage of the salary of each of the employees of any group, provided the fixed percentage is not increased in 1942. An increase in the amount of any employee's bonus due to an increase in his salary during 1942, without any change in the percentage, will not be in violation of this rule.

(4) The bonus or other additional compensation is based on a fixed percentage of an employee's individual sales, provided the rate of such payment was fixed before Oct. 3, 1942.

All other types of bonus payments require the approval of the commissioners. Blanks are obtainable at regional offices of the salary stabilization unit.

14 Offices Listed

The 14 regional offices of the salary stabilization unit are:

Detroit—C. D. Leiter, manager, 14th floor, Penobscot Bldg.

Los Angeles—Hugh Ducker, manager, Suite 770, Subway Terminal Bldg.

New York—Charles A. Drake, manager, 253 Broadway, 4th floor.

Philadelphia—Walter D. Perry, manager, Suite 1313, Market St. National Bank Bldg.

San Francisco—Milo W. Bean, manager, Room 918, 100 McAllister St. Bldg.

Chicago—Porter Linder, manager, 4th floor, 208 South La Salle St.

Boston—Frank L. Taylor, manager, Rooms 301-4, One State St.

Cleveland—Earl C. Ely, manager, Williamson Bldg., 215 Euclid Ave.

Atlanta—Carlos J. Lively, manager, Rooms 717-720, William Oliver Bldg.

Seattle—Robert J. Service, manager, Room 312, Smith Tower Annex.

Kansas City—M. L. R. Wade, manager, R. A. Long Bldg.

Dallas—A. H. Hertwig, manager, Tower Petroleum Bldg.

Washington, D. C.—J. F. Addor, manager, Room 2529, Internal Revenue Bldg.



Coast-to-Coast



KEEPING up with a shifting personnel problem WPEN, Philadelphia, announces several shifts. Dorothy Wolf moves from the program department to head spot in the commercial department... Maxine Kravits is new personal secretary to Arthur Simon, station manager... Jerry Austin, assistant to Gil Babbitt, news and public relation director, is now station librarian, and chief announcer of W73PH, WPEN's FM station.

WLAC, Nashville, has set aside Monday, Dec. 21, as the date for its annual Christmas jamboree. All employees except those absolutely necessary for station operations will gather for the festivities at Rawling's Dinner Club. Herman Grizard will again play Santa Claus for the gang.

Worcester Exchange Club has invited an entertainment trio from WTAG, Worcester, Mass., to appear at its weekly luncheon meeting next week. Members will hear piano solos by Margaret Michaud, secretary to Program-Production Manager David H. Harris, and songs by Tenor Bob Martin of the announcing staff and Ann D'Elia, WTAG's "Singing Receptionist"... "Keep Your Tires Rolling," is the theme of a new five-minute commercial show on WTAG. All phases of the tire-and-rubber problem are discussed, including eligibility for tires, tire inspection, government orders on re-capping and re-treading, and hits on proper care of tires. Show, aired three times weekly, is sponsored by a local official tire inspection station. Agency is C. Jerry Spaulding Company, Worcester.

"The Falstaff Musical Hour" has been booked for a six-day-a-week shot at WWL, New Orleans. Program, aired at 10:30 every week-day night is a transcription feature with announcer Dave Banks handling the continuity between instrumental and vocal numbers. For the past three years the Falstaff Brewing Corporation programmed a ten minute six-times-weekly sportscast as well as all special events in New Orleans.

WBNX, New York, fostered Pan-Americanism by guesting Victor Llona, former shortwave broadcaster from Lima, Peru, to the U. S. and now with the overseas radio division of the OWI, on "Let's Be Good Neighbors," the World Peaceways series. Llona's Peruvian broadcasts are now being handled by his wife.

1942

BIRTHDAYS

17	18	19	20	21	22	23
24	25	26	27	28	29	30

December 14
Morey Amsterdam

The Anniversary of Pearl Harbor was marked with the sale and pledging of \$19,000 worth of bonds and stamps, at WCBI, Columbus, Miss.

KXOK, St. Louis, started 'round-the-clock operation. A regular schedule of programs featuring music, drama, comedy, and news recently went into effect. Jerry Burns, announcer, was assigned to the all-night affairs... News from United Press, International News Service, the Star-Times News Bureau and KXOK News Room is featured every hour on the hour starting at 1:00 a.m.... Landis Wilkinson, former Florida announcer, joined the announcing staff.

"Front Page Drama," which has been a Saturday feature of WMCA, New York, for many months, moves to a new time beginning December 19. Instead of 3:30 p.m. as usually presented, the program will be heard one hour later at 4:30 p.m.... Benay Venuta, appeared as guest of Maxine Keith on her "From Me To You" series recently. They discussed opportunities in war work available to housewives in New York.

In the absence of John A. Kennedy, president of the West Virginia network, managing director Howard L. Chernoff announced that a special Christmas bonus in War Bonds and Stamps, equal in value to one month's salary, will be given to employees with one year's service. Those employed at stations WCHS, Charleston; WSAZ, Huntington; WPAR, Parkersburg, and WBLK, Clarksburg will be the recipients of the bonus. Those who have been with the network for more than a year are to receive an extra bonus, and those who have been with the network for less than a year, even though it be for only two weeks, will also be remembered by the organization.

The "Twenty Year Club" which now numbers some eighty members has a new applicant. Harold E. Randol, chief engineer at WBZA, Springfield, has been nominated for membership. Randol is the second member of the WBZ-WBZA staff to become eligible.

Fred Gilsdorf, formerly associated with various network shows as a scripter, has joined the Radio Section of the American Red Cross in Washington. Some of his better known shows are "Chimney House," "Ghost of Benjamin Sweet," "Wings For the Martins," and most recently he wrote "Knock on Your Door" produced on all Oregon nets for the Defense Bond Drive.

Chit-chat of WOWO-WGL, Fort Wayne, has Leo Yoder, station engineer, doubling in time as a Lieutenant in the Civil Air Patrol and as communications officer at the local headquarters... Pete Wykstra, a native of Holland, is a new maintenance man... Bill Markwalder, station operator, has been putting his jig-saw to use making wooden letters to identify doors in the studio's new offices.

Julian Schwartz, local news editor of WSRR, Stamford, made his first and unexpected appearance before the mike when early-morning announcer, Dick Basehart's car broke down and was late getting to the station... The Zion Lutheran Church is sponsoring a pre-Christmas musical broadcast featuring the chapel choir of Concordia College. Broadcast is heard each Wednesday night from 8:30 to 9:00 p.m. Dec. 2, 9, 16 and 23.

In line with expanding its facilities, WORD, Spartanburg, S. C., has acquired the news wire service of AP from Press Association, Inc., and installed the NBC Thesaurus Library. The "Word of Spartanburg" is the Blue outlet for the city and area which includes Camp Croft, infantry replacement center.

Staffers at WPAT, Paterson, were hosted by station owners at a dinner at the Robin Hood Inn, Upper Montclair, N. J., last Saturday night, and will be gifted Wednesday with a bonus as of Dec. 1.

KROW, Oakland, turned over to Army and Navy public-relation officers, its studios, recording equipment and engineers, for the purpose of making transcriptions of the unusual talent found among the men in the services. The records will be used to entertain the men in near by camps and bases.

The Auerbach Company, prominent Salt Lake City Department store, took on two full half-hour shows on KDYL, Salt Lake City, to be heard Sundays from 9:30 to 10:00 p.m. MWT and on Wednesday from 6:30 to 7:00 p.m.... The two shows on KDYL—produced and directed by George Provol, KDYL program director, and announced by Allan Moll and Ed Letson, will star Ray Mace, his NBC orchestra and his piano. The entire series will be of the variety type.

Stan Shaw, conductor of "Four-A-Day Matinee" over WINS, New York, sold \$85,000 worth of defense stamps and bonds to his listeners this past week.

The latest addition to the engineering staff of WTRY, Troy, is Joe Kelly, formerly of WBRK, Pittsfield, Mass., and WKIP, Poughkeepsie, N. Y.

The re-broadcast of the C Farm Bureau, emanating from Stamford, is now being heard at 11 p.m. over WICC, Bridgeport. Keller will again interview Smith, gourmet and world-traveler... his new book "Stina, the Story of the best recipe of the week."

Mrs. Geradline Cronin, has joined staff of WEEL, Boston, Service Department as mail clerk. Mrs. Cronin formerly taught elocution in Malden schools... Mrs. Marguerite Lagher, Newton, joins the staff as hostess and telephone operator.

The Christmas chorus of the Vanua Company, one of Philadelphia's largest banking institutions, will broadcast its carol singing on WIP, Philadelphia, at eight-thirty on the evening of Christmas Eve (Dec. 24). The chorus of thirty voices will be under the direction of Elwood Williams.

NBC Appoints Wagner As Assistant To

Jane Tiffany Wagner, author of home economics, who joined early in November as director of Women's War Activities, has been appointed an assistant to William Miller, manager of the Public Department.

Miss Wagner will assist Miller in his capacity as War Program Manager and will develop network local station projects related to men's war activities. She is a graduate of Iowa State College, Iowa, and received her master's degree in home economics at Cornell University. She has directed war activities for Servel, Inc., St. Paul, Brands, the Certo Corporation, and the Consolidated Gas Co., New York.

Moose Take WGN Side

Chicago—"Louise Massey and Westerners" has been sold by the Loy Order of Moose and on Dec. 20 will begin series of "Moose Side Parties" which will be broadcast also by WCAE, Pittsburgh.

★ TELEVISION ★

Equipment for Radio Stations

Charles Ross, Inc. carries the most complete line of MOLE-RICHARDSON Co. Incandescent and High Intensity Arc Lamps in the East.

LIGHTING EQUIPMENT
Any Purpose Anytime Anywhere

333 W. 52nd St., New York City
Circle 6-5470-1

CHARLES ROSS, Inc.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 50

NEW YORK, N. Y., TUESDAY, DECEMBER 15, 1942

TEN CENTS

Okay Networks' Appeal

Reps To Confer Production Plants

Washington Bureau, RADIO DAILY
Washington—To eliminate radio bottlenecks, representatives of the War Production Board will visit manufacturers at plants, eliminating the necessity of coming to Washington by the manufacturer, it was revealed yesterday. A meeting of the radio and RADAR will operate from WPB records under Frank S. Horning. Field offices have been established.

News In Spanish EW And 41 Affiliates

for Mexico," a series of 10-spanish newscasts provided exclusive use of station XEW and 41 affiliated stations throughout the country, are being transmitted by RCA Communications. The Mexican outlets are linked with NBC's Pan-American network. The XEW chain is headed by Emilio Azcarraga, one of the leading leaders of the Mexican industry.

Spot Business 52-Wk. Gruen Pact

Watch Co. yesterday began a package of early-morning signals on WMAL, Blue outlet in Washington, D. C. Campaign, to continue for 52 weeks only marks the first use of morning time signals by the watch company's.

Humanitarian

ny—Harold E. Smith, general manager of WOKO, discovered a young victim of infantile paralysis could live only if hot every fifteen minutes in all blanket squares now no longer available. Appeal made on a program, resulted in sending to the station of enough to keep the victim alive.

Microscope On View

RCA's new electron microscope, developed largely from RCA's experiments with television, is on display all this week at the National Club, Washington, D. C. A number of radio leaders, including FCC Commissioners Craven and Case, and WPB Radio and RADAR Chief Frank H. McIntosh, were on hand as the display opened last night.

Gillette-Sugar Bowl Over Entire Blue Net

Gillette Razor Co., sponsoring the broadcast of the Sugar Bowl football game on the Blue Network for the fourth consecutive year, will use the entire line-up of Blue stations for the first time. In previous years, Gillette has sponsored the broadcast on approximately 60 stations. The game will be played Jan. 1, New Year's Day, in New Orleans, La., with the broadcast aired from 3:15 p.m., EWT, to conclusion. Maxon handles the Gillette account.

Doran Alleges Evidence Withheld In WBAX Case

Washington Bureau, RADIO DAILY
Washington—A flare-up during which Robert H. Doran accused the FCC Attorney Marcus Cohn of withholding evidence and participating in a move to deprive him of the license for station WBAX, Wilkes-Barre, Pa., featured the session yesterday.

News Delivery Union Strike Brings Rush For Radio Spots

WHN Sets New Programs For Sun. Afternoon Time

Program adjustments to fill in the Sunday afternoon vacancy left by the wind-up of its professional football series on WHN, inaugurate two new programs for the station. A third is being moved from Monday to fill in the gap. Earliest segment of the three will be "Commentators' Round Table,"

Supreme Court Grants Right To Webs Seeking Review Of Federal Court Decision On FCC Regulations

WJW Removal Permit No Precedent—Fly

Washington Bureau, RADIO DAILY
Washington—Sharp warning that the FCC grant of permission to WJW, Akron, Ohio, to move to Cleveland and install a more powerful transmitter did not in any way indicate that the Commission was planning to relax its wartime equipment ruling was issued yesterday by James Lawrence Fly, chairman. Noting a

Gillin Gives Deposition Re Proposed WOW Sale

Omaha—John J. Gillin, Jr., general manager of WOW here, testified for a deposition in the suit brought by Dr. Homer H. Johnson of Lincoln, Neb., a member of the Woodmen of the World Life Insurance Society, to halt the proposed leasing of the station.

Agency-Advertiser Co-Op Via Luncheons Of AMA

Radio luncheon group of the American Marketing Association is planning a series of meetings beginning January 14, to aid new agency-advertiser.

Washington Bureau, RADIO DAILY
Washington—The right of CBS and NBC to review of the decision by the statutory three-judge court in New York upholding the FCC chain-monopoly regulations was granted yesterday by the U. S. Supreme Court. Granting of this right in no way indicates any attitude by the Supreme Court, since the right of appeal in this case is automatic under the Deficiencies Act. Both NBC and CBS filed briefs last week asking that the highest tribunal reverse the New York Court, ruling

Entertainment Factor Essential, Says FCC

Washington Bureau, RADIO DAILY
Washington—Swift action by the FCC, apparently as a result of the disclosure in RADIO DAILY last Friday that war "essentiality" has been established only for broadcasting personnel necessary for the presentation of news programs, led Chairman

Tomy, WJR Press Head, Suffers Fatal Stroke

Detroit — Cornelius P. (Uncle Neal) Tomy, publicity director of WJR, died yesterday morning at Cottage Hospital, Grosse Point, Mich., of a stroke suffered during the night. He was associated with radio since

Red Cross On FM

Brooklyn Red Cross this week launches a series of weekly informative interviews about its widespread chapter activities on FM Station W47NY, N. Y. First program of the series will present John T. Haviland of the Brooklyn Red Cross Blood Donor Service at 4 p.m. today. The series was arranged by the Radio Division of the Chapter.



Vol. 21, No. 50 Tues., Dec. 15, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, 203 North Wabash Ave. Phone State 7596. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Monday, Dec. 14)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

Doran Alleges Evidence Withheld In WBAX Case

(Continued from Page 1)

terday of the hearing in which the Commission seeks to discover whether Doran, President of the Northeastern Pennsylvania Broadcasters, Inc., is fit to hold the WBAX license. "There is no question in my mind in the slightest," Doran said in answer to Cohn's question as to whether the applicant considered him a part of the "plot" to keep Doran from receiving the license. "I think you disqualified yourself before one witness was heard."

Doran also charged Cohn with unnecessarily prolonging the hearings by withholding evidence. He claimed that Cohn had refused to introduce into the record a conversation which FCC Attorney Philip Baker is alleged to have had with Major Samuel Block of Wilkes-Barre, who will be heard in that city next month. This conversation, Doran implied, would eliminate the necessity for calling Major Block. The conversation possibly has to do with Doran's reported close connection with Col. Eugene Sanctuary, now under federal indictment for "conspiracy to impair the morale of the armed forces."

Session on Jan. 18

Another session will be held on Jan. 18, at which it is hoped that Homer L. Chaillaux, head of the American Legion's program of Americanization, will appear, as well as Rabbi Louis Levitsky, who while on the stand earlier charged that Doran had told him of arranging lectures for Sanctuary.

Cohn also promised to call Mel Vivian, one of the eight stockholders of Doran's company, who is expected to testify concerning Doran's report to the company on the proceedings of the current hearing.

Doran testified that he told the Northeastern stockholders that Cohn had "tricked" him, referring specifically to Cohn's insistence that the current hearings be open to the public.

As yesterday's session got under way Doran's counsel, George Porter, offered to waive further hearings in Wilkes-Barre and hasten the Commission's decision. This move was rejected by Cohn.

Another session of the hearing will be held next month.

Tomy, WJR Press Head, Suffers Fatal Stroke

(Continued from Page 1)

1922, when he was appointed radio editor of the Detroit "Free Press," and manager of the "Free Press" station, WCX. He was known throughout the middle west by the children who were his most faithful followers on Sunday mornings when he read the "funnies." He read them yesterday as usual.

He was appointed publicity director of WJR in 1940, but he had been associated with the station since 1929 when WJR absorbed WCX. He also formerly managed WGHP, now WXYZ, in Detroit.

Tomy was born in Fairfield, Iowa, Oct. 27, 1878. After attending Northwestern University, he worked on the "Chicago Record," The Chicago "Inter-Ocean," The "Detroit News," The "Detroit Tribune," The "Free Press" and the New York "Evening World." He also at one time published a weekly newspaper at Portland, Mich. But his greatest following was in radio. From 1922 through 1929 he was known as "Chief" and conducted the "Red Apple" variety show. He was a Methodist and a Mason. Surviving are the widow Reva Crane Tomy; two children, Wallace C. Tomy of Indianapolis; Mrs. M. Schling, Jr., of New York.

WHN Sets New Programs For Sun. Afternoon Time

(Continued from Page 1)

which will feature three of the station's regular commentators, George Hamilton Combs, Fulton Oursler, and B. S. Bercovici at 3-3:30 p.m., in a new weekly discussion form. Guest commentators will appear on the project, the first, yesterday, having been Robert Bellaire, former manager of the UP office in Tokyo.

For the next hour, the schedule calls for a one-hour recorded popular opera series presided over by Irving Deakin, program's commentator and arranger. Opera will change weekly. The third in this bulk of programming consists of "The Avenger," a serial mystery drama which will now run from 5.30-5 p.m. Sundays.

Jostyn At NYU Today

Jay Jostyn, the "Mr. District Attorney" will lecture tonight before the radio classes at New York University.

War industries—500 strong.



WTAG WORCESTER

When you buy time—BUY AN AUDIENCE

COMING and GOING

EDGAR KOBAK, executive vice-president of the Blue Network, has returned from a ten-day tour of California and the Pacific west.

JOHN B. REYNOLDS, station and company manager of WKWK, Columbia outlet in Irving, West Va., spent yesterday in town and network business.

MRS. DOROTHY LEWIS, co-ordinator of the Women's National Association, left yesterday for Washington. Expects to return later week.

WILLARD SCHROEDER, sales manager of WCAE, Pittsburgh, is expected to arrive for a short stay in New York.

FRED M. THROWER, vice-president of the Blue Network in charge of sales, left yesterday on a business trip. He is spending today in Pittsburgh, Pa.

E. Y. FLANIGAN, commercial manager of WSPD, Toledo, is in town from Ohio for conferences with the New York representatives of the station.

T. S. MARSHALL, president and company manager of WOLF, has returned to New York after having spent the major portion of the week in New York.

HENRIETTE K. HARRISON, national secretary of the National Council of the YWCA, leaves today for Washington, D. C., where she will supervise the Blue Network broadcast of Mrs. Roosevelt in behalf of the YWCA's Friendly Relations Committee to be held in the Capital.

JOE DUMOND, of KXEL, Waterloo, Iowa, returned yesterday and is visiting at the home of his parents in Waterloo.

BETTY SHAY, night administrative assistant in the production department of NBC, left yesterday for a week's vacation.

BEATRICE KAY has returned from personal appearances in Portland, Me.

NBC's News In Spanish To XEW And 41 Affiliates

(Continued from Page 1)

ternately at WRC, Washington, D. C., Radio City, New York, are presented by Ken Smith and Ignacio Carr. Both announcers are well known in Mexico where they were active in radio circles before coming to the United States.

WMAL Spot Business Holds 52-Week Gruen Pact

(Continued from Page 1)

first use of musical time signals, produced for them by Alan Kent and Ginger Johnson, creators of WJZ's all-night, all-music program, "Say It With Music."

Gruen will sponsor a total of 36 time signals weekly on the hours and half-hours between 6:30 and 9 a.m. McCann-Erickson, New York, is the agency.

Other business signed for WMAL through the Blue's national spot sales office in New York includes a short intensive campaign for "We Are the Marines" by March of Time, Inc., sponsoring a four-day campaign of one-minute announcements and chain breaks for four days beginning yesterday through Lord & Thomas, New York.

THE MIDDLE LINK IN COLUMBIA CHAIN FROM THE HUDSON TO THE GREAT LAKES

CBS BASIC SUPP. WBX 270,000 METRO M'K'T UTICA, N. Y.'s ONLY RADIO STATION

What about WOL? serves the Nation's No. 1 Market—over 1,000,000 people. Get the facts from WOL—WASHINGTON, D. C. Affiliated with MUTUAL BROADCASTING SYSTEM. National Representatives: SPOT SALES, Inc.

WDRC CONNECTICUT'S PIONEER BROADCASTER 3 Facts for '43 1. Hartford's increase in Retail Sales for January '43 will be 26.5%.* 2. Connecticut continues to lead the 48 states in Effective Buying Income per family.* 3. There has been no increase in WDRC's rate. *Figures from Sales Management.

Independent

WORLD NEWS COVERAGE

▶ From its organization in 1907 the United Press has gathered world-wide news from its independent sources, from its own American-trained correspondents. Likewise since this date it has distributed American news abroad in a constantly growing volume.

▶ Such barriers as existed to free and independent news gathering and distribution throughout the world were leveled by the U. P. very shortly after its organization. The result was a revolution in world news-gathering and distributing methods.

▶ Since 1907, the news of the North American continent has been distributed to newspapers in foreign countries via cable and wireless by the United Press.

▶ The United Press began the sale of world news to the newspapers of Latin America in 1916, more than two years prior to any attempt by any other American news agency to operate in that field which theretofore had been monopolized by the Havas Agency.

▶ United Press newspapers never have been dependent for their world news coverage on the propagandized and often nationally biased services furnished by Reuters (British), Havas (French), or Wolff (German).

NOW AS ALWAYS

The World's Best Coverage of the World's Biggest News

by UNITED PRESS

Los Angeles

By JAC WILLEN

SMART management on the part of George Gruskin of the William Morris Agency is amiably arranging with Eddie Cantor for the withdrawal of Shirley Dinsdale and her talking doll "Judy Splinters" from the Cantor program, due to a too-tight time schedule on the broadcast, opens new avenues of possibilities for the young ventriloquist who is turning into a very valuable radio, and possibly screen property.

Chuck Lewin, Hollywood radio writer and producer, has joined the Blue Network's staff and is currently assigned the Pall Mall-Gracie Fields broadcasts. Sam Pierce handles the show for the Lennen & Mitchell Agency.

One of the finest gestures ever made by a sponsor to a radio personality, in these parts anyway, was that of Sunkist in tendering a farewell token to Hedda Hopper two months after the close of her contract for a three-year period of three-a-week broadcasts.

Frank Tours, noted musical conductor, turned in a swell performance on the Maxwell House "Coffee Time" spot as "stooge" to Frank Morgan—in the spot vacated by Meredith Willson when he joined the U. S. Armed Forces. Tours also held sway as guest musical conductor over the orchestra Meredith left in the charge of Carmen Dragon.

Gillin Gives Deposition Re Proposed WOW Sale

(Continued from Page 1)

tion by Radio Station WOW, Inc., from the insurance firm.

Gillin said Guy C. Myers, New York financier, has more money invested in the new corporation but that Gillin is the largest stockholder. Myers has negotiated sale of several private utilities in the state to the Consumers Public Power District of Columbus, Neb. Gillin said the new organization has no interest in the deal.

Dr. Johnson has charged that if the sale goes through the station would be used to "promote" the sale of the Nebraska Power Co. of Omaha to the Consumers organization. Gillin said the new corporation has no interest in the deal.

Farrar Newberry, secretary-treasurer of the insurance society, testified the society is suffering every day it retains the station because it requires so much of the officers' time. He said this is the principal reason the society wants to dispose of it.

Have You Met The Voices
of
GILBERT MACK
?
LEX. 2-1100

MAIN STREET

OL' SCOOPS DAILY

Reporter At Large . . .!

● ● ● Top radio stars and agency execs had a recent meeting in which it was unanimously agreed that it would be helpful to the war effort for each of the name stars to go overseas for four weeks. Those remaining here will sub for them on their sponsored shows gratis. . . . MCA's Marty Jurow slated for an exec post with Warner Bros. after the first of the year. . . . Bob Goldstein returning to civilian life (from the Navy) this week and re-joining 20th Century-Fox. . . . Shirley Booth planning to quit "My Sister Eileen" in two weeks and is looking for a new show. . . . Proceeds from Phil Spitalny's Town Hall Concert Dec. 22nd will go to the Baptist Home for the Aged. . . . Advanced Music Corp. has purchased the Ager, Yellen & Bornstein catalog, with Ben Bornstein becoming general manager of the firm. . . . Jack Carney has resigned from NCAC effective Jan. 1st. . . . C.P.O. Artie Shaw has assured the members of his Navy band they'll remain intact after the war and that they'll be with him in Russia to hear Shostakovich's Seventh Symphony played by an orchestra of 5,000 musicians. . . . Bruce Powell goes to the coast in Jan. for Myron Selznick. Harriett Dillon, of Radio Registry, goes along as his brand new bride. . . . Billy Hylan and Carol Henry, of CBS, were sealed Friday night. The groom left early Saturday ayem on a government mission. . . . RCA transcribing Ted Cott's "Sounding Board" for airing on 54 stations. Deal was set by Jack Williams and will feature such names as Helen Traubel, Grace Moore, Gladys Swarthout, Jessica Dragonette, Stokowski and Jan Peerce. . . . Alan M. Fishburn, NBC actor-writer-director, leaving in two weeks to join the Grant agency in Chicago as assistant to radio director, Lloyd Harris.

★ ★ ★

● ● ● A blood-stained flag captured from the Japs at Guadalcanal and sent home by Robert C. Miller, United Press war correspondent, brought a total of nearly half a million dollars in War Bonds in bids for it. The battle-soiled banner was put on auction by Dave Elman on "Hobby Lobby" Dec. 5th. Today it hangs in the Kensington High School at Buffalo, N. Y., dedicated to six former students now serving as Marines at Guadalcanal. The entire student body set out on a War Bond selling campaign to win the flag for their trophy room.

★ ★ ★

● ● ● He's a young lad in his early twenties. His job at one of the networks has been to write those spot announcements urging the listener to buy more bonds, enlist in the marines, etc. His writing was prolific and contained plenty of fire—so it was with genuine regret that his boss received word from him recently that he was about to leave. "Where are you going?" inquired the boss. "Are you being drafted?" "No," was the amazing response. "I'm leaving next week for a conscientious objectors' camp!"

★ ★ ★

● ● ● Russ Johns, production chief of CBS short-wave, took a trip to Miami last week to broadcast Pres. Batista's arrival from Cuba. While there, his reporter's eye caught several observations. At WQAM, he reports, Jack Wade owns a bicycle with balloon tires. Several weeks ago he was offered a Cadillac car as a swap for the bike—and believe-it-or-not, Mr. Ripley, Wade nixed the offer. Another day, Bill O'Connor, also of WQAM, dug into his gasoline reserve and drove Russ out to the Seminole Indian Village. The village was practically deserted. It seems the Seminoles were all out—working in defense plants!

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

BEN GREEN has been named director for H. W. Kastor & The NBC Northwestern University Summer Radio Institute launch 1942 as an experimental venture preparing broadcast personnel to be repeated during the summer of 1943, it has been announced by H. W. Kastor, vice-president of NBC and general manager of the central division. It was also disclosed by H. W. Waller, director of public service, NBC's central division, that Albin Crews, director of the institute, chairman of the radio division of the department of speech at Northwestern, has in preparation for the series of text books. The books, based on lectures at last Summer's Institute, include "Writing," "Production," "Announcing," "General Surveys," "Acting." Because of previous commitments, the texts will not be published in book form until 1944, will be available in planograph form about June 1, in time for the Summer Institute.

Chicago University will move Sunday afternoon "Round Table" discussion back to 2 p.m. on Jan. 1, to make way for the new Westinghouse program featuring John Charles Thomas, which will be heard at 8 on NBC.

Zenith radio reports an estimated operating profit for the six months ended Oct. 31 of \$2,010,109 after depreciation, excise taxes and research but before provision for Federal income and excess profit taxes, estimated at \$954,403. Possible effect of renegotiation of war contracts earnings cannot be determined at present. E. F. McDonald, Jr., president said "The company's production of vital equipment for the war has been steadily increasing and will continue to do so as more materials become available."

WPB Reps To Confer At Production Plants

(Continued from Page 1)

established in three regions. In New York, Frank Mysterly has been appointed head of the radio section. He will head a staff of six. Ray C. Woodford, formerly in charge of sales and production of the Stewart Warner Corporation, will head the office in Chicago. Assisted by a staff of eight, he will cover field offices in the region, including Kansas City. The Philadelphia office will be headed by Frank Aiken, formerly of the Atwater Kent Manufacturing Company.

Field offices also are being set up in Boston, Cleveland, and Los Angeles.

RADIO ARTIST?
Call

LExington 2-1100

FIRST AND FOREMOST

Cheers for 18 winners!

Congratulations to the radio champions who led the field in the 1942 Fame-Motion Picture Daily Poll—these stars-of-stars heard over NBC:

- Bob Hope { Champion of Champions
Best Comedian
Best Comedy Show
- Bing Crosby { Best Master of Ceremonies
Best Male Vocalist (popular)
- *Dinah Shore { Best Female Vocalist (popular)
Year's Outstanding New Star
- Fanny Brice ... Best Comedienne
- Fibber McGee & Molly ... Best Comedy Team
- Richard Crooks ... Best Male Vocalist (classical)
- Toscanini ... Best Symphonic Conductor
- Bill Stern ... Best Sports Announcer
- Ken Carpenter ... Best Announcer
- *Vic and Sade ... Best Daytime Serial
- One Man's Family ... Best Dramatic Serial
- Kraft Music Hall ... Best Variety Program
- Information Please ... Best Quiz Show
- Army Hour ... Best Government War Program

*Also broadcast over another network.

more cheers...

All Three in the Following Classifications

- Best Comedy Show
- Best Variety Program
- Best Dramatic Series
- Best Daytime Serial
- Best Announcer
- Best Master of Ceremonies

Top Two in the Following Classifications

- Best Comedian
- Best Comedienne
- Best Male Vocalist
- Best Symphonic Conductor

2 out of 3 in the Following Classifications

- Champion of Champions
- Outstanding New Star
- Most Promising Star of Tomorrow
- Best Comedy Team
- Best Female Vocalist (popular)
- Best Dance Band (sweet)
- Best Morning Program
- Best Musical Show
- Best Quiz Show

THIS IS THE NATIONAL BROADCASTING COMPANY

NEW BUSINESS

WOWO-WGL, Fort Wayne, Ind.: Sears-Roebuck & Co. (Toys) 13 15-min. remotes, direct; Allis-Chalmers Mfg. Co. (Tractors, Farm & Road Machinery) 3 one-min. anns., thru Bert S. Gittens, Milwaukee; The Paris (Women's Wear) 30 15-min. sports broadcasts, direct; Luden's (Cough Drops) 24 station breaks, thru J. M. Mathes, Inc., N. Y.; The Gibson Co. (Casite) 65 one-min. ETs, direct; E. H. Rolf Coal & Supply Co. (Coal) 13 15-min. ETs, and 39 one-min. anns., direct; Dairy Assoc. Co., Inc. (Kow-Kare) 78 one-min. ETs, thru Hays Advertising Agency, Burlington; Koerber Jewelry Co. (Jewelry) six 30-min. ETs, direct; Davis Pen Shop (Xmas Cards & Pens) 14 100-word anns., direct; Reid, Murdock & Co. (Monarch Food Products) 364 time signals, thru Rogers & Smith, Chicago; Pet Milk Sales Corp. (Pet Milk) 104 15-min. ETs, thru Gardner Adv. Co., St. Louis; Lincoln National Bank & Trust Co. (Bank Departments) 29 basketball games, direct; Heubinger Starch Co., 13 15-sec. station breaks, thru Ralph Moore, Inc., St. Louis; Gilbert Shoe Co. (Retail Shoe Store) 300 50-word anns., direct; Stark Sound Engineer Corp. (Radio School) seven anns. and one 30-min. ET, direct; Carter Products, Inc. (Carter's Little Liver Pills) 156 one-min. ETs, thru the Ted Bates advertising agencies of New York.

B. BLOSVEREN'S
SONS, INC.

FURRIERS

30 ROCKEFELLER PLAZA
NEW YORK CITY

On The Mezzanine

You can
get a
lovely
hand
tailored
Persian
Lamb
fur
coat
for
\$200



News Delivery Union Strike Brings Rush For Radio Spots

(Continued from Page 1)

newspapers, included the legitimate theaters and department stores. Majority of department stores, however, and employment agencies which made inquiries on rates and time were still discussing the subject of radio advertising last night. If the strike runs into any length of time, the late comers will find very little choice or even time available.

Sales execs at all the radio stations in town were snowed under by the rush of business. Sales staffs worked furiously all day trying to accommodate throng of the new-found customers.

New York City Publisher's Association, against which the truck drivers' union is striking, wanted to go on the networks (commercial) late in the afternoon. Networks offered to give them the time, and explained that they have to give the same offer to the union. Association, however, was unable to have its statements prepared in time, so deal fell through.

Donahue & Coe a Leader

Donahue & Coe, Inc., took the lead in the field as far as agencies and advertisers are concerned, placing spot announcements for M-G-M pictures, all 72 of Loew's neighborhood houses, the Capitol Theater, Radio City Music Hall, and the Center Theater, on the air by 9 a.m. Monday morning. Strike was announced late Sunday evening. Bert Prager, radio director, and Dick Dunkel, time buyer, began to buy up as many spots as they could get among nine stations, and by late afternoon yesterday, were spending at the rate of \$4,000 a day for the duration of the strike, including yesterday and today. This chunk of sudden business which totals more than 50 announcements a day, was made up of everything from 30-second announcements to half-hour programs, and was placed on WABC, WEA, WJZ, WHN, WNEW, WMCA, WOR, WINS and WQXR.

Estes On Job Early

WINS and WNEW exemplified alertness and ingenuity among the stations. At 7 a.m., yesterday, Bernard Estes, director of special events, publicity and news, had arranged with the local newspapers to read their headlines and leads, with emphasis on local news, giving credit for each one, throughout the day, the first starting at 9 a.m. yesterday. Today the first went on the air at 7 a.m. In addition the station put on four additional newscasts, fifteen minutes in length throughout the day. Station is using practically everything coming over the press services on its news programs.

WNEW had already instituted two extra news programs Sunday night, because of the emergency, and yesterday put on 10 extra news periods, running from ten to fifteen minutes each, displacing commercial spots and programs wherever the sponsor would

cooperate. Sponsors who relinquished their commercials for this special, include I. J. Fox, Tappins, Howard Clothes, Barney's, Michael's, Grove Labs. and Canadian Fur. The extra news periods will continue for the duration of the strike. The Loew's buy on WNEW totalled one hour and 46 minutes yesterday, with one part running to a half-hour.

Film Companies Active

Paramount, RKO and Warner Bros. also made a dash for time, but their participation was not as widespread as was M-G-M's and Loew's. Paramount placements were handled by the Buchanan Agency, and for the most part covered a period from today through Sunday, for "Palm Beach Story." Blaine Thompson Co. handled the Warner Bros. account.

Most of the legit business came through the League of New York Theaters, though buying had not been completed last evening. Only two department stores had resorted to the air by late yesterday. Macy's bought and organized a 15-minute program, featuring Pegeen Fitzgerald, on WOR, listing Christmas values at the store. Mart also purchased 12 one-minute spot announcements during Jerry Lawrence's program between 2:45 and 4:30 p.m., another one-minute spot at 11 p.m., and a five-minute spot this a.m. at 8:55. Bloomingdale's, in addition to its regular broadcasting on WQXR, took a 10-minute spot on the station last evening at 8 p.m.

"Times" Newscasts Lengthened

By the time the motion picture houses and legit producers got thru with WMCA, station had little by way of spot time left for sale. For hypoing its news coverage, station, which has tie-up with New York "Times," one of the papers affected by the strike, increased its regular hourly "Times" broadcasts from three to five minutes.

WQXR, in a deal with the "World-Telegram," arranged to supply listeners with local news during its regular hourly broadcasts five minutes before the hour. Mrs. Estelle Sternberger, late in afternoon, devoted her 10 minutes to reading the columns by Mrs. Eleanor Roosevelt and Raymond Clapper, from the "World-Telegram."

Neither WABC, WEA, WJZ or WHN added news periods to their schedules, stations explaining that their schedules were designed for the war emergency and could handle such a crisis without further adjustment. WABC sold Loew's Inc., two fifteen-minute news shows yesterday, 4-4:15 p.m. and 4:45-5 p.m., and today, participation on Arthur Godfrey's early morning program, 6:30-6:55 a.m., a news shot at 6:55 a.m., and spots adjacent to the 8 a.m. news. Paramount, on WABC, bought participation on the Godfrey program, Tuesday, Wednesday, Thursday and Friday.

On WEA, the Loew's deal bought

GUEST-ING

LAURITZ MELCHIOR, Waterbury, Conn. tenor, on the Al Jolson program today (WABC-CBS, 8:30 p.m.)

T. H. ROBSJOHN-GIBBINC, designer of modern furniture, "Living Art" series, today (WABC-CBS, 4:30 p.m.)

EMMA BOYNET, French pianist, the "Keyboard Concerts" program today (WABC-CBS, 3:30 p.m.)

BING CROSBY, on Lionel Lincoln's "Mayor of Our Town" program, today (WABC-CBS, 9:30 p.m.)

PETER LORRE, on the "Susan" series, today (WABC-CBS, 9:30 p.m.)

TOMMY BURNS, machinist, American submarine; SGT. GEORGE BOOKER and ENSIGN HERBERT BALDWIN, formerly secretaries of Jack Benny, on Ginny's "Johnny Presents" program, today (WEAF-NBC, 8 p.m.)

K. H. SHEETS, H. J. SCHERER and J. N. COUSSOLE, on Al O'Keefe's "Battle of the Sexes" program, today (WEAF-NBC, 9 p.m.)

LA VERNE BROWN, aviator, known as a film actor under the name of JOHN TRENT, on the "Time" program, Thursday (WABC-NBC, 8:30 p.m.)

ALAN MOWBRAY, on the "Vallee" program, Thursday (WABC-NBC, 10 p.m.)

in on "Pat Barnes," "Funny Man," "Studio X," "Melody on Day," and the midnight news program. On WJZ Loew's bought a 15-minute unit, one minute announcements and chain breaks. Station shared the business distributed by the Radio City Music Hall, Center Theater and Paramount.

WHN, Loew's own station, coincidentally, station had added news periods to its schedule by virtue of a new sponsor, P. J. Co., to bring its news periods to 23 for the day.

Extra News Show on WOR

WOR added a 15-minute extra broadcast at 5 p.m., devoted to local news supplied by the station. At 6 p.m. "Uncle Don" gave a series of the comic strips which have appeared today. At the end of its regular 11 p.m. broadcast station added another five minutes of local news, and then gave a minute digest of the columnist's news.

Both WBNX and WLIB reported no change in stations' schedules as a result of the newspaper strike. Coincidentally, WLIB, however, added, Sunday, with a new news schedule which increased from three fifteen-minute programs a day to five minutes before the hour every hour.

Newspapers affected by the strike included, "Times," "Tribune," "World-Telegram," "Sun," "Journal-American" and "World-Telegram

Entertainment Factor Is Essential—Fly

(Continued from Page 1)

Lawrence Fly to tell his presence yesterday that he thinks, "making some progress on the over situation." "Our staffs," he have been in conference with off of the Manpower Commission during the past few days, and early over the week-end, and assured that the Commission review the entire list of re-ents of the industry." He pre- that the Manpower Commis- will take a broader view of the ry, probably not limiting the al classifications to those vital broadcast.

Everyone knows that our broad- service rests upon the foun- of commercial broadcasting and st stations cannot exist for the d purpose of news and informa- less they be subsidized broadly. se there is always the further that audiences must be built up maintained. Without continuing vice and without attractive ser- including entertainment, the ce will not be there. An audi- not be turned on and off like ot. I am sure it will be very e to all of us who are concerned the continuity, stability and y of the broadcasting industry positions essential to those re-ents will be recognized."

DAILY learned yesterday that emergency conferences were led between the FCC and Man- officials over the week-end. om Fly's statement it appears e results were exceedingly gra- to broadcasters. The new index ential classifications of broad- will contain several important ns to the October list.

Gene Kuhn Speaks Tonight

Gene Kuhn, NBC Co-ordinator of m promotion, will discuss the l topic of radio before a meet- of the Ezrath League tonight at otel Empire, New York City. rath League is a philanthropic ation which maintains a men- pital in Palestine.

"Dix" Show's Third Year

"Is Fort Dix," Army camp on Mutual, will start its third e in the air Sunday, Dec. 20, from w Jersey induction center. Tom conducts.

THIS LITTLE BUDGET WENT TO THE "920 CLUB" WORL BOSTON, MASS.

Removal Permit Given WJW Sets No Precedent, Says FCC

(Continued from Page 1)

"tendency on the part of certain applicants and broadcast stations and their backers to assume that the wartime rules may be broken down," the Chairman opened his press conference yesterday with an unsolicited warning that any such assumption is in no way true.

"Those rules are designed to prevent the consumption of materials and preserve those new materials for war purposes. That there is extreme demand for radio materials for essential war purposes is something that is well known and certainly this should be thoroughly understood throughout the industry," he asserted, adding, "the industry knows that certain materials have been taken by agreement of the owners out of the hands of some of our broadcasters. Such is indicative of the general situation. No doubt additional materials which are available will be called for. I think we have got to make it awfully clear here that as long as these rules are in effect we have all got to live under them as best we can."

Pointing out that the industry and the Commission have long been concerned over the lack of adequate network coverage in Cleveland, sixth

largest market area in the country, the Chairman repeated his statement of last week that the WJW grant does not violate the equipment freeze order. "It should be borne in mind here," he continued, "that the materials to be used here are materials which already are committed to the use of broadcasting—already in the physical establishment pursuant to a grant made before any question of the use of those materials arose. The upshot of the whole matter is there will be no use of new materials and no use of materials not already committed to the broadcasting business. It is possible that maybe \$75 worth of materials will be needed, but much more than that will be turned back.

"I think it ought to be clearly understood that while we have long looked forward to meeting this grave need for the Cleveland area, even that grave need has been met in a manner wholly consistent with the rules. As long as the military forces require the available news broadcasting equipment in this country wherever it may be, the BWC and the Commission will not be in a position to approve grants running counter to the paramount need."

St. John News Programs On NBC From Washington

Robert St. John, NBC commentator recently returned from London, has begun a series of analyses of the Washington scene, which will be broadcast Mondays through Fridays at 1:45 p.m., EWT. St. John replaces Morgan Beatty, military analyst, who has been assigned to London.

When St. John was acting as NBC representative in the British capital, he worked full hours in a British war plant, in order to study "the little people" of England at first hand. The strenuous double duty impaired his health and he was recalled to this country for the purpose of rest and recuperation.

In addition to his daily broadcasts, St. John will continue his "People" programs on Sundays at 1:00 p.m. EWT.

Schoenfeld West Tomorrow

Washington—Bernard C. Schoenfeld, OPA radio and motion picture chief, leaves Wednesday for the Pacific Coast, where he will confer with local broadcasters on their experiences with the methods of presenting explanations of the OPA rationing regulations.

Kurtzer Rejoins Spot Sales

Peterson Kurtzer is returning to Spot Sales, Inc., as manager of the Chicago office. Kurtzer was given a leave of absence for service in the U. S. Navy. Due to a minor eye condition he was given an honorable discharge.

Agency-Advertiser Co-Op Via Luncheons Of AMA

(Continued from Page 1)

tiser personnel to adapt itself to increased wartime responsibilities. Believed to be the first move of its kind in any media, the group charmaned by George H. Allen, will help employees who have been moved up to fill war vacancies, acquire immediate background on radio problems. Original meeting of this group was scheduled for December 17 at the Hotel Sheraton, but it has been postponed until the second Thursday in January.

Policy of the radio group to schedule an outstanding speaker on a subject of critical interest to all agency, media and advertising executives will be continued alongside the innovation. This includes a discussion based on written questions submitted by members.

COVER A \$2,000,000,000 MARKET WITH One STATION **WOW** OMAHA 590 K. C. + 5,000 WATTS John J. Gillen, Jr., Gen'l Mgr. JOHN BLAIR CO., REPRESENTATIVES

U. S. Supreme Court Grants Web Appeal

(Continued from Page 1)

the Commission's ruling unconstitutional, improper and damaging. NBC, in a brief signed also by WOW, Omaha and WHAM, Rochester, claimed that the FCC regulations are not in the spirit of the Communications Act and violate the intent of the anti-trust laws.

The CBS appeal signed by Charles Evans Hughes, Jr., and CBS general counsel John J. Burns claimed that the regulations are an unfair blow to the ability of the network to compete for national advertising and to maintain its contractual affiliations. The brief argued that the FCC rules will make network operation more costly and mean a drop in the network value. They do not contribute, the brief states, to the public interest, convenience and necessity.

No Delay Expected

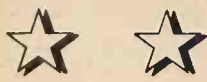
It is unlikely that there will be any long delay in scheduling this case since the order restraining the FCC from imposing its rules provides that it shall hold off until Feb. 1, of next year or until the case is considered by the Supreme Court, whichever is earlier.

The unsettled condition in broadcasting which would result from a long delay in this hearing, then a possible reversal of the New York court is so obvious that observers expect every effort to be made by the court to reach a quick decision on the matter.

SEP Sets Blue Campaign

Saturday Evening Post is using three Blue Network stations in an intensive spot radio campaign to build circulation. For Wednesday and Thursday, Dec. 16 and 17, seven one-minute recorded announcements are scheduled for WJZ, New York; eight for WMAL, Washington, D. C., and four for WENR, Chicago. Batten, Barton, Durstine & Osborn, New York, is the agency.

Always Popular Now More **POWERFUL** **WCAO** The Voice of Baltimore **NOW** 5,000 W · DAY & NIGHT 600 KC The Only Columbia Station in Maryland PAUL H. RAYMER CO., Nat'l Sales Representative NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES



Coast-to-Coast



MAJOR EDNEY RIDGE of **WBIG**, wants the folks to know that his station is still in Greensboro, N. C. and that any moving into Philadelphia will be done by **WIBG**.

Salesman J. Eric Williams of **WDRG**, Hartford, has just been appointed a Connecticut Auxiliary State Policeman by the State Police Commissioner. Williams, now equipped with a badge and revolver, was given his appointment following a special course of training. He will be called to duty in emergencies, such as an invasion, etc.

William L. Sanders, **WHIO**, Dayton, news commentator and former resident-teacher in China for four years, was principal speaker at the Tipp City (Ohio) "Victory Bond Memorial Dinner" served in that city's Town Hall on Tuesday, December 8. His address was, "Review of One Year of War." Sanders' "review" gave members, whose places at the table cost each a \$50 War Bond, extra incentive to influence their friends to invest in War Bonds during the following week. William L. Sanders broadcasts the late news nightly over **WHIO** at 11 p.m.

WWL, New Orleans, will again give shut-ins the opportunity of hearing Midnight Mass on Christmas Eve, beginning at 11:30 p.m. (CWT) Dec. 24. **WWL** will broadcast services from the Church of the Most Holy Name of Jesus on historic St. Charles Avenue. The first half hour, 11:30 to midnight, will be devoted to the singing of Christmas Carols, and the broadcast will continue until 2 a.m., Dec. 25. **Arthur Sharon**, whose voice is familiar to **WWL's** listeners, will describe the services as he has done on many a Christmas before, as well as every Sunday morning for the past 18 years.

Orban "Orbie" Heidrich and **Arthur Eisler** joined the music staff of **WTMJ-W55M**, Milwaukee stations, last week. **Heidrich** took over the drummer's chair, vacated by **Harry Sholes**, who has returned to an old love—chemical research—in a wartime position. **Eisler** replaces **Therese Meyer**, Organist. Other staff additions are **Irwin Buettner**, building maintenance; **John Haesle, Jr.**, music library; **John Sinn**, stock clerk.

Marshall Small, **KUTA** Salt Lake City, was master of Ceremonies at one of Salt Lake's largest theaters recently, in connection with the "Buy a Bomber" drive for this city... Remodeling is now in progress at this station. Plans call for an overall interior decorating... three new offices, and a new recording room which will house the transcribing apparatus... Miss **Louise Winschell**, newcomer to the staff, takes over the stenographic and mail department.

WSPA and **WORD**, Spartanburg, has the local Rotary Club, participating on the station's "Remember Pearl Harbor" program which was supervised by **Walter Brown**, general manager of both stations. As an added filip to the proceedings a transcription was made of the program which was played back during the evening so that the members could hear how they performed earlier in the day.

The Navy Recruiting Station, through the program "Today's Heroes," heard over **WTOL**, Toledo, took to the air recently to clarify the Presidential order insofar as it affected enlistment in the Navy... **Nettie Paddock**, station bookkeeper, is hospitalized for the second time this year... Trigonometry and algebra are the latest affinities of announcer **Roger Bacon** while he's attending night classes at the University of Toledo.

Although **WJLS** of Beckley, West Virginia, was not able to carry Beckley High School's football games from the field, radio listeners still heard a play-by-play account. **Peter Arnell**, production manager, devised a reconstructed play-by-play system. Special form sheets were designed and **Disk Hill**, an ex-football official reported the play-by-play to **Ginny Cooper** who typed it out. From the field it was rushed to the studios and edited by **Alen Stone**, assistant production manager. **Bob Morris** handled the show on the air. The show was rounded out by transcribed band music and sound effects to make it sound like the real thing.

Robert Fetterman of the **WIBG**, Philadelphia, engineering staff, is teaching radio engineering at the Chamberlin School of Aeronautics in Philadelphia, nights... **Chuck Thompson** of the announcing staff is suffering from a cracked rib, acquired while sledding... **Doug Arthur** is in demand again for talks along the banquet circuit.

Kenyon Brown, general manager of **KOMA**, Oklahoma City, has recently been appointed as Radio Chairman of the State Committee for the celebration of the President's Birthday. Because of the increased quotas to be met this year, **Brown** said that the publicity campaign would begin with a state-wide radio broadcast with all Oklahoma stations participating.

Adele McCarty, **WBT**, Charlotte, continuity staffer, is now conducting the "Hollywood Headlines" program heard Saturdays at 5:15 p.m. (EWT). She replaces **Dick Pitts** and is currently producing the **WBT** "Showcase"... **W. McGregor**, director of sales, promotions and publicity was an official delegate at the annual Board of Directors Convention, North Carolina State Junior Chamber of Commerce, which held its 1942 session in Charlotte last week-end.

KROW, Oakland, has booked a transcribed announcement series for the Adam Hat Stores of Oakland and San Francisco, through the local managements. Other new business include six announcements weekly for Personal Finance Company through **Al Paul** Lefton Agency of Hollywood, and two announcements daily during December prior to Christmas for Mission Pak Fruit through **Allied Advertising Agency**.

The **A. S. Boyle Company**, through **Walter Thompson Company**, took the sponsorship of the 5:15 edition of the broadcast aired over **KDYL**, Salt Lake City. **Leison** handles the newscast. The **Boyle Company** plugs **Old English Home Products** and **Harmony Vitamins**, heard daily Mondays though Friday.

Robert S. Holcomb has joined sales force at **KMOX**, St. Louis. In the past nine years he was announcing and advertising salesman for the **St. Louis "Star-Times"**... **Sid Saunders**, station announcer, was elected to the position as the narrator at the recent **St. Louis Boy Scouts Circus**... **John Jones**, staff organist is sponsoring a Christmas party for the men in the service. She is being aided by the **American Legion Chapters** of **St. Louis**, as well as **Fire Chief Joseph W. McGee**.

The "All Men Are Created Equal" was heard over the **WINS**, N. Y., airband with **Ella Logan** as its first guest star, Saturday, Dec. 13.

The Public Service Department of **KPO**, San Francisco, presented **Anthony Jurasz**, the renowned plastic surgeon, who escaped from a German prison camp in his native land, in an interview with **Douglas Gourley**, of the announcing staff last week.

WHAT'S WHAT IN BOSTON

27—**WCOP** has been selected in Boston as a key station in the Atlantic Coast Network.

REPRESENTED BY HEADLEY-NEED CO.

WCOP

BELONGS ON YOUR SCHEDULE

1 9 4 2

BIRTHDAYS

17	18	19	20	21	22	23
24	25	26	27	28	29	30

December 15

Marion Barney Art Brown
Maxine A. Chaffin Phil Dakin
Bob Hawk

IN METROPOLITAN CINCINNATI

WCKY

DELIVERS A STRONGER SIGNAL TO MORE PEOPLE THAN ANY OTHER STATION

L. B. Wilson

CBS

FIFTY GRAND IN POWER

League-NAB Conference

West Coast Victory Group Cites Industry's Aid

West Coast Bureau, **RADIO DAILY** Los Angeles—Operating the largest talent pool ever created for war-time morale-building, the Hollywood Victory Committee, during the first year of its existence beginning immediately after the attack on Pearl Harbor, has provided 1,141 stars of radio, screen and stage to help America's war effort. A total of 474 players have participated in 222 live radio plays and 507 have taken part in the recording of 111 radio transcriptions, which 56 were for the War Department.

This was revealed when the Industrial Commission reported.

CC Grants Renewals; Other Commission Activity

Washington Bureau, **RADIO DAILY** Washington—The FCC yesterday announced that it has cancelled the instruction permit for FM station WFLA, which was to be operated by Earle C. Anthony, Los Angeles. Anthony is unable to obtain the necessary materials to complete construction.

True Story" Account To Raymond Spector Co.

"True Story" magazine account, a Macfadden publication, will switch from Arthur Kudner, Inc., to the Raymond Spector Co. on Jan. 1, 1943, it was learned yesterday. Spector firm acquired the account in competitive bidding against six other agencies.

Acknowledgment

Phil Baker, quiz-master of "Take It Or Leave It" used the program last Sunday night to thank his boss Martin Strauss, Eversharp Chief, for renewing his contract for 1943. Baker found a stenographer among the contestants and over the air-planes dictated his letter of thanks to the head of the company whose pencils and pens the comedian has represented.

Stamp-Girl

Weekly stamp pool set up by the cast of "Story of Mary Marlin" has been won two out of three times by Irene Beasley. Her total winnings for two weeks were 58 stamps, almost the cost of a \$25 bond.

Ascaph Members Vote Classification Change

Classification amendment proposed by Fred E. Ahlert, composer member of the Ascaph board, was passed by a 75.73 per cent vote of the membership. Abel Baer, chairman of the Society's election committee, announced yesterday. Only 8.02 per cent of the Society's membership voted in favor of the "Seniority of Works Fund" amendment proposed by Pinky Herman, writer member.

According to the Society's Articles of Association, a two-thirds vote of the entire membership is necessary to pass an amendment. The Ahlert amendment was passed.

Westinghouse Gets Ready For NBC Premiere Jan. 10

Details have been completed for the forthcoming Westinghouse program which will be heard over an NBC network of 126 stations beginning Sunday Jan. 10, 2:30-3 p.m. EWT. New show will necessitate moving the Sammy Kaye "Sunday Serenade" to 1:30 p.m. and the "University of Music" to 2:30 p.m.

N. Y. Spot Deluge Continues In Face Of Newspaper Strike

CBS Stockholder-Meet Re Voluntary Salary Cuts

Meeting of CBS stockholders will open today at 2 p.m. at the network's headquarters, after which action will be taken by the board of directors relative to the voluntary reductions in salary requested by president William S. Paley and Edward Klauber, chairman of the executive committee.

Agree On Basis Upon Which Co-Op Biz Will Be Acceptable To Networks; Full Accord Indicated

Radio Director Guild Reports War Effort

Radio Directors Guild has had charge of 42 government programs wherein 24 of its member directors participated during its six months of operation, according to a report presented Monday evening by Phil Cohan, free-lance director, and chairman of the War Program Committee of the Guild. Cohan's report was...

Set Nat. Radio Division For "Paralysis" Drive

Neville Miller, president of the NAB has been appointed chairman of the National Radio Division in the 1943 fight against infantile paralysis, it was announced yesterday by Basil O'Connor, president of the National Foundation for Infantile Paralysis. Serving with Miller as co-chairmen...

Xmas "Command" Show On All Four Networks

All four of the networks will carry for the first and possibly the only time, the Army's "Command Performance," weekly program which for...

Washington Bureau, **RADIO DAILY** Washington—Following a meeting between representatives of the Co-Operative League of the U.S.A. and the NAB Code Committee, it was believed that a basis was arrived at whereby the League and radio networks have a foundation upon which they can do business, along lines patterned in the Code. It is understood that under these conditions the League will now submit programs governed by the agreement reached. Joint statement issued after the meeting.

Says FCC Considers Applicants' Finances

Washington Bureau, **RADIO DAILY** Washington—Chairman James Lawrence Fly denied yesterday that the FCC has been licensing stations which do not appear to have sufficient financial stability to assure continuous operation. Questioned on that point during a discussion of the alleged monetary difficulties of a number of stations.

New Recording Concern Organized By Robbins

Jack Robbins of Robbins Music Corp. is proceeding with his plan to organize an independent phonograph record company and has incorporated the name of Lion Record Corp. with...

Xmas Party

Phil Sitalny's "Hour of Charm" will play Santa Claus to 150 children, evacuees from wartime Europe, at a Christmas party in an NBC studio before and during the broadcast, Sunday Dec. 20, at 10 p.m., EWT. The juvenile guests will join the all-girl orchestra and chorus in singing "Adeste Fidelis," also known as "Oh Come, All Ye Faithful," on the air.

Local radio in New York will gross over \$50,000 from motion picture advertising alone this week as a result of the strike by the drivers for newspaper delivery and mailing services. Figures on budget to be allotted by the League of New York Theaters for the legit productions, as well as the business among the department stores will bring the gross up several more thousand dollars. Picture companies spending the most include...



Vol. 21, No. 51 Wed., Dec. 16, 1942 Price 10 Cts.

JOHN W. ALICATE : : : : **Publisher**
M. H. SHAPIRO : : : : : **Editor**
MARVIN KIRSCH : : : : **Business Manager**

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, 203 North Wabash Ave. Phone State 7596. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Tuesday, Dec. 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	127	126 1/2	126 3/8	+ 1/8
CBS A	15	14 1/2	14 3/4	+ 1/4
CBS B	14 3/4	14 1/2	14 3/4	0
Crosley Corp.	7 1/2	7 3/8	7 1/2	0
Gen. Electric	29 1/2	29 1/8	29 1/4	+ 1/8
Philco	12 1/4	12	12	- 1/8
RCA Common	4 1/2	4 1/4	4 1/2	+ 1/8
RCA First Ffd.	58 1/4	58 1/4	58 1/4	0
Stewart-Warner	7 1/8	7	7 1/8	+ 1/8
Westinghouse	78 1/2	77 1/2	78 1/2	+ 1
Zenith Radio	19 1/2	19	19 1/2	+ 3/4

	Bid	Asked
arnsworth Tel. & Rad.	3 1/2	3 3/4
VCAO (Baltimore)	18	21
JR (Detroit)	19	

CBS Stockholder-Meet Re Voluntary Salary Cuts

(Continued from Page 1)
 ate November both executives submitted such proposal in an effort to comply with the salary-ceiling law. resident Paley asked that his 1942 salary figure of \$187,000 be cut to \$5,000 and to modify existing employment agreement so that there would be no provision for additional compensation based on profits.
 Also proposed in the plan was a pension setup to include all employees earning over \$3,000 per year.

OUT WHAMLAND
 43 counties . . . 18 trading centers . . . 800,000 radio homes . . . 5,305 factories . . . 140,518 farms.
 Nat'l Rep. George P. Hollingsbery Co.
 50,000 Watts...Clear Channel...Full Time...NBC Blue and Red Networks
 ROCHESTER, N. Y. "The STROMBERG-CARLSON STATION"

New Recording Concern Organized By Robbins

(Continued from Page 1)
 the Secretary of State in Albany, through his attorney Julian T. Abeles. Robbins stated that the concern will be in active operation by the time difficulties with the AFM are ironed out in the industry. Robbins said that his Lion firm will put the records on sale in theater lobbies although there will be no direct recording affiliation with MGM. The Big-3 publishing firms will participate.
 Outlet for the independent disks will also be through Sears, Roebuck, Montgomery Ward and other mail order and chain store organizations. Robbins pointed out that in the past excellent talent such as Harry James for instance could not be brought to the front because the hit tunes always fell to a Crosby or Glen Miller. It took James five years for a chance to be heard. With his own firm, Robbins revealed that up and coming talent will get an opportunity to play and sing the hit tunes which will be backed as he sees fit, to the best advantage.
 First records will be of the Dinah Shore type of vocal with musical background and will feature Anita Boyer, Jerry Cooper and similar type artists.

Robbins further stated that his Lion Record Corp. will pay all publishers whose tunes are used two-cents a record despite the fact that other disk firms pay a cent and a quarter. Also, Robbins pointed out that his own three music houses are losing exactly \$75,000 per year by being paid the lower sum per record by the established record companies, both on 35 cent and 75 cent records.

"True Story" Account To Raymond Spector Co.

(Continued from Page 1)
 Story" will continue to use national spot announcements on 60 to 100 stations monthly. The new agency has submitted a program plan which will use a 5-minute transcribed program instead of one-minute ETs previously used. Five-minute programs will employ a "good-will court" approach using the characters and problems in the current issue of the publication for dramatization purposes.
 "True Story" magazine was an early user of network time, having aired "True Stories of Betty and Bob" over 12 years ago. It is believed that the Spector firm may enter the network field with its new account depending on the results of its spot campaign.

AFM Local 802 Ballots Now Getting a Re-count

As a result of a protest, the Honest Ballot Association will conduct a re-count of ballots cast in the recent bitterly contested election of officers of Local 802, Dec. 17. Protest concerns the executive board and the trial board, and does not take in the major posts of president, vice-president, secretary and treasurer. Original election was held Dec. 3. The Honest Ballot Assn. made the original count.

Xmas "Command" Show On All Four Networks

(Continued from Page 1)
 44 weeks has been shortwaved to the troops on the fighting fronts, and which in this single instance will be heard by civilian listeners in this country, from 11 p.m. until midnight on Christmas Eve.

Among the artists to be heard, each of whom has been requested by the men in the services, are Bob Hope, Bing Crosby, Edgar Bergen, Red Skelton, Dinah Shore, Al Newman and a host of others.

It is understood that the Office of War Information requested the military authorities to permit the American public to "eavesdrop" on this single performance, which will be double the usual length. Full cooperation of the American Federation of Musicians is assured. Although the Army had hoped to present a live show, they may find it necessary to record all or parts of it because of the difficulty of getting all the headline names together on Christmas Eve. If it is necessary to record, it is expected that the rules against transcriptions will be relaxed in this particular instance.

Westinghouse Gets Ready For NBC Premiere Jan. 10

(Continued from Page 1)
 Chicago Round Table" to 2 p.m., EWT. Talent on the show as already mentioned in these columns, will feature John Charles Thomas, baritone, doing request selections of songs, ballads, and light classical favorites. Mark Warnow will conduct the orchestra and chorus will be led by Lyn Murray. John Nesbitt, of "Passing Parade" will be still another feature on the program, which will originate in New York studios of NBC.
 Young & Rubicam is the agency.

Palestinian Group Dinner On Blue Network Tonight

The Blue Network tonight will broadcast a half-hour program from the "Proclamation Dinner" which will be held under the auspices of the Committee of Stateless and Palestinian Jews at the Hotel Commodore. Speakers will be Sen. Alben W. Barkley, majority leader of the Senate, and Sen. Edwin C. Johnson of Colorado. They will be introduced by Louis Nizer.

Helen Jepson, soprano of the Metropolitan Opera Company, will sing and Milton Cross will announce the program, which is scheduled for 10:15-10:45 p.m.

A similar dinner will be held by midwestern members of the committee at the Hotel Knickerbocker, Chicago. A direct line will enable the guests to listen in to the New York ceremonies.

Hooper Elects Officers

At a meeting of the Board of Directors of C. E. Hooper, Inc., Fred H. Kenkel, vice-president, was elected a director. Other elections were, Edythe F. Bull as secretary and Lois D. Bowen as corporation treasurer.

COMING and GOING

PHILLIPS CARLIN Blue Network vice-president in charge of programs, leaves today on business trip to Washington. He will return late Friday afternoon.

KINGSLEY F. HORTON, sales manager of WEEI, Boston, in town yesterday for conference at the headquarters of CBS.

BOB HOPE, who broadcast from Denver yesterday, plans to return to Hollywood for Dec. 22 stanza of the program.

FRANK WEBB, sales manager of WOWO-V, Blue Network outlets in Ft. Wayne, in town from Indiana this week on station and work business.

BRUFF OLIN, JR., general manager of WJ Poughkeepsie, spent yesterday in New York.

ARTHUR PERLES, assistant director of public relations at CBS, is in Washington on a short business trip.

HUGH M. FELTIS, station contact representative of the Blue Network, who has been in Baltimore for several days, has returned to Rockefeller Center.

WALT FRAMER, Pittsburgh free lancer, New York for a few days on business.

BOB HAWK, quizmaster on "Thanks to Yanks" over CBS, is making a personal appearance today at Stewart Field, aviation center the grounds of the military academy at West Point.

CHARLES BARRY, eastern program manager of the Blue Network, left yesterday for Boston where he will complete program details for broadcasting of the Boston Symphony concert Dec. 26. He is expected back on Thursday.

ROBERT LAMBERT, director of program writing for CBS, is on a short business trip to Washington.

RITA HAYWORTH, a recent visitor to New York, plans to be back in Hollywood in time for her personal appearance on the Friday program of Tommy Riggs and Betty Lou, which heard over NBC.

JIMMY McCLAIN was in Atlanta Monday for the first in a series of six broadcasts of his "Dr. I. Q." program from the stage of the Fox Theater.

C. OTIS RAYWALT, of the Burn-Smith Company, Inc., station reps, has returned from short trip to Boston.

"Breakfast Frolic" Lengthened

Chicago—Another hour has been added to the "Breakfast Frolic" program on WJJD, with the early show now scheduled from 4-6:55 a.m., Monday through Saturday.

VICTORIOUS NEW YEAR
to every American!
WnBC HARTFORD
 5000 WATTS Blue-Blue
 A GREAT RADIO STATION

PROMOTION

Production Ability

WCAE, Pittsburgh has issued a promotional piece concerning the station's ability to produce for an advertiser. The station bases the statistics offered on its performance during the last six months of 1942.

On a statistical basis the station proves that with the exception of a few top-rated network shows it has consistently bucked the competition successfully.

On a comparative chart based on Hooper and CAB figures WCAE lists those programs heard over the station and the percentage of listeners that the station gets as compared with those of other networks.

The cumulative evidence presented is aimed at prospective advertisers for their enlightenment as to the station's markets and the ability to create an audience for their message.

Retailer Promotion

Retailer promotion by Beau Brummel Ties, Inc., points out that it will be on the air with George Ziemer doing two minute transcriptions over 160 stations. Manufacturing company has published two folders concerning the event. On one folder there is

DuPont Radio Awards Sets Jan. 1 Deadline

Announcement of establishment of the Alfred I. duPont Annual Radio Awards, and the setting of a January 1, 1943 deadline for nominations were announced yesterday by W. H. Goodman, secretary. The awards, established by Mrs. Alfred I. duPont of Jacksonville, Fla., and the Florida National Group of Banking Institutions, consist of two one thousand dollar prizes. One will go to the individual radio station in the United States which, in the opinion of the judges, has rendered outstanding public service during the calendar year by encouraging and promoting American ideals and giving devoted service to the nation and to its community. The other award will go to the radio commentator, who in the opinion of the judges, has performed outstanding public service by aggressive, consistently excellent and accurate gathering and reporting of news during the calendar year, and for expert and reliable interpretation of the news.

The awards for the 1942 calendar year will be announced the first week in March, 1943. Nominations should be sent, in writing, to W. H. Goodman, secretary, Alfred I. duPont Radio Awards, Trust Department, The Florida National Bank, Jacksonville, Fla. Nominations should be accompanied by supporting data.

Board of judges will be composed of five members as follows: one representative of a nation-wide woman's organization; one non-commercial, non-political affiliate of radio and broadcasting industry; one prominent educator; one expert on national affairs, one representative of Florida National Group of Banks.

a list of major mid-west and southern stations scheduling the program. The schedule extends from Monday thru Friday from Dec. 14 to Dec. 18. On the other folder is a list of those stores carrying the Beau Brummel Ties and a list of cities and stations which will carry the program.

Church Services

Arrangements have recently been completed by station WBT, Charlotte, and the Charlotte Memorial Hospital whereby patients of Memorial will be notified each week of the Sunday Church Services broadcast over WBT.

A schedule the station's Sunday Church Service broadcasts are to be included in the regular Saturday bulletin issued by the hospital for the convenience of those patients who are unable to attend the services as they normally would.

Nat'l Radio Division For "Paralysis" Drive

(Continued from Page 1)

are: Mark Woods, president of the Blue Network; William S. Paley, president of CBS; Niles Trammell, president of NBC and Miller McClintock, president of Mutual.

The 1943 radio campaign will cover every radio station in the United States, Hawaiian Islands, Puerto Rico and Panama.

West Coast Bureau, RADIO DAILY

Hollywood—For the fifth consecutive year Eddie Cantor has been named as chairman of the "March of Dimes of the Air" by the President's Birthday Ball Committee. As National chairman of the air drive since 1937 Cantor has raised between seven and eight million dollars in dimes for the relief of infantile paralysis victims.

League-NAB Confab; Indicate Full Accord

(Continued from Page 1)

things which were held here by parties involved on Monday and Tuesday, follows:

They believe that the advertising cooperatives is and has been acceptable under the Code when the programs offered are designed to sell goods, trademarks or services of cooperatives. It is agreed that there is no objection to commercial copy incorporated in a program sponsored by a cooperative enterprise which provides that (a) any person can make purchases at cooperatives; (b) membership in cooperatives is open and voluntary; (c) cooperatives are owned by members, each of whom has a vote; (d) profits or savings are turned to member-owners. However, in making such statements no check is to be made on any other business enterprise or system of distribution. The length of commercial copy and character of such program should conform to the provisions of the NAB Code.

Many Executives Present

Any discussion of the cooperative movement as such or as an economic system is properly confined to sustaining time which may be given to stations or networks in accordance with the public interest."

Representing the Cooperative League of the U.S.A. at the conferences were: Gray D. Lincoln, president; E. R. Owen, executive secretary; Wallace Campbell, assistant secretary; John Mason, Washington representative

Robert L. Smith, Educational Director of the Eastern Cooperative League. The NAB Code committee members in attendance were: Earl Glade, chairman, KSL, Salt Lake City; Grant Ashbacker, WKBZ, Muskegon, Mich.; Jan Schimek, Columbia Broadcasting System, New York; Lee Wailles, KYW, Philadelphia; William S. Hedges, National Broadcast-Sounding Company, New York; Neville Under, president of NAB and Russell Place, NAB counsel and secretary of the Code Committee.

No Comment Here

No comment was offered in New York by network officials relative to joint statement, above.

THE Philadelphia Story IN RADIO 5000 WATTS 950 on the Dial WPEN Affiliated Station of the Atlantic Coast Network

What are the facts about the CONSUMER COOPERATIVE MOVEMENT? Just how important are they? Does the cooperative movement work for or against the consumer? How deeply are women's organizations... labor organizations... farm organizations... interested in the consumer movement? What is its possible future? To seek an answer to these perplexing questions, WLW some months ago established a fellowship at the Graduate School of Arts and Sciences of the University of Pennsylvania. Under the direction of the Marketing Department, Instructor Charles W. Lewis spent a year investigating the consumer movement in all its forms in the Ohio Valley. Mr. Lewis' authoritative study is just being completed by the University of Pennsylvania Press. When published, it should throw revealing light on the subject which has recently caused so much controversy in the advertising field.

"The Consumer Movement in the Ohio Valley" will be published by the University of Pennsylvania Press in January. Advance copies may be reserved by writing to WLW, Crosley Sq., 140 West 9th St., Cincinnati, O.

WLW THE NATION'S MOST MERCHANDISE-ABLE STATION

Los Angeles

By JAC WILLEN

THE Merry Macs, after a slight pause to recuperate from their very successful cross-country theater tour, start their ball arrolling again on Xmas Day when they make their first start on current radio appearances on the two-hour Elgin show over KNX and CBS.

Lionel Barrymore, who drew the third highest vote in the Cleveland "Plain Dealer's" annual radio "personalities" poll (topped only by Bing Crosby and Kate Smith) will make his thirteenth guest appearance on the Rudy Vallee program on Dec. 24, when he portrays his famous role of "Scrooge" in Charles Dickens' Christmas Carol.

There's a cute story behind the presentation by Dinah Shore on her last week's Blue Network program of "Take The Door To The Left." Written by Tunesters Saul Chaplin and Walter G. Samuels ("Boots and Saddles," "Bei Mir Bist du Shoен," etc.), it's a brand-new idea in propaganda songs, satirizing those who beef about the inconvenience of rationing. Introduced by Dinah on her "In Person" show, it is already scheduled on a half-dozen other programs and has whole-hearted blessing of the OWI.

Saturday, Dec. 26, marks the beginning of the broadcasts of the Boston Symphony Orchestra over the Blue Network. First broadcast will be heard here from 5:15-6:15 p.m.

Jack Douglas—comedian! Doing double duty on the Tommy Riggs show, gag writer Douglas made such a hit when he played the part of Cecil, Uncle Petie's pal, that he is being written into the script as a regular.

A chip off the old block! Verna Felton's young son, Lee—with high hopes of carrying on the family tradition after the war—is attending the University of Southern California, majoring in dramatics in addition to his studies as a member of the Navy V-1 program.

Paul Whiteman, music director of the Burns and Allen show, is postponing his eastern trek until New Years because George and Gracie have asked him to prepare a musical fantasy for their Christmas-week broadcast. Consequently, Paul will celebrate the arrival of 1943 with Mrs. Whiteman at their "Walking Horse Farm" in New Jersey.

The KNX Hollywood Radio Workshop has its first graduate. Marion Clark, former secretary to Arch Morton, Director of Sales Service for KNX, has been assigned to the KNX-CBS news room.

DON DOUGLAS

ACTOR • ANNOUNCER
NOW FREELANCING

Heavies, Straights, Character,
Comedy, All Dialects, Narration
Exchange Registry
LE 2-1100 LA 4-1200



Notes From A Ringside Seat. . .!

● ● ● There's a report around that Ted Collins is planning to split the Kate Smith Hour into two half-hour shows a week—with the "Thin Man" taking over the last 25 minutes of the present Friday night spot. When time is secured for the other half-hour, Ted will tour the army camps with a show called "America Sings With Kate Smith".... One of the very few guest shots Jack Benny will make in the east will be on the "Stage Door Canteen" Jan. 7th.... The Bob Benchley-Roger White deal is hotter than a peace rumor.... Two agencies handling the same ciggie account are each preparing a big variety show—giving the account its second show.... Larry Marks has joined Fred Allen's writers.... There Must Be A Moral In This Dep't: Paul (CBS) White's wife, Sue, has written a play called "Xmas At Berchtesgaden"—which NBC will present Dec. 18th!.... The "Herald-Trib's" radio ed, Betty Colclough, leaving to be with "Town Meeting of the Air".... It's a girl at the Eddie (NBC) Grieffs.... Bob Kerr is moving his offices next door. Says they have a better rug there!.... Eddie Davis and Jackie Barnett doing sketches for "Ziegfeld Follies".... Gladys Swarthout will do Gladys Shelley's tune, "A Merry American Xmas," this Sunday via the Prudential Hour.... Horace MacMahon and Louise Campbell up for the "Joe & Ethel Turp" roles.... Barbasol reported putting Singin' Sam on Mutual effective early in anuary.... Leighton Blood, about to take up new duties as publicist for station WJAF.

☆ ☆ ☆

● ● ● To show you what a Personnel Manager can be up against these days, station WJSV, in Washington, forwards a letter of application received from a young chap who wanted to break into radio the worst way. (No cracks please.) The letter outlined his qualifications such as age, education, etc.—and then as proof of his familiarity with radio, concluded with: "Several dates with a girl who worked in a radio station!"

☆ ☆ ☆

● ● ● It happened on "True or False" the other night. We didn't happen to catch it ourself, but Maurice Hart did and doubled us up this morning with it. It seems the broadcast which originated in Washington for C.D. workers had among the contestants a doctor.... Quizmaster Harry Hagen addressed his opening remarks to the doctor. "I understand," he said "that a lot of people in Washington are working so hard these days that they're coming down with ailments. Have you had many cases come to you from overwork?" There was a moment of strained silence. That lull before a storm. "But, sir," explained the doctor. "I'm an obstetrician!"

☆ ☆ ☆

● ● ● Six steel-helmeted women war workers from the Todd Shipyards were judges on a recent broadcast of the "Army-Navy Game" on the Blue Network. The contestants were six British seamen. Before the show was under way ten minutes, the seamen and the ship workers, all six of each, had made dates for the evening. Learning of this, the program's producer asked the girls' supervisor if she approved of the idea. "Approve it?" she snapped. "Why, heck, I arranged it!"

☆ ☆ ☆

● ● ● THE REVIEWING STAND: Sudden thought: Logical successor to Winchell's radio spot could be the news reporter whom Walter himself once described as having the "greatest male voice in radio"—Geo. F. Putnam, whose 11 NBC weekly newscasts during the past three years have firmly established his popularity and appeal.... Tom Howard, "ignoramus-in-chief" of WOR's "It Pays To Be Ignorant," treats his sponsor with boxing gloves instead of the traditional kid gloves.... Alton Alexander's deft scripting on the "Hour of Charm" makes it even more so.

Chicago

By FRANK BURKE

GEORGE ROOSEN, WBBM producer, has been named continuity director at WBBM succeeding Ward Caille, who has resigned to become assistant to Buckingham Gunn of the J. Walter Thompson agency.

Ted Weems and nine members of his band entrained today for San Mateo, Calif., where they will become members of the Merchant Marine on Saturday.

Ben Pollack, associate of Ben Marx, off for New York to negotiate for a location spot for the band.

Evelyn Lynne, former singer on the Blue Network's "Breakfast Club" and now living in Oklahoma, visited Don McNeill's show yesterday. She is en route to Quantico, Va., to spend Christmas with her husband, Marine officer.

Dick Jurgens, orchestra leader, slated to join the Navy following his current Chicago theater engagement.

One hundred and twenty youngsters who have appeared on the "Quiz Kids" program during the last two and one-half years, are invited to a "Quiz Kids" Christmas party following the broadcast on Sunday, Dec. 20, at the Blue Network studios.

WGN will broadcast a week of Christmas choral music from 3:00 p.m. Monday through Friday, starting Dec. 21. Special amplifiers outside the studios will furnish the music to Michigan Avenue holiday shoppers.

Instead of staging a Christmas party for children this year, WGN announces that the entire "National Barn Dance" cast will stage a show for the Army Air Force Technical Training Command in the Elgin Street Theater.

"Le Jongleur" Again on CBS

"Le Jongleur de Notre Dame" (the Juggler of Our Lady), folk tale of Anatole France which has become one of the most popular of Christmas legends, will be presented on the "Screen Guild Players" broadcast over CBS on Monday, Dec. 21, from 10-10:30 p.m. In John Nesbit's adaptation of the story, Ronald Colman will act as narrator and Newell Eddy will have the singing role.

TUNE-DEX

The music publishing industry's only living, permanent, reference index
WILL KEEP YOU POSTED

Advance releases, and old favorites at low cost!

TUNE-DEX cards detail complete info: prices, arrangements, performance, license, copyright info, publishers, etc.

FREE SAMPLE

and info on request.

TUNE-DEX, Inc., Dept. R, 1619 B'way, N. Y. C.

QUEST-ING

J. TAYLOR, European correspondent; MAJ. ALEXANDER DE SKY, ADMIRAL WILLIAM V. and PAUL H. PAZERY, official who was first to resign from the Vichy regime, discussing "Win in Africa, What Next," America's Town Meeting of the Tomorrow (WJZ-Blue Network, 11 p.m.).

FRANKLIN D. ROOSEVELT, ELEANOR ROOSEVELT, GRACE MOORE, LORRE and JANE COWL, on "Stage Door Canteen," tomorrow (CBS, 9:30 p.m.).

BOB ERWIN, vocalist on the "Erwin" show, on the Bing Crosby show, tomorrow (WEAF-NBC, 9 p.m.).

EARL M. BOWMAN, medical consultant of the Langley Porter San Francisco, on "Highways," tomorrow (WABC-CBS, 11 p.m.).

JOE DURANTE, LEW LEHR and ALGER O'KEEFE, on the "Joe" program, Friday (WABC-CBS, 11 p.m.).

HELEN EVELYN, featured in "Street," on Stella Unger's "Hollywood Newsgirl," Friday (Blue Network, 2:45 p.m.).

Grants Renewals; Commission Activity

(Continued from Page 1) about the present cancellation. Commission announced also has allocated two police frequencies to international broadcast. Police service will not necessarily be discontinued on these bands and 7935—provided it does not conflict with the international broadcast frequencies were used for international communications, and use is being confined to delay, with no intention of reception of the continental United States.

Assignment of these two frequencies to radio telephone use, has considerable speculation here whether they may not be in fact for direct communications to AEF in Africa. There has been considerable discontent here both newsmen and government officials over the delay in news, which has frequently been held up by the British censors. These frequencies are not

AGENCIES and STATIONS AVAILABLE AT ONCE

MANAGER, PRODUCER and WRITER—experience. Now in New York connection. Opportunity primary Draft status—3A. Write: Radio Box 1511, 1501 Broadway, N. Y. C.

WAR-PROGRAM IDEAS

Aiding Selective Service

KDYL, Salt Lake City has inaugurated a new series of radio programs in cooperation with the Utah Selective Service System. The broadcasts—to be transcribed at the local U.S.O. Theater and aired later in the day, are presented by KDYL and the Utah Selective Service System before the inductees leaving for army service. The men themselves, families, and friends are the invited guests.

The induction activities will take place on the first six days of each month at the U.S.O. and the talent includes the best entertainment from local army camps (Fort Douglas, Kearns Army Air Forces Basic Training Center, Salt Lake Army Air Base) and from other civilian sources. The shows are written and produced by KDYL. A comprehensive tie-up for promotion worked out with the Salt Lake Tribune and Telegram by David N. Simmons, promotion manager, provides publicity for the series.



Morale-Builder

Bird's-eye view of modern mechanical warfare was presented to listeners of WTAG, Worcester, this week in a program arranged and conducted by Special Events Chief, Bob Dixon. Broadcast originated at Fort Devens where an exhibition was being held of weapons used by the 101st Cavalry there. Problem of a road block barricade and its successful solution by demolition squads and tanks was described in the 15-minute stint.

Show, a morale-building effort, offered the WTAG audience a sample of American armed might in action.

intended for communications to and from Africa, observers expect to see an announcement soon that direct communications are established.

WSAP, Portsmouth, Va., was granted a modification of its construction permit to allow approval of its studio site, a move of transmitter location and change in antenna system, on the condition that the licensee take care of reasonable complaints on blanketing.

WSAY Plea Granted

Modification was also granted WSAY, Rochester, N. Y., to permit change of transmitter location, a change in the type of transmitter and a change in the directional antenna system for day and night use.

License renewals were granted eight stations, and hearings ordered for KDNT, Denton, Texas, which seeks to change its frequency from 1450 to 1400 kilocycles; WMAM, Marinette, WISC, which seeks to change from daytime operation to unlimited, and WJNO, West Palm Beach, Fla., which seeks to reinstate a construction permit which expired Sept. 23, 1941, for use of its formerly licensed composite transmitter and install new vertical antenna as an auxiliary unit.

Community Chest Series

This Thursday, from 4:00 to 4:30 p.m., EWT, the Community Crusade of the United War Chest will present over WFIL the first of a new series of programs, addressed to women, whose theme will be "Keep Fit to Win the War." Titled "Let's Talk It Over," the program will feature each week a speaker from one of the youth, health and welfare agencies of Philadelphia.

First subject in this discussion series of women's wartime problems will be day care for children during wartime. Featured will be Miss Alice T. Dashiell, newly appointed director of the Day Care Committee of the Philadelphia Council of Defense (formerly director of the Franklin Day Nursery).

One woman of the Community Crusade will act as mistress of ceremonies on each of these programs. Each week, two members of the Community Crusade, the women's educational publicity division of the United War Chest, will appear on the broadcast with Mrs. Dechert and the featured speaker.



FM Course

In an effort to increase the number of men in the transmission and receiving radio code field for military use, W45CM, Columbus, has instituted a new informational program. Facilities have been constructed in the studios to accommodate a regular code class.

FM listeners are invited to follow the courses at home and familiarize themselves with the dot-dash code so that in time they can be available for their vitally needed services.

WINX To Walker Co.

Washington—WINX yesterday announced the appointment of Walker Co., N. Y., as exclusive national sales representative. President Lawrence J. Heller, WINX president, said the Walker Co. will replace E. Foreman Co., effective at once.

Cross Made Chairman

Milton J. Cross of NBC has been appointed chairman of the newly-created Radio Council of Boy Rangers of America, Inc.

TO SPEED TELEGRAMS AT LOW COST—PHONE Postal Telegraph CHARGES FOR TELEGRAMS PHONED IN APPEAR ON YOUR TELEPHONE BILL.

AGENCIES

EDWARD W. HOBLER has resigned from the radio department of Benton & Bowles, Inc. to accept an ensign's commission in the U. S. Naval Reserve. He has been replaced by Hugh Hole.

CHARLES L. WHITTIER, vice-president of Young & Rubicam, Inc.; Gordon E. Cole, advertising manager of Cannon Mills, and Henry W. Rosen, president of Harold H. Clapp & Co., were inducted this week into Alpha Delta Sigma, advertising fraternity. Ceremonies took place in the Fifth Avenue Hotel.

GREY ADVERTISING AGENCY, INC., has been named to handle the account of the Phillips-Jones Corp., makers of Van Heusen collars, shirts, etc.

W. K. "BILL" BAILEY, sales executive, has joined the Chicago office of John E. Pearson Company, where he will be directly associated with Pearson in the representation of mid-western stations. Bailey moves from Spot Sales, Inc., where he was manager of the Chicago territory.

"Breakfast At Sardi's" Adds Ninth Sponsor

L. B. Laboratories, Inc., Los Angeles, has begun participating in "Breakfast at Sardi's," aired on 13 Pacific coast stations of the Blue Network. In behalf of its hair and permanent wave oil, pomade and shampoo, the company is sponsoring one five-minute participation weekly through Glasser-Gailey & Co., Los Angeles.

Representative of a new type of daytime program, "Breakfast at Sardi's," originating at the Hollywood restaurant, now has a total of nine participating sponsors. It is aired Monday through Friday from 9:30 to 10 a.m. EWT.

Always Popular Now More POWERFUL WCAO The Voice of Baltimore NOW 5,000 W · DAY & NIGHT 600 KC The Only Columbia Station in Maryland PAUL H. RAYMER CO., Nat'l Sales Representative NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES



Vol. 21, No. 51 Wed., Dec. 16, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : : Publisher
M. H. SHAPIRO : : : : : Editor
MARVIN KIRSCH : : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercer, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, 203 North Wabash Ave. Phone State 7596. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

New Recording Concern Organized By Robbins

(Continued from Page 1) the Secretary of State in Albany, through his attorney Julian T. Abeles. Robbins stated that the concern will be in active operation by the time difficulties with the AFM are ironed out in the industry. Robbins said that his Lion firm will put the records on sale in theater lobbies although there will be no direct recording affiliation with MGM. The Big-3 publishing firms will participate.

Outlet for the independent disks will also be through Sears, Roebuck, Montgomery Ward and other mail order and chain store organizations. Robbins pointed out that in the past excellent talent such as Harry James for instance could not be brought to the front because the hit tunes always fell to a Crosby or Glen Miller. It took James five years for a chance to be heard. With his own firm, Robbins revealed that up and coming talent will get an opportunity to play and sing the hit tunes which will be backed as he sees fit, to the best advantage.

First records will be of the Dinah Shore type of vocal with musical background and will feature Anita Boyer, Jerry Cooper and similar type artists.

Robbins further stated that his Lion Record Corp. will pay all publishers whose tunes are used two-cents a record despite the fact that other disk firms pay a cent and a quarter. Also, Robbins pointed out that his own three music houses are losing exactly \$75,000 per year by being paid the lower sum per record by the established record companies, both on 35 cent and 75 cent records.

Xmas "Command" Show On All Four Networks

(Continued from Page 1) 44 weeks has been shortwaved to the troops on the fighting fronts, and which in this single instance will be heard by civilian listeners in this country, from 11 p.m. until midnight on Christmas Eve.

Among the artists to be heard, each of whom has been requested by the men in the services, are Bob Hope, Bing Crosby, Edgar Bergen, Red Skelton, Dinah Shore, Al Newman and a host of others.

It is understood that the Office of War Information requested the military authorities to permit the American public to "eavesdrop" on this single performance, which will be double the usual length. Full cooperation of the American Federation of Musicians is assured. Although the Army had hoped to present a live show, they may find it necessary to record all or parts of it because of the difficulty of getting all the headline names together on Christmas Eve. If it is necessary to record, it is expected that the rules against transcriptions will be relaxed in this particular instance.

Westinghouse Gets Ready For NBC Premiere Jan. 10

(Continued from Page 1) Chicago Round Table" to 2 p.m., EWT. Talent on the show as already mentioned in these columns, will feature John Charles Thomas, baritone, doing request selections of songs, ballads, and light classical favorites. Mark Warnow will conduct the orchestra and chorus will be led by Lyn Murray. John Nesbitt, of "Passing Parade" will be still another feature on the program, which will originate in New York studios of NBC. Young & Rubicam is the agency.

Palestinian Group Dinner On Blue Network Tonight

The Blue Network tonight will broadcast a half-hour program from the "Proclamation Dinner" which will be held under the auspices of the Committee of Stateless and Palestinian Jews at the Hotel Commodore. Speakers will be Sen. Alben W. Barkley, majority leader of the Senate, and Sen. Edwin C. Johnson of Colorado. They will be introduced by Louis Nizer.

Helen Jepson, soprano of the Metropolitan Opera Company, will sing and Milton Cross will announce the program, which is scheduled for 10:15-10:45 p.m.

A similar dinner will be held by midwestern members of the committee at the Hotel Knickerbocker, Chicago. A direct line will enable the guests to listen in to the New York ceremonies.

Hooper Elects Officers

At a meeting of the Board of Directors of C. E. Hooper, Inc., Fred H. Kenkel, vice-president, was elected a director. Other elections were, Edythe F. Bull as secretary and Lois D. Bowen as corporation treasurer.

COMING and GOING

PHILLIPS CARLIN Blue Network vice-president in charge of programs, leaves today on business trip to Washington. He will return late Friday afternoon.

KINGSLEY F. HORTON, sales manager of WEEL, Boston, in town yesterday for conference at the headquarters of CBS.

BOB HOPE, who broadcast from Denver yesterday, plans to return to Hollywood for Dec. 22 stanza of the program.

FRANK WEBB, sales manager of WOWO-Blue Network outlets in Ft. Wayne, in from Indiana this week on station and work business.

BRUFF OLIN, JR., general manager of WJ Poughkeepsie, spent yesterday in New York.

ARTHUR PERLES, assistant director of public at CBS, is in Washington on a short business trip.

HUGH M. FELTIS, station contact representative of the Blue Network, who has been in Baltimore for several days, has returned to Rockefeller Center.

WALT FRAMER, Pittsburgh free lancer, New York for a few days on business.

BOB HAWK, quizmaster on "Thanks to Yanks" over CBS, is making a personal appearance today at Stewart Field, aviation center the grounds of the military academy at West Point.

CHARLES BARRY, eastern program manager of the Blue Network, left yesterday for Boston where he will complete program details for broadcasting of the Boston Symphony concert Dec. 26. He is expected back on Thursday.

ROBERT LAMBERT, director of program writing for CBS, is on a short business trip to Washington.

RITA HAYWORTH, a recent visitor to New York, plans to be back in Hollywood in time for her personal appearance on the Friday program of Tommy Riggs and Betty Lou, which heard over NBC.

JIMMY McCLAIN was in Atlanta Monday for the first in a series of six broadcasts of his "Dr. I. Q." program from the stage of the Fox Theater.

C. OTIS RAYWALT, of the Burn-Smith Company, Inc., station reps, has returned from a short trip to Boston.

"Breakfast Frolic" Lengthened

Chicago—Another hour has been added to the "Breakfast Frolic" program on WJJD, with the early show now scheduled from 4-6:55 a.m., Monday through Saturday.

FINANCIAL

(Tuesday, Dec. 15)

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Am. Tel. & Tel., CBS A, CBS B, etc. Includes a section 'OVER THE COUNTER' with Farnsworth Tel. & Rad., WCAO (Baltimore), WJR (Detroit).

CBS Stockholder-Meet Re Voluntary Salary Cuts

(Continued from Page 1) late November both executives submitted such proposal in an effort to comply with the salary-ceiling law. President Paley asked that his 1942 salary figure of \$187,000 be cut to \$65,000 and to modify existing employment agreement so that there would be no provision for additional compensation based on profits. Also proposed in the plan was a pension setup to include all employees earning over \$3,000 per year.

"True Story" Account To Raymond Spector Co.

(Continued from Page 1) "Story" will continue to use national spot announcements on 60 to 100 stations monthly. The new agency has submitted a program plan which will use a 5-minute transcribed program instead of one-minute ETs previously used. Five-minute programs will employ a "good-will court" approach using the characters and problems in the current issue of the publication for dramatization purposes. "True Story" magazine was an early user of network time, having aired "True Stories of Betty and Bob" over 12 years ago. It is believed that the Spector firm may enter the network field with its new account depending on the results of its spot campaign.

AFM Local 802 Ballots Now Getting a Re-count

As a result of a protest, the Honest Ballot Association will conduct a re-count of ballots cast in the recent bitterly contested election of officers of Local 802, Dec. 17. Protest concerns the executive board and the trial board, and does not take in the major posts of president, vice-president, secretary and treasurer. Original election was held Dec. 3. The Honest Ballot Assn. made the original count.

Advertisement for WHAM radio station. Text: 'NOT JUST MONROE COUNTY but WHAMland', '43 counties... 18 trans. ing centers... 800,000 radio homes... 5,305 factories... 140,518 farms.', 'Natl' Rep. George P. Hollingsberry Co.', '50,000 Watts... Clear Channel... Full Time... NBC Blue and Red Networks', 'ROCHESTER, N. Y. "THE STROMBERG-CARLSON STATION"'

Advertisement for WNBC radio station. Text: 'VICTORIOUS NEW YEAR To every American!', 'WNBC HARTFORD 5000 WATTS', 'A GREAT RADIO STATION'

League-NAB Confab; Indicate Full Accord

(Continued from Page 1)

ings which were held here by parties involved on Monday and Tuesday, follows:

They believe that the advertising cooperatives as and has been acceptable under the Code when the terms offered are designed to sell goods, trademarks or services of cooperatives. It is agreed that there is no objection to commercial copy incorporated in a program sponsored by a cooperative enterprise which is that (a) any person can make purchases at cooperatives; (b) membership in cooperatives is open and voluntary; (c) cooperatives are owned by members, each of whom has a vote; (d) profits or savings are turned to member-owners. However, in making such statements no effort is to be made on any other business enterprise or system of distribution. The length of commercial copy and character of such program should conform to the provisions of the NAB Code.

Many Executives Present

Any discussion of the cooperative movement as such or as an economic system is properly confined to sustaining time which may be given to stations or networks in accordance with the public interest." Presenting the Cooperative League of the U.S.A. at the conferences were: Gray D. Lincoln, president; E. R. Men, executive secretary; Wallace Campbell, assistant secretary; Johnson, Washington representative; Robert L. Smith, Educational Director of the Eastern Cooperative League. The NAB Code committee members in attendance were: Earl Glade, chairman, KSL, Salt Lake City; Grant Ashbacher, WKBZ, Muskegon, Mich.; Jan Schimek, Columbia Broadcasting System, New York; Lee Wailes, KYW, Philadelphia; William S. Hedges, National Broadcasting Company, New York; Neville Price, president of NAB and Russell Price, NAB counsel and secretary of the Code Committee.

No Comment Here

No comment was offered in New York by network officials relative to the joint statement, above.

PROMOTION

Production Ability

WCAE, Pittsburgh has issued a promotional piece concerning the station's ability to produce for an advertiser. The station bases the statistics offered on its performance during the last six months of 1942.

On a statistical basis the station proves that with the exception of a few top-rated network shows it has consistently bucked the competition successfully.

On a comparative chart based on Hooper and CAB figures WCAE lists those programs heard over the station and the percentage of listeners that the station gets as compared with those of other networks.

The cumulative evidence presented is aimed at prospective advertisers for their enlightenment as to the station's markets and the ability to create an audience for their message.

Retailer Promotion

Retailer promotion by Beau Brummel Ties, Inc., points out that it will be on the air with George Ziemer doing two minute transcriptions over 160 stations. Manufacturing company has published two folders concerning the event. On one folder there is

DuPont Radio Awards Sets Jan. 1 Deadline

Announcement of establishment of the Alfred I. duPont Annual Radio Awards, and the setting of a January 1, 1943 deadline for nominations were announced yesterday by W. H. Goodman, secretary. The awards, established by Mrs. Alfred I. duPont of Jacksonville, Fla., and the Florida National Group of Banking Institutions, consist of two one thousand dollar prizes. One will go to the individual radio station in the United States which, in the opinion of the judges, has rendered outstanding public service during the calendar year by encouraging and promoting American ideals and giving devoted service to the nation and to its community. The other award will go to the radio commentator, who in the opinion of the judges, has performed outstanding public service by aggressive, consistently excellent and accurate gathering and reporting of news during the calendar year, and for expert and reliable interpretation of the news.

The awards for the 1942 calendar year will be announced the first week in March, 1943. Nominations should be sent, in writing, to W. H. Goodman, secretary, Alfred I. duPont Radio Awards, Trust Department, The Florida National Bank, Jacksonville, Fla. Nominations should be accompanied by supporting data.

Board of judges will be composed of five members as follows: one representative of a nation-wide woman's organization; one non-commercial, non-political affiliate of radio and broadcasting industry; one prominent educator; one expert on national affairs, one representative of Florida National Group of Banks.

a list of major mid-west and southern stations scheduling the program. The schedule extends from Monday thru Friday from Dec. 14 to Dec. 18. On the other folder is a list of those stores carrying the Beau Brummel Ties and a list of cities and stations which will carry the program.

Church Services

Arrangements have recently been completed by station WBT, Charlotte, and the Charlotte Memorial Hospital whereby patients of Memorial will be notified each week of the Sunday Church Services broadcast over WBT.

A schedule of the station's Sunday Church Service broadcasts are to be included in the regular Saturday bulletin issued by the hospital for the convenience of those patients who are unable to attend the services as they normally would.

Nat'l Radio Division For "Paralysis" Drive

(Continued from Page 1)

are: Mark Woods, president of the Blue Network; William S. Paley, president of CBS; Niles Trammell, president of NBC and Miller McClintock, president of Mutual.

The 1943 radio campaign will cover every radio station in the United States, Hawaiian Islands, Puerto Rico and Panama.

West Coast Bureau, RADIO DAILY

Hollywood—For the fifth consecutive year Eddie Cantor has been named as chairman of the "March of Dimes of the Air" by the President's Birthday Ball Committee. As National chairman of the air drive since 1937 Cantor has raised between seven and eight million dollars in dimes for the relief of infantile paralysis victims.

What are the facts about the

CONSUMER COOPERATIVE MOVEMENT?

Just how important are they? Does the cooperative movement work for or against the consumer? How deeply are women's organizations . . . labor organizations . . . farm organizations . . . interested in the consumer movement? What is its possible future?

To seek an answer to these perplexing questions, WLW some months ago established a fellowship at the Graduate School of Arts and Sciences of the Univer-

sity of Pennsylvania. Under the direction of the Marketing Department, Instructor Charles W. Lewis spent a year investigating the consumer movement in all its forms in the Ohio Valley.

Mr. Lewis' authoritative study is just being completed by the University of Pennsylvania Press. When published, it should throw revealing light on the subject which has recently caused so much controversy in the advertising field.

"The Consumer Movement in the Ohio Valley" will be published by the University of Pennsylvania Press in January. Advance copies may be reserved by writing to WLW, Crosley Sq., 140 West 9th St., Cincinnati, O.



THE Philadelphia Story IN RADIO 5000 WATTS 950 on the Dial Affiliated Station of the Atlantic Coast Network



Los Angeles

By JAC WILLEN

THE Merry Maas, after a slight pause to recuperate from their very successful cross-country theater tour, start their ball arrolling again on Xmas Day when they make their first start on current radio appearances on the two-hour Elgin show over KNX and CBS.

Lionel Barrymore, who drew the third highest vote in the Cleveland "Plain Dealer's" annual radio "personalities" poll (topped only by Bing Crosby and Kate Smith) will make his thirteenth guest appearance on the Rudy Vallee program on Dec. 24, when he portrays his famous role of "Scrooge" in Charles Dickens' Christmas Carol.

There's a cute story behind the presentation by Dinah Shore on her last week's Blue Network program of "Take The Door To The Left." Written by Tunesters Saul Chaplin and Walter G. Samuels ("Boots and Saddles," "Bei Mir Bist du Shoem," etc.), it's a brand-new idea in propaganda songs, satirizing those who beef about the inconvenience of rationing. Introduced by Dinah on her "In Person" show, it is already scheduled on a half-dozen other programs and has whole-hearted blessing of the OWI.

Saturday, Dec. 26, marks the beginning of the broadcasts of the Boston Symphony Orchestra over the Blue Network. First broadcast will be heard here from 5:15-6:15 p.m.

Jack Douglas—comedian! Doing double duty on the Tommy Riggs show, gag writer Douglas made such a hit when he played the part of Cecil, Uncle Petie's pal, that he is being written into the script as a regular.

A chip off the old block! Verna Felton's young son, Lee—with high hopes of carrying on the family tradition after the war—is attending the University of Southern California, majoring in dramatics in addition to his studies as a member of the Navy V-1 program.

Paul Whiteman, music director of the Burns and Allen show, is postponing his eastern trek until New Years because George and Gracie have asked him to prepare a musical fantasy for their Christmas-week broadcast. Consequently, Paul will celebrate the arrival of 1943 with Mrs. Whiteman at their "Walking Horse Farm" in New Jersey.

The KNX Hollywood Radio Workshop has its first graduate. Marion Clark, former secretary to Arch Morton, Director of Sales Service for KNX, has been assigned to the KNX-CBS news room.

DON DOUGLAS

ACTOR • ANNOUNCER
NOW FREELANCING

Heavies, Straights, Character,
Comedy, All Dialects, Narration
Exchange Registry
LE 2-1100 LA 4-1200



Notes From A Ringside Seat. . .!

● ● ● There's a report around that Ted Collins is planning to split the Kate Smith Hour into two half-hour shows a week—with the "Thin Man" taking over the last 25 minutes of the present Friday night spot. When time is secured for the other half-hour, Ted will tour the army camps with a show called "America Sings With Kate Smith".... One of the very few guest shots Jack Benny will make in the east will be on the "Stage Door Canteen" Jan. 7th.... The Bob Benchley-Roger White deal is hotter than a peace rumor.... Two agencies handling the same ciggie account are each preparing a big variety show—giving the account its second show.... Larry Marks has joined Fred Allen's writers.... There Must Be A Moral In This Dep't: Paul (CBS) White's wife, Sue, has written a play called "Xmas At Berchtesgaden"—which NBC will present Dec. 18th!.... The "Herald-Trib's" radio ed, Betty Colclough, leaving to be with "Town Meeting of the Air".... It's a girl at the Eddie (NBC) Griets.... Bob Kerr is moving his offices next door. Says they have a better rug there!.... Eddie Davis and Jackie Barnett doing sketches for "Ziegfeld Follies".... Gladys Swarthout will do Gladys Shelley's tune, "A Merry American Xmas," this Sunday via the Prudential Hour.... Horace MacMahon and Louise Campbell up for the "Joe & Ethel Turp" roles.... Barbasol reported putting Singin' Sam on Mutual effective early in anuary.... Leighton Blood, about to take up new duties as publicist for station WEEF.



● ● ● To show you what a Personnel Manager can be up against these days, station WJSV, in Washington, forwards a letter of application received from a young chap who wanted to break into radio the worst way. (No cracks please.) The letter outlined his qualifications such as age, education, etc.—and then as proof of his familiarity with radio, concluded with: "Several dates with a girl who worked in a radio station!"



● ● ● It happened on "True or False" the other night. We didn't happen to catch it ourself, but Maurice Hart did and doubled us up this morning with it. It seems the broadcast which originated in Washington for C.D. workers had among the contestants a doctor.... Quizmaster Harry Hagen addressed his opening remarks to the doctor. "I understand," he said "that a lot of people in Washington are working so hard these days that they're coming down with ailments. Have you had many cases come to you from overwork?" There was a moment of strained silence. That lull before a storm. "But, sir," explained the doctor. "I'm an obstetrician!"



● ● ● Six steel-helmeted women war workers from the Todd Shipyards were judges on a recent broadcast of the "Army-Navy Game" on the Blue Network. The contestants were six British seamen. Before the show was under way ten minutes, the seamen and the ship workers, all six of each, had made dates for the evening. Learning of this, the program's producer asked the girls' supervisor if she approved of the idea. "Approve it?" she snapped. "Why, heck, I arranged it!"



● ● ● THE REVIEWING STAND: Sudden thought: Logical successor to Winchell's radio spot could be the news reporter whom Walter himself once described as having the "greatest male voice in radio"—Geo. F. Putnam, whose 11 NBC weekly newscasts during the past three years have firmly established his popularity and appeal.... Tom Howard. "ignoramus-in-chief" of WOR's "It Pays To Be Ignorant," treats his sponsor with boxing gloves instead of the traditional kid gloves.... Alton Alexander's debt scripting on the "Hour of Charm" makes it even more so.

Chicago

By FRANK BURKE

GEORGE ROOSEN, WBMM producer, has been named continuity director at WBMM succeeding Ward Caille, who has resigned to become assistant to Buckle Gunn of the J. Walter Thompson agency.

Ted Weems and nine members of his band entrained today for San Mateo, Calif., where they will begin members of the Merchant Marine band on Saturday.

Ben Pollack, associate of Ben Marx, off for New York to negotiate for a location spot for the band.

Evelyn Lynne, former singer of the Blue Network's "Breakfast Club" and now living in Oklahoma, will be on Don McNeill's show yesterday. She is en route to Quantico, Va., to spend Christmas with her husband, a Marine officer.

Dick Jurgens, orchestra leader, is slated to join the Navy following his current Chicago theater engagement.

One hundred and twenty youngsters who have appeared on the "Quiz Kids" program during the last two and one-half years, are invited to a "Quiz Kids" Christmas party following the broadcast on Sunday, Dec. 20, at the Blue Network studios.

WGN will broadcast a week of Christmas choral music from 6:00 p.m. Monday through Friday, ending Dec. 21. Special ampiners outside the studios will furnish the music to Michigan Avenue holiday shoppers.

Instead of staging a Christmas party for children this year, WGN announces that the entire "National Barn Dance" cast will stage a show for the Army Air Force Technical Training Command in the Elgin Street Theater.

"Le Jongleur" Again on CH

"Le Jongleur de Notre Dame" (The Juggler of Our Lady), folk tale of Anacote France which has become one of the most popular of Christmas legends, will be presented on the "Screen Guild Players" broadcast over CBS on Monday, Dec. 21, from 10-10:30 p.m. In John Nesbit's adaptation of the story, Ronald Reagan will act as narrator and Neil Eddy will have the singing role.

TUNE-DEX

The music publishing industry's only living, permanent, reference index
WILL KEEP YOU POSTED

Advance releases, and old favorites at low cost!

TUNE-DEX cards detail complete info: prices, arrangements, performance license, copyright info, publishers, etc. with chorded lead sheet & lyric of chor

FREE SAMPLES

and info on request.
TUNE-DEX, Inc., Dept. R, 1619 B'way, N. Y. C.

QUEST-ING

Y J. TAYLOR, European correspondent; MAJ. ALEXANDER DE SKY, ADMIRAL WILLIAM V. and PAUL H. PAZERY, official who was first to resign the Vichy regime, discussing "Win in Africa, What Next," America's Town Meeting of the morning (WJZ-Blue Network, 7 a.m.).

FRANKLIN D. ROOSEVELT, N. BERLE, GRACE MOORE, LORRE and JANE COWL, on "Age Door Canteen," tomorrow -CBS, 9:30 p.m.).

BY ERWIN, vocalist on the "Serger" show, on the Bing Crosby show, tomorrow (WEAF-NBC, 9 p.m.).

EARL M. BOWMAN, medical consultant of the Langley Porter Clinic, San Francisco, on "Highways of the Air," tomorrow (WABC-CBS, 7 p.m.).

Y DURANTE, LEW LEHR and ALTER O'KEEFE, on the "Night" program, Friday (WABC-CBS, 9 p.m.).

CH EVELYN, featured in "The Street," on Stella Unger's "Hollywood Newsgirl," Friday (Blue Network, 2:45 p.m.).

Grants Renewals; Commission Activity

(Continued from Page 1) about the present cancellation. Commission announced also has allocated two police frequencies to international broadcast. Police service will not necessarily be discontinued on these bands and 7935—provided it does not conflict with the international broadcast. These frequencies were used for international communications, and use is being confined to delay, with no plans intended for reception of the continental United States.

Assignment of these two frequencies to radio telephone use, has caused considerable speculation here as to whether they may not be in fact for direct communications to the AEF in Africa. There has been considerable discontent here among both newsmen and government officials over the delay in the news, which has frequently been held up by the British censors. These frequencies are not

AGENCIES and STATIONS AVAILABLE AT ONCE

MANAGER, PRODUCER and WRITER—experience. Now in New York connection. Opportunity primary. Draft status—3A. Write: Radio Box 4H, 1501 Broadway, N. Y. C.

WAR-PROGRAM IDEAS

Aiding Selective Service

KDYL, Salt Lake City has inaugurated a new series of radio programs in cooperation with the Utah Selective Service System. The broadcasts—to be transcribed at the local U.S.O. Theater and aired later in the day, are presented by KDYL and the Utah Selective Service System before the inductees leaving for army service. The men themselves, families, and friends are the invited guests.

The induction activities will take place on the first six days of each month at the U.S.O. and the talent includes the best entertainment from local army camps (Fort Douglas, Kearns Army Air Forces Basic Training Center, Salt Lake Army Air Base) and from other civilian sources. The shows are written and produced by KDYL. A comprehensive tie-up for promotion worked out with the Salt Lake Tribune and Telegram by David N. Simmons, promotion manager, provides publicity for the series.



Morale-Builder

Bird's-eye view of modern mechanical warfare was presented to listeners of WTAG, Worcester, this week in a program arranged and conducted by Special Events Chief, Bob Dixon. Broadcast originated at Fort Devens where an exhibition was being held of weapons used by the 101st Cavalry there. Problem of a road block barricade and its successful solution by demolition squads and tanks was described in the 15-minute stint.

Show, a morale-building effort, offered the WTAG audience a sample of American armed might in action.

intended for communications to and from Africa, observers expect to see an announcement soon that direct communications are established.

WSAP, Portsmouth, Va., was granted a modification of its construction permit to allow approval of its studio site, a move of transmitter location and change in antenna system, on the condition that the licensee take care of reasonable complaints on blanketing.

WSAY Plea Granted

Modification was also granted WSAY, Rochester, N. Y., to permit change of transmitter location, a change in the type of transmitter and a change in the directional antenna system for day and night use.

License renewals were granted eight stations, and hearings ordered for KDNT, Denton, Texas, which seeks to change its frequency from 1450 to 1400 kilocycles; WMAM, Marinette, WISC, which seeks to change from daytime operation to unlimited, and WJNO, West Palm Beach, Fla., which seeks to reinstate a construction permit which expired Sept. 23, 1941, for use of its formerly licensed composite transmitter and install new vertical antenna as an auxiliary unit.

Community Chest Series

This Thursday, from 4:00 to 4:30 p.m., EWT, the Community Crusade of the United War Chest will present over WFIL the first of a new series of programs, addressed to women, whose theme will be "Keep Fit to Win the War." Titled "Let's Talk It Over," the program will feature each week a speaker from one of the youth, health and welfare agencies of Philadelphia.

First subject in this discussion series of women's wartime problems will be day care for children during wartime. Featured will be Miss Alice T. Dashiell, newly appointed director of the Day Care Committee of the Philadelphia Council of Defense (formerly director of the Franklin Day Nursery).

One woman of the Community Crusade will act as mistress of ceremonies on each of these programs. Each week, two members of the Community Crusade, the women's educational publicity division of the United War Chest, will appear on the broadcast with Mrs. Dechert and the featured speaker.



FM Course

In an effort to increase the number of men in the transmission and receiving radio code field for military use, W45CM, Columbus, has instituted a new informational program. Facilities have been constructed in the studios to accommodate a regular code class.

FM listeners are invited to follow the courses at home and familiarize themselves with the dot-dash code so that in time they can be available for their vitally needed services.

WINX To Walker Co.

Washington—WINX yesterday announced the appointment of Walker Co., N. Y., as exclusive national sales representative. President Lawrence J. Heller, WINX president, said the Walker Co., will replace E. Foreman Co., effective at once.

Cross Made Chairman

Milton J. Cross of NBC has been appointed chairman of the newly-created Radio Council of Boy Rangers of America, Inc.

TO SPEED TELEGRAMS AT LOW COST—PHONE Postal Telegraph CHARGES FOR TELEGRAMS PHONED IN APPEAR ON YOUR TELEPHONE BILL.

AGENCIES

EDWARD W. HOBLER has resigned from the radio department of Benton & Bowles, Inc. to accept an ensign's commission in the U. S. Naval Reserve. He has been replaced by Hugh Hole.

CHARLES L. WHITTIER, vice-president of Young & Rubicam, Inc.; Gordon E. Cole, advertising manager of Cannon Mills, and Henry W. Rosen, president of Harold H. Clapp & Co., were inducted this week into Alpha Delta Sigma, advertising fraternity. Ceremonies took place in the Fifth Avenue Hotel.

GREY ADVERTISING AGENCY, INC., has been named to handle the account of the Phillips-Jones Corp., makers of Van Heusen collars, shirts, etc.

W. K. "BILL" BAILEY, sales executive, has joined the Chicago office of John E. Pearson Company, where he will be directly associated with Pearson in the representation of mid-western stations. Bailey moves from Spot Sales, Inc., where he was manager of the Chicago territory.

"Breakfast At Sardi's" Adds Ninth Sponsor

L. B. Laboratories, Inc., Los Angeles, has begun participating in "Breakfast at Sardi's," aired on 13 Pacific coast stations of the Blue Network. In behalf of its hair and permanent wave oil, pomade and shampoo, the company is sponsoring one five-minute participation weekly through Glasser-Gailey & Co., Los Angeles.

Representative of a new type of daytime program, "Breakfast at Sardi's," originating at the Hollywood restaurant, now has a total of nine participating sponsors. It is aired Monday through Friday from 9:30 to 10 a.m. EWT.

Always Popular Now More POWERFUL WCAO The Voice of Baltimore NOW 5,000 W · DAY & NIGHT 600 KC The Only Columbia Station in Maryland PAUL H. RAYMER CO., Nat'l Sales Representative NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

Radio Director Guild Reports War Effort

(Continued from Page 1)

made at a general membership meeting of the Guild at the Hotel Berkshire. Council meeting preceded the membership meeting at which the highlight of the evening was an off-the-record talk and discussion led by Commander Sidney S. Bunting, Flag Secretary to the Eastern Sea Frontier, United States Navy. Commander presented the confidential data to enable the directors to handle their war programs as an aid to the war effort. If other speakers of similar rank and authority can be obtained from the several armed services and war agencies, Guild will make the off-the-record sessions monthly. In absence of George Zachary, president, Ed Byron, vice-president, presided.

New Members Inducted

Five new members inducted at this meeting were Walter Craig, Benton & Bowles; Harry Ackerman, Young & Rubicam; Guy della Cioppa, CBS; Leonardo Bucovici, free-lance, and John Taylor, Pedlar & Ryan. Four other newcomers are Ed Cashman, Lord & Thomas; Marx Loeb, CBS; Dan Sutter, NBC; Herbert Moss, of "Truth or Consequences," and Oliver Barbour, Trans-American.

The 42 programs directed by Guild members served the OWI; OCD, Russian War Relief, the Treasury, and WPB. "First Fighter Command" productions, which has been running 16 weeks now, will start the second series January 5 with the following directors assigned: Lester O'Keefe, Marx Loeb and Basil Loughran. About 60 members were represented at last night's meeting which honored, also, Herb Sanford, of N. W. Ayer, who is leaving for active service as Lieutenant in the Navy.

Roslow Describes Method Of Checking Audiences

Speaking on recent trends in the field of radio research, Dr. Sydney Roslow, of the Pulse of New York Inc., described the roster method of checking audiences, and compared it with the coincidental, particularly the personal coincidental, techniques, at a luncheon meeting of the Field Research Group of the American Marketing Assn., Monday, at Hotel Sheraton.

Roslow's comments were motivated by criticism which has been levelled at the roster method as tending to inflate the ratings of programs long established, and record much higher degree of sets in use. Roslow explained that the Roster method uses lists of programs in their natural settings, and pins listener down to a specific listening time. Question is usually "to which of these programs were you listening during (specific time)?" and listener has choice of all programs on at that time.

In setting his point which sought to show that the roster method did not inflate the ratings, Roslow pre-

WORDS AND MUSIC

By SID WEISS

RADIO WILL be well represented in Leonard Sillman's "New Faces of 1943" opening Dec. 22nd with Ralph Lewis, Laura Deane Dutton and John Lund among the featured performers... Peter Donald sold a million dollars worth of War Bonds in only two outside appearances... Andy Akers, Jerry Wald's ivory tickler, and Rita Guarino were sealed last week... Bob Allen's trumpeter, Randy Brooks, broke his arm in a taxi accident the other night... The smash click of Alan Reed in "The Pirate" comes as no surprise in radio circles where his comedy talents are well known... Carlton KaDell has taken Gale Gordon's role in "The Second Mrs. Burton" with the latter going in the Coast Guard... Encouraged by the success of his "Symphonic Rhumba," Paul Lavalie will write a symphony around a boogie-woogie theme... Earl Wilson has sold another yarn to the Satevepost. This one's about John J. Anthony, the "what is my problem, Mr. Anthony" man... Actor Steve Brody out of the army with an honorable discharge... Howard Petrie being considered as emcee for a new ciggie show... Abbott & Costello suggested "Playing Ball With Lucille Ball" as the title for the actress' visit to their program Dec. 17th... Susan Goulding understudying the Gilbert Miller show, "Flare Path"... Wm. L. Shirer will speak on "Are We Waging a Good Propaganda War" before the Publicity Club of N. Y. tomorrow... Recommended: Sydney Moseley's crisp comments via Mutual at 11 in the ayem.

★ ★ ★

TOY AND WING, the Chinese dance team, are currently appearing with Chico Marx and his band in Chicago. Since their opening a few weeks back, the pair have been trying to teach the piano-playing maestro the art of eating with chopsticks. After considerable practice, Chico finally got to the point where he could handle them in the accredited fashion. Last week, Toy and Wing were scheduled to appear at a Windy City benefit for United China Relief. They asked Chico to come along with them and perform. Five minutes before he was to go on, Marx asked: "What'll I do. Anything special?" "How about 'Chop Sticks'?" someone asked kiddingly, referring to the piano piece. "That's a great idea," exclaimed Chico. He rushed across the street to a Chinese restaurant, returned with a bowl of chop suey and a pair of chopsticks and brought howls from the audience by showing how well he could manipulate them!

★ ★ ★

JACKIE KELK set for a lot of flying around Xmas time. He'll fly up to Canada to open in "Flare Path," fly back for the "Aldriches" and then hop right back again for the show... Mike Chimes has joined the Polka Dots on WNEW... Pvt. Oscar Brodney and Cpl. Hilliard Marks (Jack Benny's brother-in-law) are collabing on a new coast-to-coast soldier show, from Santa Ana, Calif... Lawson Zerbe doing a nice job of narrating on "Scramble" via the Blue... Pvt. Dave Burns, comic in "Man Who Came To Dinner," transferred to Astoria... Killer Joe, the famous dancing sailor at the Stage Door Canteen, has the swankiest uniform in the Navy. Silk-lined pants, padded shoulders, etc... Erskine Butterfield at the Stuyvesant Hotel in Buffalo... Larry Elliott gets the announcing assignment for the newest Ex-Lax campaign of 18 spots... Jimmy Monks being interviewed by Marty Weldon Saturday via WINS... Louise Wilcher composed and played the music in the cartoon movie short tagged "It's The Law"... The Mack McLeans, he's of Abbott & Costello's Vocal Five, are dating the stork next month... Sarah Burton cast as "Ronnie" in "Kitty Foyle"... Mickey Roy has joined Sonny Dunham's crew as vocalist, replacing Ray Kellogg who joins the army next week in Calif... Frank Forrest receives this year's Music Institute of N. Y. award for having sung every United Nation's national anthem in its native tongue on "Double or Nothing."

★ ★ ★

—Remember Pearl Harbor—

sented statistical data of ratings obtained by both the roster and personal coincidental methods. Via the roster method, the "Maxwell House Coffee Time" obtained a 16.7 and showed

14.2 in the other. Kate Smith's afternoon stint, fared 7.1 and 6.2 respectively. Demonstration included a half dozen other examples of audience ratings and sets in use studios.

Says FCC Considers Applicants' Financial

(Continued from Page 1)

small stations, Fly said, "I think is a fallacious approach."

Pointing out that these stations licensed in the public interest said it is not true that the Commission has "ever licensed" which hasn't shown its ability to continue in operation under circumstances for a substantial period of time. Financial qualifications including capital devoted to the business, and generally required, considered, and the grants are based upon the whole record of the capital of the licensees, and the financial status of the licensee and the operating possibilities.

Conferred with Cowles

Fly revealed that he had conferred with Gardner Cowles, director of domestic operations, the matter of aid to small stations considered essential for the war effort. No accurate information available for the number of stations which might be in need of assistance, but it is probable that the figure for stations in the country in 1942 will be considerably larger than the 177 reported last year.

No plan has yet been drawn but Fly indicated the war effort, thinking when he said, with elaboration, "We are beginning to wonder if we can't stir up advertising for those stations." DAILY later learned that he was definitely not referring to government advertising. He said he had been talking about the buying of time by non-government advertisers, but again would not elaborate.

Hard on Small-Town Stations

Fly revealed that 115 of the stations in the red for 1941 were one-station towns. An actual group of 103 stations of single towns showed earnings for 1941 of only from one dollar to \$2,000. On the matter of the wisdom of these stations, Fly pointed out that these stations, "Broadly speaking, stayed on the air through the periods of depression—certainly the recent history of radio broadcasting very few stations have had in their licenses. Now it might be urged or required that they should be granted to serve the towns; particularly where they do not have adequate service from other stations, for the purpose of being in touch with the people."

Cites "Definite" War Need

"There is definite war need for this form of mass communication. Of course the counterpart of this consideration is that the people in the forks of the creeks need service and are more dependent upon it as a means of getting news information and keeping in touch with the outside world. A reasonable assumption that the giant in a crowded city with a dozen stations is more beneficial or logical to give any proper weight to basic factors."

Victory Group Seeks Industry's Aid

(Continued from Page 1)

ce Bureau, of motion pic-
ced the first yearly report
ctivities of the committee,
ent pool lists as volunteers
ertainment personality in
d. Fulfilling assignments at
shore and abroad, they have
on land, on the seas and by
n numbers they stand ready
y submarine, if necessary,
entertainment to the nation's
ighting fronts.

ort discloses that while the
ommittee is concerned
rith the allocation of enter-
for men of the armed forces,
s also have rendered exten-
ce to the Treasury Depart-
ce of War Information, War
a Board, Office of Emer-
ngement, Co-ordinator of
rican Affairs, other gov-
agencies, the USO, Red
Community Chest, Russian War
ina War Relief, Army and
Relief and other charities.

Twelve-Month Report

ommittee's twelve-month re-
hlighted by the following:
from the talent pool have
352 USO shows at Army,
Force and Coast Guard
ng the Pacific Coast and in
areas of California, Ari-
New Mexico, all of which
on its records as "spot"
ause they have been set up
performances at specific
the request of War Dept.
ive headline USO Camp
s in 273 large camps
the United States, giving
performances at each of many
ps in order to appear be-
re personnel.

yers have flown to England
d to entertain troops.
ave flown to offshore
as Alaska, the Aleutians,
and, Panama Canal Zone
ribbeans.

ities and other agencies,
appeared at 150 separate
uding the spectacular Vic-
wan, in which 41 stars
cities in behalf of Army
Relief.

id total of individual ap-
or the year was 6,828.

Censorship Changes Expected For Radio

(Continued from Page 1)

on Bureau, RADIO DAILY
on—Although it has been
at "sweeping new censor-
ships" will be submitted
for approval early next
unlikely that they will
roadcasting, Lt. Ted Koop,
stant to Byron Price, head
of Censorship, told RADIO
aturday.

stant changes in the radio
w under consideration, he
ny contemplated regula-
Congress will concern
censorship between the
ates and its territories.

N. Y. Spot Deluge Continues In Face Of Newspaper Strike

(Continued from Page 1)

Loew's Inc. (M-G-M), Paramount and Warner Bros.

Second day of the strike (yester-
day) which prevents the distribution
of newspapers (exceptions are Bronx
"Home News," Brooklyn "Eagle" and
"PM") found little letup in the mad
state of affairs among the sales de-
partments of the stations, and the
time and copy departments of the
advertising agencies handling the
picture accounts. News departments
on some of the stations were in more
orderly operation today. Some made
additional adjustments in scheduling,
while others continue to mull even
further.

Paramount's \$8,500

Buchanan & Co., Inc., yesterday
told RADIO DAILY that for its two
theaters, the Paramount and Rivoli,
Paramount Pictures is spending ap-
proximately \$8,500 this week, through
Sunday, via spot announcements on
7 stations—WJZ, WOR, WQXR,
WNEW, WMCA, WHN and WABC.
Schedule started early Monday eve-
ning with six different announce-
ments, and built up to 30 yesterday.
Pace will continue throughout the
week. Agency account executive,
Nat Strom, and Bob Gillham, of
Paramount, were on their toes early
in the morning, Monday, and recog-
nizing the problem, called in a staff
of performers, engaged World Broad-
casting studios, and began producing
half-minute and one-minute tran-
scriptions which went on the air
by 6 p.m. Coincidentally with this
emergency drive, Paramount had in-
augurated a new spot campaign, Mon-
day, for the Paramount Theater, call-
ing for 80 spots this week on five
stations.

Warner Budget \$15,000

Marlo Lewis, radio director at
Blaine Thompson Co., estimated that
for three days, today, tomorrow and
Friday, Warner Bros. will spend
about \$15,000, for whatever they can
get on stations, to plug two theaters:
the Hollywood and the Strand.
Schedules were still being made up
last night. All the spots will be live.
Agency is handling, also, the legit
placements which will be a coopera-
tive deal worked through the League
of New York Theaters of which
James F. Reilly is executive secretary.

WLW Program To Feature Actual Rural Xmas Fete

Cincinnati—Holiday crowds in a
typical small American town the Sa-
turday night before Christmas will
supply the background for WLW's
"Truly American" program this Sa-
turday from 6:15-6:45 p.m., EWT. The
actual scene of the broadcast will be
the public square at Chillicothe, Ohio.
Christmas carols will be sung by 30
choirs, totalling more than 600 singers.

The program will be rebroadcast at
3 a.m. Sunday over WLW's 500,000-
watt experimental station, W8XO,

Legiters were still meeting last night
to determine how many of them
would participate. Figure might run
between 10 and 20 producers.

In addition to Paramount and
Warners, Loew's, Inc., Radio City
Music Hall, Capitol, and Center The-
ater, through Donahue & Coe, are
averaging \$4,000 a day during the
strike, for radio advertising. Moneys
spent by these three large adver-
tisers, supplemented by RKO, 20th
Century-Fox (Roxy) and others will
add up to well over \$50,000.

Special News Programs

Changing its original stand, WABC,
effective midnight last night, start-
ed a series of five-minute programs
which aired the comic strips and news
from the newspapers affected by the
strike. Arrangement excepts the New
York "Daily News" which has its
tie-up with WNEW. WABC is work-
ing with the "Times" and "Journal-
American" despite the papers' affilia-
tions with WMCA and WINS re-
spectively. Station will give air
credit to the papers in these five
minute condensations which will be
on the hour every hour, and will
run until 6 a.m., when regular com-
mercial schedule takes over. If strike
continues, arrangement will be re-
sumed tonight at midnight and every
night for the entire duration of the
strike.

At WMCA, execs were huddling
with "Times" reps, over a plan which
would present two fifteen-minute
programs giving complete digests of
the New York "Times." One program
would air in the early afternoon,
and the other would air in the eve-
ning. Final disposition has yet to be
made on this.

Quarter Hour for "Trib"

The New York "Herald-Tribune"
purchased the 10-10:15 p.m. news pe-
riod on WOR last evening, while
R. H. Macy added a 5-5:15 p.m. with
Pegeen Fitzgerald yesterday, and
continued with the 12:45-1 p.m. spot
today, in addition to the 8:55-9 a.m.
news spot.

Another advertiser, Schlossman's,
household furnishings and wearing
apparel outlet, signed up for ten
minute participations on Dick Gil-
bert's recorded shows, WHN, for the
remainder of the week.

Phillies Closes Renewal For Cal Tinney Program

Cal Tinney's "Sizing Up the News"
on Mutual, Mondays, Wednesdays and
Fridays, 8-8:15 p.m. has been re-
newed for a full year by Phillies
Cigars through Ivey & Ellington, Inc.
Tinney has been newscasting on this
series since August 4, 1941. Renewal
is as of Nov. 6. Program originates
at WIP, Philadelphia.

and recordings will be made and
these will be sent to the Office of
War Information for short-waving to
troops throughout the world.

Ascap Members Vote Classification Change

(Continued from Page 1)

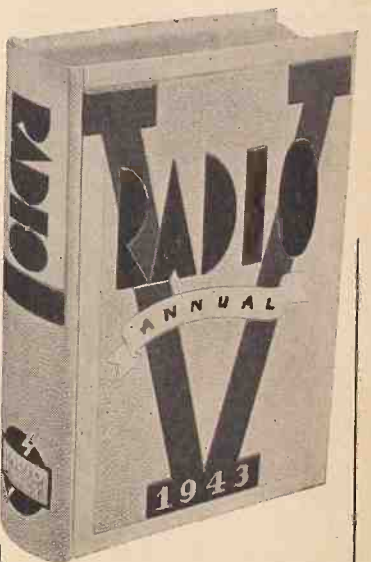
amendment was therefore declared
carried; the Herman amendment de-
feated.

Briefly the Ahlert proposal calls for
an annual classification of the mem-
bership instead of the present quar-
terly one. The classification commit-
tees are to consist of writers and com-
posers for the writer-composer mem-
bers and publishers for the publisher
members, as heretofore, and the basis
of classification follows the present
system, which will be amplified by
an addition of intervening classes.

The Herman amendment called for
a quarterly classification and pro-
vided for the creation of a "Seniority
of Works Fund," which would be the
basis of progressively increasing an-
nuities to a maximum of twenty years.
These credits were to be applicable
to the Society's writer-composer
members only.

Miss Dragonette Back Dec. 19

Jessica Dragonette, lyric soprano
star of Columbia network's "Sat-
urday Night Serenade," on CBS is
convalescing rapidly from the emergency
appendix operation she underwent
three weeks ago and will return to
the air for the broadcast of Satur-
day, Dec. 19.



The 1943 RADIO ANNUAL

A GOLDMINE OF
INFORMATION

IN
ONE LARGE VOLUME

NOW IN INTENSIVE PREPARATION
OUT EARLY NEXT YEAR



Coast-to-Coast



THROUGH arrangements with the Office of War Information, CKBI, Prince Albert, Sask., Canada, is now featuring "This Is Our Enemy." Program is sponsored by the Blue Chain Stores and broadcast at 3:30 p.m. Sundays... Lyle Pope is the latest addition to the engineering staff.

In a city of less than 15,000, station WTCM, Traverse City, Mich., put on a drive for the USO utilizing all local talent and which netted \$7,000. This figure exceeds the goal set of \$4,000. The program was aired from 7:15-1 a.m. and during this time 2,100 calls were made on a telephone system that carries only 3,500 phones. Nearly all contributions were of the fifty cent to five dollar variety with a few larger donations popping up here and there.

Three new voices will handle the announcing stints at KOMA, Oklahoma City, according to the latest communique from Paul Buening, production and program manager. Bert Carne will be heard on the 5 p.m. news and on the 5:45 p.m. "News and Sports." Jean Swidensky, known to listeners as Jean Sutton, is the first woman to take a regular shift as a KOMA announcer. And Bill Shane, whose real name is Bill Conine, is the new emcee of the "Battle of the Sooners" program. Bill comes to the station from another Oklahoma City station... Raymond Ruff is the new promotion manager. He was former program director. He will assume full charge of merchandising and sales promotion.

In addition to being quizmaster on the "Thanks to the Yanks" program, which mail cigarettes to members of the armed forces, Bob Hawk is now visiting a military center weekly to entertain the men. Today (Dec. 16) it will be Stewart Field, West Point. Hawk has already given shows at Fort Dix, Camp Kilmer and Mitchel Field.

The second annual poll of students of high schools and colleges in the metropolitan area, to determine their favorite orchestra leaders, has just been started by Alan Courtney, disc-jockey on WOV, N. Y. In last year's contest, 74 schools participated. Students placed Glenn Miller in first place, with Harry James second, and Tommy Dorsey third.

1942											
BIRTHDAYS											
17	18	19	20	21	22	23	24	25	26	27	28
29	30	31									

December 16

Jessie Block Lily Golden
Lucile Lortell
Daniel C. Studin

KMOX, St. Louis, under the guidance of Jerry Hoekstra, had a business month in November. A total of 313 courtesy announcements, live and transcribed, were used, while shows, live and recorded, totaled 3,060 minutes. Agencies served are U. S. Army, U. S. Navy, U. S. Marine Corps, U. S. Coast Guard, U. S. Treasury Department, U. S. Maritime Service, U. S. Post Office, U. S. Employment Service, WAAC-OWI-WPB-OPA-AAA; American Red Cross, Missouri & Inter-state Rationing Offices, Office of Civilian Defense, St. Louis War Chest, American Legion, Veterans of Foreign Wars, Commercial Scrap Committee, Citizen's U. S. Army Recruiting Committee, Civil Service, Goodwill Industries, War Shipping Administration, National Association of Broadcasters, B'nai B'rith, United Service Organization.

WAAT, Jersey City, is airing a new show, "Musing With Music" heard each Friday from 12:05-12:30 p.m. Program features Gus Steck and his orchestra with the vocals taken care of by Alice Munday and Jerry Stuart. Paul Sherman does the splicing.

Ralph Edwards and his "Truth or Consequences" show will originate from the U. S. Maritime Service Training Center at Sheepshead Bay, Brooklyn, this Saturday night, Dec. 18, at 8:30 p.m., via WEOF. This is the largest training center for the Merchant Marine in the country and is situated on the site of Manhattan Beach, former bathing resort. All the contestants will be men stationed there.

A new program, "The Washington Grays Present" and broadcast direct from Pine Camp, one of the largest army camps in the country, was inaugurated over WWNW, Watertown, N. Y. on Thursday evening. Featuring musical varieties with talent selected from the large number of men stationed at this camp, the program was announced by Anne Alicia Jones, women's program director of WWNW and daughter of Col. H. Crampton Jones, commanding officer of the 258th Field Artillery stationed at Pine Camp... The Watertown Community Chorus of forty-five voices made their first broadcast of the 1942-43 season recently. The chorus will make regular broadcasts over the station throughout the winter months.

For the third successive year, WCAU, Philadelphia, is sponsoring a program for the United Charities Campaign—which this year has had its title changed to the United War Chest. Beginning Saturday afternoon, Dec. 19 and continuing for nine weeks thereafter, the station will present a program called "A Story to Tell" from 1:30-2 p.m. In it will be dramatizations of the work performed by the United Charities, the Stage Door Canteen, the USO and similar organizations. All the stories used will be authentic and will be enacted by Philadelphia stage and radio players who are donating their services without pay.

A. D. Willard, Jr., general manager of WBT, Charlotte, can now formally claim Charlotte as his home, Willard, since he became station manager on Nov. 2, has been commuting to his home in Washington on week-ends whenever transportation would permit. Now his commuting days have ended.

Skippy Peanut Butter has signed a contract for its transcribed "Skippy Theater" to broadcast each Wednesday evening on station KGW, Portland, according to KGW-KEX managing director, Arden X. Pangborn.

Russel Lengs has joined the staff of WJW, Akron, replacing Gene Peterson who was recently inducted into the Army. Lengs is "night-watchman" for the "Sleepwalkers Serenade" from 2-6 a.m.

Marty Weldon on his "Today's Headlines" program heard over WINS, N. Y., will interview James Monk, stage, radio, and screen actor, Dec. 19, at 11:30 a.m.

WSB, Atlanta, which for six months has been using the local Erlanger Theater for the regular Saturday night radio-stage presentation of the WSB Barn Dance, has announced the leasing of the Erlanger house for a five year period.

The Standard Oil Co. of Ohio renewed for another year its contract for Sohio Reporter newscasts over WGL, Cleveland. Next year will be the consecutive year for the four-cast newscasts on WTAM. McCann-Erickson agency. Reporters are Daniel Richard Baxler, while Bob Dey and Al Orrick handle the news work.

WGL, Fort Wayne is offering children an opportunity to meet Santa Claus over the radio when he comes to see him at the Sears department store. Paul Roberts, WOV-WL, announcer is in charge of the programs which are heard there weekly at 5:00 p.m.

The WTOL, Toledo, "Navy Breakfast" for volunteers reached a high in attendance recently when 85 men were guests of the Ackley Company, sponsor of today's program. This eclipsed by far all previous attempts of blue-jackets feted at the hotel dining room, the Hillcrest's dining room.

The Buffalo Philharmonic Chorus and Chorus will join in a Christmas program over WBEN, Buffalo, Saturday evening, Dec. 19. The concert, originating in Buffalo Music Hall will be broadcast at 7-8 p.m.

TODAY-12:30

Luncheon of the

RADIO EXECUTIVES' CLUB

OF NEW YORK

at the Loyale

521 Fifth Ave., New York City

"WABC DAY"

CECIL BROWN—CBS Noted Foreign Correspondent. Writer of the best-seller "From Suez to Singapore."
ARTHUR GODFREY—Bad Boy of Radio, who ribs everybody including network presidents and vice-presidents.
JOHN REED KING—Noted Announcer, currently appearing on "Duffy's," "What's New at the Zoo," etc.
LOIS JANUARY—Early Bird on WABC from 5:30-6:30 A.M. Broadcasting to men in service.
BOBBIE TUCKER AND VOICES—Featured on many WABC and CBS programs.

Come on down. All radio people welcome—every Wednesday
12:30. Bull Ring Bar. Members \$1.00—Guests \$1.50.

O'Neil Buys Yankee Net

Special Counsel Clear Channel Case

Washington Bureau, RADIO DAILY
 Washington—Appointment of William J. Dempsey, of the law firm of Dempsey & Koplovitz, as special counsel to handle its clear channel case involving the use of the 850 kc. band before the Supreme Court was announced yesterday by the FCC. Dempsey, who was the Commission's general counsel at the time the Commission decided to allow WHDH, Boston, night operation of that frequency even though the band was

(Continued on Page 6)

Emmert To NBC As Head of WEFB Farm Programs

Cincinnati—Merton V. Emmert, assistant farm director of WLW since he will leave his post on Jan. 1 to accept a position with NBC as director of farm programs on WEFB. Emmert joined WLW in July, 1939, one of two winners of farm scholarships which provided for the study of broadcasting for six months. The expiration of the scholarship

(Continued on Page 2)

Radio Execs' WABC Day Draws Record Attendance

Radio Executive Club held one of its most highly successful shindigs in the history of the organization when it met at the Cafe Loyale yesterday afternoon, for a WABC Day. Arthur Godfrey did emcee honors and introduced Bobby Tucker and a sextette who regaled the gathering with many catchy ditties and more

(Continued on Page 2)

Service

The thrill of a publicity man's life came this week to Harry Rauch, of Earl Mullin's staff at the Blue Network. A publisher will include a feature story written by Rauch in a new volume of outstanding articles and editorials of 1942. The "payoff" is that the publisher wants to pay off but the network says "no." Insists it's a part of the Blue's publicity service.

Webs' Plea Feb. 1.
 Appeal to the United States Supreme Court by CBS and NBC will be heard Feb. 1, according to William S. Paley, president of CBS, who mentioned it yesterday at the CBS stockholder's meeting. Plea will be made on that date and soon after the high court is expected to render its decision on the FCC proposed regulations.

Theaters Find Spot Excellent For Biz

Most of the business placed by the picture companies on local radio because of the strike by the truck drivers in the newspaper mail and delivery service union, was still in effect last evening, though the case had been certified for review by the WLB late yesterday afternoon. Since the union is independent of both the CIO and AFL and therefore not a signatory to the no-strike pact, picture advertisers were not certain that the drivers would return and

(Continued on Page 7)

Davis Seeks To Expedite News From African Front

The possibility that United States broadcasters and newspapers will be able to by-pass the British censor on news from the African front seemed brighter yesterday with the announcement by Elmer Davis, OWI head, that his executive officer, Mil-

(Continued on Page 2)

CBS Stockholders' Meeting Votes Salary Cuts-Pensions

War Dep't Xmas Party To Be Heard Over Blue

What will probably be one of the largest parties ever broadcast will be heard over the Blue Network from Washington on Thursday, Dec. 24, from 4-4:30 p.m., EWT, when the War Department plays host to thousands of War Department employees gathered in the inner court of the

(Continued on Page 2)

Shepard Will Seek Approval Of FCC For Transfer To Midwest Firm And Remain With Network

Disk Assn. Disagrees With OWI Statements

Claiming that the report released by the Overseas Branch of the OWI last week was "incomplete and incorrect" in its references to the cost of operating its recently built recording studios here, the Association of Recording Studios at a special meeting yesterday, mapped out determined plans to halt the operation of the government owned studios which, in-

(Continued on Page 6)

WOW License Transfer Gets Commission Consent

Washington Bureau, RADIO DAILY
 Washington—FCC consent was announced yesterday for the transfer of the license of WOW, Omaha, from Woodmen of the World Life Insurance Society to Radio Station WOW, Inc. The lease agreement is for a

(Continued on Page 2)

WCOP, Boston, Renewed Subject Of Hearings

Washington Bureau, RADIO DAILY
 Washington—Because three known "Fascists" have been active in the Italian-language broadcasts from WCOP, Boston, one of several for-

(Continued on Page 2)

On the verge of selling the Yankee Network at various times during the past year, John Shepard III, has concluded a deal with William O'Neil of the General Tire & Rubber Co. of Akron whereby the proposed sale would include transfer not only of the network but of the four standard broadcasting outlets and two FM stations. The Colonial Network is included in the deal. It is believed over \$1,500,000 is involved in the transaction.

Shepard will apply to the FCC

(Continued on Page 7)

No KGNO Power Rise; Other FCC Activities

Washington Bureau, RADIO DAILY
 Washington—The FCC yesterday announced it has found against the application of KGNO, Dodge City, Kansas, to increase its night-time power from 250 to 500 watts. The following statement was issued by the Commission: "One of the issues to be

(Continued on Page 2)

Thesaurus Xmas Release Stars Ft. Monmouth Men

Talented servicemen stationed at Ft. Monmouth, N. J., home of the U. S. Army Signal Corps, will provide the entertainment for one of the special holiday releases of the NBC Thesaurus.

Titled "Christmas in Camp," the

(Continued on Page 2)

Rubber Records

Washington—Serving the double purpose of demonstrating the WPB's conservation of rubber and of illustrating how advertising messages can be put across via ET's, a group of rubber company advertising executives yesterday heard sequences on rubber in transcription form from recent Eddie Cantor and "Fibber McGee and Molly" scripts.

(Continued on Page 7)



Vol. 21, No. 52 Thurs., Dec. 17, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercerau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, 203 North Wabash Ave. Phone State 7596. Hollywood, Calif.—Ralph Wilk, 6425 Holly-wood Blvd. Phone Granite 6607.

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

FINANCIAL

(Wednesday, Dec. 16)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE OVER THE COUNTER

Table with columns: Hazeltine Corp., Farnsworth Tel. & Rad., WCAO (Baltimore), WJR (Detroit). Columns include Bid, Asked.

War Dep't Xmas Party To Be Heard Over Blue

(Continued from Page 1) Pentagon Building, who will join in singing the traditional carols and age-old songs of the season. Christmas music will be furnished by the 85-piece Army Air Forces' Band, under the direction of Captain Heiberg, and an Army chaplain will be heard giving an invocation.

Although the program will be primarily a Christmas feature, it will be designed to show the humanity of the War Department operations by introducing the personnel of the vast official machine to radio listeners as a group of people working together in a common effort to win the war.

WOW License Transfer Gets Consent Of FCC

(Continued from Page 1) term of 15 years at a monthly rental of \$8,166 for the first three years and \$5,680 per month for the remaining 12 years of the lease.

The license and all fixed assets of WOW will be assigned.

Commissioners Walker, Wakefield and Durr dissented in this action.

No KGNO Power Boost; Other Activities By FCC

(Continued from Page 1) determined in connection with the instant application is whether the granting thereof would tend toward a fair, efficient and equitable distribution of radio service, as contemplated by section 307(B) of the Communications Act of 1934, as amended. As heretofore shown, the granting of the instant application would enable KGNO to extend its present nighttime service to include an additional area of about 231 square miles and some 1,068 potential listeners who are now without primary broadcast service.

"This gain in service however, would be accomplished at the expense of some 5,630 listeners who would lose service from station KFRO, Longview, Texas. While it is clear from the evidence that some of these listeners who would be so affected have service available from KOCA, Kilgore, Texas, there has not been an adequate showing as to the number or portion thereof residing within the night-time primary service area of this station. Since the showing in this respect is not complete, we are unable to resolve the issue heretofore stated in favor of the applicant and reach the requisite statutory conclusion that the operation proposed herein would serve public interest, convenience, or necessity."

KFAC, Los Angeles, was denied reconsideration of its application to increase its power from one to five kilowatts, move its transmitter and install a new transmitter and directional antenna for night use.

Applications for construction permits by KNOE, Inc., Monroe, La., and WCSH, Portland, Me., were denied without prejudice, and an amendment to the permit of WHKC, Columbus, Ohio, to permit changes in the directional antenna system was granted.

Radio Execs' WABC Day Draws Record Attendance

(Continued from Page 1) serious pieces. Lois January contributed her voice in a few vocals and Adelaide Hawley, of "The Woman's Page of the Air," indulged in some high spirited repartee with the witty Godfrey.

John Reed King got Art Tolchin to come out and have himself imitate a Christmas tree... In that he was helped by Peggy Stone who decorated him. The imitation reached its climax when the lights went out and there was Tolchin as the tree, lights and all. For this enterprising stunt, Tolchin and Peggy were given prizes... the former a clock... the latter, a bottle of perfume.

The highlight of the luncheon meeting was struck by Cecil Brown who struck a serious note and spoke for fifteen minutes about the necessity of keeping the war spirit alive, that now wasn't the time to relax because any back sliding among the civilian population would result in a higher mortality rate among our men now fighting on the many fighting fronts.

WCOP, Boston, Renewed Subject Of Hearings

(Continued from Page 1) eign-language stations controlled by Arde Bulova, the FCC has ordered a hearing to determine whether or not it should grant renewal of the station's license.

The bill of particulars states that the hearings has been set to determine the manner in which the applicant has heretofore operated WCOP, particularly with respect to foreign-language programs. Testimony at the hearing will concern methods of selecting and investigating personnel, qualifications of personnel, sale of time, and supervision of programs. Following examination of the foregoing issues, the Commission will determine whether continued operation of WCOP by the present operator would serve public interest.

The Commission has investigated Franco Gallucci, one of WCOP's announcers and its chief Italian program time-broker, who was president for many years of the Massachusetts Federation of Dopolavero, a Fascist front organization, and Ubaldo Guidi, another announcer.

Guidi had close contact with the Italian consulate at Boston and was widely known throughout New England as an organizer of a Fascist group. Guidi has been arrested by the FBI and has been interned since the attack on Pearl Harbor.

Italian broadcasting on the station was begun at the direction of the late Luigi Fiato, who was executive secretary of the Boston Fascio of the Fascist League of North America.

Thesaurus Xmas Release Stars Ft. Monmouth Men

(Continued from Page 1) full-hour recording presents a fast-moving variety show sparked by Danny Kaye, who donated his services to the program. The soldiers' time and their talent represent a "Christmas present to the folks back home."

Through the cooperation of the USO, War Department and the official staff at the fort, there was gathered for the program a cast of actors, singers and musicians drawn from among the privates and non-commissioned officers at the post. Additionally, the Ft. Monmouth Glee Club and Band are featured, as well as the Camp Wood Signal Corps dance orchestra. The cast includes: Pvt. Billy Halop, of the original "Dead-end Kids"; Pvt. James La Curte, formerly a member of "The Shadow" company; Pvt. Curt Conway, Broadway actor, Helmuth Steinke, previously a member of the Chicago Opera, and Master Sergeant Barney Ofner, actor and producer of film and stage successes.

The latest issue of the Thesaurus program service bulletin pictures and describes December releases. These include Edwin Franko Goldman's 60-piece band; Allen Roth's concert orchestra; Norman Cloutier's 25-piece all-string orchestra; the musical ensembles of Rosario Bourdon, Ted Steele and Xavier Cugat; the Jesters and the voice of Thomas L. Thomas.

COMING and GOING

DALE ROBERTSON, commercial manager of WARM, Scranton, and WILLIAM DAWSON, promotion manager of the station, in town yesterday for conferences at the headquarters of the Blue Network.

ROBERT J. LANDRY, director of programming for CBS, has returned from a business trip to Washington.

ARTHUR SIMON, general manager of WPHI, Philadelphia, left last night for Chicago.

MALCOLM MacPHERSON, assistant director of the Ralph H. Jones advertising agency, has returned to Cincinnati after having spent a week in New York.

CHARLES E. DENNY, general manager of WERC, is here from Erie, Pa., for a few days visited yesterday with the local reps.

JOSEPH C. BURWELL, president and general manager of WMBZ, Columbia outlet in Uintown, Pa., in town yesterday and paying call at CBS headquarters.

JOHN B. REYNOLDS, station and commercial manager of WKWK, who was here during the early part of the week, has returned from Wheeling, West Va., headquarters.

HOMER MARTZ, farm director of KDKA, is on a trip to the eastern seaboard including a convention of farm officials in New York.

Davis Seeks To Expedite News From African Front

(Continued from Page 1) ton D. Eisenhower, is now in Africa to see what arrangements can be made. Eisenhower, who is the brother of the AEF Commander, General Dwight D. Eisenhower, is supposedly trying to arrange for greater use of African transmitters by the OWI.

Davis revealed that the OWI is using Radio Algiers somewhat in rebroadcasting programs to the American troops. These programs are short-waved to Algiers and aired to the troops in Africa by medium waves from that city.

Emmert To NBC As Head Of WEAF Farm Program

(Continued from Page 1) period he was added to the regular farm staff of WLW and later named assistant to Ed Mason, farm program director.

Emmert, who is the son of parents who live on a farm in Kansas, was graduated from Kansas State College, Manhattan, Kansas. He is married and the father of two daughters.

Advertisement for '920 CLUB featuring a cartoon pig character and text: 'THIS LITTLE BUDGET WENT TO THE "/>

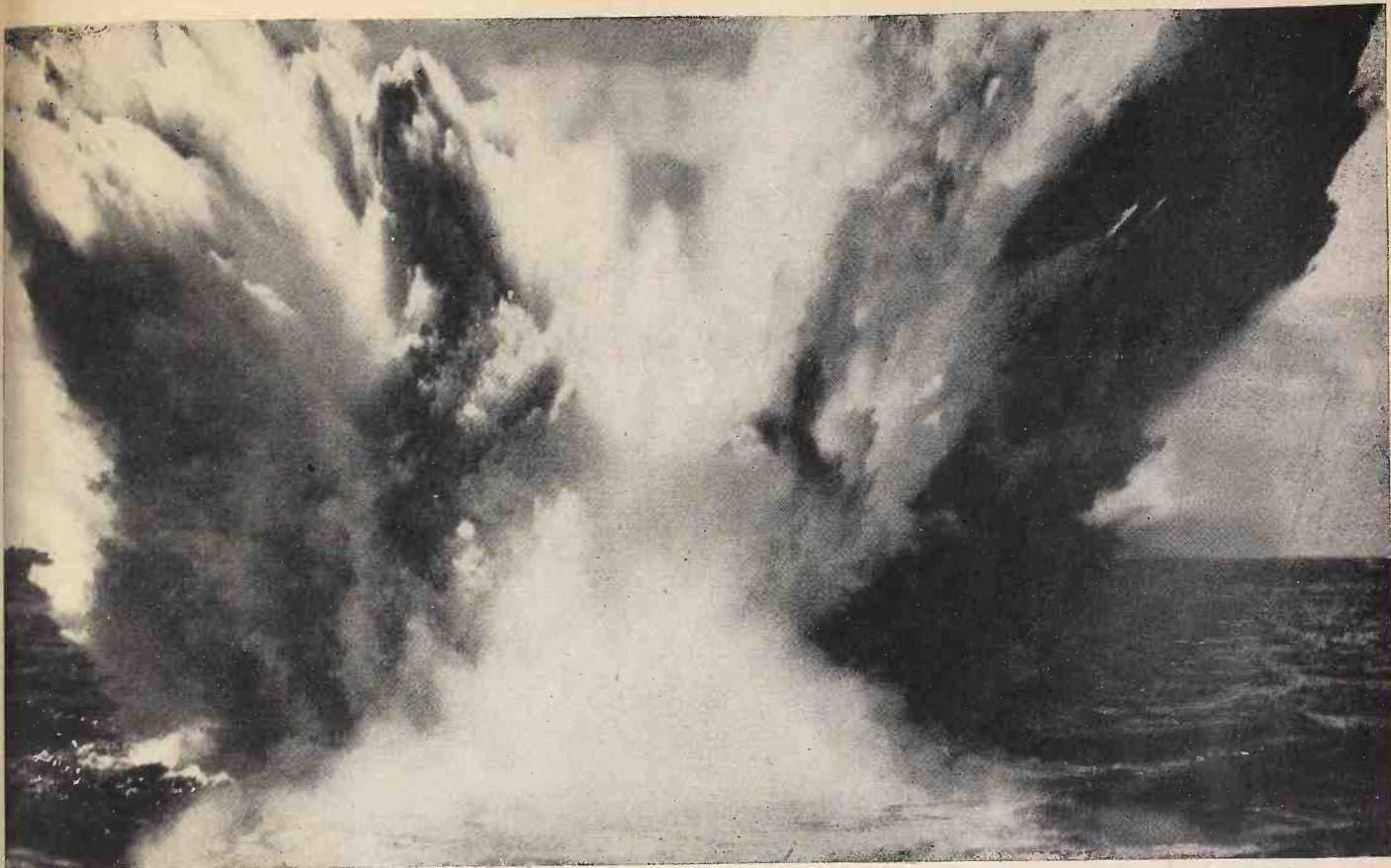


PHOTO BY EWING GALLOWAY

A NEAR MISS

... DOESN'T COUNT IN RADIO!

That's the experience of smart advertisers. Particularly in Baltimore . . . today the country's 4th largest market.

If you want to hit this Baltimore trading area target, when you aim at it . . . here are three reasons why advertisers interested in reducing sales costs . . . are swinging to Radio Station WFBR:

1. WFBR covers Baltimore DAY and NIGHT with an efficiency known to few stations in so big a city. There are no dead spots. That isn't magic . . . it's just good engineering.

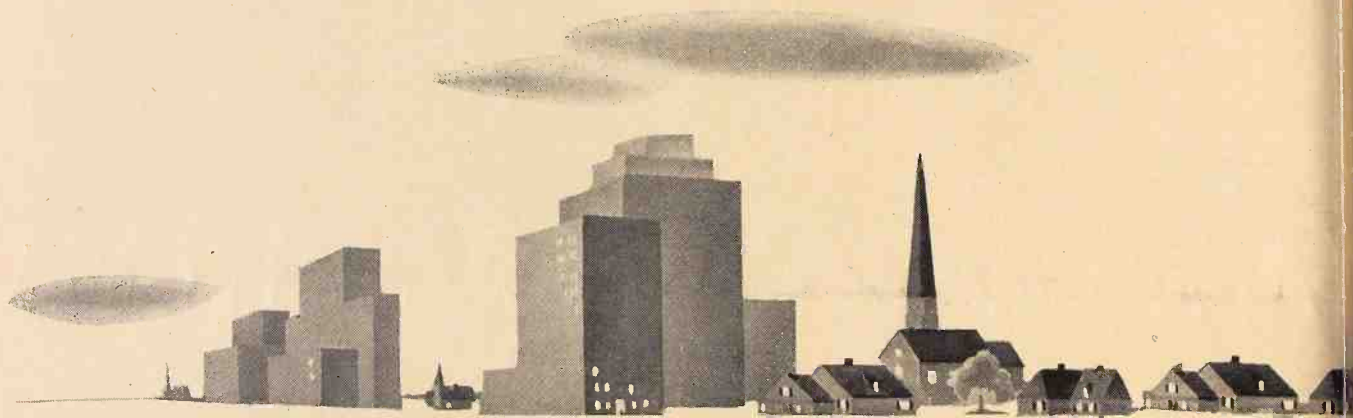
2. There is no waste with WFBR. We do not use a hopped-up signal to cover the surrounding states in which you may or may not have sales . . . or states in which you have already bought time. Our job is the Baltimore trading area. Not Pennsylvania, West Virginia, Delaware, New Jersey, Virginia.

3. WFBR is the station all Baltimore has been listening to for 21 years. In the last 3 years over one half million people have visited our studios or participated in sponsored shows.

It's good business to get on the target in Baltimore. WFBR makes it automatic.

W F B R
RADIO STATION **W F B R** BALTIMORE
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

A TALE OF 412 CITIES



A PREVIEW OF THE MOST COMPREHENSIVE RADIO SURVEY EVER MADE

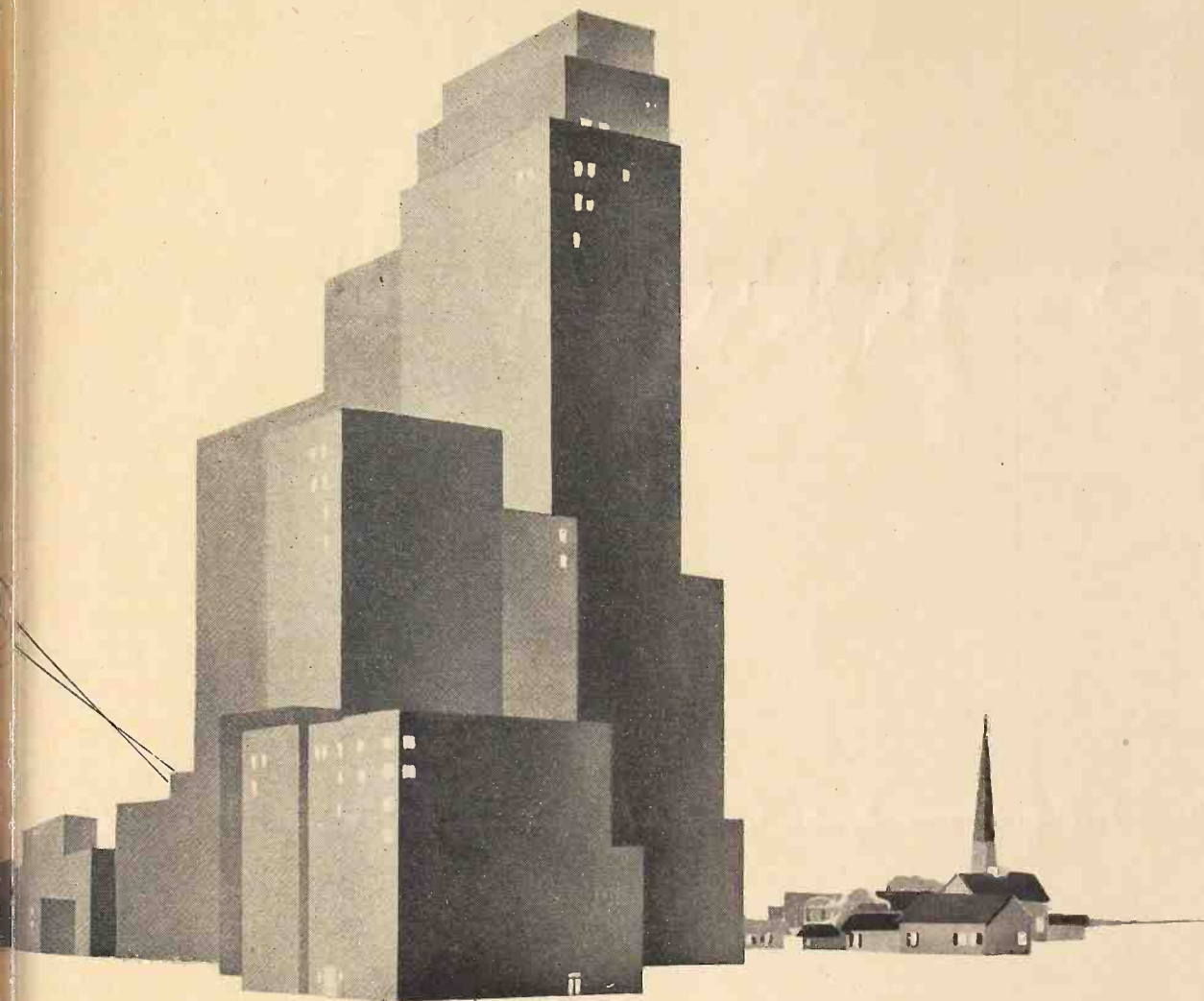
There are 412 cities in the United States with a population of 25,000 or more. Nearly 50% of the nation's radio families live in them. *What stations do they listen to most at night?*

The largest survey of listening habits ever undertaken—NBC's 1942 Nationwide Survey—has just turned up with the answer:

In 324 of those 412 cities, NBC stations were listened to most at night, compared to 85 for the second network. *That's a lead of nearly 4 to 1!* Or put another way, 52% of the radio families in those 412 cities listen most to NBC stations, as compared to 24% for the second network.

Or put still another way, NBC stations (as the survey showed) have a substantial lead in night-time listening over the stations of *all* other networks in every type of market.

Or, to put it even more simply, NBC is today, more than ever, the network most people listen to most.



* One out of every 120 radio families in the United States told us what their listening habits were and what stations were their favorites. The results of these surveys, which will give this information for every county and every radio station in the country, will be published shortly.

P.S. Out soon—The story of night-time listening in the 412 25,000-and-over cities. Watch for it.

THIS IS THE NATIONAL BROADCASTING COMPANY

Disk Assn. Disagrees With OWI Statements

(Continued from Page 1)

dependents charge, are in competition with private enterprise. Warren Troob, attorney for the group, leaves for Washington today, to press for Senatorial action which would kill the project's application for an appropriation with the Budget Committee. Unit's original money came from the President's Special Fund, and is reported exhausted now.

Troob expects to run down too, source of authority which granted the project priorities on the new equipment which has been installed. Early investigations in recent weeks showed that official order setting up the Overseas Branch covered many items, but did not include establishment of recording studios. Troob expects to confer with WLB to ascertain the justification for the material releases.

Payments Slow

Association revealed that private studios had been doing the government work before its own studios had been formed, and that so much red tape has been involved, that firms have not received any payments since last August, and are now finding it hard to meet their overheads because commercial business has fallen down completely by virtue of government priorities, etc. Members of the Association stated that at the start of the OWI Overseas Branch's operations, they had to augment their staffs with union crews, without receiving a definite order or assurance for work other than verbal commitments from persons in charge of departments, and that having pitched in the emergency to aid the war effort, they are now faced with terrific personnel costs. Because of complicated union regulations, studios are unable to dismiss the crews hired for OWI work.

Charge Unfair Competition

Association, through its attorney, has argued that while the private firms were thus giving the government all the cooperation possible and benefits of trained personnel, government agency was setting up a competitive enterprise.

In reply to the OWI report on economy, Association went on record yesterday with commitment that even without seeing the complete audit of the government's operations, the members would serve at the same figures, group feeling confident that if the whole audit were released, including original investments, figures would show that operation was more costly than has been charged by the private enterprises which are controlled by rates set down by the Procurement office of the Treasury.

Say Reasons Vary

Membership was unanimous in opinion that the persons who have been answering for the establishment of the studios have been inconsistent in their attempts at justification, supplying new and different reasons to the several agencies—Truman Committee, Dept. of Justice, etc.—for the establishment of the studios. Charges that politics were involved were made by some members.



Radio Is My Beat. . . !

● ● ● Kate Smith's program falls on New Year's Day this year and for the first time the "God Bless America" gal will offer a full hour dramatic show. Her vehicle, written by Paul Woodbridge, is an exceptionally timely thing called "The Master Map of America" and presents a panorama of American history dating back to its very beginning. Kate's leading man will be none other than Ted Collins—and how he squeezes in time for all his work plus his government chores we'll never know. He was on the air 16 times last week alone speaking on various government, man-power and labor matters. Ted's a one-man second front if we ever saw one!



● ● ● Bert Lytell, emcee of CBS' "Stage Door Canteen," relays this anecdote picked up at the actual Stage Door Canteen. Each night, there's a jitterbugging sailor there known to the junior hostesses as "Killer Joe" because he wears them out with his jive dancing. Recently, Albert Spalding went to the Canteen to play for the servicemen and when Lytell walked in, Killer came running up. "Gee, Bert," he groaned. "We've had 45 minutes of violin music and not a jump in it."



● ● ● TICKER TAPE: Dinah Shore's joint air appearances with Bing Crosby may wind up in a joint picture deal. . . . Molly, of Fibber McGee & M., is reading the home town papers to overseas fighters via transcriptions and short-wave airings. . . . The dance team of Lynn Royce and Vanya is no more. Lynn and Royce are army-bound. . . . Peter Lind Hayes spending his furlough backstage at the Roxy with Mary Healy. . . . Harry James, Kay Kyser, Tommy Dorsey and Jimmy Dorsey all before the Metro cameras currently. . . . Lila Basliner, Nila Mack's "Let's Pretend" graduate, is the bride of Sergeant Frank Zarrus. It's a Stage Door Canteen romance where they met six months ago. . . . Lieutenant John Monks, Jr., writes in from San Francisco to confide that he's hungry for news of Broadway and Radio Row. His pa's here can reach him by writing the U. S. Marine Corps, Unit 595, San Francisco, Calif., in care of the Postmaster. . . . Today's sad story concerns the press agent who had been trying for weeks to plant a feature yarn on one of his clients. The story finally broke this week—right after the newspaper delivery men had gone on strike! . . . The association of Mark Warnow and Lyn Murray seems to be a happy one. They already have one Hit Parade—will do another one for the same sponsor—and will also be teamed on the new John Charles Thomas show for Westinghouse starting Jan. 10th on NBC. . . . On that same date, CBS will unveil a new show with Col. Stoopnagle called "Col. Stoopnagle's Stooperos". . . . Bobby Byrne reported joining the Air Force. . . . Victory Twins being paged by Paramount Pictures. . . . Billy Williams taking over the vocals with Sammy Kaye's crew with Don Cornell in the army.



● ● ● Unwritten law of any radio quiz show is never to repeat a question that has been used on another quiz broadcast. That's why Bob Hawk's "Thanks to the Yanks" utilizes an unusually large research staff and that's why this same staff held its breath en masse Saturday when contestant Helen Little was so prompt with the correct answer to a very difficult question that he asked her how she happened to know the answer. She replied that she had heard the question before. Hawk's research staff wiped its collective brow, prayed silently that it hadn't been used on another show or that Hawk wouldn't go on and ask her where she'd heard it. He did, though. It seems she had heard the question in her mathematics class.



—Remember Pearl Harbor—

Set Special Council Re Clear Channel

(Continued from Page 1)

considered a clear channel exclusive use of KOA, Denver, 1, assisting Solicitor General H. Fahy in preparing the appeal to Supreme Court.

KOA, which is owned by the can file opposition to the writ certiorari by the Supreme Court within 20 days. Such a grant mean that the Supreme Court take the case under review and make a decision.

The KOA wrangle has been on for more than two years since the Commission issued its order of fact on Dec. 5, 1940, to the effect that licensing of the Boston station on the hitherto clear channel was legal. KOA was denied a permit to intervene, but was offered opportunity to present its arguments. When the Commission refused to change its decision, KOA appealed to the District of Columbia Court of Appeals.

Interference Alleged

The allegations were that operation by WHDH caused interference with reception of KC. The Commission had no authority to grant the Boston application. NBC should have been allowed to intervene, that the FCC action meant a "degradation" of KOA and in effect a "substantial modification" of the KOA license.

A three-judge court refused to take the case and called for a hearing before all six judges. September of this year, finally a 4-2 decision, the court ordered the FCC to review the action, but not issue a stay order. The station has been operating since then on 850 kc. for six or eight months according to George Porter, a licensee. Directional antenna was installed to prevent interference within 700 miles. Denver, Porter told RADIO DAILY.

Two Points Involved

The petition for Supreme Court review of the case is based on two points—that it involves an interpretation of the Communications Act and that the decision of the court was not clear.

The situation now is further complicated because earlier this year in order to improve network service in Cleveland, the Commission granted WJW, Akron, permission to operate on 850 kc. to Cleveland and operate on 850 kc. Antenna directed north and south was ordered, to prevent interference with either WHDH or KOA. Since the Commission action is being reviewed by the court, both WHDH and KOA would have to give up the 850 kc. if it is presumed.

Att: Agencies and Statistics AVAILABLE AT ONC

ANNOUNCER, PRODUCER and WRITER with 10 years' experience. Now in New York seeking connection. Opportunity for advancement. Draft status—3A. Write: Radio Daily, Box AH, 1501 Broadway, N. Y. C.

RADIO DAILY

**Shepard Sells Yankee
Midwest Interests**

(Continued from Page 1)
or permission to transfer the
and it is definitely under-
at he will remain with the
net under a five-year con-
personnel now employed will
ed.
who is also owner of WJW,
Ohio which recently received
s okay to move the station
land, stated that buying the
Network was part of post-
pension plans into other fields
ral Tire & Rubber which
00 per cent engaged in war

Network has 21 New Eng-
lets. These stations with
ption of those involved in
l transfer of facilities are
olved in physical transfer
ship.

21 Outlets Listed

stations in the Colonial and
networks are: WNAC, Bos-
EAN, Providence; WICC,
rt; WAAB, Worcester, Mass.;
Portland, Me.; WLLH, Lowell
rence, Mass.; WSAR, Fall
Mass.; WLBZ, Bangor, Me.;
Hartford, Conn.; WATR,
y, Conn.; WFEA, Man-
N. H.; WNBH, New Bedford,
WBRK, Pittsfield, Mass.;
Holyoke and Springfield,
NLB, New London, Conn.;
Fitchburg, Mass.; WLNH,
N. H.; WRDO, Augusta, Me.;
Lewiston and Auburn, Me.;
Greenfield, Mass.; and WSYB,
Vt.

Stations Transferred

The Yankee Network an-
that an application is being
questing the FCC to grant
n for the sale of its busi-
that of the Colonial Net-
The General Tire & Rubber
y of Akron, Ohio. The pro-
would result in a transfer
of the network but of the
ing stations WNAC, Boston;
Providence; WAAB, Wor-
WICC, Bridgeport, and the
ons W43B with transmitter
on, Mass., and W39B with
ter atop Mt. Washington.
sale is completed no mate-

**CBS Stockholders' Meeting
Votes Salary Cuts-Pensions**

(Continued from Page 1)

to modify effective Jan. 1, 1943 the
employment contracts with Paley
dated June 18, 1934 and as modified
on three other occasions so that the
terms shall be extended for one addi-
tional year and so that the total
regular compensation payable shall
be \$65,000 per year and that there
shall be no provision for additional
compensation based on profits.

Proposal No. 2 concerns authoriza-
tion of the pension plan for eligible
officers and employees and in con-
nection with it certain death benefits
subject to provisions in Exhibit A.
(This Exhibit outlines all the provi-
sions, limitations, etc.) Officers and
employees of the Columbia Recording
Corp., a wholly owned subsidiary, are
subject to the same plan.

Proposal No. 3 concerns reduction
in additional compensation presently
distributable as per Exhibit B which
defines the regulations under which
distributions are to be made, and
that the sum cannot be in excess
of six per cent of the corporations
consolidated net profits.

Salary Cuts Effective Jan. 1

Proposal No. 4 concerns provisions
for pension to Edward Klauber,
whose regular compensation is re-
duced from \$50,000 to \$25,000 annually
and who will receive a pension be-
ginning with his 60th birthday (1947).
Also contingent death benefits ac-
cording to terms summarized in
Exhibit D. Exhibit D provides that
Klauber may retire before his 60th
birthday, but apart from that CBS
is to pay him an annual pension of
\$15,000 during his lifetime, and, if
and to the extent that such pension
payments shall have been made for
less than 10 years, to his wife during
her lifetime or until such pension
payments shall have been made for
an aggregate of 10 years, whichever
shall be the shorter. He shall not
at any time engage in any activity
in the broadcasting field except on
behalf of CBS or except in the war
effort, but in no event in any activity
in competition with the network.

Salary reduction proposals go into
effect on Jan. 1, and the pension plan
on Dec. 26, of this year. Latter is
outlined also in a booklet. President

Paley, Ralph F. Colin and Prescott
Bush are trustees.

In Exhibit A attached to the notice
of the stockholders meeting is outlined
the plan for the pension and death
benefits. The maximum cost of the
first year of any plan adopted by the
board of directors for CBS shall not
exceed \$280,000. Also attached are
further Exhibits outlining the various
proposals in detail.

No other business was taken up
at the meeting and a meeting of the
board of directors followed immedi-
ately after the stockholders vote,
unanimously for the four proposals.

President William S. Paley presided
and with him on the dais was vice-
presidents Frank Stanton, Joseph
Ream, and others. Other officials
present included Leon Levy, Isaac
D. Levy, Lt. Mefford R. Runyan,
USNR, Frank White, and Herbert
Bayard Swope.

Meeting Quiet

Stockholders meeting was quiet and
business was accomplished in the
overall time of 2-2:30 p.m. Afton S.
Hayward, a stockholder told those
present that he believed CBS pro-
grams were slipping, that if they
continued to do so there would be
no advertisers and consequently no
money for pensions. President Paley
pointed out to Hayward that he him-
self had taken active charge of pro-
grams some time ago, cited many
improvements and that the ratings
were never higher and as far as
he could see the programs and list-
eners were at a higher level than ever.
This seemed to be the consensus of
those present also.

Hayward also wanted to know
what the government's suits were
about and Paley enlightened him on
this matter in detail. There being
no other queries from the floor, Paley
then asked for the resolutions.

Following the motions and adop-
tion, Paley asked if there were any
questions either specific or general.
None being asked the meeting was
adjourned. Hayward then moved
around and very genially shook hands
with the folks, even the press who
were flattered when taken for stock-
holders.

Fulton Lewis' Anni.

Fulton Lewis, Jr. will round out
five years of broadcasting for Mutual
network, today. On his program to-
night, 7-7:15 p.m., William Shephard,
resident of the National Junior
Chamber of Commerce, will pay
tribute to him. About 50 sponsors,
bankroll Lewis whose program is sold
on a cooperative local sponsorship
basis. He is aired over approximately
180 Mutual stations.

Salmon Joins McGillvra

Earl Salmon, who during the past
three years has represented the WOR
Program Service, has joined the New
York sales staff of Joseph Hershey
McGillvra, Inc.

**Theaters Find Spot
Excellent For Biz**

(Continued from Page 1)

deliver the papers, hence they in-
dicated their sudden radio advertis-
ing would hold. Most of the con-
tracts took the business through the
week anyway.

Preliminary reports indicated that
the theaters suffered absolutely no
loss of business for the lack of news-
papers, and were cordial to the idea
of using more radio. One of the
argest advertisers in this strike be-
gan negotiations this week for a 52-
week radio contract here, revising a
long standing attitude that radio ad-
vertising was just an occasional tool,
to one of looking upon radio as a
permanent advertising medium. The
onrush of advertisers was so great
these past three days that one sta-
tion actually had to turn down the
ate comers yesterday.

Warners On WMCA

Additional business was reported
by other stations. On WMCA, among
other things, Warner Bros. is spon-
soring Johannes Steele, news com-
mentator. On "Mr. Hollywood," RKO
has been plugging "PM's" movie
guide since the strike Monday, call-
ing attention to movie schedules of
all neighborhood houses.

On WEAF, Satevepost, through
BBD&O took special shots, today, for
the current issue, using news in two
additional 10-minute spots. Air ad-
vertising for the "March of Time"
film, "We Are the Marines" has been
expanded, via spots for the remainder
of the week on WEAF. Client took
a quarter-hour spot and participation
on Mary Margaret McBride's program
also. All placed by Lord & Thomas.

WJZ shared in the \$15,000 worth
of business Blaine-Thompson Co.
placed for Warner Bros. Station
obtained 9 one-minute live announce-
ments through Friday to promote
"Casablanca" and "Flying Fortress."
WNYC, the city-owned station, ex-
panded its one-minute news periods
to five, as result of strike.

WHAT'S WHAT IN BOSTON

28—WCOP has much more
than time to sell... it is a
constructive
force in the
life of Bos-
ton.



COP
BELONGS
ON YOUR
SCHEDULE

*Always Popular
Now More POWERFUL*

WCOP

The Voice of Baltimore

**NOW
5,000 W · DAY & NIGHT
600 KC**

*The Only Columbia
Station in Maryland*

PAUL H. RAYMER CO., Nat'l Sales Representative
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

GUEST-ING

MAJ. GEN. LEVIN CAMPBELL, who has just returned from Africa, on the "March of Time," today (WEAF-NBC, 10:30 p.m.).

EDGAR BUCHANAN on Bing Crosby's "Kraft Music Hall" program, today (WEAF-NBC, 9 p.m.).

LUCILLE BALL, on the Abbott and Costello program, today (WEAF-NBC, 7:30 p.m.).

ELISABETH BERGNER, in an adaptation of "Intermezzo," on the "Philip Morris Playhouse," tomorrow (WABC-CBS, 9 p.m.).

LT. COMM. JOHN MORRILL, who fought on Corregidor, and STUART IRWIN, on the Kate Smith program, tomorrow (WABC-CBS, 8 p.m.).

ILKA CHASE, on "Information Please," tomorrow (WEAF-NBC, 8:30 p.m.).

FRANK BUCK, on "Double or Nothing," tomorrow (WOR-Mutual, 9:30 p.m.).

Fistere To WNEW

John Fistere, formerly chief copy writer at CBS, has joined WNEW as sales promotion manager, taking the post held by John Sullivan before his induction into the armed forces of the United States.

Glamorous
FUR COATS
 for
GLAMOUROUS
RADIO
ACTRESSES
 (DISCOUNT TO THE PROFESSION)

See Mr. Blossveren personally and he will see that you get the best value in town.

On the Mezzanine
 30 Rockefeller Plaza
B. BLOSSVEREN'S
 SONS, INC.
Furriers

Coast-to-Coast

PPAPPY HOWARD and his New England Hillbillies, WNBC, Hartford regulars, recently put on a two-hour show for the patients at the United States Veterans Hospital in Newington, Conn. About 200 veterans attended the program and received it enthusiastically. Those unable to leave their beds heard the program through earphones. . . Norman Thomas, one of the nation's leading socialists will speak over the WNBC station tomorrow, from 3-3:15 p.m.

WPAT, Paterson, will give a three and a half hour "Smokes-for-Soldiers Christmas Victory Party" featuring the recorded music of four name bands. Admission to the party to be held Sunday, Dec. 20, at the 113th Infantry Armory, Paterson, from 1-4:30 p.m. will be five packs of cigarettes from properly identified war workers. The party is being given under the auspices of the USO and the Paterson Junior Chamber of Commerce.

The Southern New England Telephone Co. has contracted with WDRC, Hartford, for 18 chain break announcements from Dec. 22 through 25, and with W65H, Hartford, for 8 announcements from Dec. 22 through 24. The agency is BBD&O. . . Beecham's Pills is now running a series of early morning 50-word announcements three times weekly on WDRC, Hartford. The account was placed by Atherton and Currier, New York.

During the illness of Bill Robins, Merle Bernard formerly of WKRC, has been added to the announcing staff of WCKY, Cincinnati. . . A recording for the Xavier University archives has been made of the voice of the university's "Mr. Chips" by the L. B. Wilson station and will be presented to the university at an alumni banquet.

Add Penfield, former sports editor, fills the associate news editorship spot at WSB, Atlanta, left vacant by Doug Edwards now with the announcing staff of CBS, New York. . . In the engineering department William Hibbert replaces John Hillegas as assistant chief transmitter engineer.

Recent changes at the Yankee Network headquarters include the appointment of Miriam Kelleher, as secretary to vice-president Robert T. Bartley. . . Cecile Mullaney has been shifted from the publicity department to the station relations department.

Noxzema "Quiz of Two Cities" has taken up where it left off last season in Portland and Seattle, with stations KGW, Portland, and KOMO, Seattle, the principals. Scripted by Ruthrauff & Ryan, the first broadcast this year in the Pacific Northwest featured staff members of the Portland "Oregonian" against those of the Seattle "Star." Publishers of the two papers took part and introduced contestants on their respective teams. . . Arden X. Pangborn, managing director of KGW, Portland, announced the contract renewal of Star Furniture Company of the same city, for the twelfth consecutive year. The firm sponsors an hour-long show on KGW from 11 to 12-noon each Saturday morning, featuring talented youngsters of the city. The program is titled "Stars of Tomorrow." Each Monday through Friday, at 8 a.m., Star sponsors a quarter-hour transcribed musical on KGW entitled "Stars of Today," featuring the top "name bands" of the country.

Johnny Grant, special events announcer, has joined the staff of WGBR, Goldsboro, N. C. Grant, for the past three seasons handled the press and radio activities for the eastern unit of the Jimmie Lynch Death Dodgers. This past season he worked for Ken Maynard. This is home for Grant as he began working in radio here while attending the local high school.

"The Hills of Bataan," a patriotic radio play by Stanley Richards, will be produced by WGH, Norfolk, Saturday, Dec. 19 at 8-9 p.m. The play was produced by WEVD and Freedom House two months ago with an all-star cast.

Capt. Colin Keith Johnson, stage and film star now with the armed forces and soon to leave for Britain where he has been detailed for a recreational post, will be guest on the Martha Deane program at 2 p.m. today over WOP.

WCHS, Charleston, key station of the West Virginia network, was awarded an Official Recruiting Certificate during a special program last week. H. L. Chernoff, managing director of the network, received the award.

Now that Taylor Grant has taken his first vacation in seven years from WCAU, Philadelphia, his evening sports periods are being handled by a battery of experts. Men prominent in Philadelphia sporting circles are doing the pinch-hitting. Grant's morning news program heard from 7:45-8 a.m. will be taken care of by Robin Flynn, the station's newest commentator.

Sammy Kaye, whose swing and sway orchestra is already heard on NBC (Sunday Serenade, Sundays, 2 p.m.) and on WJZ (Spotlight Bands, Wednesdays, 9:30 p.m.), adds the Columbia network to his schedule when he opens at New York's Essex House tomorrow. Sammy's music from the hotel will be carried on CBS several nights each week.

AGENCIES

CRITERION ADVERTISING has filed with the Secretary of State notice of a change in director.

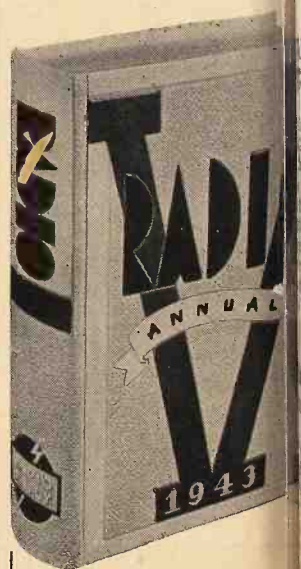
H. D. LEE MERCANTILE, Kansas City, manufacturers of Unionalls, coveralls and work clothes has appointed Gardner Advertising Co., St. Louis, as its agency, effective Jan. 1.

ROLAND ISRAEL has been named radio director of J. M. Kornbluth Inc., Philadelphia advertising agency. He will assume his new duties Jan. 1.

ROBERT H. WILLSON, advertising manager of the California Chain Store, has been appointed public relations chairman of the Pacific Radio Advertising Association.

Compton Show Salutes Norway

Walter Compton's quiz show "Double or Nothing" pays tribute to Norway, one of the countries temporarily under the Nazi occupation when the program's 117th consecutive broadcast is heard over the air this Friday from 9:30-10 p.m. Contestant will be Rolf A. Christensen, Norwegian Consul-General in New York. He'll tell how his nation participates in the war on the radio.



The 1943 RADIO ANNUAL

THE MOST
 COMPREHENSIVE
 SOURCE OF RADIO
 DATA EVER COMPIL

NOW IN INTENSIVE PREPARATION
 OUT EARLY NEXT YEAR

1 9 4 2

BIRTHDAYS

17	18	19	20	21	22	23
24	25	26	27	28	29	30

December 17

Dick Gilbert House Jameson
 Howard A. Miller Herbert Nelson
 Ray Noble Stella Unger

New York Spot-Picture

Time Programming Being Revised By MBS

Following the exponents of the programming theories which have been shown a decline in popularity of daytime serials, and guided by the fact that the war has changed the makeup of the daytime audiences to approaching the character of the evening audiences, Adolph Opfinger, program director for Mutual has just completed plans to provide musical variety programs all through the day. Original outline for such programming was mapped out early in November he said when Mutual executives conferred in Cleveland.

(Continued on Page 3)

WGAR Uses Shortwave To Reach Transmitter

Cleveland—For 10 hours on Wednesday, WGAR, of this city, relayed programs from the Statler Hotel studios to the transmitter via shortwave through the telephone cable carrying the station's studio-to-transmitter line which accidentally severed by a construction crew.

Ed Wingard, assistant chief engineer of WGAR, after securing authorization

(Continued on Page 2)

Yankee Applies To FCC For Transfer To G. T. & R.

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday received an application for the transfer of control of the Yankee Network to the General Tire & Rubber Co. Control is actually of the Winter Corp. of Boston, which is the parent corporation of the network;

(Continued on Page 3)

For Bowlers

Mutual will inaugurate a late sports broadcast for bowling enthusiasts, starting Saturday, Jan. 2, 10:15-11:30 p.m., EWT. Sam Levine, who will conduct the news program, will air from WHK, Cleveland, giving play-by-play descriptions of leading tournaments, and interviewing prominent exponents of the sport who are appearing in the Ohio city.

More Room

Ed "Archie" Gardner's program is anent one "Duffy's" establishment has been doing such a turn-away business at the studios the program has graduated to NBC's largest hall—Studio 8-H. Gardner figures he should be the last guy to let his followers think he is high-hatting them.

Co-Op League Confab To Mull Radio Plans

Following the conclusion of a working understanding between the networks of the the Cooperative League of the U. S. A., the radio committee of the League will meet today, to plan resumption of a radio drive which was interrupted October 6 when the networks turned down the Cooperative business on some of their owned and operated stations.

Likely that the original plan of transcriptions on about 30 stations scattered in all parts of the country with the exception of the South where

(Continued on Page 2)

"Language"-Outlet Group To Aid Paralysis Drive

A plan was adopted for the Annual Fund Raising Drive of The National Foundation For Infantile Paralysis by the newly formed Foreign Language Broadcasters Committee yesterday at a luncheon at the Roosevelt Hotel.

The plan, which is a separate effort

(Continued on Page 2)

Radio Homes Near 97% Mark In Mass. Metropolitan Areas

"Stage Door Canteen" In First Capital Pickup

For the first time since the American Theatre Wing's "Stage Door Canteen" CBS program has been on the air sponsored by Corn Products Refining Co., show included a hook-up with the recently opened Washington, D. C., canteen last evening. Wing plans to offer regular hook-ups

(Continued on Page 2)

Unaffiliated Stations During Year 1942 Sold Many Clients New To Radio; 'War Casualties' Replaced

NBC Renewals Include Three Full Networks

Five NBC renewals newly received include three for the full network and two for lesser hookups, the full network contracts being two from Standard Brands Inc. and one from the F. W. Fitch Co. Standard Brands shows are the Chase & Sanborn Hour Sundays 8-8:30 p.m. EWT currently using Edgar Bergen, Ray Noble orchestra, Don Ameche and guests. Other is

(Continued on Page 2)

'Screen Guild' Rating Up— Skelton Leads Late Show

"Screen Guild Players" showed an audience increase of more than 40 per cent on December 7 over its audience attained on November 16, as a result of the presentation of the war drama, "Mrs. Miniver." According to C. E. Hooper, the program re-

(Continued on Page 2)

Year-End Roundup Disks Produced By Press Assn.

For the first time in the history of radio, a radio news service has written and produced a program dramatizing the big news events of the year;

(Continued on Page 2)

Greater diversification in products advertised, an entirely new group of clients to radio, and a healthy spurt in national advertising accounts accompanied the widespread jump in billings on New York independent stations during 1942, according to a survey just completed by RADIO DAILY among the three largest com-

(Continued on Page 4)

Canada Board Hears Music Fee Objections

Montreal—Canada Copyright Appeal Board yesterday heard objections to a rate schedule proposed by Canadian Performing Rights Society, Ltd. and BMI Canada, Ltd., covering collection of fees for the use of copyright music during 1943. CPRS is affiliated with Ascap. Objection was expressed on only two sections of the tariff, one dealing with a license on 16 millimeter sound film contain-

(Continued on Page 5)

Matchabelli Shot On CBS To Feature Four "Strads"

Classicism will keynote "Stradivari," a single five-minute program from 2:55-3 p.m. over CBS on Sunday, which will be sponsored by Prince

(Continued on Page 2)

Build-Up

Washington—American broadcasters are "the most malignant scoundrels alive" according to Axis publications, Elmer Davis, director of OWI, told a meeting of the CIO United Federal Workers here last night. He added that OWI news broadcasts are getting through to Axis peoples and stated there is evidence that some Japanese have built shortwave sets to listen.

Washington Bureau, RADIO DAILY
Washington—The value of radio as an advertising medium was again driven home in two announcements by the U. S. Census Bureau, detailing the extent of radio coverage in the state of Massachusetts and in the Oakland-Berkeley area of California. On the basis of homes with radio sets, American broadcasters offer as close to 100 per cent coverage as any medium could supply. It is shown that

(Continued on Page 3)



Vol. 21, No. 53 Fri., Dec. 18, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mester...

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, Dec. 17)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Hazeltine Corp., Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit). Columns include Bid and Asked prices.

OVER THE COUNTER

Table with columns: Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit). Columns include Bid and Asked prices.

'Screen Guild' Rating Up—Skelton Leads Late Show

(Continued from Page 1) recorded the greatest gain of any program, in its national evening ratings report for December 15. Listing of first 15 placed Bob Hope on top again. Newcomer to the ranks is "Fitch's Bandwagon," which has been absent from the listing since June.

WGAR Uses Shortwave To Reach Transmitter

(Continued from Page 1) zation from the FCC, fed all programs through the station's shortwave transmitter, WEMU, with the result that dead air resulting from the broken cable amounted only to several minutes.

"Language"-Outlet Group To Aid Paralysis Drive

(Continued from Page 1) on the part of the foreign language broadcasters, will be a campaign which follows in part, the U. S. Treasury Minute-Man formula. Station announcers will appeal to their listeners to become captains in their respective neighborhoods, and for which areas they will be responsible, to enlist the aid of others in the drive to raise funds.

Present were Joe Lang, chairman of the committee, and Fred Coll of WHOM, Ralph Weil, WOV, Henry Greenfield, WEVD, Norman Warembud, WBYN, Edward A. Powers, director of the Greater New York Campaign, Beverly Kelley, national director of publicity, Milton H. Ward, director of radio publicity of the Greater New York Campaign, and J. F. Lurch, coordinator of United People's Committee. Long was appointed chairman of the committee by Basil O'Connor, Foundation head.

NBC Renewals Include Three Full Networks

(Continued from Page 1) "One Man's Family" which follows the above show in the 8:30-9 p.m. slot. J. Walter Thompson and Kenyon & Eckhardt are the agencies respectively.

The F. W. Fitch Co. for its "Bandwagon" program, as recently announced, also takes the full network, Sundays 7:30-8 p.m. EWT. Fitch is considered in a particularly good spot being sandwiched in between Jack Benny and the Bergen-Charlie McCarthy shows. L. W. Ramsey has the Fitch account.

Sealtest, Inc. through McKee and Albright, Inc. renewed its Rudy Vallee program heard Thursday night over 69 NBC stations, currently at 10-10:30 p.m. EWT but which is expected to switch to a half hour earlier when the preceding program cuts its time to half hour.

General Foods Corp. through Benton & Bowles renewed "Night Editor," heard Thursday night 8:15 p.m. EWT over six NBC outlets.

Canada Radio Sales Down For 3rd Quarter Of 1942

Montreal—A sharp decline was recorded in radio sales in Canada during the third quarter of 1942, the Dominion Bureau of Statistics reported yesterday. Sales by manufacturers during July, August and September of this year totalled 35,320 units compared with 120,573 in the corresponding period of 1941. The 1942 figures showed decreases in all Provinces.

Co-Op League Meeting To Mull Radio Plans

(Continued from Page 1) The Co-op has no market, will be used as a starter. Time schedules will necessarily have to be different, as will the commercial. As one spokesman for the Co-op sized it up: "We have learned a lot about radio these three months and will now prepare much better programs." Fund available for this radio campaign is only about \$25,000, at present, and that was raised by voluntary contributions among the membership.

Radio Committee which will meet today as the first in the series on the subject consists of Robert Smith of the Eastern Cooperative Wholesale; John Carson, Co-op's Washington rep; Herbert Evans of Farm Bureau Cooperative Insurance Service, Columbus, Ohio; R. N. Benjamin of Pennsylvania Farm Bureau Cooperative Association; George Tichenor, editor, "Eastern Cooperator," and Wallace J. Campbell, assistant secretary in charge of the New York Office.

In referring to the settlement earlier this week, following the meeting of the NAB Code Committee, network and Cooperative execs in Washington, Murray Lincoln, president, paid a tribute to the radio officials for their spirit of cooperation in the conferences.

Year-End Roundup Disks Produced By Press Assn.

(Continued from Page 1) titled "This We Have Done," the 30-minute show has been recorded by Press Association, Inc., radio subsidiary of The Associated Press, and is being sent without charge to all radio stations using AP news.

The program dramatizes the thrilling news events of 1942 and is recorded so that stations can either sell it to a sponsor or use it as a sustaining feature for the opening of the new year.

Written and directed by Paul Girard of PA, the show was produced with such "name" artists as Ed Herlihy, who does the narration; Maurice Tarplin, David Kerman, Jack Manning, Richard Sanders, Hester Sondergaard, Ted de Corsia, Roger de Koven, Peter Capell and Al Binnie, sound man.

"We wanted to do something for our affiliated stations," said Oliver Gramling, assistant general manager of PA, "and we decided upon this top-flight year-end news drama as an innovation that would be welcomed."

Matchabelli Shot On CBS To Feature Four "Strads"

(Continued from Page 1) Matchabelli Perfumery, Inc. Four violinists will be heard, each playing a genuine Stradivarius instrument. David Ross will be announcer for the show which precedes the Philharmonic broadcast. Morse International has the account.

Stradivarius violins, today considered priceless, were produced by Antonio Stradivari (1644-1737) in Cremona, Italy.

COMING and GOING

PAUL WHITE, director of CBS special events department, and LARRY foreign correspondent, go to Bridgeport Monday to address the local Chamber of Commerce. Edward Wallerstein, of Record Corp. in Bridgeport, made the address.

ROGER W. CLIPP, general manager of Philadelphia, in New York yesterday.

G. W. JOHNSTONE, director of special features for the Blue Network by plane tomorrow for Houston, to make preparations for the Earl Goddard Motor newscasts. He will stop in before returning to New York.

CHARLES E. DENNY, general manager of WERC, Erie, who has been in town for days, will leave this week-end for Pennsylvania headquarters.

LYMAN BRYSON, CBS director of town, is expected back today from a trip to Washington.

CHARLES M. ROBERTSON, JR., radio manager of the Ralph H. Jones Agency, a few days here on business.

J. W. WOODRUFF, JR., executive of WRBL, Columbus, has arrived in town. Visited CBS and the New York representatives of the station yesterday.

E. J. ROWELL, chief of the radio market news section of the Agricultural Marketing Administration of the U. S. Department of Agriculture, is on a trip through England.

GEORGE E. HALLEY, director of program sales for KMBC, Kansas City, visited this week at the offices of Cincinnati.

JACK BENNY, MARY LIVINGSTONE and other members of their program company are at Fort Devens, Mass., on Sunday. From that point they will broadcast NBC show for the entertainment of the post.

JOSEPH C. BURWELL, president and manager of WMBE, Uniontown, Pa., who most of this week here on station and work business, left town last night.

"Stage Door Canteen" In First Capital Picture

(Continued from Page 1) with its canteens in Washington, Philadelphia and Cleveland from on.

Last night's schedule brought from Washington, Mrs. Franklin Roosevelt, Milton Berle, Helen Macken and Brock Pemberton. From New York end, the participants were Grace Moore, Jane Cowl, Peter Lee, Bert Lytell and Raymond Paige and his orchestra.

Chi. NBC Fetes Dreier

Chicago—Alex Dreier, NBC correspondent who has just arrived following three months in London, was welcomed yesterday by Bill of the NBC press department, who gave a cocktail party in his honor. Dreier will resume his broadcasts of the Skelly Oil Company this week-end.

Ken Church Host At WKRC

Cincinnati—Ken Church, general manager of WKRC, tomorrow will entertain the station personnel at a Christmas luncheon and cocktail party.

100 Homes In Mass. To 100% Figure

(Continued from Page 1)

623 homes in the Bay State on whether they had sets, —96.2 per cent—answered. This ratio scaled down from of 96.6 for the 971,755 urban reporting to a low of 89.3 for 59 rural farm families. The percentage for any city in the state was the 98.7 coverage in Quincy, with sets in all of 19,391 homes. Also above percent were Medford, with sets at 304 of 15,432 homes; Newton reported 98.5 per cent coverage sets in 16,574 of 16,822 homes; Field and Somerville, both reported 98.2 per cent coverage. The largest area in the state, Boston district, coverage of 97.1 per cent is detailed, with sets in all of 586,919 homes reported. Proper radios in 183,927 of homes mean a coverage of 31 per cent. Other bay state cities coverage better than 97 per cent with Malden's 97.9 leading the list. This represents sets in 14,795 of 15,099 homes. Cambridge, with 26,771 of 27,515 homes, and Springfield, with sets in 45,365 of 46,000 homes, both report coverage of 97 per cent. Ninety-seven per cent was reported for the Worcester and Springfield-Holyoke dis-

Holyoke Well Supplied

457 of Holyoke's 14,269 homes are without radios giving 32 per cent coverage of 96.8 per cent. Springfield, with radios in 722 of 17,736 homes, boasts 95.9 per cent coverage, Lawrence only slightly behind. Lawrence 20,285—95. per cent of homes contain radios. Fall River boasts 95.1 per cent coverage—of 28,948 homes with radios. Coverage of the Fall River-New Bedford district is only slightly less with sets reported in 66,594 of 69,496 homes—94.5 per cent. New Bedford coverage is 94.2 per cent, with sets in 28,060 of 29,772 homes. Lowell reports 93.8 per cent coverage, with sets in 22,485 of 23,976 homes, while the coverage for the Lowell-Lawrence-Haverhill district is 94.4 per cent, with sets in 3,973 of 83,687 homes. Berkeley, Calif., with sets in 26,893 of 28,120 homes, has radio coverage of 95.9 per cent, only slightly better than the 96.1 per cent coverage reported for Oakland. This figure represents sets in 92,674 of 99,325 homes.

WBNX NEW YORK
 WITH THE MOST INTIMATE AND EFFECTIVE PROGRAM APPROACH TO AMERICA'S LARGEST MARKET
500 WATTS Directional
 OVER METROPOLITAN NEW YORK

★ PROMOTION ★

Sealtest Sales

In a release from the NBC Trade News readers are made aware of the brochure that NBC issued containing the results of a survey showing the sales effectiveness of the Sealtest-Rudy Vallee programs.

The release condenses the more elaborate compiled information that is in the brochure pertaining to the methods used in sponsoring the multi-brand products in 29 states.

Figures released were compiled from a survey made by C. E. Hooper, inc., in 18 representative cities in the East, Midwest and South. The results obtained are listed in the release.

It is also pointed out that the Sealtest promotion piece is the third case history in NBC's continuing series of product studies.

"Jewish Radio Market"

"The Jewish Radio Market," a guide to the religious holidays, ritual and dietary laws of the Jewish people, has been prepared by Abe Lyman, producer of Jewish programs at WBNX, New York, and distributed to agency executives, time buyers, writers and advertisers.

Brochure, compiled from Jewish encyclopedias, contains five-year calendar of important holidays, explanation of dietary code, details of holiday observance, suggestions for product markets on particular holidays and advice to script writers.

In the foreword W. C. Alcorn, general manager of WBNX, writes: "As an American broadcaster dedicated to democracy in principle and prac-

WHN's "Gloom Dodgers" To Visit Naval Barracks

Entire cast of WHN's "Gloom Dodgers" will journey to the Brooklyn Navy Yard, Wednesday, December 23, to broadcast from the Receiving Barracks Auditorium for its regular 3-5 p.m. program. Cast will lunch with the officers first, however, and after the broadcast, go on tour of inspection as well as act as Santa for the sailors.

Twelve Walter Thornton models will assist in the distribution of the gifts. Among the radio performers who will participate in this venture are Don Bestor and orchestra, Adrienne Ames, Mort Lawrence, Barry Sisters, Don Saxon, Karole Singer, Paul Arnold, Marty Glickman and Sid Walton.

Carnegie Hall Debut

Duke Ellington and his orchestra will make their Carnegie Hall debut on Saturday evening, Jan. 23, at 8:45 p.m., EWT, in a concert that will present a cross-section of outstanding Ellington music plus a number of important new works including excerpts from the composer's new and still unproduced opera, "Boola" (Hero). Ellington's concert coincides with his 20th anniversary as an orchestra leader.

Population Shifts

To emphasize how population shifts brought about by the war have increased WOR's listening audience, the WOR promotion department is launching a teaser campaign highlighted by the slogan, "It's A Sweet 16." The 16 refers to the number of cities which now have over 100,000 population and which the station lists in its guaranteed area. Most of the names listed were already in that category, but the important additions are Allentown, Pa., with 102,000 and Waterbury, Conn., with 107,000. Figures show spurt since last December and were verified by the respective mayors.

The other 14 cities and their wartime populations based on U. S. Department of Commerce and local trade associations figures are Bridgeport, 146,900; New Haven, 160,257; Trenton, 124,685; Newark, 428,236; Allentown, Pa., 102,000; Philadelphia, 1,935,086; New York, 7,380,259; Jersey City, 301,012; Paterson, N. J., 109,396; Reading, Pa., 110,704; Wilmington, Del., 112,504; Hartford, Conn., 166,329.

To stimulate employee interest in the campaign, promotion includes display of large posters throughout the station, and mailing cards which besides the slogan bear: "Ask Your WOR Account Executive Why It Is and What It Is."

WBNX is grateful for this opportunity to further a better understanding of a great people of our nation."

NBC's 17th Xmas Party For Employees' Children

The traditional day-before-Christmas party for the children of the NBC employees will be held at 10:15 next Thursday in Radio City's Studio 8H. Doors will open at 9:45 a.m. and the affair will get into full swing with the arrival of "Jolly Bill" Steinke, who, at this time of the year, usually is mistaken for old St. Nick.

Madge Tucker has promised to be present with her troupe of juvenile entertainers, a 20-foot Christmas tree will glitter and Santa has promised enough gifts to satisfy all. It will be the 17th affair of its kind held by NBC.

Yankee Applies To FCC For Transfer To G. T. & R.

(Continued from Page 1)
 trustees of the Winter Street Corp. were listed as the John Shepard, 3rd, trust; the Robert F. Shepard trust by John Shepard, 3rd, and George R. Blodgett.

Stork News

John B. Moses, production-program director of WHKC, Columbus, is happy these days over the arrival of his first son, John William.

Daytime Programming Being Revised By MBS

(Continued from Page 1)

Opfinger explaining that the network had long considered this new set up in view of the facts that men and women were now working any of the shifts in defense industries. Soap operas, he held, have never rated as highly in the metropolitan areas, and this year, the hinterland dropped off also, making room for this plan.

Last touch to the arrangement was the acquisition of "Tom, Dick and Harry" (Bud and Gordon Vandover and Marlin Hunt) for a daytime variety show to start Monday, January 4, 4:15-5 p.m. There after the series will be heard from 4 to 5 p.m., Mondays through Thursdays, and on Fridays, 4:15-5 p.m. Trio had been on the network previously. New show, entitled "The Affairs of Tom, Dick and Harry" will include also, songstress Edna O'Dell, Robert Trendler and the WGN orchestra, sportscaster emcee, Jack Brickhouse. The later will interview sports celebrities on the program.

Addition of this new 60-minute show gives Mutual nine daily daytime musical programs, totalling five hours and fifteen minutes of broadcast time a day. These programs are paired on the hour every hour from 10 a.m. to 6 p.m., EWT, with seven individual news commentaries, accounting for one hour and thirty-five minutes of air time each Monday through Friday.

Musical shows included in Mutual's new 1943 daytime program pattern are "Cheer Up Gang" from Buffalo (10:30 a.m.), "Yankee House Party" from Boston (11:30 a.m.), Military Service Bands (12:30 p.m.), Barron Elliott's Orchestra from Pittsburgh (2:15 p.m.), "Mutual Goes Calling" from Cleveland (2:30 p.m.) and "Shady Valley Folks" from St. Louis (3:30 p.m.).

Ian Ross MacFarlane, Sydney Moseley, Boake Carter, Q.E.D., Arthur Van Horn, Cedric Foster and Walter Compton are the daily daytime newscasters.

Three More Steinkopf Shows

Chicago—Alvin Steinkopf, new commentator on WBBM-CBS, gets three more weekly programs on the station starting Monday. He will be heard Monday, Wednesday and Friday from 10-10:15 p.m. in addition to his three night shots for Barbasol.

W P E N
 THE PROOF IS IN THE LISTENING
 Philadelphia
 5000 WATTS • 950 ON THE DIAL
 Affiliated Station of the Atlantic Coast Network

Unaffiliated Stations Have Good Spot Year

(Continued from Page 1)

commercial outlets here. The number of new advertisers and their dollar volume have more than replaced the few casualties caused by the war in the automotive and household furnishings classifications. Because of the difference in character of the three stations, only a few of the new accounts overlapped more than one outlet.

Specialization a Feature

Each station managed, also, to specialize to a great extent in some product categories to make it the leading station for that type of advertising. These characteristics of individuality have enabled local radio to retain the sellers' market which would narrow if all went out for the same business.

Complete tabulation, together with the majority of the categories involved is printed on this page.

Survey compared 11 months of 1942 with a full 1941, and used data supplied by WHN, WNEW and WMCA sales departments among the following subjects: (1) advertisers acquired this year for the first time on the station; (2) advertisers new to radio; (3) trends in the importance of national radio accounts on local stations; (4) buying trends among the major industrial classifications to show the approach of new or the recession of the old. When a full 12 months is summed up this year, the gains will be greater and trends more accented than accounted here.

28 New Accounts

Among the three stations, 218 new accounts were added to the clients' list this year. WHN showed 89 customers who had not been on its books before; WNEW, 75, and WMCA 54. Foods and grocery and amusements showed the greatest influx of new advertisers among the three. On WHN the first group showed the greatest jump, 17. On WNEW, foods and groceries tied with amusements for 15 new accounts. On WMCA amusements, hotels and restaurants showed the largest percentage of increase. One of the major contributing factors to the jump in amusements has been the liberalizing policy on the part of the motion picture companies. Or as WMCA explained: "We carried more motion picture advertising the past 6 months than we had in the last six years."

Delivery Strike Ignored

(Survey does not take in the events of the past week wherein motion picture advertising, as a result of the newspaper strike, soared to heights which were almost inconceivable.)

Of the above 218 new accounts, about 20 per cent were new to radio, firms never having used the medium before. On WHN the figure was 6, on WNEW approximately 22, and on

(Continued on Page 5)

NEW ADVERTISERS IN 1942

The following tabulation is a complete list of new advertisers acquired by the stations shown for the first time in 1942.

WHN

Amusements and Restaurants:

- The Aquarium Restaurant Inc.
- Fabian Theaters Inc.
- National Bowling Recreation Arena
- Rialto Theater
- Rivoli Theater
- Roxy Theater
- Select Theaters Inc.
- Bickford's Cafeteria
- RKO Pictures Inc.
- Paul's Swan Lake
- Ringling Bros. Circus
- Sunbrook's Rodeo
- Capitol Theater

Automotive:

- Shaler Hot Patches—Rislon for patching tires
- Shell Oil Company

Beverages & Confectionery:

- Spur
- Legend Wine
- Lugo Wine
- Golden Wine
- Virginia Dare Wine
- Edelbrau Beer
- John Eichler Beer
- Schaefer Beer
- Beechies
- Zynole Trokeys

Drugs:

- Peruna (Laxative)
- Vimms
- Grove's Quinine
- Grove's Vitamins
- "666"
- Sunway Vitamins

Foods and Grocery:

- A & P Apples
- Horowitz & Margaretten Matzoths
- Ironized Yeast
- Kaseo
- Kellogg's Rice Krispies
- Kremel Dessert
- Yuban Coffee
- Quaker Oats
- Sheffield Farms Co. Inc.
- Washington State Apples
- Nyafat Shortening
- Tuxedo Brand Cheese
- Noxon
- Fels Naptha Chips
- Rokoh Soap
- Super Suds
- Kolor-Bak (Dye)

Religious:

- Bible Mission

Retailers:

- Finlay Strauss Jewelry Co.
- Grayson's Clothes
- Treadeasy Shoes for Women
- Ivel Fur Company, Inc.
- Schlossman's Clothes

Tobacco:

- Lucky Strike Cigarettes
- Muriel Cigars
- Beechnut Cigarettes
- Model Smoking Tobacco

Toilet Goods:

- Admiracion Hair Shampoo
- Formula 301-powder base
- Lifebuoy
- Dioxogen Cream
- Cuticura Soap

Miscellaneous:

- Hotel Lexington
- Queens-Manhattan Midtown Tunnel
- "Retreat to Victory"—a publication of the Alliance Book Corporation
- Book Give-Away Plan

WMCA

- Ash's Department Store
- Hecht's Department Store
- Lambert Brothers Jewelers
- Brass Rail
- Sandeman Wine
- New York Tunnel Authority
- Dr. Kilmer's Vitamin Tablets
- Penn Camera Exchange
- Hope Valley Farms
- Parke Bernet Galleries
- Bickford's Inc.
- Stewart's Cafeterias
- Chin Lee Restaurants
- Argus Optical Co.
- Adam Hats
- Austin Nichols Co.
- Cocilana, Inc.
- Super-Suds
- Corn Products Refining Co.
- Federal Life & Casualty Co.
- Greenwich Savings Bank
- Life Savers, Inc.
- Monticello Drug Co.
- Fabst Beer
- Terminal Barber Shop
- United Institute of Aeronautics
- American Chiclo Co.
- My-T-Fine
- Beechnut Packing Co.
- Edelbrau Brewing Co.
- Virginia Dare Wine
- Schaefer Brewing Co.
- Sheffield Farms
- Old Dutch Mills
- Lava Soap
- Savarin Coffee
- F. G. Vogt & Sons (Phila. Scrapple)
- Yuban Coffee
- Edelstein Dairies
- Pan American Coffee Bureau
- Humphrey's Homeopathic Medicine Co.
- Vimms's Vitamins
- Swan Soap
- Johnson & Johnson
- ZBT Baby Powder
- Household Finance Co.
- P. Duff & Sons
- Chamberlain Technical School
- Book Giveaway Co. Plan
- Clidnoff Studios
- Parker House
- Schraff's Restaurants
- Sealcote Co.
- Delehanty Institute

- Charm Permanent Wave Kit
- Consolidated Edison Company, Inc.
- Hollywood Photographs
- Home Diathermy Short Wave Machines
- P. J. Le Roy Piano Course
- Miller Company Telescopes
- Movie Life Magazine
- The Penman Pens
- Dave Minor Publishing Co. Piano Course
- N. Y. Post, Inc.
- Pollack's Soldier's Souvenir Handy Book
- Penman Company Pen and Billfold
- Combination
- Pipeman Pipes
- Thayer Baby Carriages
- Thayer Doll Carriages
- Tourneau Watches
- The Weatherman
- The Photoman
- Air Raid Spotters Guide Book
- True Story Magazine
- Liberty Magazine
- N. Y. Journal American

WNEW

Amusements:

- Famous Door
- Columbia Pictures Corp.
- Metro-Goldwyn-Mayer
- Monte Proser's Copacabana
- Park Central Hotel
- Ringling Bros. & Barnum & Bailey
- Rivoli Theater
- RKO-Radio Pictures Inc.
- Billy Rose's Diamond Horseshoe
- Ubangi Club
- United Artists Corp.
- Village Barn
- Hurricane Restaurant
- Iceland Restaurant
- Topaz Restaurant Corp.

Banking & Insurance:

- Allstate Insurance Co.
- Drydock Savings Institution

Beverages:

- Edelbrau Brewery Inc.

Confectionery:

- Charmes Company for Tastyeast

Drugs—Toilet Articles—Cosmetics:

- Admiracion Laboratories
- Beecham's Pills Inc.
- Cooper Safety Corp.
- Derric Chemical Mfg. Co.
- Don Juan Inc.
- E. Fougera & Co. Inc.
- Humphrey's Homeopathic Medicine Co.
- Ironized Yeast Co.
- Lambert Pharmaceutical Co.
- The Musterole Co.
- Pepsodent Co.
- Seherk Corp.
- Scholi Mfg. Co.

Eating Places:

- Frank H. Schattuck Co. for Schraff's
- Jack Dempsey's Punchbowl Inc.
- Lum Fung Restaurant

Foods—Grocery

- American Molasses Co.
- Atlantic Sales Corp.
- Colgate-Palmolive-Peet Co. for Superst
- Continental Baking Corp. for Wonder Bread
- Corn Products Refining Co.
- Franck Chicory Company
- Great A & P Tea Co.
- National Biscuit Co.
- Noxon Inc.
- Pan-American Coffee Bureau
- The Paton Corporation
- Pure Food Co.
- Quaker Oats Co.
- Sheffield Farms Co. Inc.
- Wesson Oil & Snowdrift Sales Co. Inc.

Miscellaneous:

- Dixie Hotel
- St. George Hotel
- Koos Bros.
- Paraffine Co. Inc.
- The Penman Co.
- Personal Jewelers
- Chidnoff Studios
- Hollywood Film Studios
- Newark Star Ledger
- New York Journal American
- Adler Shoes for Men
- W. L. Douglas Co. Inc.
- Howard Clothes Inc.
- R. H. Macy & Co.
- Roger's Dept Store
- Servus Clothes Inc.
- Aronson-Caplin
- United Institute of Aeronautics
- Go Lan Wines Inc.
- Robinson-Lloyd's
- Roma Wine Co.
- Garrett & Co. Inc.
- Consolidated Edison Co. Inc.
- New York Tunnel Authority
- Olson Roofing Co.

New York's Greatest Spot Year; 6-Month's Climb In Theater Biz

Canada Board Hears Music Fee Objections

(Continued from Page 4)

13. Advertisers, new to reported by the stations are:

WHN

John Eichel Co.
Mellana
Frankstone Dairy
Warred—Virginia Dare
Central Publishing—Movie Life
Mason Mills—Dog Food

WMCA

Wh's Department Store
Sch's Department Store
Lambert Brothers Jewelers
Mass Rail
Lindeman Wine
New York Tunnel Authority
E. Kilmer's Vitamin Tablets
Ann Camera Exchange
Hope Valley Farms
Marke Bernet Galleries
Yorkford's Inc.
Edward's Cafeterias
Lin Lee Restaurants

WNEW

Columbia Pictures
Wall Theater
Gifted Artists Corp.
Mutual Insurance Co.
Ever Chemical Mfg. Co.
On Juan Inc.
York Corp.
American Molasses Co.
Atlantic Sales Corp.
Bank Chicory Company
Vent A. & P. Tea Co.
Laxon Inc.
An American Coffee Bureau
Linton Corp.
Pure Food Co.
Looos
Lynnflue Co.
Leger's Department Store
Lindoff Studios
Lo Lan Wines
Robinson-Lloyd's
Larrett Co.
New York Tunnel Authority
Lison Roofing Co.

Greater proportion of the station billings this year is being reported by national advertisers. WMCA and WHN reported an increase of 7 per cent, and WNEW reported a 12 per cent increase in this classification. Item in this trend is that the station reported in the increased national business which was distributed as a result of the war early in the year when markets and products were so quickly changing in situation of national ad-

vertising as shown in percentage of total station billings follows:

	1941 Per Cent	1942 Per Cent	Increase Per Cent
WHN	72	79	7
WMCA	35	42	7
WNEW	55	63	8

Only WNEW revealed a major upset in its top five classifications of advertisers as far as dollars volume trends are concerned. Household furnishings which had a 10.1 per cent of 1941 billings, and ranked fourth in volume, dropped almost completely out of the picture to a .9 for 1942. Drugs replaced foods by a small margin of 1 per cent for largest group of spenders on WNEW. Evidence of diversification even among stations, is the disclosure that the top group for WHN is cigarettes and tobacco and on WMCA, the lead has been held by retail stores. To hold that lead, which is not by a very great margin, the retailers expanded their merchandising considerably.

War Merchandising

When the war hit, Sachs Furniture Co., for example, instituted re-upholstery and repair hospital services, using its radio time to advance those phases when outright selling job for new merchandise was impossible for the lack of material. Firm also branched out into wearing apparel and optician products to replace departments which would drop. Clothing firms, such as Crawford's whose major advertising budget is on WMCA, and is perhaps one of the largest single local advertisers in this district, added a youth department and other lines such as shirts and neckties to make up for the drop in the men's departments which are affected by the draft.

The large volume of business on WHN, in the tobacco category increased this year though the number of such accounts totalled 7 as existed in 1941. Last year most of this business was spots, but the acquisition of P. Lorillard & Co. as sponsor for the Dodger baseball games this year boosted matters considerably.

Late Winter a Factor

All the stations will experience an increase in drugs later than in 1941, because the blasting winter had been late in falling upon the metropolitan area. Cough drops and other remedial items for colds, etc., will be in full swing soon.

Five leading groups of advertisers on the three stations follow:

	WHN	WMCA	WNEW
Amusements	..	5	..
Beverages	..	3	..
Cigarettes & Tobacco	1	1	4
Drugs	2	2	1
Foods	4	..	2
Jewelry	5
Retailers	3	1	3
Religious	5

In surveying situation individually by station, single observations crop up. At WNEW the Lucky Strike account this year accounts much for

the jump in that category of advertising on the station from 5.9 in 1941 to 11.3 per cent in 1942 of the billings. Its drop in beverages from 6.1 to 4.6 was occasioned by the withdrawal of Pepsi-Cola. Highlights of changing trends in the relation of groups of products to entire business on the station is in chart as follows:

	1941 Per Cent	1942 Per Cent
Drugs	16.7	19.9
Foods	16.9	18.9
Retailers	12.0	13.3
Cigarettes & Tobacco	5.9	11.3
Jewelry	10.0	9.6
Wines	3.3	6.3
Beverages	6.1	4.6
Amusements	1.6	2.7
House Furnishings	10.1	.9
Automotive	1.5	.1
Banking & Insurance	2.2	1.2
Eating Places	..	1.1

Breakdown on WHN by accounts follows:

	Total 1941	New 1942	Total 1942
Automotive	7	2	4
Beverages & Confec.	21	10	24
Drugs	33	6	21
Financial & Ins.	11	..	9
Foods & Grocery	49	17	53
Religious	6	1	6
Rest. & Amuse.	14	13	20
Retailers	25	5	16
Tobacco	7	4	7
Toilet Goods	7	5	13
Miscellaneous	31	26	30
	211	89	203

On WMCA, figures show that during the first six months of 1942, business was off as compared to 1941, but the spurt in the past five months has been so great that for the 11 months thus far station is showing a 12 per cent over-all increase based on last year's figures. Station experienced the general falling off of automotive business, and also recorded drop in financial and insurance, grocery products such as coffee and canned dog food as a result of the war.

Clyde Hunt, WJSV, Heads Washington Section, IRE

Washington—Clyde M. Hunt, chief engineer for WJSV since 1937, has been elected chief of the Washington section of the Institute of Radio Engineers. He succeeds Capt. E. M. Webster, former assistant chief engineer for the FCC, who is now in the Coast Guard.

Two More For Elgin Show

Judy Garland and Gracie Fields have been added to the all-star cast for the Elgin Christmas Day radio salute to America's fighting forces over a coast-to-coast network of CBS Friday, Dec. 25, from 4-6 p.m. Other additions to the cast announced are Cass Daley, Hollywood's girl of a thousand faces, and Announcer Bill Goodwin. Among the Hollywood stars previously announced for the program are Bette Davis, Bob Hope and Abbott and Costello.

(Continued from Page 1)

ing music and the other dealing with a proposed annual fee of \$10 on coin-operated phonographs.

Decision on the objections was reserved, Hon. J. T. Thorson, former war services minister, presided at the hearing as Chairman of the Board. The proposed license fee for 16 millimeter film is \$1 for each film produced or imported, the fee covering not more than four prints. G. F. Henderson, acting for the National Film Board asked that provision be made to exempt non-commercial films, particularly those for morale building or educational purposes, the provision should impose the license on the producer or importer rather than the exhibitor, he said.

The position taken by the Film Board was supported by J. G. Middleton, representing Associated Screen News. Col. O. M. Biggar, K.C., who appeared for the Canadian Performing Rights Society said the board had no authority to allow use of a copyright without charge but could only fix proper fees which might be collected.

Samuel Rogers, K. C. for the Ontario Music Operators Association suggested the proposal for a license on coin-operated phonographs should be deferred until the liability of parties concerned was clarified by a case now before the Supreme Court of Canada. Col. Biggar said he had no objection to this suggestion.

The Society proposes to collect \$129,879 from radio stations in 1943, compared with \$116,377 in 1942, basis of the collection eight cents for each radio receiving license remains unchanged. BMI Canada, Ltd., will collect \$16,234 in 1943 compared with \$14,547 in 1942 on the basis of one cent for each receiving license.

WBNX To Carry Mexican Show

Mexico's participation in the war will be the subject of a special broadcast from Mexico City to be carried from 11:30-12 tonight over WBNX, by arrangement with NBC. Ezequiel Padilla, Mexican Minister of Foreign Affairs, speaks for Mexico and Ambassador George S. Messersmith for the United States.

THIS LITTLE BUDGET WENT TO THE "920 CLUB"

WORL BOSTON, MASS

EVERY TELEGRAM'S A PUSH TELEGRAM AT Postal Telegraph

CHARGES FOR TELEGRAMS PHONED IN APPEAR ON YOUR TELEPHONE BILL.

Los Angeles

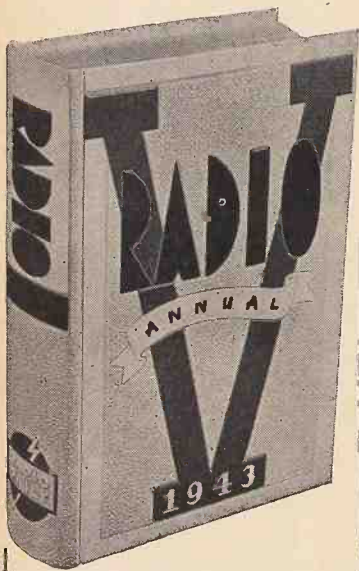
By JAC WILLEN

FIRST radio performance of William Grant Still's significant composition "Plain Chant For America" was given on the Pacific Coast Sunday, December 13, over KNX by the Inglewood Park Concert Orchestra under the direction of Earl Towner. Jerome Hines, youthful bass-baritone was the featured soloist.

The opening of a Merchant Marine Training School at Catalina Island was saluted this week in a special nation-wide show which was broadcast over KHJ and the Mutual Don Lee net, 1:30-2 p.m., PWT.

Neil McDonald, Tom Fizdale p.a., is making use of the belated vacation he is now taking. He is planting potatoes—tomatoes—and all varieties of vegetables for his own use when, and if, they grow to the caliber and size wanted.

KNX tendered a farewell luncheon at Brittingham's (Dec. 11) to honor jointly two long-time employees who are leaving to join the armed forces. Guests of honor were Alan Cormack, Pacific Division traffic manager, now Lt. (j.g.) in the U. S. Navy, and Leo Shepard, for more than ten years an engineer in KNX's maintenance department. Shepard, who has been commissioned a Navy warrant officer, left Saturday to go on duty at San Diego.



The 1943 RADIO ANNUAL

COMPLETE LIST OF
ADVERTISING AGENCIES
HANDLING RADIO AND
THEIR PERSONNEL

NOW IN INTENSIVE PREPARATION
OUT EARLY NEXT YEAR

MAIN STREET OL' SCOOPS DAILY

Bigtown Small Talk. . . !

● ● ● A note just reaching this desk from the United Seamen's Service might be of interest to script writers. It informs that they have scores of case histories of torpedoed seamen on file and that this wealth of information is available for radio use. Contact Madeleine Carroll for further information at their headquarters at 39 Broadway. Say, is that bad! . . . Mary Margaret McBride profiled in the current "New Yorker." One of their very few raves, too. . . Horace MacMahon and Louise Campbell are out so far as "Joe & Ethel Turp" is concerned. Larry Berns is now looking for a couple of "unknowns" for the roles. . . Ted Husing will do the Orange Bowl game for CBS New Year's Day. . . Carmen Cavallaro signed to do a fifth piano album for Decca, if and when the record situation clears up. . . Ann Thomas appearing with the Lunts on "Cavalcade" Monday night in Stephen Vincent Benet's "A Child Is Born." . . Carol Bruce guesting on Bill Stern's sports reel Saturday. . . Charlie Barnet remembers the good old days when you could overhear snatches of conversation like this, for instance: "Three men 'phoned me for a date last night"—"Let's have three of those batteries for my portable radio"—and "Another cuppa cawfee, please" . . . And Barry Wood answers his own question with "What's become of the old-fashioned girl, thank Gahd!" . . .

★ ★ ★

● ● ● TYPEWRITER IMPRESSIONS: Jerry Colonna—the kid who gave his teacher a nervous breakdown. . . Judy Garland—your high school cheer leader. . . Diane Courtney's warbling—welcome as a mother's hug. . . The "first party dress" voice of Mary Small. . . The Vitamin C of Jolson's singing. . . Raymond Paige's music—the effervescence of fine wine. . . Lucille Manners—" . . . and the angels sing!"

★ ★ ★

● ● ● THE REVIEWING STAND: Charles Laughton's bit on Eddie Cantor's show the other night clinched what we've always thought—that the bellowing screen star is a first-rate comic. . . A nod to Mort Lewis' writing job for all those comics on last week's "Bond Wagon"—Monty Woolley, Jack Pearl and Pick 'n' Pat. Woolley, incidentally, would be a great bet for his own air show. . . We hear the Army is going to make on the spot recordings of actual battles. Let's hope one of those discs doesn't fall into the hands of Orson Welles! . . . Dinah Shore's version of "Take The Door To The Left" will boost the tune to the hit class. . . The Charioteers shine on the Crosby show like a diamond in a window. We'd love to hear Bing, Dinah and the Charioteers toy around with a blues tune. How's about it, brother Crosby? . . . Can't help but be impressed by the scope of a kid actor like Ronny Liss who goes from those commercial transcriptions to heavy drama like a veteran. . . Woody Herman is paying music costs for "What's Your War Job" as his contribution to the war effort.

★ ★ ★

● ● ● BETWEEN US: Ralph Edwards: Congrats on a terrific job in "7 Days Leave." We're proud of you and Arnold Stang. . . Frank Orsatti: Contact Bob Kerr, in the RCA Bldg., for the whereabouts of Joan Brooks. . . Tom Howard: The success of your quiz satire, "It Pays To Be Ignorant," proves it really does pay to be ignorant. . . Sammy Kaye: Service men from all over the country have been sending in requests for "American Prayer." It was done for the second time last week on CBS' "American Youth on Parade". . . Tony DeMarco: That's a swell idea you have of giving Xmas presents only to boys in the armed service—and Xmas cards to your friends here. . . Adrian Samish: Bob Masson, who's been going places since you gave him his first break in radio, leaves the Treasury Department for a radio post at the Red Cross.

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

MYRTLE JACKSON, Negro stylist discovered by Al Hattis, singer in the "Church of Deliverance" choir, has been booked for a series of programs on WGN Monday through Friday, at 9:15 p.m., featuring spirituals. WIND is the first Middle West station to feature a colored artist a sustaining buy.

Al Hattis, Senn High School graduate, becomes WJWC's first radio commentator when he starts a series of programs on Saturday, Dec. 19, at 11:15 a.m., billed as "The Radio Commentator." Young Al, with the assistance of Ed Wiebe, Senn High announcer, will give spot news to the students and their activities.

The "National Barn Dance" from WLS will go to Indianapolis on Saturday, Jan. 30, as featured entertainers of the President's day Ball at Cadle Auditorium.

"America Loves A Melody," a winning operetta in the WGN-NBC contest in March, will be broadcast over WGN-Mutual on Saturday, Dec. 26, from 8-9 p.m. with Marion and Thomas L. Thomas in the leading roles.

Bowling casualties: Curley Bell of NBC's "Road to Danger," lost three fingers of his right hand when he fell in a bowling alley. Lulu Belle, NBC hillbilly, injured her left ankle when a 16-pound ball got out of control.

WIND has released a brochure on Capt. Michael Fielding, news commentator, claiming he has been 98 per cent accurate in news predictions of the year. The brochure gives day-by-day account and records his prediction.

Leading off with "This Is the Army, Mr. Jones," Percy Faith, "Contemporary" program maestro, will review flight tunes of 1942 during program broadcast on NBC, Monday, Dec. 28, at 9 p.m.

Going to NEW YORK

Stay "Where Radio City Meets Times Square"

Friendly atmosphere—spacious, cheerful rooms make you feel at home away from home!

600 ROOMS, each with bath, from \$2.50

Reasonable All-expense Tours. Write for details.

HOTEL VICTORIA

AT RADIO CITY 7th AVE. at 51st ST. NEW YORK
RONALD A. BAKER, Manager

FOR VICTORY TODAY AND SOUND BUSINESS TOMORROW



Get This Flag Flying Now!

This War Savings Flag which flies today over companies, large and small, all across the land means *business*. It means, first, that 10% of the company's gross pay roll is being invested in War Bonds by the workers voluntarily.

It also means that the employees of all these companies are making a definite contribution to Victory . . . by helping to buy guns, tanks, and planes that America and her allies *must* have to win. And it means that billions of dollars will be held in readiness for post-war readjustment.

Think what 10% of the national income, saved in War Bonds now, month after month, can buy when the war ends!

For Victory today . . . and prosperity *tomorrow*, keep the War Bond Pay-Roll Savings Plan rolling in *your* firm. Get that flag flying now! For full details, plus samples of result-getting literature and promotional helps, write or wire: War Savings Staff, Section F, Treasury Department, 709 Twelfth Street NW., Washington, D. C.



SAVE WITH

War Savings Bonds

This Space Is a Contribution to America's All-Out War Program by

RADIO DAILY



Coast-to-Coast



MARY STEPHENS, in real life, Mary Schultz, caused many tongues to wag favorably in Youngstown when she returned after her stint at WJW, Akron where she was a woman's commentator. She is now airing household hints over WKBN, Youngstown, her native city.

For his work in stimulating navy recruiting in the Minneapolis area, Ray C. Jenkins, general sales manager of KSTP, Minneapolis, has won the United States Navy's "Award of Merit." The result in the recruiting campaign was 1,887 men in Minneapolis alone. The drive lasted 15 days and made special use of radio programs, spot announcements, plugs and interviews on the air.

Eleanor Lee, director of women's programs at WJSV, Washington, D. C., who broadcasts "News on the Home Front" at 8:55 a.m. daily, discussed "Radio Script Writing" at a meeting of the Washington Professional Writers Club. Arch McDonald, sportscaster heard nightly at 11:15 p.m. on "Moon Dial," is dusting off his Santa suit for an appearance at the annual WJSV staff party, Dec. 24.

W53PH, FM station of WFIL, Philadelphia, has added the Boston Symphony to its schedule of top musical programs. Program starts Dec. 26, and is in keeping with FM's policy of taking the best Blue musical shows as fast as they come on the air. Jack Steck, in addition to his duties as publicity manager has been assigned by Roger Clipp, general manager, to produce the show for the annual banquet of the Poor Richard Club of Philadelphia.

Waverly Root, WINS, N. Y. news commentator, is currently being seen and heard in the Embassy Newsreel Theaters, in a special short "What Happened to Hess," the background story of Hess' flight to England.

1942 BIRTHDAYS

December 18

Sam Berger	Lud Gluskin
Ernie Jacobson	Harry Kogen
Joeko Maxwell	Donald Stuart

December 19

Clark Dennis	David Niles
Charles Norwood	
Jack Rubin	Tom Shirley

December 20

Harold Anderson	Carol Bowers
Ted Fiorito	Hal Gordon
Jeanne Harrison	Al Kanner
Irving Lehrer	Joseph Littau
Cheri McKay	Patti Pickens
Bob Prescott	Marion Talley

"Food Goes To War" is the name of the new WTMJ, Milwaukee, program heard at 11:30-11:45 a.m. each Saturday morning, featuring Ethel Morrison Marsden noted food authority. Purpose of the program is to aid housewives in planning meals with a reduced larder.

The Milk for Britain Fund has been receiving air support from CKBI, Prince Albert, Canada, during the past three months through weekly broadcasts arranged by the local Kinsmen Club. Every Thursday a 30-minute period is allocated to campaign for funds. The hotly contested civic elections this year was given considerable coverage by airing hourly results until the final vote was in. Victorious candidates rushed to the studio to broadcast their thanks to their supporting constituents.

Vilma Pataky, Hungarian announcer on WBYN, Brooklyn, was given a party recently by the U. S. Treasury Department for her successful salesmanship of War Bonds.

Congressman Hampton P. Fulmer, of South Carolina, will discuss the problem of the nation's food supply for 1943 and what he terms the danger of shortages through administrative errors on "Congressional Record of the Air," heard over WHN, N. Y., tonight, from 8:15-8:30 p.m.

Joe Bostic, producer of the "Voice of the Negro Community" heard over WLIB, Brooklyn, recently returned from a six-week tour of the United States on an assignment for the station. Robert Moss, staff violinist, has organized the Moss String Quartet for concert performances. Debut takes place at Carnegie Hall in the early spring. Joan Sach is now in charge of traffic. Aaron L. Jacoby, WLIB, vice-president, has been re-elected for the 15th consecutive term as Executive Director of the Brooklyn Hebrew Orphan Asylum.

"Smokes for Soldiers, Christmas Victory Party" for service men and war workers, to be held Sunday, Dec. 20, at the 113th Infantry Armory, Paterson, will be aired by WPAT, Paterson from 1:30-5 p.m. Featured on the program will be the bands of Cab Calloway, Vaughn Monroe, Sunny Dunham, and Charlie Spivak, and all four leaders conducting in person.

Beginning Monday, Katherine Clark's program, "Todays News for Children," will be aired over WCAU, Philadelphia, at 5:30 p.m. Mondays through Fridays, instead of at 5:15, its present time.

The first Rugby match description in the southwest was broadcast by the KOY, Phoenix, special event crew recently. Continuity chief, Frank Weltmer and announcer Steve Allen were assisted in the play-by-play account of the battle by Ian

Laing, Scottish Cadet with the RAF at Falcon Field; the teams were made up of English RAF Cadets in training at the field.

WCAP, Asbury Park, has increased its newscasts from Fort Monmouth. Instead of broadcasting for fifteen minutes once a week the news from "The Signal Corps Message" is aired every Tuesday and Friday at 12:45 noon.

The "Circle B Dude Ranch" heard over WNAX, Sioux City - Yankton, Saturday mornings for shut-ins in the mid-west and under the direction of Betty Jean Bates is promoting a campaign to send Christmas boxes to the less fortunate. To date 323 boxes have been sent to 26 states and Canada. This already tops last year's mark.

WJZ, New York, is one of the 160 stations that will carry the Beau Brummel Ties, Inc., broadcasts.

WBZ-WBZA, Boston, reported \$34,100 to the War Bond pledge campaign conducted as a feature of the weekly "Truth or Consequence" program heard over the NBC network. Of the \$34,100 total, WBZA in Springfield listed \$5,125.

Pvt. Jerry Piven, former WDRC, Hartford, announcer, has worked out a novel way to send letters back to the station from his base. He goes to a USO center, has his voice recorded on a small platter, and then sends it to Hartford. Saves a lot of pencil-pushing and gets a big audience at the station.

Jean Wright, program director of WTOL, Toledo, recently had Mady Christians, feminine star of "Watch on the Rhine" as a guest for a special interview recently.

J. B. Conley, manager; Eldon Campbell, program director; Alva Smith, chief engineer and Jack O'Mara, promotion manager, all of WOWO-WGL, Fort Wayne, recently journeyed to Columbia City where they presented a program for the meeting of the Columbia City Lions Club. Program consisted of a combination talk and "Information Please" panel explaining some of the various points of radio.

Shirley Eder interviewed Strong, General Secretary of World Committee of Y.M.C.A. Supervisor of War Prisoner on her program "Washington" aired over WINS, N. Y. Strong heard on Thursday, Dec. 17, at 1 a.m.

Maurice D. Portman and Tillingham Read, members of the news on WHK-WCLE, Cleveland, leave the city this week. Portman joins the Associated Press, and Reed will go into the service of the Red Cross. Under direction of Milli Scanlon, of the comedy department, WHK will broadcast "As the Driven Snow," a Lakewood Theater show.

CKOC, Hamilton, Canada, supports its program in behalf of the man's Division, Royal Canadian Mounted Force, was host, recently, to a group of ten young women wearing the Force Blue. In an interview revealing the fact that "They serve their men may fly," a series of six descriptions have been generally scheduled to create recruiting interest in this new phase of the R.C.M.P.

Announcer Larry Elliot has been selected to record the newest campaign for the Ex-Lax Company. The campaign includes 18 different announcements which will be heard on hundreds of stations throughout the country.

WHYN, Holyoke, Mass., has been acquainting the station's listeners the WAVES through an informal program which is broadcast regularly from the station's Northampton studios. The WAVES are airing reasons for joining the organization which listeners have found highly interesting.

KDKA, Pittsburgh, acted as a "bridge in need" to WCAE, when the latter was forced to quit its quarters temporarily because of a fire. An office and studio were donated for use during the emergency. Bob McKenna, a native Pittsburgher, is the latest addition to the announcing staff. He previously worked for two other local stations.



★ TELEVISION ★

Equipment for Radio Stations

Charles Ross, Inc. carries the most complete line of MOLE-RICHARDSON Co. Incandescent and High Intensity Arc Lamps in the East.

LIGHTING EQUIPMENT Any Purpose Anytime Anywhere

333 W. 52nd St., New York City
Circle 6-5470-1

CHARLES ROSS, Inc.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

21, NO. 54

NEW YORK, N. Y., MONDAY, DECEMBER 21, 1942

TEN CENTS

OWI Sets Radio Agenda

Listener Survey; First Report Issued

Wide survey of radio listeners which has been under way for many months, culminates in the first of two preliminary reports being issued giving the preferences of more than 10 million radio families. All of the nation's 3,072 counties are covered. The network believes the survey is the most comprehensive study of listener habits ever undertaken. Report, appearing in a 32-page booklet, titled, "A Tale of 412 Cities," shows the night-time listening preferences of radio families in all cities with a population of over 100,000 (Continued on Page 6)

Maloney Leaves WKRC; Patt Takes Over Duties

Annati—Peg Maloney has resigned from her position of director of public relations and publicity at WKRC to accept a new position with the Pettrillo Rand, Inc. She joins the radio supplies division in charge of Louisville, Kentucky, office. M. Patt takes over publicity in addition to his present duties as director of sales promotion.

Equipment Delivery Sked Goes Into Effect Feb. 15

Washington Bureau, RADIO DAILY
Washington—Scheduling of delivery of electronic equipment under precedence list issued by the Communications Board of the War and Navy will begin Feb. 15, 1943. On Jan. 1, WPB has announced, (Continued on Page 7)

Speed-Up

Producers and directors of "Elgin Christmas Canteen," which will be heard from 4-6 p.m. Friday on CBS, expect the program to be even faster than its Thanksgiving Day predecessor. All artists will assemble in a "green room" to wait their turns and will hear loudspeakers the guests who will speed them. This will expedite the changeover from one act to another.

NAB "At Home"

Washington—The NAB today begins operations at its new headquarters, 1700 "N" Street, N. W. Phone number still is National 2380, Washington. The move from the former "K" Street quarters, where NAB had been for four years, was made necessary when the government bought the building for use as federal offices.

Drug Industry Budget To Boost Bond Sales

The drug, cosmetic and allied industries have appropriated approximately \$2,500,000 for promoting the sale of War Bonds through their regular advertising in radio, newspapers, and magazines, according to announcement by Lee Bristol, of the Bristol-Myers Co.

The companies included in the cooperative plan have agreed to devote a percentage of their contracted-for (Continued on Page 7)

AFRA's New Contract Being Presented Today

Details of all the contracts involved in the current negotiations between AFRA and the trade, were fairly well set in formal language over the weekend and will be presented to the networks and stations today or tomorrow. Negotiations involve increases in minimums contained in the union's basic sustaining agreement as per a cost-of-living clause in the contract.

★ THE WEEK IN RADIO ★

... Spot Biz Picture

By BOB LITZBERG

INDICATIVE of the spot business picture throughout the country was a RADIO DAILY survey of three independent stations in New York released last week. According to the study, the spot business picture shows a greater diversification in products advertised, an entirely new group of clients to radio, and a healthy spurt in national advertising accounts accompanied by a wide-spread jump in billings for the stations included in the survey. The number of new adver-

Three-Day Meeting Starting Monday For 24 New Regional Consultants; Will Discuss Levy Report

New Gas Ration Order Ups Radio Audience

With an estimated 7,200,000 cars made idle as a result of the new gas rationing order by the OPA which is believed to affect at least 15,000,000 people dependent upon private cars for transportation in the East, speculation is rife as to how many additional radio listeners accrued to radio, for instance, merely over the week-end. Consensus of opinion is that week- (Continued on Page 6)

NAB Sees Early Break In AFM Recording Ban

Washington Bureau, RADIO DAILY
Washington—Promise of significant developments in the Petrillo recording wrangle early in the new year was contained in a special bulletin issued Friday by the NAB to its members. Describing the unanimity (Continued on Page 7)

WJZ Aid In Bond Drive Adds Another \$5,000,000

WJZ's War Bond salesmanship will be enhanced considerably today when, at a luncheon of the Brooklyn Junior Chamber of Commerce, Uncle (Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—More than a score of radio executives and members of the Board of Regional Consultants for the OWI Domestic Radio Bureau, will meet in Washington next week, Monday through Wednesday, to clarify procedure for the inauguration of the new OWI plan for allocation of government radio messages. Elmer Davis, William B. Lewis, Gardner Cowles, Jr., and a number of other OWI executives will address the consultants during the course of (Continued on Page 5)

Seek Home Receivers For Public School Use

Washington Bureau, RADIO DAILY
Washington—A campaign to collect "extra" radio receivers from homes for use in public schools was decided upon Friday by the Federal Radio Education Committee, meeting here for the first time in six months. It was voted that the United States Office of Education and other inter- (Continued on Page 7)

WLB Issues Regulations On Paying Xmas Bonuses

Washington Bureau, RADIO DAILY
Washington—In order to speed payment of Christmas bonuses wherever War Labor Board permission is required, the board yesterday announced (Continued on Page 2)

Beau Geste

Earl Godwin aroused favorable comment last week on his Blue Network program, by requesting that listeners join him in praying for the speedy recovery of Tom Knode. Knode, formerly news editor of WRC, Washington, D. C., was wounded in a Solomon's battle. To send him mail just address him: Lt. Thomas Knode, 0349328, Co. E, 122 Inf., APO 32, San Francisco.

(Continued on Page 2)



Vol. 21, No. 54 Mon., Dec. 21, 1942 Price 10 Cts

JOHN W. ALICOATE : : : Publisher
M. H. SHAPIRO : : : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, 203 North Wabash Ave. Phone State 7596. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(December 18)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Gen. Electric, Philco, RCA Common, Stewart-Warner, Westinghouse, Zenith Radio, Hazeltine Corp., Farnsworth Tel. & Rad., Stromberg-Carlson, WCAD (Baltimore), WJR (Detroit).

NEW YORK CURB EXCHANGE OVER THE COUNTER

WLB Issues Regulations On Paying Xmas Bonuses

(Continued from Page 1) nounced that its regional offices have the authority to pass on requests by employers to give such bonuses. No permission is required for payment of bonuses which do not bulk larger than those paid last year, nor it is necessary to have approval for any bonus on a percentage basis which was in effect last year. Any change in the percentage basis resulting in larger sums must be approved. WLB authority extends only to those employees earning less than \$5,000 per year, not including executive, administrative or professional personnel who might be paid less but are not represented by a labor union. These and all employees paid more than \$5,000 come under the jurisdiction of the salary stabilization unit of the Bureau of Internal Revenue.

BALTIMORE'S BLUE NETWORK OUTLET W C B M National Representatives: SPOT SALES, INC. - New York - Chicago - San Francisco

THE WEEK IN RADIO

Spot Biz Picture

(Continued from Page 1)

of the General Tire & Rubber Co. The deal is believed to be the first involving the sale of an entire network. Under its terms John Shepard III would remain as president and general manager with a five-year contract.

The controversy on the sale of network time under the NAB Code to the Co-operative League of the U. S. A. was settled following a meeting between representatives of the co-operative group and members of the NAB code committee; the agreement paves the way for the placing of League business on the networks. With the approach of the effective date of the FCC's new chain regulations, both CBS and NBC appealed to the United States Supreme Court and were granted the right to have the decision of the New York Federal Statutory Court reviewed; network appeal will be heard on February 1.

Standardization of repair and maintenance parts approached its final stages last week, with the announcement that a revised listing of such parts was being submitted by the WPB's Radio and RADAR Branch to the American Standards Association for final approval. The CAB report for July, August and September, recently made public, revealed that daytime listening had ebbed, while nighttime audiences showed substantial increases as did news programs; trend was accounted for by the fact that increased employment had drawn audiences from day-time programs and that gasoline rationing had increased the number of evening listeners. The Commissioner of Internal Revenue has released information on what Christmas and year-round bonuses can be paid to employees. Warning, that the FCC grant of permission to WJW to move its trans-

mitter from Akron to Cleveland and to increase its power was no indication of the relaxing of war-time regulations, was issued by FCC Chairman Fly. New York local radio stations enjoyed a sell-out of their available spot time as a result of a strike by the Newspaper and Mail Delivery Union; newspaper advertisers bought all the time they could to make up for the lack of distribution of scheduled ads. Hollywood Victory Committee commended radio for its cooperation in a year-end report. Ascap amended its rules so that members would be classified on annual basis instead of quarterly. Radio Directors Guild revealed progress in a report of its six-month operation. The FCC engaged William J. Dempsey, its former general counsel, to handle the Supreme Court case in which KOA, Denver, is seeking clear channel rights, allegedly abrogated by the issuance of the same frequency to WHDH, Boston.

The Association of Recording Studios continued its fight to eliminate government agency competition. At a special meeting of CBS stockholders, all four proposals relative to voluntary salary reductions for William S. Paley and Edward Klauber, president and vice-president respectively, were adopted; in addition a pension plan was authorized. Mutual Broadcasting System announced a revision of its daytime programming policy which would replace daytime serials with musical and variety programs. Bureau of Census release of radio homes figures for Massachusetts showed that the state was near to 97 per cent radio-equipped. In Canada a copyright appeal board heard objections to the rate schedule proposed by the Canadian Performing Rights Society and BMI Canada.

WBAL Seeks Transfer Of License To Hearst Org.

Washington Bureau, RADIO DAILY Washington—The FCC has received from WBAL, Baltimore, an application for permission to assign its license and special service authorization from the WBAL Broadcasting Co. to Hearst Radio, Inc. Construction permit extensions were requested from the FCC by W3XWT and W2XMT, television stations in Washington and New York owned by the Allen B. DuMont Laboratories and Metropolitan Television, Inc., respectively. DuMont also requested license renewals for its station located in Passaic, N. J., as well as for two outlets in the City of New York.

MBS-Don Lee Birthday

Mutual and the Don Lee Broadcasting System of California will celebrate a sixth year of association which formed the coast-to-coast operations. December 29, Mutual was organized in 1934, but did not expand to transcontinental proportions until December 29, 1936.

Radio Publicists Mull Plan To Meet Monthly

Success of the luncheon meeting of station and network publicity heads, hosted Thursday by John McKay of NBC, has resulted in plans to hold monthly meetings. Plan is however tentative. Press agents have yet to work out whether or not meetings will be luncheons, and where. Strong possibility that luncheon meetings will be dutch treats hereafter. At any rate, the fact that they were all able to assemble and have a good time, something most had thought impossible, impressed them, and they are unanimous in feeling that the fraternity be maintained. Thursday's luncheon was a friendly gesture, on the part of McKay, to honor George Crandall upon his being named head of CBS publicity recently.

Baird Joins Rambeau

Dana F. Baird, formerly Chicago and New York sales for WORL, Boston, has been named manager of the New York office of the William G. Rambeau Company.

COMING and GOING

PARKS JOHNSON and WARREN H. ... from their defense plant and Army ... to broadcast tonight's stanza of their ... program from the CBS studios immed ... owing a dinner which they will ten ... and children of enlisted men at a loca ...

A. R. WILLIAMSON, formerly manag ... press department of NBC's central ... leaving for Washington to join the W ... staff.

JOHN MAYO, sales manager of the ... Recorded Program Service, back from ... business trip.

HELENE HIMBERG, assistant in the ... Lee publicity and promotion departm ... Lansing, Mich., her home town, for ... has holidays. She will return to the ... the first of the year.

JACK BENNY, MARY LIVINGSTON ... EDWIE "ROCHSTER" ANDERSON are ... Edwards, near Bedford, Mass., where ... will make a personal appearance for ... aiment of the soldiers.

CHARLES E. DENNY, general manag ... WERC, Erie, Pa., back at his desk fol ... short visit here.

JOHN LEDBETTER, formerly of W ... Worth, has arrived in Cincinnati to ... his new duties as a member of the ... staff of WKRC.

WJZ Aid In Bond Drive Adds Another \$5,000

(Continued from Page 1) Sam will become richer by more than \$5,000,000 as a result of station's cooperation with organization.

When Robert Bennett, president of the C. of C. learned that a Brooklyn citizen would buy a dollar's worth of bonds proving movie celebrity be on hand to the check, he remembered to part in the WJZ-Brooklyn Bond Drive last August. He got in touch with Joe Seiferth, of the WJZ publicity staff. Seigerth got to work eventually produced Margo, and film luminary and star of WJZ-Army Air Corps show member at Atlantic City. Seiferth receive the check at the luncheon today and five minutes of the luncheon, at 12:45 p.m., will be on WJZ.

Since the announcement of Bennett's appearance, pledges have poured in and today total considerably more than \$5,000,000.

THE Philadelphia Story IN RADIO 5000 WATT WPEN 950 on the Dial Affiliated Station of the Atlantic Coast Network

NEW PROGRAMS—IDEAS

Xmas Carols

Dawes, of WCKY, Cincinnati, producer of the "Pleasant Series," has concluded plans for a series of Christmas Carol programs featuring outstanding Greater Cincinnati choruses and choral groups. Applications will be received from soloists and voice groups in the city and will select four from the applications received. The groups will be heard on the "Pleasant Series" programs from Dec. 20 to Dec. 23 at 11:30 p.m. Edna Burke and Sylvia Rhodes, stars of the program and Nancy Bass and Joseph Arthur, pianist and pianist, also will be featured on the program. Christmas Eve will be read during the choral series by Dawes.

Views of the News

Southern journalists are the stars of a 10-day old news series on WSB, Atlanta. Six days of the commentators come to the supper time—a managing editor, two columnists, two editorialists, and Washington correspondent Bryan, William Cole Jones, Camp, Raimundo de Oviés, Blake, and Ralph Smith, re-ly). "Views of the News," is led by the "Atlanta Journal."

**Chadwick Adds To Duties
WJSV Promotion Head**

Chadwick—WJSV has announced that Chadwick, formerly radio manager of the Office of the Quarter General, will take over the duties for the station in addition to his duties as promotion manager. Paul Glynn, former publicity manager for CBS and WJSV, here, enters Navy last month. Chadwick was assisted in publicity by Miss Fredlund formerly with WCCO, Minneapolis.

Wedding Bells

Trudeau, WOKO, Albany, announced recently announced his engagement to Peppy Gray of Loudonville, N. Y.

Announcer Joins KOIN

and, Ore.—Frank Cooley has joined the announcing staff of KOIN. He formerly was with KIRO, Seattle, in the same capacity.

Geraldine Weible Joins WJSV

ington — Geraldine Weible, daughter of Brig. Gen. Walter L. Weible, has joined the promotion staff of WJSV, here.

Wanted: Radio Stations

Advertiser, Actor, Commentator, seeks position with small network station. Several years experience. Draft status. Write Box AP—Radio Daily, 100 Broadway, New York City

War Info- Bulletins

New public service, employing "war information bulletins," has been inaugurated by WTAG, Worcester, to fill a need for regularly scheduled announcements of immediate and vital interest to the public. Introduced recently, the announcements are broadcast following each fifteen minute local news period at 7:00 a.m., 7:45 a.m., 1:00 p.m., 6:00 p.m., and 11:00 p.m.

Policy of airing these special bulletins at fixed periods, the management believes, will enable listeners to keep more fully informed on local and national matters of vital importance relating to the war. By establishing specified times for their broadcast, a larger and steady listening audience, it is felt, will be built to look to the announcements for important war reminders. Newspaper and radio publicity is educating the public on the new service, which is in addition to the regular government announcements.

Typical WTAG "war bulletins" include notices from the War Rationing Board dealing with time limits for use of stamps, post office deadlines for Christmas mail, last minute registration and inspection information, reminders of nightly dimout time, and tin can collection dates.

**Uncle Don Xmas Party
For 6th Consecutive Year**

WOR's "Uncle Don" will present for the 6th consecutive year his Christmas Eve program, 6:01 to 6:25 p.m., from the London Terrace, site of the farm where in 1882 Dr. Clement Clark Moore wrote the Yuletide poem, "A Visit From St. Nicholas. Joseph Schildkraut, currently holding the title role in the legiter, "Uncle Harry" will read the poem. Elissa Landi will handle the message on War Savings Stamps and Bonds. Five hundred children will be guests.

Zenith 6-Mo. Profit

Zenith Radio Corp. reports an estimated consolidated operating profit for the first six months ended Oct. 31, 1942 of its current fiscal year, amounting to \$2,010,109 after depreciation, excise taxes and reserves, but before provision for federal income and excess profits taxes.

 PEOPLE WHO PREFER FRIENDLY SERVICE USE **Postal Telegraph**

CHARGES FOR TELEGRAMS 'PHONED IN APPEAR ON YOUR TELEPHONE BILL.

**Fulton Lewis, jr.
EXPLODES
ANOTHER BOMBSHELL!**



Hats off again to scrapping, campaigning Fulton Lewis, jr. Lewis jumped in and rescued America's farmers when he found out they were sinking in the red tape of gasoline and tire allotments. Lewis reported this story on his November 30th Mutual broadcast and as a result of this and his follow up . . . farmers from now on will be given all the gas, tires and equipment they need.

Fulton Lewis, jr., was also the FIRST to expose the muddled rubber situation . . . FIRST to predict coming of the Price Control Program . . . A "Lewis" appeal brought in 44½ tons of keys for the Scrap program. Fulton Lewis, jr., starts things and sees them through to a finish!

**AMERICA'S OUTSTANDING NEWSCASTER
AVAILABLE IN YOUR CITY!**



Hop on this "Human Bombshell"! Fulton Lewis, jr., is available for sponsorship over YOUR STATION . . . at YOUR OWN ONE TIME QUARTER HOUR RATE PER WEEK. If you want more information, wire, phone or write Wm. B. DOLPH, WOL, WASHINGTON, D. C.

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

Chicago

By FRANK BURKE

KENNETH D. FRY, manager of NBC central division news and special events department, is ill at home with pneumonia.

Batch of new business has been announced by WMAQ. Chicago Technical College, through Buchanan & Company, bought 15 minutes of recorded music on Sundays at 10:45 a.m., and Simon & Schuster, through Northwestern Radio Advertising Co., has ordered a 10-minute "Musical Clock" program from 6:35-6:45 a.m. Johnson & Johnson bought a total of 312 one-minute transcribed announcements during a 52-week period. Other spot sales include: Consolidated Royal Chemical Corporation, through Arthur Meyerhoff & Co., 91 transcribed time signal announcements; Fitzpatrick Brothers, Inc., 78 transcribed time signal announcements.

Fred Weithe, who came to Chicago last summer from New York as director of "Lone Journey," has joined NBC central division production department. He will continue "Lone Journey" direction.

Danny Thomas, Blue Network's up-and-coming comedian, is reported slated for a heavy build-up during the coming year. Co-op deal between WLS and Chicago "Sun" whereby the station exchanges time for advertising space in the morning paper, has been worked out by Don Kelley, WLS sales promotion manager, and Eddie Richer, "Sun" promotion manager.

Alvin Steinkopf, seasoned newspaperman who hails from the middle-west but whose main claim to fame is eight years' continental European service as an AP bureau chief, is fast becoming WBBM-CBS's fair haired boy of news commentators. Steinkopf, attached to the Berlin AP bureau until our entry into the war, was brought here by Bob Hurlleigh of Press Associates and turned over to Walter Preston of WBBM sales for exploitation. He is now doing three shots a week, Tuesday, Thursday and Saturday from 10:05-10:15 p.m., on WBBM for Barbasol and is slated for an early network commercial. Steinkopf is a modest chap with a pleasant and authoritative delivery. His human interest sidelights of the war in Europe based on personal observations and contacts abroad embellish his news broadcasts.

New Spot Program Units Being Set By Carter Inc.

Carter Products, Inc., will sponsor a five-minute recorded program on WJZ, beginning Jan. 4. The program, replacing recorded one-minute announcements on the station, marks Carter's first use of a program unit in its spot radio advertising. Ted Bates, Inc., handles the Carter Products account.



A Reporter's Report Card. . . !

● ● ● WARM SPRINGS FOUNDATION: The President's Birthday celebrations will be held as usual—except that there will be no theater collections as in recent years. . . JIMMY PETRILLO: A record exec is responsible for the prediction that the ban on recordings would be lifted no later than Jan. 31st. . . BLUE NETWORK: Watch for a sensational announcement re the Coca-Cola Spotlight show on Xmas Day. . . HEDDA HOPPER: I!ka Chase will be a columnist for the McNaught Syndicate. . . JACK BENNY: What's this report that you may abandon your radio work to devote all your time to entertaining at army camps? . . . ARTHUR HOPKINS: Understand Jack Pearl is conferring with you regarding a dramatic role in the theater. . . MILTON BERLE: We like your crack to Mrs. FDR about Washington being the seat of the government—but there's no room to sit down. . . GINNY SIMMS: With you, Dinah Shore and Rita Hayworth the champion "pin up girls" of the armed forces, 20th Century-Fox is coming out with a picture titled "Pin Up Girl"—starring Betty Grable! . . . ABBOTT & COSTELLO: Those old rumors about the Andrews Sisters tiffing with you over billing in "Buck Privates" will be wiped out when the gals do a guest shot on your airshow Jan. 7th. . . DOROTHY LAMOUR: "Star Spangled Rhythm" is set to break all records at the Paramount. It will stay there ten weeks.

☆ ☆ ☆

● ● ● GEO. JESSEL: Lois Andrews might make it a Spring wedding with her musical boy friend, Lionel Newman. . . AL JOLSON: After her show tomorrow night, Carol Bruce leaves for Denver, Col., where she will put on a Xmas Day entertainment for the air cadets and officers at Lowry Field. . . TOMMY DORSEY: Your former vocalist, Frank Sinatra, starts his own five-times-weekly series via CBS Jan. 4th. . . WM. L. SHIRER: Hear you've abandoned the idea of doing a play and are considering Hollywood offers instead. . . JOHNNY WEISSMULLER: Metro is grooming a gal, Esther Williams, as a femme Tarzan. . . BUD BARRY: Cottonseed Clark's new western, "The Law West of the Pecos," based on the life of Texas' fabulous Judge Roy Bean, is being readied for airing. Packs terrific adult as well as juve appeal.

☆ ☆ ☆

● ● ● BOB HOPE: Fred Allen and Jack Benny will air their "feud" routine for "Command Performance" on Xmas Eve. . . DIANA BARRYMORE: What a difference a year makes! Last year you received sixty bucks for a shot on the Philip Morris "Playhouse." Your next appearance there will net you \$1,000. . . PAUL LAVALLE: Stokowski likes your "Symphonic Rhumba" so much that he's promised to record it. He says that in its own character it will someday be as popular and important as the "Bolero". . . PHIL SPITALNY: Look for us at your Town Hall concert tomorrow night. We'll be the guy with the squeaky shoes. . . EDDIE CANTOR: That's a wonderful gesture on your part—not only playing Santa Claus at the Hollywood Canteen but shelling out for 2,500 presents for the boys. . . PHIL CARLIN: We know you'll be proud of "our boy," Clark Dennis, when you hear him sing on "Duffy's" tomorrow night. . . BING CROSBY: Cliff Edwards' guest shot on your show last week brought him a film offer within 24 hours. . . JOHNNY MERCER: You are one of three possibilities being considered by Old Gold for its successor to the current Nelson Eddy stanzas. The others are Gene Krupa and "a variety show with a new twist". . . RUDY VALLEE: Lionel Barrymore, who will do his memorable "Scrooge" on your Xmas Eve broadcast, is ailing at his home. . . JAY JOSTYN: Too bad some theatrical producers didn't catch your skit at the Lambs' dinner to 250 Service Men the other night.

☆ ☆ ☆

— Remember Pearl Harbor —

NOW 5000 WATTS

WOOD

Grand Rapid

POWER

Unsurpassed by any station in out-state Michigan!

PROGRAMS

No other station in America can top the WOOD schedule from RED, BLUE and Michigan Radio Network!

POPULATION

Home county has more than 2 1/2 times the population, but our power and radio hours are equal to any other county in all western Michigan!

"Michigan's Greatest Out-Station"

KING-TRENDE BROADCASTING CORPORATION

Represented by Paul H. Raymer Co.

NEW BUSINESS

RY, Troy, N. Y.: Simon & Schuster (Tax books), three 5-min. ETs weekly; Procino-Rossie (Macaroni), 5-min. participations weekly; Victor (Records), 38 spots weekly; Utica Mutual (Insurance), ET anns weekly; Plough, Inc., Joseph Aspirin, 11 ET anns weekly; Dairyman's League (Farmer national), two 10-min. programs weekly; Fillmore Farms (Certified), five 5-min. participations weekly; Denby's (Women's apparel), spots weekly; Morris Stores, Hats, 10 spots weekly; Laph's (Jewelry), 18 spots weekly; Mrs. Silk Shop (Yard Goods), spots weekly; Congress Liquor Wine Shop (Wines), one 15-min. am weekly; New York State Bureau (Milk), five one-min. participations weekly; Marty Con- (Haberdashery), seven spots weekly; Concord Lumber (Storm), seven spots weekly; Peter- & Packer Coal Co. (Coal), ten weekly; Konigsbauer (Jewelry), spots weekly; Montgomery (Employment), 30 spots weekly.

WAX, Sioux City, Iowa: Iowa Breeders, Onawa, Ia. (Hatch- five 15-min. periods weekly; t; Lincoln Hatchery, Lincoln, thru Buchanan-Thomas, Omaha, six 15-min. periods weekly; burg Hatchery, Hamburg, Ia., Buchanan-Thomas, Omaha, six in. periods weekly; Chick Red, W. D. Lyon Agency, Cedar ds, Ia., 16 half-min. ET anns. ly for 18 weeks; Pater's Cer- Poultry Breeders' Assn., New- Ia., thru Cole's, Inc., Des Moines, hree 15-min. news periods weekly 26 weeks.

Year Club Roster Issued In Book Form

V. Kaltenborn's book of the Year Club, was published ay, including the roster of the 20- Club Charter members. The was founded by H. V. Kalten- for the purpose of honoring e who have been in the radio in- for 20 years or more. The er lists eighty-four members but ot complete because the entries wenty other members did not e the printer's dead-line. Special word is written by the commen-

Charter members received their gratis from Kaltenborn but a additional copies are available the production cost of one dollar.

AVAILABLE

Radio man with complete broadcasting background. Years of agency, network experience plus successful station operation. Wide acquaintance among advertisers, agency men and broadcasters. Aware of sales, promotion, production, copy and facilities problems. Permanently deferred in draft. Interested in either station or agency association.

RADIO DAILY
Box No. AO, 1501 B'dway New York City

OWI Sets Radio Meeting Sked Prior To Starting New Plan

(Continued from Page 1)

the three-day meeting. Particular attention will be paid the report to be submitted by Leon Levy, of WCAU, Regional Consultant for the Philadelphia area, Howard Browning and Herbert Brucker on the results of the trial of the allocation plan in Philadelphia during this month. It is understood that this report will be very favorable; Levy is believed to have discovered that both the public and Philadelphia operators are well pleased.

All the Regional Consultants are expected to attend, as well as the station Advisory Board, the 24 OWI Regional Directors and Regional Field Aides. The sessions will be held at the Hotel Washington, many in the "Rose Room" on the roof.

Members of the Station Advisory Board include Neville Miller, president of the NAB; John Shepard, 3rd, Yankee Network; James D. Shouse, WLW, Cincinnati; George B. Storer, Fort Industries, Inc., Eugene Pulliam, WIRE, Indianapolis; John Fetzer, WKZO, Kalamazoo, Mich., and O. L. Taylor, KGNC.

Regional Consultants Listed

Chief of the OWI station relations section is Richard F. Conner, with Mrs. Elaine Ewing as assistant. Carl Haverlin is headquarters consultant. Regional consultants for the various districts, numbered in the order in which the names are given, include the following: Harold E. Fellows, WEEL, Boston; Herbert Pettey, WHN, New York; Leon Levy, WCAU, Philadelphia; G. Richard Shafto, WIS, Columbia, S. C.; Thad Holt, WAPI, Birmingham, Ala.; James T. Ward, WLAC, Nashville, Tenn.; H. K. Carpenter, WHK and WCLE, Cleveland; Leo Fitzpatrick, WJR, Detroit; Gene T. Dyer, WAIT, Chicago; Merle Jones, KMOX, St. Louis; Kenneth M. Hance, St. Paul, Minn.; William Gillespie, KTUL, Tulsa; Martin Campbell, WFAA and WBAP, Ft. Worth; Robert Hudson, Rocky Mountain Radio Council, Denver; Lincoln Dellar, KSFO, San Francisco; Lawrence W. McDowell, KFOX, Long Beach, Calif., and Sheldon F. Sackett, KOOS, Marshfield, Ore.

Re-Appoint James Bixler Blue Night Program Head

James Bixler has been re-appointed to the position of night program manager of the Blue Network, reporting directly to Phillips Carlin, vice-president of the network in charge of programs.

Bixler gave up this position some-time ago to become assistant production manager and the position of night program manager was left vacant, but recent developments, including special and new commercial programs, have increased the importance of night operations and warrant a reinstatement to this post.

Below is shown the agenda for the sessions during the three days.

MONDAY

Dec. 28

10:00—Registration, Sun Parlor, Hotel Washington Roof.
10:30—Open morning session; W. B. Lewis—introduction.
11:00—Elmer Davis, director OWI; Policies and Philosophy.
11:30—Milton S. Eisenhower, associate director OWI overseas operations.
12:00—Gardner Cowles, Jr., director domestic operations; overall operation of domestic branch.
12:30—Lunch—Hotel Washington Roof (Rose Room).
2:00—Opening afternoon session.
2:30—Ken R. Dyke, chief, bureau of campaigns; organization and operation—bureau of campaigns.
3:00—William B. Lewis, chief, domestic radio bureau; complete network and station operating plans, domestic radio bureau.
5:30—Adjourn.

TUESDAY

9:30—Opening morning session.
10:00—Ten-minute report from each regional consultant.
1:00—Lunch—Hotel Washington Roof (Rose Room).
2:30—Opening afternoon session.
3:00—Report on Philadelphia Test; Leon Levy, consultant's operation; Howard Browning, regional operation; Herbert Brucker, report on monitoring survey of Philadelphia test.
4:00—Report from each regional radio director on clearance operation.
6:00—Adjourn.

WEDNESDAY

9:30—Opening morning session.
10:00—Discussion of OWI local announcement and transcription plan, Richard F. Connor, chairman.
12:30—Lunch—Washington Roof (Rose Room).
2:00—Opening afternoon session.
2:30—Discussion—OWI Regulation No. 2 (Clearance), Richard F. Connor, chairman.
5:30—Adjourn.

New ET Program Series Released By Goodman

Harry S. Goodman Radio Productions, has released a series of 39 fifteen-minute programs titled "Notes of Love" consisting of original love letters followed by a love ballad sung by Joey Nash. Its purpose is to remind listeners that those in the armed services want letters from home. The recordings were made before the musicians' dead-line and contain the latest musical numbers. Though series was recently introduced it has already been sold in Chicago, Baltimore, Binghamton, Raleigh, Greensboro, and Wichita.

To the Colors!

ALBERT CANDIDO, CBS staff photographer, reports for duty in the Navy today. Candido's rating will be chief specialist in the Photographic division of the Navy.

WILLIAM WEISNET, who is graduating today from Officers Training School at Camp Davis, N. C., leaves for Camp Edwards, Boston, Mass. for a permanent assignment.

JOE FIELDS, former special events announcer and publicity chief at WTOL, Toledo, has been promoted to the rank of Captain in the Army Air Corps.

THREE MORE MEMBERS of the KYW, Philadelphia staff have signed up with the country's armed forces, JAY FARAGHAN, staff announcer, to the Army Air Force Reserve. IRENE SKILTON, of the auditing department, has been accepted by the WAAC's and CLARA LAUSTERER already has left for training with the WAAC's.

MICKEY REYNOLDS, musical director of KOMA, Oklahoma City, Okla., has left his post to take a new one with U. S. Army. Others to have recently departed for the armed forces are: JACK HOWELL, station manager to the Navy; HOWARD FOLEY, sales representative to the Army; REMY PEROT, control operator to the Marines.

B. BLOSVEREN'S SONS, INC FURRIERS

30 ROCKEFELLER PLAZA
NEW YORK CITY
On The Mezzanine

You can
get a
lovely
hand
tailored
Persian
Lamb
fur
coat
for
\$200



NBC Listener Survey; First Report Issued

(Continued from Page 1)

United States. These cities—412 in number—account for 13,674,000 radio families, 47 per cent of the national total.

Findings of the survey, presented in a series of charts and tables in the book, show the relative positions of NBC, other networks and independent stations, in each of the 412 cities.

One section of the booklet, devoted to an analysis of network performance in cities in which coverage is provided by a local station, and a study of network performance in cities where service is furnished by "outside" stations, gives for the first time, a detailed picture of the effectiveness of different networks under these different operating conditions.

The booklet contains a special section showing 17 major city markets, all in the 100,000 and over population class, in which NBC stood second in 1940 and today ranks first.

Second Report Next Month

The second preliminary report on the survey, to be issued in January, will give the daytime listening preferences of radio families in the 412 cities. This will be followed shortly, under present plans, by the publication of two volumes which will give the survey's findings in detail for every county and every radio station in the country.

These data, permitting advertisers to evaluate the performance of every radio station in the country on a uniform basis, should prove to be a substantial contribution to the more scientific use of radio as an advertising medium.

Brown Describes Study

Charles B. Brown, NBC director of advertising and promotion, in outlining the survey's highspots said in part:

"Approximately 2,100,000 cards were mailed during March and April 1942 to more than 5,000 cities and towns to cover every county in the United States and every urban place of more than 10,000 population. About 550,000 cards were individually addressed from telephone directories and mailed to 711 cities in 439 counties. The balance of about 1,550,000 cards were mailed in bulk to postmasters in 4,338 different cities or rural communities for distribution in RFD boxes in the areas surrounding these communities.

Over 250,000 Replies

"Nearly 255,000 usable replies were received and included in the tabulations. The replies approximated a 12 per cent return on the total mailing and represent one out of every 120 radio families in the U. S.

"These 255,000 respondents mentioned 912,000 stations as listened to regularly (both night and day)—an average of 3.6 stations per respondent."

Questions asked of listeners included: What stations do you listen to regularly after dark? Which one do you listen to most? Same questions were also applied to daytime listening.

NETWORK SONG FAVORITES

This weekly survey is based on the copyrighted Audience Coverage Index report of the Office of Research—Radio Division, covering the period of Dec. 10-16, inclusive. The survey provides a scientific index of the relative extent to which these popular songs have been heard by a nation-wide sample of radio audiences.

The index is based on three kinds of research data: (1) the total number of performances heard and reported in New York by the Accurate Reporting Service for WEAf of NBC, WJZ of Blue, WABC of CBS and WOR of MBS, 8 a.m. to 1 a.m. daily, EWT; Middle-west performances heard and reported in Chicago by the Radio Check-up Service, 9 a.m. to 1 a.m. daily, CWT; West Coast performances heard and reported in Los Angeles by the Radio Checking Service, 9:30 a.m. to 1 a.m. daily, PWT, (2) additional station-uses for network programs and (3) the relative size of listening audiences as based on regular surveys of radio sets-in-use by C. E. Hooper, Inc. and Pulse of New York, Inc., as well as on other special surveys.

The higher a song's Audience Coverage for the week, the greater the extent of its radio coverage. Current radio favorites from the American repertoire of popular music are segregated and presented as "Favorite Standards of the Week."

SONG TITLE	PUBLISHER	ACI	ACI (Preceding Week)
White Christmas (Berlin)		1290	1307
There Are Such Things (Yankee)		1258	588
I Had The Craziest Dream (Bregman-Vocco-Conn)		1005	663
Why Don't You Fall In Love With Me (Harms)		947	584
Praise The Lord And Pass The Ammunition (Famous)		885	834
Brazil (Southern)		880	247
Dearly Beloved (Chappell)		793	816
Mister Five By Five (Leeds)		744	929
Manhattan Serenade (Robbins)		678	264
When The Lights Go On Again (Campbell-Lott-Porgie)		644	601
Rose Ann O! Charing Cross (Shapiro-Bernstein)		626	390
For Me And My Gal (Mills)		555	354
Everything I've Got (Chappell)		554	178
There'll Never Be Another You (Mayfair)		523	471
Touch Of Texas (Southern)		502	518
I'm Getting Tired So I Can Sleep (Army)		459	879
Moonlight Becomes You (Famous)		447	525
By The Light Of The Silvery Moon (Remick)		440	280
Drybreak (Feist)		438	768
Can't Get Out Of This Mood (Southern)		437	303*
Pennsylvania Polka (Shapiro-Bernstein)		417	278
Moonlight Mood (Robbins)		384	253
You'd Be So Nice To Come Home To (Chappell)		345	188
This Is The Army Mr. Jones (Army)		330	468
That Soldier Of Mine (National)		325	224
I Get The Neck Of The Chicken (Southern)		299	283
Please Think Of Me (Witmark)		297	237*
Steam Is On The Beam (Crawford)		290	361*
Rosie The Riveter (Paramount)		289	189
Street O. Dreams (Miller)		261	155
Velvet Moon (Witmark)		259	271
I'd Do It Again (Santly Joy-Salect)		248	280
Hip Hip Hooray (Robbins)		247	365
Knock Me A Kiss (Olman)		246	199*
Serenade In Blue (Bregman-Vocco-Conn)		231	290
Starlight Sonata (Broadcast Music)		226	196
I've Got A Gal In Kalamazoo (Bregman-Vocco-Conn)		225	196*
Constantly (Paramount)		224	291
Ev'ry Night About This Time (Warock)		224	624
If I Cared A Little Bit Less (Feist)		221	220
At Last (Feis)		216	217
It Can't Be Wrong (Harms)		212	...
Just One Of Those Things (Harms)		211	...
When They Sound The Last All Clear (Dash-Connelly)		211	...
Hello Mom (Saunders)		205	...
Paradise Valley (Atlas)		202	...
I Lost My Sugar In Salt Lake City (Mills)		197	173
I Came Here To Talk For Joe (Shapiro-Bernstein)		183	200
Idaho (Mills)		181	319*
Ten Little Soldiers (Lincoln)		164	173*

(Continued on Page 7)

* Not in survey of preceding week; figure given is that which the song received when last on the ACI survey report.

New Gas Ration Order Ups Radio Audience

(Continued from Page 1)

end travel was cut to barest possible minimum and despite any other means of diversion for the would-be theatergoers where bus, trolley and subways are available as well as taxis, radio probably garnered the major portion of the enforced stay-at-homes.

It is expected that both Hooper CAB will take advantage of the situation either as an institutional move or for one or more clients to make a survey anent the additional radio audience.

Gov't Educational Units To Use 3 NBC Programs

Three public service programs of NBC have been given recognition by governmental and educational agencies, it was revealed over a week-end by Sterling Fisher, director of NBC's Inter-American University of the Air and assistant to the public service director.

The programs honored are: "Unlimited Horizons," heard on Sundays at 11:30 p.m.; "Lands of the Free," broadcast Mondays at 10:30 p.m.; "Music of the New World," aired Thursdays at 11:30 p.m.

The division of cultural relations of the U. S. State Department will translate six "Unlimited Horizons" scripts into Spanish and Portuguese and then transcribe for distribution to Latin-American stations. "Unlimited Horizons" are dramatizations of significant scientific achievements. The State Department selected the programs as representative of United States culture.

Cuba's Ministry of Information has requested scripts of "Lands of the Free" for translation and production on its station SMZ, Havana.

In the United States, the Music Educators National Conference, department of the National Education Association, has undertaken a study of "Music of the New World." Regional committees have been established to provide a program for coordinating the radio broadcasts with classroom needs. Prof. Lilla Bel Pitts of Teachers' College, Columbia University, heads the national committee.

Both "Lands of the Free" and "Music of the New World" are courses of instruction broadcast by the NBC Inter-American University of the Air. The first is a course in history and the latter in music.

Local 802 Election Stands After Recount

Recount, requested by the Unit Group, of returns of recent election at Local 802 of the American Federation of Musicians, and conducted Thursday, December 17 by the Hones Ballot Association which had serviced the original count, did not alter the composition of the executive and trial boards.

Check Home Receivers For Public School Use

(Continued from Page 1)
Government agencies organize such a campaign. A committee, created by the FCC in 1935, but supported by private agencies since then, has now wound up most of its research studies, and is looking for new problems to go on. One of these might well be the status of small stations in areas of difficulties which have been creating considerable portions of time to educational activities—particularly the script and transcription service supplied by the FCC. The school radio problem is one which has long interested the committee and it is particularly vital that it was pointed out, because of the curtailment of other extra-curricular educational activities. The committee appears to be disappointed in the relatively small number of schools which use radio to good advantage. A recent study of the state of radio, reported to be in the forefront of states in the matter of school use, reveals that only about 10 per cent of the schools in the state—both rural and urban—are radio-equipped. Attendance Near 100 Per Cent
At one meeting attended by Frimble, those present were: W. Miller, NAB; Judith C. Wall, NBC, Chicago; Lyman Bryson, George P. Adair, FCC; John R. Baltimore Broadcasting Corp. (BMC); Willard E. Givens, executive secretary of the National Educational Assn.; James Cummings, for George Johnson of the National Catholic Welfare Council; Harold B. McCarty, of the National Assn. of Educational Broadcasters; U.S. Commissioner of Education W. Studebaker, chairman, and M. Gertrude Broderick, of the Office of Education.

Authorize Gov't Agencies To Sell Used Recordings

Washington Bureau, RADIO DAILY
Washington—Millions of words, songs and entertainment frozen by government on polyvinyl acetate-chloride co-polymer records, will go into the furnaces of manufacturers to be melted down, as the result of an OPA ruling announced Saturday, permitting government agencies to sell used acetate records without regard to the general maximum price regulation. It was found that the government had not sold any of these records during March and April of this year, and so there is no standard price established for them.
The purpose of the order is to promote manufacturers with the material to continue making recordings. The materials in these records—high-grade resins—can be used over again. New materials will not be made available in quantity by the OPA, since it is of value in producing synthetic rubber.

NETWORK SONG FAVORITES

(Continued from Page 6)

FAVORITE STANDARDS OF THE WEEK

SONG TITLE	PUBLISHER OR COPYRIGHT OWNER	ACI
Hallelujah (Harms)		323
Melancholy Baby (Shapiro-Bernstein)		291
I Know That You Know (Harms)		232
Yankee Doodle Boy (Vogel)		211
Dancing In The Dark (Harms)		195
My Heart Stood Still (Harms)		150
PATRIOTIC		
Anchors Aweigh (Robbins)		249
Semper Paratus (Sam Fox)		120

Note: If an old song is being currently "exploited," it is included in the regular ACI listing.

NAB Sees Early Break In AFM Recording Ban

(Continued from Page 1)

of support for the NAB stand on the matter, as revealed in the 17 district meetings just concluded, the association promises that much valuable data never before made public will be supplied the special sub-committee of the Senate Inter-state Commerce Committee which is scheduled to begin hearings on the ban Jan. 12.

A section of the bulletin follows: "The end of the year finds a dearth of new songs, particularly those of a patriotic nature. Stirring events have happened during the five months in which the Petrillo ban has been in effect, yet not a single new patriotic song reflecting these events has been written, published and released since Aug. 1. The U. S. Navy's victories in the Solomons, the landings in North Africa, the scuttling of the French fleet at Toulon—these would have been appropriate subjects for the song writers. The public has heard no such songs because the inspiration of the song writer has been stifled by the ban—the writer knows there is no present market for new patriotic songs. As a consequence a nation at war has been deprived of the inspiration and stimulus which such patriotic songs give.

Cites Manpower Shortage

"The five months since Aug. 1 have seen a continuing emphasis not on unemployment but upon manpower shortage. In the field of instrumental music many members of the AFM have joined the armed forces—it is estimated that 10 per cent of the union's membership is now serving, while many others have gone into war industries for which they seem particularly suited. Many bands already have ceased to exist, and inroads have been made into countless others by the demands of the war. The opening of the new year, therefore, promises to produce significant developments with respect to the Petrillo ban.

"Thus it becomes increasingly clear that the issue of unemployment raised by Petrillo when he announced on June 25 that the ban would go into effect on Aug. 1, has ceased to have validity."

Equipment Delivery Sked Goes Into Effect Feb. 15

(Continued from Page 1)

change being made under Amendment No. 1 to the Limitation Order L-183-A.

The original order required that producers at once inform their suppliers of the urgency designations which they had applied to their orders. Under the amendment, such information need cover only components specified under "Schedule A." Subject to revision, this schedule comprises:

- (1)—Mica, paper, electrolytic or ceramic capacities.
- (2)—Resistors.
- (3)—Electric measuring or indicating instruments.

Producers are to furnish their suppliers with a monthly schedule of the components listed under Schedule A, which they will require in order to meet their own deliveries. In doing so, they must exclude components in their own inventories, which are earmarked to meet the schedules being transmitted.

The amendment to the order extends the definition of "electronic equipment" to cover "supporting test equipment."

NBC's Spanish Int'l Div. To Describe U. S. Xmas

How the United States celebrates Christmas will be portrayed in an hour-long program to be short-waved Dec. 25 by the Spanish section of NBC's International Division. The feature will be transmitted from 9:00-10:00 p.m., EWT., over the following stations: WNBI, WGEA, WCEO, WBOS and WRUW.

The holiday broadcast, directed by Buck Canel, director of NBC's Latin American program, will include pickups from various sections of the country.

Microphones also will pick up the voices of the Rockefeller Center choristers singing from Rockefeller Center Plaza, and interviews direct from an eastern defense plant. The program will conclude with an address in Spanish by Bishop John H. O'Hara.

Drug Industry Budget To Boost Bond Sales

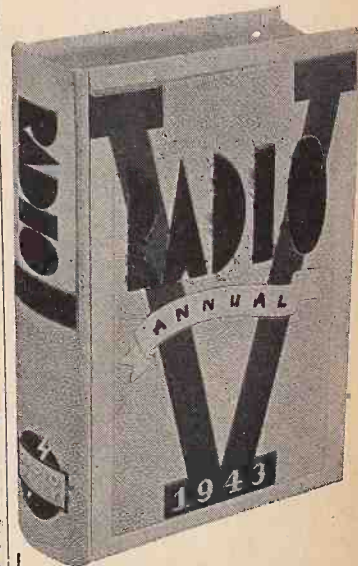
(Continued from Page 1)

publication space and radio time for War Bond advertising instead of their regular product advertising and to initiate a detailed and integrated national campaign in magazines and over the radio networks.

Companies included in the promotion are the Bristol-Myers Co., Miles Laboratories, Inc., Hoffman-LaRoche, Inc., Coty, Inc., American Home Products, Inc., Frailry Products, Inc., Sterling Products, Inc., The Pepsodent Company, Colgate-Palmolive-Peet Company, Vick Chemical Company, Gillette Safety Razor Company, E. Fougera & Co., The Centaur Company and Weco Products Company.

ODT Asks Fewer Confabs

Washington—Cancellation of trade shows and sales meetings involving inter-city transportation has been urged by the Office of Defense Transportation as part of its general program to conserve transportation facilities for more essential war uses. The request came as an enlargement of the call last week by Director Joseph B. Eastman that meetings and conventions "not contributing in an important way to the winning of the war" be cancelled.



The 1943 RADIO ANNUAL

THE BOOK THAT
WILL BE ON THE
DESKS OF RADIO
EXECUTIVES EVERYWHERE
SOON

NOW IN INTENSIVE PREPARATION
OUT EARLY NEXT YEAR



Coast-to-Coast



COLUMBIA SQUARE, in Hollywood, was turned into a huge photo gallery last week-end when a specially worded marquee and a giant six-foot microphone became photo props for servicemen who want to send snapshots home showing themselves in a Hollywood setting. Russ Johnston, program sales director for KNX, Hollywood, and the Columbia Pacific network, hit upon the plan which featured a marquee lettered "Merry Christmas From Me in Hollywood." Attractive girl employees of KNX have volunteered to stand by and operate the service-men's camera.

WHEB, Portsmouth, N. H., recently purchased the entire back cover of a local "Shopper's Guidebook" to promote its schedule of Associated Press news broadcast "every daylight hour." Ad tells readers "The best way to keep abreast of the news of the world is to depend upon WHEB."

Visiting celebrity at **WTAG**, Worcester, last week was Charlie Barnet "sax sensation of the nation." Barnet was interviewed by Bob Dixon, special events chief, on his program "Stars in the Spotlight," presenting personalities appearing on the stage of the local Plymouth Theater. Dave Rubinoff, violinist, was introduced in a fifteen-minute program by Herb Edman of the announcing staff. Rubinoff played several numbers and concluded with a plea for War Bond purchases.

The opening of the Navy substation in Rochester, New York, was broadcast by **WSAY**, recently. The substation is a project that is backed by a group of prominent local citizens, and in keeping with the importance of the substation **WSAY** will maintain a permanent line to it for future activities. The highlight of the opening day ceremonies was the swearing in of Joseph Henry Carroll, direct descendant of Charles Carroll who signed the Declaration of Independence. He was the 2,000th naval recruit in Rochester.

Denise Keller plans a special Christmas program for her 10:00 a.m. Tuesday broadcast, aired over **WICC**, Bridgeport, with an interview with Pine Rock Park's real "Santa Claus" Frank Perri. The Salvation Army of Bridgeport concluded its pre-Christmas Carol program Saturday. Harold B. Morris, music instructor of the Norfolk Elementary

Schools—brought his little symphony orchestra to the station 10:45 a.m. Saturday for a special Christmas concert. **WICC's** office employees are contributing Christmas boxes to be sent to the five local radio men now in the service—with boxes going to such points as Illinois, Texas, New Jersey, Florida and Mississippi.

To help the Red Cross show New Orleans citizens how easy it is to donate a pint of blood and thus perhaps save the life of some soldier, sailor, or marine who has bled to preserve the American Way of Life, **WWL**, New Orleans, sent Bill Brengel, the Falstaff sports expert, to broadcast a remote corpuscle by corpuscle account of Football Coach Claude (Little Monk) Simons of Tulane going through the process at the Red Cross-Army Blood Bank in New Orleans.

WGN, Chicago, has established what may be a record contribution of personnel to the fighting forces and agencies active in the war effort since Pearl Harbor. At the present time, 22 men or about 20 per cent of the station's 161 regular employees have joined the armed forces and are on active duty. In addition, nine more men and women have gone into war agencies, bringing the percentage of employees in the war effort up to 25.6. Six other staffers have enlisted in the armed services and are awaiting call to active duty. Most of the 41 employees who have gone have been replaced by women, older men or others not immediately subject to the draft.

Paul F. Harron, president of **WIBG**, Philadelphia, has announced the acquisition of the AP radio news wire from Press Association, Inc., radio subsidiary of The Associated Press. The 10 kw. independent will feature AP news on its newscasts.

"Breakfast Frolic," **WJJD**, Chicago, program for early birds has been lengthened one hour to meet a demand by sponsors for time on the show. Program is now heard from 6:00 to 6:55 a.m., Monday through Saturday. With the additional time, the duo of Lillie Bell (Bernice Gooch, previously with **WJBQ** and **WMC**, Memphis, and Tennessee Jeanie (Francis Dixon) formerly with **WMPS**, Memphis and **KTHS**, Hot Springs, have been added to the program.

WWNY, Watertown, N. Y., has recently been added to the list of radio stations broadcasting "The Shadow" every Sunday afternoon. The business was placed through Marcy Buck and Winslow, local Blue Coal dealer in Watertown. Christmas Eve services from two Watertown churches will be broadcast over **WWNY**. Services from the First Presbyterian church will be heard from 11 to 12 while the midnight mass from St. Patrick's Catholic church will be broadcast from 12 to 1.

The Columbia Brewers, Inc., makers of Alpen Brau beer and six-year-old sponsors of an evening musical show, "Julie O'Neill and Company," over **KSD**, St. Louis, have augmented their schedule with two additional evening presentations. "Five Minute Mysteries" is the title of a Monday through Saturday program heard following a news program at 11:05 o'clock, and featuring a complete mystery story with its solution. "Top Tune of the Day," is the title of a Monday, Wednesday, and Friday evening Alpen Brau program heard at 11:40 following the **KSD** musical feature "Music You Want." Both additions to the Alpen Brau radio schedule are transcribed.

Sgt. Nat Berlin, formerly head of continuity at **WNEW**, New York, has been keeping himself busy lately at the Army Air Forces Advanced Fly School, Turner Field, Ga., where he's non-com in charge of Public Relations. In the space of one month he came up to New York on furlough, returned to Georgia, got married and then received a promotion to his present grade of Sergeant. Now, to top everything else, he's arranging for the production of a weekly variety show over **WALB**, local Mutual outlet, which he'll handle in addition to the five weekly programs he puts on over **WGPC**, Columbia station.

WQXR, N. Y., is offering a new musical series that has a fresh idea behind it. Under the auspices of the League of Composers the station will feature the music of contemporary American composers, who are faculty members of music departments in American colleges and universities. The series consists of interviews with the composers and the playing of their principal works. The first of the series will be aired Dec. 27, at 5:00 p.m. with its first guest William Schuman of Sarah Lawrence College. At that time the world premiere of Schuman's work, Pastorella No. 1 will be played.

Recently a new disk, "El Jilguero" (The Nightingale) and "Philomar" hit the market and are played by Alfredo Mendez and his orchestra. It is revealed that Alfredo Mendez is not only the conductor of "Pan-American Review" and other Spanish programs on **WBNX**, N. Y., but he is actually Fred Mendelsohn, studio maestro.

Louise Wilcher, radio organist, who is heard on "Stories America Loves" over **CBS**, and featured on the **WOR**-Mutual musical, "Melody Lane" composed and played the music for the movie short, "It's The Law," currently playing at the Trans-Lux Theaters.

Listeners having accepted "Commentators Round Table," the **WHN**, N. Y., newly formed discussion forum, it will continue today from 3:00 to 3:30 p.m. Fulton Oursler will again be moderator with George Hamilton Combs, Jr. and B. S.

Bercovici doing a repeat. Appearing in the news analysts will be Richard McMillan. United Press correspondent just returned from Libya service with the army of General Montgomery accredited to the British Middle East Command.

The Olson Rug Company, Chicago, through Presba, Fellers & Presba, that city, has just added the established night time Music Lovers program of classical music to their present afternoon Concert Hall series ready on **WJJD**, Chicago. This brings Olson's sked of classics to a total of 13 hours per week.

Adding the **WAACS**, **WAVES** and **WV** to its six-a-week "Salute to Victory" program, Nelson Bros., Chicago, inaugurated a seventh recruiting session on its **WBBM**, Chicago schedule. New program will be a ten minute interview program during the regular "Sunday Sun" broadcast, 11:00 to 11:30 a.m. "Salute to Victory" is aired Monday through Saturdays, 10:45 to 11:00 (CWT).

WGY, Schenectady, is enhancing the city's Christmas observance this year by serenading the populace with Christmas music. Daily, for a week before the holiday, special programs of Christmas carols are piped from the studio building to two loud speakers located on the city's principal business thoroughfare. The programs are not broadcast.

WTIC, Hartford, will broadcast a night Christmas mass from the chapel of the U. S. Air Corps at Bradley Field, Windsor Locks, Conn. The mass will be celebrated by the Rev. Father Moran, the Bradley Field chaplain. Bernard Malins, chief station announcer will do commentary. The music will be furnished by the choir of St. Justin's Church, Hartford.

Van Camp's New Product To Use Network On Coast

Stokely Bros. & Co., Indianapolis, will launch its first network radio campaign for Van Camp's Tenderloin Jan. 3 when it will begin participating in "Breakfast at Sardi's," heard from 9:30 to 10 a.m., **PWT**, over Pacific Coast stations of the Blue Network. Stokely will sponsor a 15 minute period Saturday on the Coast stations in addition to the Blue Arizona group. Calkins & Holden, New York, handles the account.

Stokely's participation in "Breakfast at Sardi's" had been previously announced as beginning Nov. 5, with two five-minute participations weekly, but this schedule was cancelled.

Chlorine Solutions, Inc., for Hy-Pro, currently sponsors the second half of the Saturday morning hour on 10 California stations and on Jan. 3 will expand its network to the same stations to be used by Stokely. Barton & Stebbins Advertising Agency, Los Angeles, handles the account.

1 9 4 2
BIRTHDAYS
 17 18 19 20 21 22 23
 24 25 26 27 28 29 30

December 21

Bea Churchill Xavier Cugat
 Andre Kostelanetz Bob Strong



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

21, NO. 55

NEW YORK, N. Y., TUESDAY, DECEMBER 22, 1942

TEN CENTS

Fly Sees Manpower Aid

Radio Homes 95% Wisconsin Rates High

Washington Bureau, RADIO DAILY
Washington—With East Orange and Paterson reporting as close to 100 per cent radio coverage as any advertiser—or broadcaster—could hope for in the United States Census Bureau report for the state of New Jersey indicate that in that huge market over a million family units, more than 19 of every twenty persons can be reached by radio broadcast. Census figures for state-wide coverage are 95 per cent, representing sets in 466 homes of 1,068,709 reported. The figures are based on 1940 census returns.

the 873,168 "urban" dwelling
(Continued on Page 7)

Canada Radio Committee May Be Permanent Body

Ottawa—M. J. Coldwell, CCF leader, said in an interview that he seeks reappointment at the 1943 session of the House of Commons Radio Committee which last session investigated radio broadcasting in Canada. "I will press for reappointment of the committee on radio," Mr. Coldwell said, "I feel that there should be a standing committee of Parliament on broadcasting and other matters."
(Continued on Page 6)

Bacher Resigns Post; Produced Treasury Shows

Washington—Bacher has resigned his post as producer of Treasury Department programs effective this week. Bacher during the past 10 months produced the "Treasury Star Parade" transmission.
(Continued on Page 6)

"Eatin' Again"

Edgar Kobak, executive vice-president of the Blue Network, had luncheon yesterday with more than 16 girls—as guest of honor. The femmes of the network's sales department, who were dined by Kobak at the time of the Blue Network's incorporation, returned the compliment yesterday. The luncheon was held at the Stockholm Restaurant.

Public Service Shows Up 23 Per Cent On NBC

NBC's increasing participation in the war effort is strikingly demonstrated in preliminary statistics on program makeup for 1942 which shows a gain of 23 per cent in public service programs and 28 per cent in newscasts. Statistics, projected for the full year on the basis of actual figures for the first 19 months, show that public service programs increased from 30 per cent of NBC's program hours in 1941 to 37 per cent for 1942.

News programs, including reports,
(Continued on Page 7)

New Children Program Scheduled Over CBS

New program series entitled "Children and the War," devoted to talks and interviews on the effects of war on small children, makes its debut over Columbia network Monday, Jan. 4, 4:30-4:45 p.m., EWT. Mrs. Clifton
(Continued on Page 2)

Radio Mfg. Firms Take Stock Re Complete War Conversion

NBC Mid West Announcers Form Fraternal Group

Chicago—In a gesture possibly unique in radio the announcers of the NBC central division agreed among themselves this week that they will aid the dependents of any of their number who may be called into war service. Under terms of a pact signed by the men, if any NBC staff announce
(Continued on Page 2)

Expects "Good News" Before Week-end Via Definite Stand By The WMC; Small-Outlet Aid In Offing

Four Petitions To FCC On Various Activity

Washington Bureau, RADIO DAILY
Washington—The FCC will hear tomorrow petitions from four stations for dismissal of their applications for various changes in operation. WBT, Charlotte, N. C., would withdraw its request for authorization to operate with directional antenna at night on 1110 kc., with power of 50 kw. unlimited time. At the same time
(Continued on Page 3)

WTTM Has A "Walkout" Which Puzzles Station

Trenton, N. J.—WTTM is not experiencing a strike over the non-payment of wages, or for any other reasons as has been alleged from other sources according to a statement made by Harry Zoog, general manager of
(Continued on Page 2)

Fear Milk Campaign Endangered In New York

Albany—Capital Hill rumor factory gossip now has the continuation of the New York state milk publicity campaign very much in doubt, although after election its supporters were
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Possibility of early conferences with advertisers to try to stimulate the buying of time from small stations which might be having financial difficulty was mentioned yesterday by FCC Chairman James Lawrence Fly. He revealed that an attempt is being made to gather financial data for 1942 operations much earlier than usual, with the Commission
(Continued on Page 3)

'Roundup' Of Editors On NBC New Year Eve

Prominent editors and editorial writers will address the nation over a coast-to-coast network of NBC, New Year's Eve from 11:30 p.m. to midnight (EWT). A special installation of microphones in the editorial rooms of ten leading newspapers in as many cities will enable their respective editors to talk about the state of the nation just before the turn of the year.

The "Round-up of Editors" will
(Continued on Page 7)

Coast Outlets Meet With Fighter Command

San Francisco—Nearly 100 leading broadcasters from all parts of the Pacific Coast were here over the week-end for an off-the-record session with the Fourth Fighter Command
(Continued on Page 2)

Optimist

Newark—Mayor LaGuardia's campaign against betting of all kind has fallen on deaf ears, and the "Little Flower" would beat his breast if he read the card received by Hal Tunis, WAAT sportscaster. It reads: "Dear Sir: Could you please tell me where to bet on horses without going to the race track?" And expecting to be told gave name and address.

WAAC's On WFIL

Philadelphia—Unable to get home for Christmas, 25 WAAC's from remote parts of the U. S., will sing Christmas carols on Mike Hunnicut's show over WFIL, Wednesday night, Dec. 23. Recruiting plugs for the WAAC's will be included on the show suggesting that women wanting to enlist to call the station during the broadcast.



Vol. 21, No. 55 Tues., Dec. 22, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher
M. H. SHAPIRO : : : : : Editor
MARVIN KIRSCH : : : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y. by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merseu, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, 203 North Wabash Ave. Phone State 7596. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Monday, Dec. 21)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

Coast Outlets Meet With Fighter Command

(Continued from Page 1)

mand, to participate in a rehearsal of the Emergency Broadcast Plan for the Pacific Coast. The plan, formulated by the Command, will be put in operation in the event of an emergency. While details of the plan have not been revealed, it has been made known that the Army would take over control of all operations in such an eventuality, and that elaborate arrangements have been made for complete "radio blackouts" of certain strategic areas.

L. & T. Resigns RCA

Lord & Thomas has resigned as advertising agency for RCA and its subsidiaries, according to Albert D. Lasker, head of the agency. These subsidiaries include Blue Network and RCA Mfg. Co. Nothing was stated as to the NBC account.

REEVES

Sound Recording Studios Inc. The Most Complete Sound Recording Service in New York City 1600 Broadway New York City 35mm. 16mm. Film, Acetate and Wax Recording Facilities, Complete Location Equipment.

Fear Milk Campaign Endangered In New York

(Continued from Page 1)

confident the campaign would go on in 1943. According to the rumors, several Republican legislators are antagonistic to its continuation during the war when the milk supply appears to be less than needed. Named as a spearhead in opposing the present set-up at least, is Assemblyman Abbot Low Moffat, chairman of the Assembly Ways and Means Committee which can report out or kill bills with monetary appropriations.

Listed, too, as less than satisfied with the set-up is Holton V. Noyes, Commissioner of Agriculture. Noyes reputedly will be replaced by Governor-elect Thomas E. Dewey in the near future, although there has been no definite appointment made at the moment.

The campaign, paid for entirely by a small levy on producers and distributors, uses radio advertising, particularly spot announcements, in addition to newspaper and direct mail advertising. The campaign has been handled since its inception by J. M. Mathes Agency, New York.

New Children's Show Scheduled Over CBS

(Continued from Page 1)

Fadiman, editor of the Child Study Association publications and long known as an expert on child problems, is to conduct the series. She bases her material on the "Children in Wartime" course to be given at the Child Study Association starting in January for mothers and civilian defense workers caring for children whose parents are engaged in war work.

Program aims to give parents a clearer understanding of what happens to children in wartime, emphasizing not so much the physical dangers of war but the ways of keeping small children emotionally healthy in times of stress. She also will compare the effect of the war on teen-age children with its effect on still younger people.

According to Mrs. Fadiman, war to small children is something vague and remote, but parents sometimes do not realize it and are prone to neglect their young ones because of the pressure of war duties.

WTTM Has A "Walkout" Which Puzzles Station

(Continued from Page 1)

the station. All station employees are at work with the exception of six members of the staff who have walked out and recently demonstrated in front of the studio in what was "far from a picket line."

"I have the pay checks of these six members on my desk and they can have them anytime they want to come in and get them," said Zoog.

As far as can be determined there is no controversy either with the CIO, with which union the studio has a contract, or with the AFM. Consequently any reason for a strike is baseless.

"The station is being made the target of a sub rosa campaign designed to discredit one of the stations stockholders," said Zoog. "And," he continued, "the cards being sent out without signature informing of the strike and its reasons are in itself without merit."

NBC Midwest Announcers Form Fraternal Group

(Continued from Page 1)

nouncer enters the service and his commercial broadcasting assignments are assumed by other NBC staff men then 40 per cent of the announcing fees received by the successor or successors will be paid to the dependents of the war-bound announcer's family or the fund will be distributed in any way the erstwhile staff man designates.

Signers of the agreement include some of the best known names in the announcing business. They include Charles Lyon, Fort Pearson, Bob Brown, Cleve Conway, Norman Barry, Don Elder, Dave Garroway, John Holtman, Richard Noble and Louis Roen.

WCAO Now 5,000 Watts

Baltimore—Lewis M. Milbourne, president of The Monumental Radio Company, operating WCAO, announced that, through permission granted by the FCC, the station is now operating, directionally, with 5,000 watts on 600 kilocycles. This represents an effective increase in power of 1,000 per cent nighttime and 5000 per cent daytime.

COMING and GOING

BOB HAWK, quizmaster on the CBS "Thanks to the Yanks," is at Camp Charles Red Bank, N. J., today, where he will make personal appearance for the entertainment of the soldiers.

C. W. JOHNSTONE, Blue Network news and special events, is expected from Houston and Memphis, where he will make preparations for the Earl Godwin-Ford Company newscasts.

ARTHUR SIMON, general manager of Philadelphia, is back at his desk following a trip to Chicago.

FREEMAN KEYES, president of the R. Seeds Co., Chicago advertising agency, is on the week-end for Bryan, Texas, where he will spend the Christmas holidays with his family.

JOEL HOLT, of WKIP, Blue Network of Poughkeepsie, N. Y., in town yesterday visiting at Rockefeller Center.

HERBERT L. KREUGER, commercial manager of WTAG, Worcester, was in New York week for conferences with the local representatives of the station.

R. E. JEFFERS, of the Raymond Jeffers organization, left Sunday for Washington in interest of the Brown & Williamson Tobacco Corp.

WINS Signs 10 Pacts With Restaurants-C

Within the past week, WINS signed ten new contracts, each of 13 week duration, and all with night clubs and restaurants. They are as follows: Famous Door, 6 announcements weekly through R. Feldman. Onyx Club, 6 announcements weekly through R. Feldman. Corso Restaurant, 6 announcements weekly, placed directly. Club 18, 3 announcements daily days per week, through R. Feldman. Diamond Horseshoe, 3 announcements, 6 days per week, through R. Feldman. Duffy's Tavern, 28 announcements weekly, placed directly. Dave's Royal Room (Park Central Hotel), 6 announcements per week through R. Feldman. Rio Bamba, 12 announcements weekly, through R. Feldman. Royal Casino, 12 announcements weekly, through R. Feldman. Ubangi Club, 18 announcements weekly, through R. Feldman.

AVAILABLE FOR SPONSORSHIP NOW!

A complete, yet skillfully epitomized roundup of fresh, crisp, authoritative United Press radio-wire reports is now available for the first time over WLIB EVERY HOUR, FIVE MINUTES BEFORE THE HOUR.

The reports from abroad and from the domestic scenes are rewritten for WLIB by our own expert staff of news writers.

Write, wire or phone for special rates.

WLIB, RKO BUILDING, NEW YORK CITY Ingersoll 2-1300

Advertisement for WOL (Washington) with text: 'What about WOL? It covers Washington 24 hours a day with 1000 watts' and 'Get the facts from WOL - WASHINGTON, D. C. Affiliated with MUTUAL BROADCASTING SYSTEM. National Representatives: SPOT SALES, Inc.'

Manpower Aid Expected Soon By Fly

(Continued from Page 1)
Chief accountant expected to
a preliminary analysis some
ext month. Such information
usually available until March
il.

Asks Quick Replies
have, in effect," said Fly,
few questions out of the usual
and by circulating those few
ns—a segment of the form—
be the stations will give us im-
ely the returns for the com-
year of 1942 with the thought
the figures will not be binding.
essary, they may be approxi-
figures, and in any case they
tentative. But in order to
the stations at this juncture,"
ied, "we really need all the
ation they can give us now,
we can go ahead with our
actually before we can get our
into the thing very concretely.
pecially we have to have that
ata."

Manpower "News"
announcements of "good
—perhaps by Christmas—was
est yesterday on the manpower
on by Fly. Several additional
ences have been held, leading
airman to predict that the WMC
tely show that it has "a recogni-
of all the essential features of
casting."

The Manpower Commission repre-
atives have been giving very in-
e study to the problems of the
try," Fly said, "and we have
some recent conferences—our
as had recent conferences with
staff, and will have one tomor-
and I think there is a very good
ect that they will come off with
tly good understanding as to
essential character of the radio
ess and ultimately a recogni-
of all the essential features of
business. I don't want to be too
istic about it, but I do want
y that I am optimistic on the
ect of getting a favorable solu-
here."

Urges Continued Vigilance
urged, however that broadcast-
ot relax their efforts to solve
individual personnel problems
ing in "new labor material."
ntinued, "bring in young men,
example, and train them and
them up to responsibilities.
take older men who have the
city and fit in. But I think it
d be a great mistake to overlook

NBNX NEW YORK
WITH THE MOST INTIMATE AND
EFFECTIVE PROGRAM APPROACH
TO AMERICA'S LARGEST MARKET
1000 WATTS Directional
OVER METROPOLITAN NEW YORK

PROMOTION

WJZ's Story

In a letter from WJZ, New York, John H. McNeil, station manager, gives a complete picture of the station's progress since it was first thought of as a local station in the nation's No. 1 market as well as the key station of the Blue.

Particular attention is paid to the "Say It With Music" program, an all night affair, concerning the advertising possibilities presented as well as "Blue Bandstand" a daytime musical which is giving daytime series a run for their money.

It is also pointed out that WJZ stepped up the frequency of the newscasts, especially in the morning so that no matter how early a listener tuned in the station he could get the latest reports on those subjects so vital to the nation and its people.

Stress is laid on the fact that through its participating show facilities it has stepped up the chance for an advertiser to affiliate himself with a progressive program which can sell merchandise.

As a further service, the station points out that it was instrumental in getting the Blue to start the co-operative program, using shows of the caliber of "Gangbusters" and "Counterspy" and commentators like Baukhage and Bill Hillman; and giving local advertisers the benefit of network shows at local prices. Changes were made in the rate structure; "package prices" were introduced, and generally it made it easier for advertisers to buy, and more profitable for the agencies to handle.

It also lists the fact that WJZ has taken several shows directly to war

"First Piano Quartet" Resumes On NBC Dec. 25

The "First Piano Quartet," a renowned four-piano group, will return to the air Christmas night, after a four months concert tour through the country. The broadcast is scheduled for a half-hour from 10:30 to 11:00 p.m., EWT., and will be heard over a NBC coast to coast hookup. The piano quartet will have a male vocal quartet as its guests, and in several numbers both groups will pool their talents. The organization will render some of the better known compositions written for four pianos.

the tremendous resources we have in the womanpower generally available, and it has been discovered in broadcasting particularly that women have a very broad and great capacity. You go into some manufacturing plants—as many as fifty per cent of the workers in some are women today. And in the field of operation there is no reason in the world why the women can't carry on with a splendid standard of competence. I should think we would be derelict if we overlooked that resource."

Re Boston Symphony

A co-op promotional piece about the Boston Symphony Orchestra and its conductor Serge Koussevitsky is issued by Blue Network. Cover, as is the rest of the piece, is done in black and white, and presents a picture of the orchestra in a small photograph set in the middle of a wide white border.

Inside the promotion item contains a brief history of the orchestra, its purpose and the position it holds in the musical world both here and abroad, and a short explanation about Koussevitsky stressing the time he came to the orchestra from Russia and the length of time he has been with it. On the opposite page there is a small black and white cut of the conductor which accompanies a piece on what the orchestra has played. It points out that Koussevitsky has not only played catholic compositions but has not neglected the American compositions of Roy Harris, John Alden Carpenter, George Gershwin, and others.

Below this there is the Blue announcement that the orchestra will be presented for the entire season of 46 weeks and the time it is heard. On the back page there are two excerpts from newspapers, the Boston "Herald," and the New York "Herald-Tribune," commenting in no mild manner about the esteem in which they hold the organization.

plant areas and has aired them from those localities.

Concluding, the letter presents factually those advantages which can be obtained by using the station by those advertisers seeking markets and a medium through which they can sell.

Charles Berry To OWI To Supervise Production

Charles Berry has been appointed Supervisor of Production at the Overseas Branch of the OWI, succeeding Harold McGee who resigned to become associated with the "Snow Village" productions for Procter & Gamble, via Compton Agency. Berry has been in radio for 12 years, and was program director at W47NY.



THIS LITTLE BUDGET
WENT TO THE
"920 CLUB"
WORL
BOSTON, MASS.

Four Petitions To FCC On Various Activity

(Continued from Page 1)
WJAG, Norfolk, Va., has withdrawn its application to shift to 780 kc., one kw., daytime. The latter station now operates on 1090 kc., one kw., limited to local sunset at WBAL, Baltimore and KTHS, Hot Springs National Park, Ark.

KFAB, seeking to move its studio and transmitter from Lincoln to Omaha, Nebraska, and to operate on 1110 kc. unlimited, with 50 kw. power, has also withdrawn its request for authorization. KFAB now operates on 780 kc. with ten kw. output, simultaneously during the day and sharing time at night with WBBM, Chicago. WBBM, at the same time, withdrew its request for unlimited time.

Dismissal Without Prejudice Sought
Dismissal without prejudice is sought in all these cases, and it is probable that approval will be sought after the war emergency.

A hearing will be held Wednesday on the application of WBZ Boston, (Westinghouse Radio) to intervene and enlarge the issues involved in the application of WCOA, Pensacola, Fla., for permission to operate on 1030 kc. with 10 kw. power unlimited.

Dismissal without prejudice is sought by two other applicants—Midland Broadcasting Co., Kansas City, Mo., for an FM station with the call letters W9XER, and Butler Broadcasting Corp., Hamilton, Ohio, for a new standard station.

Xmas Mass On WINS

Solemn high mass will be broadcast over WINS Christmas morning from 9-10 a.m., direct from the Holy Name Mission for Homeless Men. Rt. Rev. Monsignor Bryan J. McEntegart, of St. Patrick's Cathedral, and who is national secretary of the Catholic Near East Welfare Association, will deliver the sermon. Music will be supplied by a quartet from the St. Patrick's Cathedral Men's choir.

Always Popular
Now More POWERFUL
WCAO
The Voice of Baltimore
NOW
5,000 W · DAY & NIGHT
600 KC
The Only Columbia
Station in Maryland
PAUL H. RAYMER CO., Nat'l Sales Representative
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

Los Angeles

By JAC WILLEN

EDDIE CANTOR will play Santa Claus at the Hollywood Canteen on Christmas Day, and has announced he will have a gift for every service man who attends. Something of an order, because 3,000 men are expected by the Canteen Committee.

"The show must go on!" is not just an empty sentence to Anita, songstress on the Tommy Riggs and Betty Lou show. Suffering from an attack of laryngitis, she sang her usual spot on the broadcast with the horrible possibility that her voice might give out in the middle of her number.

Ronald Colman, emcee of the War department's shows on the Blue Network, "Over Here," has returned to Hollywood and will broadcast his portion of the show from here, while the remainder of the program will come from New York.

Flying through the air with the greatest of ease—No one was more surprised than Bill Henry, (Kit Marshall in "Those We Love,") when he landed on the other side of the basement after he tried to light the water heater the other night. Escaping gas caused the heater to explode and only luck saved Bill from being badly hurt. The only casualties were a set of scraped knuckles and a slight burn on one leg.

Citizens of Fremont, Ohio, began to suspect something about six months ago when the names of drug stores, grocery stores, streets, buildings, parks, etc. on the "Blondie" show were repetitiously the same as the nomenclature of their town. The coincidence continued until finally a group of leaders wrote the sponsor of the program to ask the reason why. They found out. Hometown of John L. Green, writer of the program, is Fremont, Ohio.

Commentator Harry W. Flannery is devoting a major part of his spare hours to lectures in Army camps, where soldiers have become deeply absorbed in his knowledge of international affairs. He formerly was CBS correspondent in Berlin.

NBC-Hollywood now has a real touch of feminine replacements. New pages at the studio are girls...and cute too.

Gil Lamb, of the Rudy Vallee program, does a swell hour show at the Hollywood Canteen for service men every Tuesday night.

Dick Joy, ace KNX-CBS announcer and newscaster, virtually is in the aircraft workers transportation business. Joy daily provides free rides for four Lockheed employees as he heads towards the CBS studios from his home in North Glendale each morning to handle the 7:30 o'clock newscast.



Notes From A Ringside Seat. . . !

● ● ● Camel Caravan shifting into a 45-minute groove Jan. 8th maintaining its present show intact with the possibility of Jimmy Durante becoming a regular...Carlo de Angelo has joined Marschalk & Pratt as radio director...Jay Clark, former free-lance director and writer, going with Ted Bates agency Jan. 4th...Pete Finney, Treasury Dept. publicity director, leaving for an instructor's berth with the Air Corps...Zeke Manners confiding to pals that he's gonna wind up all his radio affairs to devote his entire time to morale and patriotic activities...What's all this talk about Winchell being gone for the duration?...Sue Ryan will be built up as another Fanny Brice in the new "Follies"...The Toots Shors are expecting an heir-raid...Abbott & Costello taking a four-month leave of absence from picture making to entertain at fighting fronts... "Inner Sanctum's" Ray Johnson signed for lead in the new Sidney Kingsley play, "The Patriots"...Dorothy Thompson continuing her Sunday night Blue commentaries as a sustainer...Harry Wismer auditioning for weekly sports show following his successful first season as a network gridcaster... Eleanor Larsen ailing with the grippe. She's the producer of "Keep Working, Keep Singing, America."



● ● ● Last week, Jim Coy, WNEW announcer, was wed in a noon-hour ceremony. He then deserted his bride to chase over to NBC for an audition. The other day he was informed that he had won the role of announcer on Bill Stern's Sunday night sports show—a nice wedding present.



● ● ● It's seldom that Jack Benny & Fred Allen appear on the air together, but when they do it's with a vengeance. They're booked as a team twice in one week on "Command Performance" Thursday and on Benny's own show Sunday...Edward R. Murrow renewed on his CBS series, setting aside reports that his sponsor was giving it up...Jackie Kelk dropping out of "Flare Path" because they won't hold up the curtain Thursday nights. He prefers remaining in the "Aldriches"...Ruth McDevitt, who murders 13 men in "Arsenic and Old Lace" every night on Broadway, has been cast as a sweet and gentle grandma in "Joyce Jordan"...Ed Gardner and Vicki Vola will be crowned King & Queen of Winter at Lake Placid on New Year's Day with Lowell Thomas officiating at the coronation. Wonder what Duffy will say about this?...Arthur Elmer has the inside track for Joe of "Joe & Ethel Turp"...Georgia Gibbs being paged by Vinton Freedley for his new musical, "Dancing in the Street"...It's a girl at the Spencer Hares. Mother, who had been critically ill, is recuperating at the Polyclinic...Bess Johnson a week-end visitor from her No. Carolina farm...Maintaining its rugged individuality to the last—even flouting tradition—the Blue's "Basin St." will not observe Xmas during their broadcast tomorrow night. Not only that, but they absolutely guarantee not to play or sing "White Xmas." Instead, the program will follow its usual pattern of dignified madness.



● ● ● Few radio premieres of recent months generated as much interest and speculation as did the Bob Hawk stanzas, "Thanks to the Yanks." Here was a top-flight performer who had voluntarily abandoned a sure-fire format to take on a new chore. And here was his newest bid for network acclaim. Well, the answers are in by now. "Thanks to the Yanks" is an auspicious addition to the 1943 radio roster. It's fast-moving now and presents Hawk at his deffest—a pretty good standard for any air diversion. Credit Jack Meakin with some first-rate production chores.



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

CHARACTERIZING Bob Hope as "Radio Idol" of the English people as well as our AEF, Alex Dreier, correspondent just returned from London, said the rebroadcast of Hope programs on BBC (sans commercial) are eagerly awaited weekly.

Two important renewals have been chalked up by WBBM. Fran Allen's whose characterization of "Sally Emmy" grows more popular city has been renewed for another 52 weeks effective Jan. 2, by Sony Vacuum Oil Company on Saturday 9-9:15 a.m. with Eddie Dunn, "Axe knockers," an instrumental unit, participating. Marvel Cigarettes, Aitkin-Kynett Company, Philadelphia, contracted for two six-a-week news periods, 8-8:15 a.m. and 12-12:05 p.m., for 52 weeks effective Jan. 1.

WJWC has launched a new show from Hammond, Ind., called "Hammond's Hundred Per Centers," tutoring organizations supporting Treasury Department's drive for bond and stamp buyers.

A special Christmas show dedicated to parents of servicemen overseas will be broadcast by WGN on Christmas night from 9-10 p.m.

Radio Council and the Art Department of the Chicago Public Schools have cooperated in an excellent exploitation campaign to augment the educational radio series in "Art Goes To War" on "Let The Artist Speak." They include a supplementary package of visual aids, 65 to each participating classroom, consisting of war poster cartoons and other examples of art from United Nations. To date 60,000 posters have been distributed to public schools. Program is carried on WIND, Wednesdays at 1:30 p.m. and is heard in class rooms of Chicago elementary and high schools.

An original radio playlet, "The Strikes—You're Out" was featured by the Northwestern University Radio Play Shop over WJJD, Sunday Dec. 20, from 2:30-3 p.m. Produced by June Otley, assisted by Lila Wenig.

"The Cricket on the Hearth" by Charles Dickens which will be broadcast by Author's Playhouse, Wednesday, Dec. 23 over NBC, will have a cast of Chicago radio favorites. The cast will include Cliff Souble and Phil Lord with Fort Pearson as a narrator. Dr. Roy Shield, local NBC musical director, will provide an original musical score and Edward S. King will be the director.

Have You Met The Voices

GILBERT MACK

?

LEX. 2-1100

RADIO ARTIST?

Call

LEXington 2-1100

FIRST AND FOREMOST

★ TONIGHT

TOWN HALL CONCERT

8:30 P.M.

"The Hour of Charm"

ALL GIRL ORCHESTRA

under the direction of

PHIL SPITALNY

Featuring

EVELYN and Her Magic Violin, VIVIAN, Soprano, MAXINE, Contralto

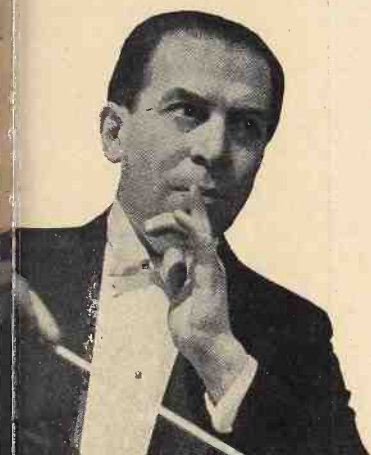


Concert—sponsored by

BAPTIST HOME for the AGED

TICKETS AT THE BOX OFFICE

2.20 - 1.65 - 1.10 all reserved



EVELYN



VIVIAN



MAXINE

GUEST-ING

ROBERT L. RIPLEY, at "Duffy's," today (WJZ-Blue Network, 8:30 p.m.).

GODDARD LIEBERSON, musical director of the Columbia Recording Corp., on the "Living Art" series, today (WABC-CBS, 4:30 p.m.).

PETER LORRE, on the "Al Jolson Show," today (WABC-CBS, 8:30 p.m.).

IDA LUPINO, on Eddie Cantor's "Time to Smile," tomorrow (WEAF-NBC, 9 p.m.).

HILDE SOMER, Viennese pianist, on the "Keyboard Concerts" program, Thursday (WABC-CBS, 3:30 p.m.).

Radio Mfg. Concerns Note War Conversion

(Continued from Page 1)

the war will finally have been won. "In the development and manufacture of radio communications equipment for tanks, airplanes and ships, artillery fuses, shells and electric storage batteries, Philco is engaged in many vital projects for both the Army and the Navy, and has been honored four times with the Army-Navy 'E' Award for excellence in production," declared James H. Carmine, vice-president of Philco. "Perhaps the most significant part of Philco's war activities," the statement continued, "Both for the dealer and the public at large, has been its research and production in the field of electronics. Already new discoveries and new principles have been developed for war equipment which will be the basis for peacetime products of untold importance to radio and appliance dealers after the war. Most certainly the laboratory research being carried on today in behalf of the war effort is helping to advance the art of television, which should be the basis for a great new industry when the war is over. . . . Our advertising and broadcasting programs, which we believe are performing a constructive service for the nation's war morale, are also an expression of our confidence in the future when Philco will again resume its position of leadership in the development and marketing of its peacetime products."

In much the same vein, Robert Shannon, president of RCA, declared: "The real story of radio's achievements in 1942 cannot yet be told. For, as Mr. David Sarnoff has said, this is literally a radio war, a war in which radio communications sets the pace and heavily influences the decisions. It is a great blessing to the world that in times of peace our country had developed such great laboratories, enormous productive capacity, and the trained manpower to run them.

"Nineteen hundred and forty-two found all of RCA-Victor's factories and laboratories heavily engaged in

NEW PROGRAMS—IDEAS

"Facts or Fancy"

"Facts or Fancy" is the name of a new listener participation question and answer program heard six days a week over WLS from 7:45-8 a.m. Program announcer makes 15 statements during the show, each numbered. Some are true, others are false. Listeners are told to write down the numbers given in statement of facts. The total of the numbers is sent to the station and all who submit correct totals are given a prize.

Program is sponsored by Coco Wheats, breakfast cereal. Mel Galliard is announcer for the show. Music is by Rusty Gill, WLS "Barn Dance" entertainer.

Christmas Angle

Christmas, this year at WIP, Philadelphia, will be given a new angle for children. When Santa Claus holds court for the kiddies he will permit radio listeners to eavesdrop on the requests the children make. Concealed near Santa Claus will be a microphone which can not be seen hereby giving the children a chance to talk without being frightened by the mike.

The broadcasts will be heard exclusively over WIP on Dec. 14 from 2:00 to 2:15; Dec. 15, 12:45 to 1:00; Dec. 19, 8:30 to 8:45 p.m. (EWT).

Howard Clothes Off Net
Remains With Spot Time

Howard Clothing Co. has allowed its network contract to Mutual for "True Story Theater," expire, as of last Wednesday, and is confining its radio activities to local station. Firm just renewed for 52 weeks its WNEW contract which originally was 13 weeks. Account is serviced by Norman Livingston of the Redfield-Johnstone Inc.

the battle of production, turning out vital radio communications, electronic and sound equipment for our armed forces in ever increasing volume. We are proud of the heavy responsibility which has been entrusted to us to develop and produce this vital equipment. We hope that you too, share in this pride. For, it was RCA-Victor's dealers and distributors and our other customers who made possible the development of the skilled organization, and the growth of the extensive manufacturing and engineering facilities which are now being called upon so importantly.

"When this, the biggest task we have ever had, has been accomplished, when we have fulfilled our full responsibilities to our country, when we have beat the promise—then we shall once again take up our pioneering role of helping to advance the most interesting, the most adventuresome, the fastest-growing and the most promising art and industry in the history of modern civilization—radio."

"Answer" Quiz

"Do You Know The Answer?" is a new radio feature now being presented by WOV, N. Y., at 6:25, 7:25, 8:25 and 9:25 each evening, Mondays through Saturdays. Conducted by Alan Courtney, emcee of WOV's "1280 Club," the feature consists of last-minute news headlines, presented by a news announcer, and a telephone call made by Courtney during each of the five-minute periods.

Persons called are paid for answering the phone, and can earn a larger sum if they "know the answer." "Answers" are contained in statements announced on the air by Courtney during the program.

"You're Under Arrest"

Max Karl, educational director of WCCO, Minneapolis, has given a new angle to quiz shows in his weekly broadcast "You're Under Arrest." The program features a quiz of the studio audience, but does not depend on asking questions of that audience. Instead, a story is told by "Uncle Mac" of the "Red River Gang" about either hunting or fishing. In that way, Karl, by going directly to the radio listeners increases the number of his program participants.

Since the station covers the northwest the hunting addicts in that region can take part in a quiz that holds a vital interest for them.

Canada Radio Committee
May Be Permanent Body

(Continued from Page 1)

matters pertaining to radio, and I believe this is becoming a general opinion.

"We want to give the new Canadian Broadcasting Corporation management every opportunity to carry out the recommendations in the report of the committee on radio brought down in the House last July. When Parliament sits, this will be a subject for inquiry."

Speaking of the CBC's decision to give Premier John Bracken of Manitoba newly-elected progressive conservative leader, time on the air, Coldwell said:

"If CBC accords the new leader of the progressive conservative party this free radio time I feel that the same privilege should be extended to leaders of other opposition groups under similar circumstances."

Favor Committee's Continuance

Comment yesterday by members of the recent Parliament Committee investigating radio in Canada favors re-establishment of the committee as a permanent body as suggested by M. J. Coldwell, leader of the Co-operative Commonwealth Party. Some said Coldwell's demand for a standing radio committee was scarcely necessary as it was the government intention to re-establish the committee in any case. Previous to the war the committee met annually, then in 1939 meetings were discontinued until last session of Parliament.

To the Colors

DICK WHITTINGTON, announcer at WSUN, St. Petersburg, is now private in the Marines. . . . MAURICE HAYES of the continuity staff has enlisted in the Signal Corps, Army Air Force.

—VVV—

FRED MILLER and DON PATOKA, of the WTMJ-W55M, Milwaukee, guide and messenger have enlisted in Army Air Force.

—VVV—

BOB MOONEY, announcer WNBC, Hartford, left the station last Friday to join Uncle Sam's fighting forces.

—VVV—

WTAM, Cleveland, radio team Plant Pete (Claude Moyes) Bashful Harmonica Joe (Joe Troyan) leave their radio duties behind when they join the U. S. Army. Moyes was in the army reserves and was ordered to report for active duty. Troyan was drafted after trying to enlist three times previously.

—VVV—

TOM MOORE, WIBG, Philadelphia, announcer is now a lieutenant in the Army Air Corps. He received his commission Dec. 1.

—VVV—

HAL KOSUT, WPAT, Paterson, announcer, resigned his position at the station to take a new one in Uncle Sam's Army.

Bill Bacher Resigns Post
Produced Treasury Shows

(Continued from Page 1)

scribed shows during which time he put out 145 discs, at the rate of one weekly. Recently he took on the "Over Here" program and on the strength of this resigned his sole private activity which was the "Caravan" show on CBS. Bacher did the Blue Network two-hour show which sold some \$15,000,000 in bonds.

Bacher forwarded his resignation letter to Bill Murray, coordinating him that he could not do any under present conditions and effective work." Bacher incidentally also quit the William Morris office which has been representing him several years. Murray is radio boss of this agency.

It is understood that Bacher has been doing the government programs without salary has offered services gratis to Treasury Department officials, but with the understanding that he produce for them direct and not through any intermediaries. The producer-writer has been associated with some of the best known network programs including for many years the original "Show Boat" production.

Baseball "Unveiling" On WHN

Unveiling of the "Wall of Fame" pictures of the all-time, all star baseball team chosen in a poll among 105 baseball writers and broadcast was carried by WHN last night, from 10:35-10:55 p.m., with Marty Glickman announcing. Unveiling to place in Al Schacht's Restaurant.

Public Service Shows 23 Per Cent On NBC

(Continued from Page 1)

foreign pick-ups and special events, increased from 10.5 per cent in 1941 to 14.2 per cent of all broadcast hours for 1942. In other words, a total of 2,653 of the year's broadcast hours for all programs on NBC were allotted to public service. A total of 2,653 hours, 1,015 hours devoted to news.

The statistics, said C. L. Menser, president in charge of programs, demonstrate the value of the program established by NBC with the active entry into the war, following Pearl Harbor.

"It was established then," said Menser, "that flexibility and complete cooperation with government agencies and service to government agencies must be the keynote of NBC programming. That we have carried out this is evidenced in the fact that we have so greatly increased the amount of public service programs."

Twenty-five hours of news and entertainment are now being short-waved daily to American servicemen by transmitters. During their hours of relaxation, soldiers stationed abroad are getting the real radio feature from Toscanini and the NBC Symphony to the hot refrains of the Peer Music Society of Lower Broadway Street. More than 30 news broadcasts and over a dozen sports programs are included in the short-wave fare.

Features Listed

Some of the NBC features listed in regular schedules beamed to army, navy and marine posts in foreign countries are "Everything Goes," "Harry Moore"; "Dramas by Olmsted"; "Ted Steele's Studio Club"; "Terriss Thrillers"; U. S. Marine Band and Air Force Bands; and, of course, the highly successful "Comedian Performance."

commenting on this service. Nesbitt, head of the English Department, NBC's International Division,

"In the years we have been producing programs for overseas listeners, how this experience has been pooled into a concentrated effort to apply our fighting forces with the same quality of radio entertainment that they are accustomed to at home. Old favorites have been combined with completely new programs to produce an evenly balanced schedule. Every hour is arranged as a complete unit to supply the greatest possible variety of programs in a limited period."

Recently, the NBC English language programs for servicemen are limited from 1.00 p.m. to 6.00 p.m. They are beamed eastward via WBOB from 1:00 to 5:15 p.m., over station WNBI from 5:15 to 6.00 p.m.

Wedding Bells

Dealy, news writer in the CBS radio room and Woodrow Wirsig, news writer, were married recently.

'Radio Homes' In N. J. 95%; Wisconsin Also Rated High

(Continued from Page 1)

units reported, there are radio receivers in 840,050, which amounts to 96.2 per cent coverage. This scales down to 87.6 per cent for the 32,087 units listed as "rural-farm." Rural-non-farm units are given 93.2 per cent coverage—with sets in 152,297 of 163,455 units.

Highest coverage in the state is in the town of Irvington, where only 184 of 15,572 homes reported no radios. Coverage was set at 98.8 per cent. The somewhat larger town of East Orange reported 98.6 per cent coverage, representing sets in 19,324 of 19,605 homes. Bayonne checked in with 97.3 per cent, with sets in 18,183 of 18,689 homes.

Four cities, including Jersey City, reported coverage of better than 96 per cent. Radios in 74,915 of Jersey City's 77,603 homes give broadcasters coverage there of 96.5 per cent, the same as for Union City, with only 576 of the 16,345 homes in the city reported without radios. Elizabeth reports receivers in 26,243 of 27,218 homes—or 96.4 per cent, while Hoboken boasts 96 per cent coverage—sets in 12,481 of 13,004 homes.

Paterson and Trenton Strong

Paterson and Trenton both are well covered by broadcasters, with sets in 94.8 per cent of the homes in both cities—35,757 of 37,712 in Paterson and 27,154 of 28,647 in Trenton. Coverage is even better for the entire Trenton district, with radios in 45,435—or 95.3 per cent—of 47,686 homes.

In the state's largest city, Newark, broadcasters have a potential coverage of 94.4 per cent, with sets in 101,157 of 107,192 homes. An even 94 per cent coverage is revealed for Passaic, with sets in 14,917 of 15,871

homes. Camden and Atlantic City check in at the bottom of the list, although no city in New Jersey falls below 93 per cent coverage. Camden, with sets in 27,655 of 29,707 homes, boasts 93.1 per cent, with Atlantic City coverage set at an even 93 per cent—16,042 of 17,246 dwelling units. The metropolitan area of Atlantic City shows up somewhat better, with sets in 25,693 of 27,374 units, giving it a coverage of 93.9 per cent.

Report on Wisconsin

Two of the three major cities in Wisconsin boast radio coverage of an even 98 per cent, with Milwaukee—the third—showing 97.2 per cent. Overall figure for the state, however, falls down to 91.7 per cent as a result of the large rural population. For the state, however, 743,078 of 810,433 homes report radios. Urban coverage is set at 96.5 per cent, on the basis of radios in 437,682 of 453,759 homes, with no sets in 17,571 of the 157,892 homes listed as Rural-non-farm; coverage for that portion of the state's population is set at 88.9 per cent. This dips to 83 per cent even for the farm population, with sets in only 165,075 of 198,782 farms.

The cities of Madison and Racine both show 98 per cent radio coverage, with sets in 18,347 of 18,716 homes in Madison and in 17,652 of 18,008 in Racine. For the metropolitan areas of those two cities the figures are 97.9 and 97.7 per cent respectively, with sets in 21,109 of 21,557 and 34,535 of 35,353 homes. Milwaukee's 97.2 coverage represents sets in 156,662 homes of 161,240, while in the metropolitan area of that city there are radios in 206,163—or 97.4 per cent—of 211,639 homes.

Catchings Issues Leaflet Re Economic Situation

In the first of a series of leaflets on the outlook for free enterprise in our changing economic world. Waddill Catchings, chairman of the board of Transamerican Broadcasting & Television Corp., has brought up the unscientific manner in which most economists have been prone to operate, and has warned against the lack of planning in the so-called planned economy. Pamphlets were distributed to the trade last week. Aim is to provoke thought and discussion of the way of life that makes possible the existence of the advertising business.

First pamphlet is pretty much a reprimand for the unthinking, with Catchings declaring: "Our objectives are clearer than the means of reaching them. We are committed to a planned economy, but we are not committed to a plan. We know where we want to go, but we do not know how to get there.... There is no evidence that the American people wish to give up the benefits of free enterprise. They were dissatisfied with

WTEL Cuts Recordings For Camp Wheeler Men

Camp Wheeler, Ga.—More than 1,600, Camp Wheeler soldiers will talk to their parents and friends by electrical transcriptions on a Christmas Day network of 61 stations covering 24 states. Yuletide preparations were made as far back as October. Staff Sgt. Michael T. Landy, former recording engineer for WTEL, Philadelphia, did the cutting and recorded 112 quarter-hours to complete the program.

free enterprise only as we know it. Undoubtedly they want the production of free enterprise without the depressions—without insecurity of the job.

"Congress reflects these desires of the American people, but Congress undertook our vast adventure in economic planning at a time when there were many millions unemployed.... We move toward State Capitalism notwithstanding our desire for economic freedom."

Next leaflet will be entitled "The Dunkirk of Free Enterprise."

'Roundup' Of Editors On NBC New Year Eve

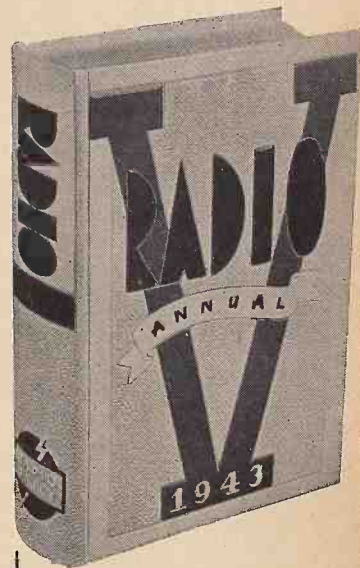
(Continued from Page 1)

start in the office of the "Christian Science Monitor" in Boston. Then there will be a series of switches westward across the country, including a pick-up from Emporia, Kansas, where William Allen White, "the sage of Emporia," will speak from the office of the "Gazette." From the farthest western point, the network will be returned to New York and the editorial rooms of the New York "Times."

Expect 20,000,000 Listeners

"Despite some of the usual frivolity," said C. L. Menser, NBC vice-president in charge of programs, "there will be a far more serious note in the theme of New Year's Eve this year. Boys from millions of American homes will face danger and death. Our economy is confronted with unprecedented dislocation. The people are thinking about these things and they will welcome the opportunity of listening to a cross-section of the nation's best editorial opinion regarding our problems in 1943."

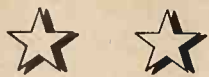
The editors will select their own subjects. Each will speak for three minutes. An expected audience of more than 20 million listeners will hear the program over approximately 100 NBC stations.



The 1943 RADIO ANNUAL

IMPORTANT STATISTICS
AND INFORMATION
ESSENTIAL TO
RADIO

NOW IN INTENSIVE PREPARATION
OUT EARLY NEXT YEAR



Coast-to-Coast



WIL, ST. LOUIS, continues its "Minute Men" campaign which started over the station on Jan. 5, 1942. To date, an impressive total of 277 Minute Men talks, boosting the sales of War Bonds and Stamps, have been broadcast. . . . By placing a Christmas Mail Box in the studio foyer to take care of the exchange of Christmas Cards among employees, the leg-weary mail man will have his heavy burden reduced.

Frances Swing, script writer and author of "Edith Adams' Future," heard over a coast to coast Mutual hook-up from WKRC, Cincinnati, for six months, received her Christmas present from the Cincinnati station in the form of a promotion; she now heads the continuity department.

George F. Putnam, emcee of the "Army Hour," heard round the world each Sunday at 3:30 p.m. via NBC, has been appointed to the National Committee on Public Relations of the Boy Scouts of America, it was announced by Leslie C. Stratton, National Director of Public Relations for the Boy Scouts. Putnam is one of three former scouts to achieve this honor, the others being Fred Waring and Lanny Ross.

In a broadcast, originating from WOL, Mutual, Washington, D. C., William Shepard, president of the National Junior Chamber of Commerce paid tribute to Fulton Lewis, Jr., over the Mutual System for his war effort. In part, Shepard's tribute said, "about 100,000 members of the United States Junior Chamber of Commerce are proud of the job you are doing—helping America win the war."

The St. Louis Federal Savings and Loan Association is the sponsor of a new Sunday afternoon show to be aired over KSD, St. Louis. "The Face of the War" as seen by Sam Cuff will take to the airlines Dec. 27, at 2:00 to 2:15 p.m. Cuff was sponsored by the Association last year. During the first two weeks over KSD, Cuff follows the Chicago Round Table, and then takes its place following the new Westinghouse program of concert music.

On Christmas morning "The Neighbor Lady" the WNAK, Sioux City-Yankton, oracle of household hints will do a broadcast from the kitchen in her mother's home in Des Moines, by direct wire for

her regular listeners. She will give a first hand account of her mother's household, and just how she is spending Christmas at home.

Crowds totaling more than one-third the population of Milwaukee will either tour Radio City or witness one of its audience shows during the first half of 1943, is the expectation of Russ Winnie, assistant manager of WTMJ-W55M.

WBT, Charlotte, N. C., in honor of the eight former employees now serving with Uncle Sam, either in this country or abroad, has erected a bronze plaque in the station lobby bearing their names. . .

KDKA helped the Pittsburgh Press promote its "Old Newsboys Day" with a half-hour broadcast recently from the Children's Hospital, the organization which receives the money raised from this campaign. The station sent its "Starlets on Parade" group to the hospital where they did an hour's show, 30 minutes of which was broadcast. Under the direction of Betty Dugan, all of the Starlets, gave Christmas presents to the ill children who watched the performance.

Famed war correspondents and news analysts will be at the WHN microphone at the Capitol Theater, tomorrow night, at the premiere of Noel Coward's "In Which We Serve," held under the auspices of the Overseas Press Club. The broadcast, from the Capitol lobby, over WHN, N. Y., from 8:15 to 8:45 p.m., will be under supervision of Lowell Thomas, club president. In addition to Thomas, other club members scheduled to be heard are Wythe Williams, Raymond Gram Swing, H. V. Kallenborn, Wm. Shirer, Upton Close, Waverly Root, George Putman, and Guy Hickok.

WDRW, Augusta, is now broadcasting with its new 5,000-watt transmitter. During the first week of operation with the new power, special programs were aired, featuring Mayor Woodall of Augusta. On Thursday night, Dec. 10, CBS paid the station tribute with a special salute with Frank Sinatra and Walter Gross' orchestras. On the same date the World Broadcasting system also prepared a special salutation for the station.

All those purchasing \$500 War Bonds over Dick Gilbert's WHN, N. Y. show, will have a theater turned over to them to watch the pre-view of the new musical "New Faces of 1943."

Hank Lawson and "His Knights of the Road" heard over WFIL, Philadelphia, will hit the road in January and will head for WHK, Cleveland for an approximate two months stay . . . A custom of many years standing will be kept again this year when the Christmas Cocktail Party for the staff, their families and friends will be given at the Poor Richard Club in Philadelphia, from 4:00 to 7:00 today.

James Marion Harman, Sr., formerly with WRDW, Augusta, and known to many as "Whole Marion" was promoted to the rank of corporal.

The annual Christmas Song Festival from the Oakland Civic Auditorium was aired over KROW Friday evening Dec. 18, under the sponsorship of the City of Oakland through the cooperation of the Junior Chamber of Commerce, the East Bay Church Federation and the public schools. The three-quarter hour song pageant featured the Camp Ashby Singers of twelve voices under the direction of Sgt. Edward M. McFadden; the ninety voices of the Mother Singers; twelve California Nightingales and one hundred and eleven members of the Westlake Junior High School Chorus.

Recommendation of a Worcester Defense Committee, headed by E. E. Hill, managing director of WTAG, for construction of a two-way radio for city's Civilian Defense Commission has been approved. System will provide speedy communication to ARP officials in the event of an air raid.

Last week was "Salute to the South Week," at WLAC, Nashville. Every morning at 6:30 and every night at 10:30, various states in the WLAC listening area received a salute from the station for the purpose of acquainting those listeners with the station's recent increase in power to 50,000 watts. Programs were made up of musical selections, interesting facts concerning the states featured, and a free offer of a 1943 calendar bearing a picture of the "Hermitage" home of Tennessee's Hero, Andrew Jackson.

Jean Law, is the new woman's commentator at WJW, Akron. She was formerly with WILS. She will be known as Jean Long on her broadcasts and has replaced Mary Jean Schultz who is now on the WKBN staff. . . Six nights a week the station is broadcasting from the Back Stage Bar featuring Enoch Light and his band. . . Tom McClowry has joined the staff to handle promotion and merchandising. He was formerly with WADC and WHBC.

Don Vest recently came to KVID, Denver, to fill the vacancy created by Ray Wilson. He is the new MC for the Gas Hospitality House, originating at the Public Service Company of Colorado.

Wallace Woodrow Wilson, formerly of WNOX, Knoxville, Tenn., has been added to the technical staff of WOWO-WGL, Fort Wayne. Wallie is working days at the station and his nights are spent at the Indian Technical School.

KLZ, Denver, made it possible for farmers and ranchers throughout Colorado to attend by radio, the Western Regional Agricultural Conference, recently held in Denver. The sta-

tion carried several broadcast. . . the conference and kept the food growers informed of production goals set up by State of Agriculture Wickard. . . included in these informative broadcasts was a round table discussion with Brigadier General John F. Ryan, head of Selective Service by radio, who explained how farm laborers can be deferred. . . meet food production needs a nation at war. Broadcast arranged and handled by farmer Charlie Roberts.

Jack Edwards, veteran NBC announcer and Richard Douglas, formerly of San Diego, are the latest additions to KFI-KECA announcing staff.

Recommended by Governor William Broughton, of North Carolina the federal government Major General Ridge, of WBIG, Greensboro, has been appointed member of the Appeals Board of the Selective Service System for the Fourth Selective Service District.

Criticizes Radio Rendition Of "Ammunition"

Washington—Although he finds tune all right in spirit, Rep. James Shera Montgomery, chief of the House, objects to the prevailing manner of radio renditions of "Praise the Lord and the Ammunition," he said. "I am not opposed to what the expresses," he pointed out. "The timent is what we all feel—the good Lord is on our side in this. But I do object to the way sung, and I have listened to it times on the radio. So often I heard it delivered in an spirit of irreverence, almost being on derision. Mixed with music I have heard the tap of feet on the floor and the subdued laughter of the singers. That is no attempt to express an alliance with the deity."

Several Congressmen on hand at the interview said they agreed with Dr. Montgomery.

1 9 4 2

BIRTHDAYS

1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					

December 22

Bob Guilbert Eunice Howard
"Mystery Chef" Deems Taylor

WHAT'S WHAT IN BOSTON

29—WCOP merchandisers' programs. Ask to tell you how!

REPRESENTED BY HEADLEY-REED CO.

WCOP

BELONG TO YOU CHECK UP

Webs Review War Year

FCC Rules Relaxed For Concerted Effort

Washington Bureau, **RADIO DAILY**—The FCC yesterday relaxed restrictions on international broadcast stations "in order to coordinate the operation of all international broadcast stations in the interest of the government for the conduct of psychological warfare and to insure maximum flexibility of operation."

Relaxations of the rules and regulations requiring the making of transcripts of all broadcasts and the keeping of manuscripts, translations

(Continued on Page 2)

Censor Clamps Down In Ankara News Hookup

Although the original intent of WINS was to present a news broadcast about the earthquake when station carried a wartime broadcast from Ankara, Turkey, at 2:15 p.m., yesterday, went awry through censor's deleting all mention of the catastrophe, Bernard Lee, news editor, pointed out that the broadcast proved its worth anyway, on two other scores. It conveyed a commitment by President Roosevelt who was quoted as

(Continued on Page 2)

Five-Minute Arrid Spots Via Fidler ET On WOR

Warner Products, Inc., for Arrid, will use five-minute transcriptions of Army Fidler, the "Hollywood Reporter" on WOR, for a 52-week run, starting January 5. Program will air Tuesdays, 10:30 a.m. to 10:45 a.m.

(Continued on Page 2)

Hourly Prayer

On New Year's Day, from 8 a.m. until 11:59 p.m., WOR will present a prayer every hour. Prayers will be written by ministers, priests and rabbis, and will be presented under the auspices of the Federal Council of Churches of Christ in America, Catholic Charities of the Archdiocese of New York, and the Synagogue Council of America.

Kill-Rumor Show

Atlantic Coast Network, in cooperation with OWI, will present a half-hour program weekly, to kill war rumors. ACN format will utilize the question and answer technique and will probably originate at WWDC, Washington, D. C. Ted Steele, ACN director of programs, expects to wind up plans for the production in Washington this week.

Blue Station Average Rose To 91 In Dec.

Average number of stations used by commercial sponsors on the Blue Network in December has risen to 91, according to a report released yesterday by Edward Evans, research manager. The monthly average has risen steadily during the year, the first for the Blue as an independent organization, since February when the figure was 70. November's average was 89.

Special Hummert Program Set For Christmas Day

A special full-hour musical program called "Christmas Bells—U. S. A.," featuring holiday music, will be heard on Christmas Day over the NBC network from 4 to 5 p.m. The program, produced by Frank Hummert, will take over the time used by four of Hummert's daytime programs—"Stella Dallas," "Lorenzo"

(Continued on Page 2)

NBC Sets Employee Training In Production Fundamentals

Phil Baker In Hospital; Has Appendix Removed

Phil Baker, master of ceremonies on Eversharp's "Take It Or Leave It" on CBS who was taken ill immediately after last Sunday's show, is at the West Side Hospital where he was operated upon for appendicitis. Baker who had been suffering tortur-

(Continued on Page 7)

Three Major Networks Place Emphasis On Co-Operation In Govt. Activity; Education, Religion Featured

WOOD On Full Time; Other FCC Decisions

Washington Bureau, **RADIO DAILY**—Washington—It looks as if WASH has been washed up, as a result of the action announced yesterday by the FCC granting WOOD, Grand Rapids, Mich., a temporary permit to operate on unlimited time for 60 days. It is believed that at the end of 60 days a new license will be

(Continued on Page 3)

Gov't Copyright Order Causes Little Music Stir

Reiteration on the part of Alien Property Custodian, this week, of the necessity of filing reports by all who shared copyright interests with citizens of enemy occupied countries, did not cause much of a stir in music-radio circles here. Ascap reported

(Continued on Page 2)

"This Is Our Enemy" Being Sent To S. A.

"This Is Our Enemy," series broadcast over Mutual under direction of the OWI will be reproduced in Spanish and Portuguese and broadcast through all Latin America, the Office

(Continued on Page 2)

Three of the networks whose year-end reviews have been completed, have contributed 2,215 hours to war-effort programming exclusive of news broadcasts, government messages and War Bond announcements in radio's first war. Item was first position among the official statements released by the Blue, MBS and NBC. It is likely the CBS report will

(Continued on Page 6)

Commission Compiles Broadcaster Incomes

Washington Bureau, **RADIO DAILY**—Washington—Special forms to enable the Commission to estimate tentatively the net income of individual broadcasters for 1942 have been mailed out to all stations by the FCC. These will enable the

(Continued on Page 2)

Six Sponsors On WNEW Sign 52-Week Renewals

Six sponsors on WNEW have recently signed 52-week renewals, three additional for 13-week renewals, and two others for new 13-week contracts. The full year renewals include

(Continued on Page 7)

Coincidence

Washington—When Elinor Lee, women's columnist on WJSV, asked the Navy's procurement office for a SPAR to interview over the air, the officer in charge promised to send her one of the first dozen women commissioned as SPAR ensigns. He kept his promise and, much to Miss Lee's surprise, Mary Catherine Lyne showed up. She and Miss Lee are sisters.



Vol. 21, No. 56 Wed., Dec. 23, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merer, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, 203 North Wabash Ave. Phone State 7596. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Tuesday, Dec. 22)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	125 3/8	125	125	- 1/8
CBS A	16 1/2	16 1/4	16 1/4	- 1/8
CBS B	16 1/4	16 1/4	16 1/4	+ 1/8
Crosley Corp.	8 1/2	8 1/2	8 1/2	- 1/8
Gen. Electric	30 3/8	30 1/8	30 3/8	- 1/4
Philco	14 1/8	13 3/4	14	+ 3/8
RCA Common	4 1/2	4 3/8	4 1/2	+ 1/8
RCA First Pfd.	58 1/4	58	58 1/4	- 1/2
Stewart-Warner	7 1/8	6 3/4	7	- 1/8
Westinghouse	119	119	119	- 1

NEW YORK CURB EXCHANGE

	%	%	%
Nat. Union Radio	5/8	5/8	5/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	3 3/8	3 3/8
Stromberg-Carlson	5 3/8	6 3/8
WCAO (Baltimore)	19	21
WJR (Detroit)	20	

Censor Clamps Down On Ankara News Hookup

(Continued from Page 1)

heartened by talks with Russia, to give one of the first indications of the trend of policy on part of neutral Turkey. Newscaster also reported on the allied victories in Africa. Release of such information from the country is viewed as added evidence of Turkey's policy, and perhaps a breakdown in the Nazi censor stronghold.

News association reports were carried however, by various stations.

Gov't Copyright Order Causes Little Music Stir

(Continued from Page 1)

that its attorneys had filed copies of its contracts early in the year with the Federal Reserve Bank and that the present issue by Leo T. Crowley, custodian, was not new and had no further effect upon Ascap. John G. Paine, general manager of Ascap, told RADIO DAILY that rather than having any important accounts payable due the foreign societies, the reverse was true, and that there were more fees due here from the European countries. Payments to the American society had been frozen by the Nazis, as this country withheld payments to foreign countries, and Ascap has received none outside of England.

Leonard Callahan, speaking for Sesac, explained that his organization had no problem because all its contracts are now with domestic firms. AMP explained that its copyrights were exclusive to AMP, and didn't anticipate any complications. Rep, however, would confer with APC this week, perhaps, to comply.

Int'l Rules Relaxed For Concerted Effort

(Continued from Page 1)

and transcripts for two years, always available for Commission inspection, were suspended.

Sections prohibiting the use of more than one frequency without the showing of technical necessity, and calling for full reports for hours of operation, listing of programs transmitted and reports of reception and interference also were suspended.

At the same time the Commission interpreted Sub-sections D and E of Section 4.43 as requiring a single station identification for all stations which are carrying the same program, and as requiring identification of international broadcast stations only at the beginning and end of a transmission.

The Commission also extended for an additional six months, until June 30 of next year, its suspension of requirements of six months previous service for radio telegraph operators.

Commission Compiling Broadcaster Incomes

(Continued from Page 1)

Commission to talk in more specific terms when it confers with advertisers and others on ways and means of aiding small stations of an essential nature which may be operating in the red. It is hoped that these reports, which are to be merely approximations, will be filed with the FCC early in January.

They are intended to "supply summary information that will show the results of operations for the year 1942, and estimated net broadcasting income for the year 1943." Notices accompanying the forms emphasize that they will be considered tentative, subject to correction in the regular annual reports. No space is provided for carrying these approximate figures to cents.

"This Is Our Enemy" Being Sent To S. A.

(Continued from Page 1)

of the Coordinator of Inter-American Affairs announced. Twenty-six of the OWI scripts have been translated and production on the half-hour shows will begin immediately. The programs, primarily, are dramatized exposes of Axis brutalities as gathered from eye-witness accounts.

Another of the new projects by the CIAA is the plan for a series of programs featuring U. S. service men of Latin-American origin. Production will begin almost immediately.

The series, "Juventude Combatierte" (Fighting Youth), will be picked up from various training centers in which youth of Latin American origin or background are located. The first three programs will be made at Mitchel Field, Camp Upton and Ft. Dix. A crew of three persons from the Coordinator's Office, a producer, announcer and technician will visit the various camps and transcribe the quarter-hour programs until the full series of 13 has been completed. The entire series will be offered stations in the other Americas.

The program primarily will consist of interviews with the service men. However in cases where the men have musical talent they'll be invited to contribute it to the programs. Tentative plans also are under way for use of the bands and choral groups in the camps to be visited.

Five-Minute Arrid Spots Via Fidler ET On WOR

(Continued from Page 1)

with Small & Seiffer Inc. handling the account.

Other business on the station includes a 39-week contract with International Salt Company, for Sterling Salt, as 7th sponsor on Martha Deane's program, effective January 4, via J. M. Mathes Inc. A renewal, for 52 weeks, effective January 4, covers the Serutan Company on Victor Lindlar's health program, Monday through Friday, through Raymond Spector.

Van Loon On "Freedom" Show

Hendrik Willem Van Loon will be heard in a special Christmas Eve broadcast on the "Voice of Freedom" program over WMCA from 9:45-10 p.m. tomorrow night.

COMING and GOING

JAMES FISHBACK, sales manager of Washington, D. C., has arrived from the conferences with the New York representatives of the station.

BOB KERR, artists' personal representative left for Cincinnati, where he will join the vocalist Joan Brooks, and they will the Christmas holidays at his home in Dayton.

WEST M. WILLCOX, assistant general manager of WHOM, left yesterday on the for a holiday vacation with his folks in and Rockford, Ill.

BILL STERN, NBC sportscaster, leaves for Pasadena to cover the Rose Bowl game.

SYLVIA KALIEL, traffic manager of Atlantic Coast Network, off for Detroit to the Christmas holidays.

VAN C. NEWKIRK, program director of Don Lee Broadcasting System, back in Angeles this week from San Francisco. He visited as Co-ordinator of the West Emergency Broadcast Plan.

HARRY TUREN and the "Korn Kobblers" back at Rogers Corner after playing the "C for the Yanks" benefit in Paterson, N. J.

JAMES R. MacPHERSON, commercial manager of KOA, Denver, is back at his destination following a trip to Chicago.

WILLIAM F. MALO, commercial manager of WDRG, Hartford, a visitor to New York week on station business.

Special Hummert Program Set For Christmas D

(Continued from Page 1)

Jones," "Young Widder Brown" "Backstage Wife." Starred on "Christmas Bells—U. S. A." will be some America's greatest singing talent, including Frank Munn, Vivian D. Chiesa, Conrad Thibault, Marian M. Manus, Evelyn MacGregor, Der Ryan and many others.

A full orchestra and chorus will accompany these stars. The selection to be heard, forty in number, emphasize the holiday music of the Armed Forces, as well as our All-

Block Quits Serial Show

Martin Block has resigned his commercial announcing job on "Pepp Young's Family," both the CBS original and the NBC repeat, effective December 25, upon doctor's orders. He'll retain the "Ballroom" and "Parade" chores.

AVAILABLE FOR SPONSORSHIP NOW!

A complete, yet skillfully epitomized roundup of fresh, crisp, authoritative United Press radio-wire reports is now available for the first time over WLIB EVERY HOUR, FIVE MINUTES BEFORE THE HOUR.

The reports from abroad and from the domestic scenes are rewritten for WLIB by our own expert staff of news writers.

Write, wire or phone for special rates.

WLIB, RKO BUILDING, NEW YORK CITY INgersoll 2-1300

W THE PROOF IS IN THE LISTENING

P

E

N

Philadelphia

5000 WATTS • 950 ON THE DIAL

Affiliated Station of the Atlantic Coast Network

WOOD On Full Time; Other FCC Activity

(Continued from Page 1)

The King-Trendle Broadcasting Co. has been granted unlimited time for WOOD. WOOD and WASH, also in Rapids and owned by King-Trendle, have operated on 1300 kilowatts, but the Commission recently granted WOOD a permit to cover transmitter, upping its power to 500 watts to five kilowatts. WOOD, which has always used the transmitter and studio facilities in the morning only, has been granted permission to use the power. The granting of unlimited time to WOOD does not affect King-Trendle operations, except that all letters for WASH probably will come from there.

WBAX Decision Extended
The Commission also extended for six months its decision and order denying renewal of the license to WBAX, Harris Barre, Pa., to John H. Stenger, the present licensee. Stenger has been holding the license since last August pending the outcome of the Commission's inquiry to determine the fitness of Robert H. Doran, president of Northeastern Pennsylvania Broadcasters, Inc., to operate under a license it had decided to award to Doran.

Stenger, one of the pioneers in radio broadcast, lost the license because of alleged false information furnished to the Commission on financial matters. The Doran hearing has been dragged on through several months and nearly 4,000 pages of records.

MWC, Hammond, Indiana, was granted a special service authorization to operate on 1520 kc., five kilowatts power, through the term of its present license, which expires in February, 1944.

Day and Night Okay for WJWC
Day and night operation is permitted. At the same time the Commission refused to reconsider the license of WGNV, Newburgh, N. Y., for permission to operate unlimited time with one kilowatt power. The station now operates day time only on 10 watts, and its request for more power and power was denied last November.

The Board of Radio Broadcasting Corp., Philadelphia, was denied its petition for modification of its construction permit to change the location of both the studios and transmitter of WJWC station W65PH, change transmitter type and antenna system, decrease coverage, and extend the construction date. A hearing will be held on these requests.

A construction permit for a new station was granted WHEC,

PROMOTION

Coast Market Conditions

The Columbia Pacific Network is carefully studying the rapidly changing market conditions on the Pacific Coast, set up an intensive research program designed to bring the latest conditions to light. The results of the program have been compiled and Arthur J. Kemp, Pacific Coast sales manager for CBS, has arrived at KNX from San Francisco for a series of conferences with Columbia network executives. The conferences will interpret the marketing data and forward it to advertising agencies, advertisers, and CBS officials in the East.

WLIB Folder

WLIB, N. Y. has issued a promotional piece in the form of a folder. The folder consists of a cover which is a composite of New York dailies and a printed insert which indicates that the inside story is being told by those papers.

The inside of the folder again reproduces various excerpts from the dailies with mentions either from columns or articles and pictures telling the story of WLIB and the fact that the station is definitely increasing its audience pull.

Col. Slater Party Emcee

Lt. Col. William Slater, formerly MBS sportscaster but now chief of the Army's continental liaison branch, will emcee the special Christmas Eve celebration at the War Department's new Pentagon Building tomorrow.

Rochester, N. Y., subject to Commission Order No. 79, which stipulates the Commission's policy regarding newspaper ownership of radio stations. Channel for the new station will be 44,700 kc., and coverage 3,200 square miles subject to meeting engineering conditions.

Temporary license extensions were granted W5XAU, owned by WKY Radio Phone Co., Oklahoma City, Okla., and W9XLA, owned by KLZ Broadcasting Co., Denver.

An extension through January, pending determination of the renewal application, was granted WRUL, Boston International Broadcast station owned by the World Wide Broadcasting Corp.

KWKH Brochure

"Habit" is the title of the promotional brochure recently issued by KWKH, Shreveport, to focus attention of the station's daytime listening audience.

Contained in a coverage map of Shreveport and the outlying counties is an account of the primary and secondary areas which the station reaches.

These areas which are indicated on the map contain the radio listeners who have accustomed themselves to the habit of tuning in KWKH and have built up the market which the station offers for advertising purposes. This generalization is specifically proved by a mail survey that out of 400,000 able-to-buy-radio families in the KWKH area more than 2,300 orders at fifteen cents each, were mailed in for a picture of the "Sunshine Boys" locally produced, noon-time quarter-hour, five-day-a-week show.

The newspaper excerpts tell the story of WLIB as eloquently as a prepared brochure dealing with that specific subject.

Russell Law

Russell Law, chairman of the executive committee of Albert Frank-Guenther Law, died Monday night at the age of 60 in Roosevelt Hospital. Law, who was born in Cincinnati, entered the advertising field in partnership with Rudolph Guenther following three years with the Wall Street "Journal." The agency merged a few years later with Albert Frank & Co. to form the present organization.

Levitzsky Marks 15th Year

Mitchell Levitzsky, today celebrates his 15th year in radio, having broadcast continuously over WEVD, during the decade and a half. His usual annual celebration will be curtailed this year, however, due to devoting all his time to the sale of War Bonds and Stamps via the station.

NBC To Train Staff In New Program-Plan

(Continued from Page 1)

to direct the new group, which is expected to begin functioning soon after the first of the year. Detailed courses of study and laboratory work will be given by Garrison.

"Many of our employees have talents in these fields and they will be given the opportunity to develop them in this group," said Menser, adding, "Not only do we look upon this project as a means of establishing closer relations with our employees, but we hope in the future to be able to supply accomplished technicians to our member stations, some of which have been hit by current manpower shortages."

The new Employee Production Group is an outgrowth of the production group which in the past has been operated by the employees themselves, acting as their own instructors.

Menser Explains Purpose

"Our group has been set up to accomplish the same purposes," Menser explained, "but the students will work under the direct supervision of the production and personnel departments of the company. This plan has been worked out carefully by the division heads in the Program Department."

The courses of instruction will be free and limited to all NBC employees: Questionnaires are being distributed and the schedules and courses will be set up on the basis of the answers to these.

Garrison has achieved prominence at Wayne University in developing production directors, actors, radio writers and sound effects men. He directed "The Fall of the House of Usher" by Edgar Allan Poe and won the first award for this production at the third American exhibition of recordings in educational radio programs at the IER convention.

In addition to directing the NBC group, Garrison will serve as production director on NBC programs when time permits.

NOT JUST MONROE COUNTY
but WHAMland
900,000 radio homes make it a better buy.
Nat'l Rep. George P. Hollingsbery Co.
50,000 Watts... Clear Channel... Full Time... NBC Blue and Red Networks
ROCHESTER, N. Y. "The STROMBERG-CARLSON STATION"

When you buy time—
BUY AN AUDIENCE
COVERING THE VITAL MIDRIF
MASSACHUSETTS
W.T. N.H.
CONN. R.I.
WTAG WORCESTER

Always Popular
Now More POWERFUL
WCAO
The Voice of Baltimore
NOW
5,000 W · DAY & NIGHT
600 KC
The Only Columbia
Station in Maryland
PAUL H. RAYMER CO., Nat'l Sales Representative
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

Att: Radio Stations

Announcer, Actor, Commentator, seeks position with small network station. Several years' experience. Good script leads. Draft status 3-A. Write Box P—Radio Daily
501 Broadway New York City

Los Angeles

By JAC WILLEN

JOHAN B. HUGHES, Mutual Don Lee news commentator, whose programs originate from KHJ, is getting quite a list of requests from listeners who would like a copy of his summary of the ten best news stories of the year.

Hal Styles, commentator of KFWE's daily "Facing Facts" has signed another participator for 13 weeks, five times weekly. Account is Utter-McKinley Mortuaries who have not heretofore done any radio advertising.

In the past years, Maestra Billy Mills of the Fibber McGee and "Gildersleeve" programs, has tendered his musicians a party at Christmas time. He will carry out the tradition again this year. Food, however, which always has been the piece de resistance of the parties, this year will be confined to liverwurst sandwiches and rye bread, if liverwurst and rye bread are available.

A permanent replacement for Drummer Eddie Shea has been named by Kay Kyser. The newcomer is Orm Downes, well known in Eastern musical circles. Shea joined the Army Air Force at Gardner Field, Taft, California, several weeks ago.

Cass Daley, eccentric comedienne of screen and radio, will be a featured performer on that two-hour Christmas Day broadcast (Elgin), which is to be short-waved to American fighting men all over the world.

Carl Esmond's recent outstanding portrayal of the deaf musician on Lionel Barrymore's "Mayor of the Town" program, was his first radio job in the United States!

The Vienna-born film actor, whose American flicker, "The Navy Comes Through," is now being shown, is a veteran mike performer of Europe and England, but his appearance with Barrymore marked his first contact with U. S. broadcasting.

Ever since word got around the Glendale area that Dick (Share-Your-Car) Joy is the Dick Joy who is newscaster and announcer for the Nelson Eddy show over KNX-CBS, he has been literally swamped with applications for rides.

Gilbert Paltridge, KGO, San Francisco, promotion manager, was elected president of the San Francisco Alumni Chapter of Alpha Delta Sigma for the coming year.

Local radio show-goers are starting their demands in advance of the date of the Bob Hope return to Hollywood! His fans, disappointed to date because of Bob's continuous road tourings, will finally have their long awaited chance of watching him perform again from an NBC sound stage.

DON DOUGLAS

ACTOR • ANNOUNCER
NOW FREELANCING

Heavies, Straights, Character,
Comedy, All Dialects, Narration
Exchange Registry
LE 2-1100 LA 4-1200



Reporter At Large . . . !

• • • When Paul Small's show, "The Big Time," premieres in San Francisco in Feb. with Clayton, Jackson & Durante teamed together once again, instead of calling it the three-a-day, it'll be known as Day, Swing and Graveyard shift. . . . Mae West has shelved 25 lbs. for her new picture . . . CBS after Mel Allen to take a foreign correspondent's berth in Australia —but the ace sportscaster hasn't given them his final okay yet. . . . No word received yet from Curtis Arnall who's been missing 25 days in a 60-foot sloop. Curt quit "Pepper Young" some time ago to join the Coast Guard. His wife expects an heir in March, too. . . . After all these years, "Basin St." shifts back to its original time on Monday nights. . . . Morton Downey and Guy Lombardo will be a new series on the Blue. . . . Rochester guesting on "Duffy's" next week. . . . It's a girl at the Bob Coes. . . . Miriam, the popular waitress at the NBC drug store, never goes to a show unless the program is heavy with ads. Figures they only advertise in click shows. . . . A special Crossley taken on "The Commandos" shows the series coming up with a 6 rating. . . . Scott Douglas, actor and announcer, handled 24 radio jobs in four days. If that isn't a record, it'll do 'til one comes along. . . . Tom Kennedy raving about his new harmony team, "The Three V's," a trio of good-lookers who send it out sweet and hot.

★ ★ ★

• • • At a recent party given by Phil Spitalny and his orchestra for 150 refugee children at Radio City, it was revealed that they were much more serious than kiddies usually are at Xmas time. Along with the usual requests for Xmas toys, 20 per cent of the children asked that their gifts be war savings stamps. The request was unselfish enough to cause the sponsors of "Hour of Charm" to give them not only the stamps but toys as well.

★ ★ ★

• • • THE REVIEWING STAND: We get a good guffaw out of those who continually caution against beaming comedy shows abroad to American soldiers huddled in damp trenches or nervously alert in fox holes. Their claim is that it's bad for soldier morale to know that, back home, there's an abundance of comedy, that swing bands still blare in hotel rooms. To begin with, what are our boys fighting for, if not to see that laughter never is silenced here, that cafes and hotel rooms continue to rock with solid rhythms of American dance tempos? How unstrategic it would be to erase, back here, all the precious bits of Americana for which the boys are battling out there. And here's another thought—which civilians get a relief from heart-break with this network music and comedy? That's right—the sisters, wives, sweethearts and parents of American fighting men. Blanket our normal way of life completely, so far as entertainment goes, and you deal a death blow to overseas morale and spirit. We notice that none of these protests come from the only agency which would have the right to complain—the boys, themselves!

★ ★ ★

• • • John B. Kennedy has been renewed for another year of broadcasting at WNEW, where he has been featured for the past year. Kennedy faced the crossroad one year ago when suddenly, for the first time in his crowded career, he found himself without an air show. Instead of disappearing from the airways until a big network deal materialized, he decided to accept WNEW's offer, where his work has been outstanding. So outstanding, in fact, that he has been signed for the Barbasol series on CBS and by A. P. for a series of transcribed shows which will be aired over several hundred stations. The Chevrolet Motor Co. is on the verge of sealing Kennedy for still another network assignment—but regardless of how many chores come his way, Kennedy will still continue his WNEW association.

★ ★ ★

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

OVER at the Radio Council of Chicago Public Schools is a writer, actress and producer, but finds time to produce amateur shows for the servicemen in the Chicago area. Her name is Mary Ann Schindler and her weekly educational show on Chicago stations include "Pie of Eight" on WJJD; "Young America Answers" on WBBM and "High School Studio Party" on WML. Right now Mary Ann is busy writing and producing "Starboard Serenade" a special amateur show for the officers and men of the United States Naval Training station in South Chicago. Miss Schroeder, we predict will be grabbed up by an agency network before many months roll in 1943.

Renewal of the Morris B. S. servicemen's show broadcast by WGN every Wednesday from 9:30 to 10 p.m., for another 13 weeks was announced by Wade Advertising Agency. Show features "Tom, Dick and Harry Hoosier Hot Shots and guest stars."

Bob Hurlleigh of Press Association AP radio organization, heading off for a two weeks' vacation with his home folks in Maryland.

Barbara Luddy, who co-stars Les Tremayne on the "First Night" shows, will spend the Christmas holidays with her coastguardsman husband, R. Ned Le Fevre.

Glamorous

FUR COATS

for

*G*LAMOUROUS

RADIO

ACTRESSES

(DISCOUNT TO THE PROFESSION)

See Mr. Blossveren personally and he will see that you get the best value in town.

On the Mezzanine
30 Rockefeller Plaza
B. BLOSSVEREN'S

SONS, INC.

Furriers



RADIO DAILY'S

CHRISTMAS ISSUE

Containing the Results of the
RADIO DAILY'S RADIO CRITICS POLL

WILL BE

PUBLISHED ON

THURSDAY, DECEMBER TWENTY-FOURTH



Webs Review War Year

Blue Reports Profit For First 12 Mo. Of Operation

(Continued from Page 1)

bring the total to 3,000 hours. Increased billings are common among them all.

Among other firsts in this year's annuals, is the separate report made by the Blue Network, which boasts of being the first network to have made a profit in its first year of operation. It was incorporated as an independent unit, January 10, 1942, after 15 years as one of the two operating NBC networks.

Woods Calls Blue "Unique"

Mark Woods, president of the Blue, described the network as "unique among American broadcasting organizations—and perhaps among all major corporations," because "its entire independent corporate existence has been intimately associated with war. It was born in a nation at war, with business, all activities, and all thinking devoted to the successful prosecution of that war. We have 'plowed back' into sustaining programs all available money. It is interesting to note that only 20 per cent of Blue Network time is commercial. Therefore, it is particularly significant that the Blue Network finishes its first year 'in the black,' the first network to make a profit in its first year of operation.

"At the time of incorporation there were 116 stations affiliated with the Blue Network. Today there are 146 stations. Since the beginning of our independent operation we have added 34 new network accounts."

Discount Structure a Feature

As of Dec. 1, the Blue commercial schedule embraced 40 sponsored shows, including two of radio's largest contracts—Ford and Coca-Cola. Of the advertisers currently using the Blue, 24 are new accounts. Network reported pride in the introduction of a two per cent cash discount. With the daytime package rate, a special rate for advertisers buying time across the board in daytime hours on the entire network, sponsors can buy time as they buy space in national magazines, on a unit basis.

Another "Blue first" reported was the special discount structure under which an advertiser obtains a progressively increasing discount as he progressively increases the network of stations for his program. This discount has encouraged advertisers to increase their stations and resulted in more revenue to Blue affiliates.

Re Institutional Advertising

The Blue has also stimulated a new type of institutional advertising—the sponsoring of one-time programs by companies who wish to bring important accomplishments to the public's attention. A recount of the total

amount of time devoted to the war effort on the Blue from Jan. 1 through Nov. 30 shows that 644 hours of sustaining time, and 103 hours of sponsored time (not including local programs on WJZ) were used for this purpose. Of this total, 232 hours of network time were devoted to programs presented in cooperation with government agencies.

Sustainers Aided Considerably

Aside from government programs, contribution to the war effort was made in sustaining shows presented by other organizations such as "This Nation At War," (picturing the work being done on the home front) by the National Association of Manufacturers, and "Men, Machines and Victory," (dramatizing the danger to the war effort of accidents in war production plants) by the National Safety Council.

Another new Blue idea, was the inauguration of weekly "closed circuit" talks in which Phillips Carlin, vice-president in charge of programs, speaks with station staffs and asks an expression of opinion on programs.

Mutual's Summary

How the Mutual Broadcasting System geared its entire wartime radio network operations to the pledged task of helping to keep the United States an alert, well-informed democracy was the keynote of the network summary. Highlights are the appointment of Miller McClintock as its first paid president, November 13, and increased billings.

Utilizing the facilities of its 211 member and affiliated radio stations, and drawing upon the resources of two other United Nations' chains, the British Broadcasting Corporation and the Canadian Broadcasting Corporation, and the medium of shortwave, Mutual presented 1,913 individual war-effort programs from January 1 to November 30, 1942. Exclusive of straight news programs, the broadcasts consumed 721 hours and 29 minutes of air time, accounted for approximately 10 per cent of the entire year's program operations. Of the total 1,913 programs, 906 were devoted to the activities of our armed forces all over the world and 1,007 featured home front events.

Numbered among the war broadcasts were major addresses by 33 United Nations' leaders during 1942. President Roosevelt addressed the nation on 17 separate occasions. Prime Minister Churchill broadcast four times.

News And Religion

The year 1942 saw Mutual increase its news coverage to a round-the-clock schedule. Every hour and every half-hour news reports were aired from New York, Washington, and Los Angeles, supplemented by the commentaries of 19 top-flight news analysts, which accounted for 80 newscasts a week. From London, listeners heard four weekly BBC news summaries.

Mutual presented 411 religious programs, instituted a daily "Minute of Prayer," prepared by prominent

church leaders, and the weekly "Mutual Radio Chapel."

Network maintained its leadership in the field of sports broadcasting, airing 130 sporting events.

In 1942, 28 more radio stations became members or affiliates of Mutual, making a total of 211 stations in the U. S., Canada, and Hawaii associated with Mutual. This represents the largest number of radio stations lined to one network in the U. S.

NBC's Year

Significant in the NBC review is that the dollar volume will reach an all-time high, alongside its extensive programming for the war effort.

NBC's full 125-station network plan, which was made available to the network's commercial accounts in late July, is one of the reasons for the upswing. A survey conducted two months after the plan went into effect revealed that this move alone had added 608 station hours per week, to the network. In the same period, the average daytime network expanded from 49 to 54 stations and the nighttime network from 76 to 94 stations.

As the current year ends, 29 sponsors have taken advantage of the additional coverage made available by the full network plan.

Inaugurated "Parade of Stars"

NBC also inaugurated in 1942 its first "Parade of Stars" campaign to promote the return of top flight network programs following the summer vacation. From the portfolio of special recordings made by outstanding NBC artists, the network's 125 stations scheduled over 7,500 broadcasts, representing more than 300 hours of entertainment. The improved ratings obtained by some of the 21 programs participating in the "Parade" have been credited to this novel promotion scheme.

NBC's sales activities for the year were summed up as follows in a year-end statement issued by Roy Witmer, NBC vice-president in charge of sales:

"The National Broadcasting Company will end 1942 with the greatest sales record in its history. The gain in dollar volume for the past year will exceed that reported by any other advertising medium."

2,200 Overseas Broadcasts

By the year's end, a single NBC station will have broadcast approximately 5,300 announcements for various types of Government messages, consuming about 85 hours; 4,500 announcements for War Bonds, consuming about 55 hours, and 2,700 complete war effort programs, consuming about 850 hours. Current volume is not reflected entirely by these figures because the volume during December was many times that of January.

In 1942, NBC correspondents reported to their listeners in 2,200 individual overseas broadcasts. On the home front NBC reported with 3,100 news broadcasts and commentaries, compiled by newsmen and analysts in New York, Washington, Chicago and Hollywood. In addition, scores of programs were devoted to special events, covering major occasions here

MBS Outlets NBC Cites High Dollar Volume

and abroad. In all, NBC devoted 10.5 per cent of its broadcast hours and special events, as compared to 10.5 per cent for the year past—a total of more than 1,000 hours.

With the establishment of the Inter-American University of the Americas, the National Broadcasting Company in 1942 undertook its most ambitious experiment in educational programming. Two courses of university-level already are on the air and a third begins in the Spring.

Public Services

During its first war year, NBC greatly increased the number of its public service programs. The number of hours rose more than 37 per cent higher than during 1941.

Preliminary statistics indicate that 37 per cent of the total air time was devoted to various types of service features. Approximately 10 per cent of this total time was devoted to bringing news and news analysis to the American people. About 10 per cent was devoted to classical and semi-classical music; 1.7 per cent to talks and forums; 4.6 per cent to dramas with a public service message; 1.3 per cent to variety programs of a similar nature; 1.5 per cent to general cultural programs and 1.1 per cent to women's and children's programs. Of the remaining 6 per cent of air time devoted to entertainment for morale, a considerable portion carried war messages. A notable was "The Army Hour."

NBC Has 140 Affiliates

With the close of 1942, the National Broadcasting Company ends its year as the operator of a single network with 140 affiliated stations (are continental) extending coast-to-coast and to outlying possessions. This represents a gain of outlets since January, when the network and Blue networks were separate.

NBC's guest relations department was hard hit by war manpower shortage because it employs a large number of young men. In recent months it has been necessary to replace them with women in numerous positions. Already 200 women are employed by NBC as receptionists and cashiers. In 1942 a total of 118 hosts, pages, relationists, guides and lectures answered the call of Uncle Sam and were granted military leaves.

Established Public Service Department. The National Broadcasting Company in 1942 re-aligned its administrative personnel to make more effective use of its resources in winning the war. One of the most important moves was the establishment of a more concentrated public service department to handle the increasing number of programs devoted to the war effort. At the year ends, NBC is allotting more than two and one-half hours each to special programs pertaining to war emergency.

GUEST-ING

WETH GORDON, 12-year-old boy, on the program of the NBC company, today (WEAF-NBC, 1:30 p.m.).

A BARRYMORE, in an edition of "Love Affairs," on the "Morris Playhouse," Friday (CBS, 9 p.m.).

I GREEN and **DON DUNPHY**, "Double or Nothing," Friday (Mutual, 9:30 p.m.).

ARCHIE GARDNER, **CORNELTIS SKINNER**, **ROLAND**, **HERB SHRINER**, **LANNY** and **GEORGIA GIBBS**, on the "Rain" program, Friday (WABC, 9 p.m.).

AL SWENSON, star of "Loraines" and leading man of the "Trade of America," on "Nellie Presents," Saturday (WEAF, 10:30 p.m.).

ANDA MARSHALL, on "Stars of Hollywood," Saturday afternoon (CBS, 12:30 p.m.).

OUND GWENN, on "Armstrong Theater of Today," Saturday (CBS, 12 noon).

RVING LANGMUIR, retiring actor of the American Association for Advancement of Science, and **THUR H. COMPTON**, new president of the organization, on "Advancement of Science," Saturday (WABC, 10:30 p.m.).

Baker In Hospital; Appendix Removed

(Continued from Page 1)
 Ins believed it was intestinal until the diagnosis was made. Last night the Biow agency decided on a relief emcee, there was a possibility that one leading comedians would jump to take his place, possibly Jack if he could make it in time. Sunday Baker was planning to celebrate his first year on the "It or Leave It" show and his year in show business.

WHEN MINUTES MEAN MONEY—TELEGRAPH VIA
Postal Telegraph
 REGS FOR TELEGRAMS 'PHONED IN
 AR ON YOUR TELEPHONE BILL.

WAR-PROGRAM IDEAS

"Passed By The Censor"

CKBI, Prince Albert, is currently airing a program for the benefit of those overseas called, "Passed By The Censor." The program is sponsored by The Northern Hardware Company and takes to the airplanes Thursday nights.

Show features letters from the folks overseas and the sender of the most interesting letter is entitled to make a record to send across the sea to either relative or friends.

"WBT Spotlight"

New weekly program to stimulate audience appeal called "WBT Spotlight," is now heard from WBT, Charlotte. It is a fifteen-minute script series done by Grady Cole.

The new program highlights new local and network shows, carries squibs about guest stars and special

features of existing programs. It also features plug contests and premium offers, with sponsor credits included in each case.

Housewife Problems

Aiming directly at one of the housewife's major problems of the day, food shortages due to the war, Jane Lee inaugurated a series of round table discussions on the "Woman's Magazine of the Air" (KPO, San Francisco, 9:30-10:00 a.m., PWT, Monday through Friday). Series opened with a discussion of the meat shortage problem by Dave Phelps of the National Live Stock Board, Carsten Schmidt, secretary of the Wholesale Butchers of San Francisco, and Al Larney, secretary of the San Francisco Meat Dealers.

A forum on butter, eggs and milk will be held next week on the Magazine, with a distributor and a grocer among the speakers.

Magazine Group Asks Cut In Use Of Paper For '43

Washington—A flat 10 per cent reduction in magazine paper for each magazine published in 1943, as compared with 1942, was recommended to WPB yesterday by the Magazine Industry Advisory Committee, meeting here with the WPB's printing and publishing branch. This action was in line with an earlier recommendation to the WPB that newspapers be limited in 1943 to the same amount of print paper they used in 1941.

Six Sponsors On WNEW Sign 52-Week Renewals

(Continued from Page 1)
 Howard Clothes Company (RADIO DAILY, Dec. 22) American Chic Co., Del Monte Packing Co., Dura Gloss Co., Bulova Watch Co. and National Shoe Stores. The 13-week renewals came from American Tobacco Co., French's Bird Seed, and the Denver Chemical Co. New contracts were obtained from the Gordon Baking Co. and Kreml Dessert for 13 weeks.

Disney Coca-Cola Guest

Hollywood—Walt Disney, who is now in Mexico collecting material for his second South American feature, will return to the film capital in time to appear on the Coca-Cola program which will be heard on CBS, Sunday, Dec. 27. Andre Kostelanetz, conductor, is due here with his writers and directors to make preparations for the program.

Handy On Deane Program

W. C. Handy, "Father of the Blues" and composer of the "St. Louis Blues," will visit Martha Deane today on her women's program which is heard on WOR from 2-2:30 p.m.

Radio Council Opens Two More Local Branches

Two more local branches of the Radio Council, promoted by the NAB's Office of Coordinator of Listener Activities directed by Mrs. Dorothy Lewis, have just been formed in Wichita and San Francisco. Forrest L. Whan, head of the Department of Speech and Radio at the University of Wichita, and Rabbi Irving Reichert of the Temple Emanuel, San Francisco, are temporary chairmen of their respective groups.

"Musical Clock" Rating Hits New High On WOR

According to a WOR-Crossley personal interview report, John Gambling's "Musical Clock," aired on WOR week-days 7:15-8 a.m., received the highest listening rating for any show on a New York station, up to 11 a.m. for October. Gambling's rating is 4.0 for that month, while the next figure was 2.6. According to the survey, there were 24 listeners in every ten homes, with breakdown including 8 men, 11 women and five children.

N. Y. Outlets Save Power

Albany—WOKO and WABY, Albany and WTRY, Troy, are opening later and closing earlier to save electric power and man hours. The new schedule will permit all three stations to operate without the replacement of radio engineers who have gone into the armed forces.

Effective last week, WOKO signed on during the week at 6:45 a.m., three-quarters of an hour later, and signs off at 12:05 a.m., 55 minutes earlier. On Sunday, it signs on at 8 o'clock. WABY signs on during the week at 7 a.m. and signs off at 12:05 a.m., its Sunday routine beginning at 8 a.m.

AGENCIES

JACK DAVIS of Erwin, Wasey & Company's San Francisco office has been elected president of the Milline Club in that city. The group is made up of western advertising men. Orle Sorenson of the Duncan A. Scott agency is chairman of the club's Christmas celebration.

CARLYLE EMERY of the Chicago office of Ruthrauff & Ryan visited San Francisco last week, to address radio and newspaper ad men on the problems of "wartime advertising."

JOSEPH BURLAND, of Kelly, Nason, Inc., has been elected to the presidency of the new Media Men's Assn., of New York.

STANDARD BRANDS has announced that it will put on the market four new products early next year. They are: Sted, a coffee extender; Stams, a new multi-vitamin tablet; Fleischmann's Vitamin B yeast tablets; and Stan "B," a vitamin B complex tablet.

LAWRENCE S. STAPLES, formerly vice-president of Ferry-Hanly Company, Kansas City, has joined the Gardner Advertising Company, St. Louis, as an account executive.

"Essential" Men Over 38 May Get Army Discharge

Washington Bureau, RADIO DAILY
 Washington—Employers are expected to request release from the Army of any men over 38 they seek to employ in essential industries, it was announced here this week. The OWI pointed out that such release is not automatic, but is dependent upon, among other things, "satisfactory evidence that he will be employed in an essential war industry if he is discharged from the army."

WPAT Opens N. Y. Office

WPAT of Paterson and Newark, N. J., has opened offices in New York in the Paramount Building, Sidney Flamm, vice-president in charge of sales and Ed Leamy, publicity director will be located at the new offices.

VICTORIOUS NEW YEAR
to every American!
WNBC HARTFORD
 5000 WATTS
 A GREAT RADIO STATION



Coast-to-Coast



A PERSONNEL change was made in the KNX-CBS, Los Angeles, announcing staff when Joe Walters, erstwhile program director for KFSD, San Diego, joined the staff to fill the spot left vacant by Wally McClain. Known to radio listeners as the "Big Voice With the Little Piano," Jay Burnett celebrated his tenth consecutive year of broadcasting. Colonial Dames Cosmetics' weekly five-minute show, "Find the Woman," has been renewed for another fifty-two weeks. The program has now been on the air continuously for 104 weeks, and the renewal brings it into a third year. The contract was placed through the Glasser, Gailey & Company, agency.

Latest New York survey reveals that George F. Putnam who took over the WEAF, New York, nightly news broadcast that is aired at 11:00 p.m. is now leading all competitors at that hour. The current survey gives Putnam a 4.0 rating with his nearest competitor sporting 2.9.

WBT, Charlotte, annual twin street front display windows will again give the "Merry Christmas" greeting from station advertisers to their consumers. Samples of all advertised products, carrying individual Christmas greetings, will be featured in the window display, which will have a background carrying out a patriotic and seasonal motif.

Col. Birney Imes, Sr., co-owner with his son Birney Imes, Jr., of WCBI and the "Commercial Dispatch" in Columbus, Miss., has been appointed by General Somerville to attend the thirty day Orientation Course to be held at Fort Leavenworth, Kansas. Col. Imes is one of eighty in the United States to be selected to attend the class. He will report for duty the first of January. The nation's top officials in the United States Army Air Corps were visitors to the studios last week. Heading the list of officials was General H. H. Arnold, Chief of the United States Army Air Corps.

To help stimulate business for Secretary Morgenthau's War Bond counter Vince Joyce, WWSW, Pittsburgh, announcer, handles the emcee spot on the "Keep 'Em Smiling" show broadcast from backstage of the Stanley Theater. "The Keep 'Em Smiling" show is weekly station attraction and is aired every Monday at 2:30 p.m.

1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					

December 23

Howard Breslin Don McNeill
Herman Pincus W. A. Stretch, Jr.
John Waters

Jim Coy will do the announcing for Bill Stern's Saturday night NBC network sports feature. Jimmy was recently notified that the sponsors liked his audition, and start announcing for Stern next week.

WDRC, Hartford, has just started two new recorded dance band programs. The first is "Tune-Time," which is now heard daily from 3:30 to 4 p.m., and the second is a Saturday night show, "Dance-Time," featuring a single name band from 9:45 to 10:15 p.m. The Saturday night show is unannounced. Program Manager Walter Haase recently attended the regional meeting of OWI at New Haven.

During the first test blackout of Colorado and other western states KLZ, Denver, kept listeners completely informed by stationing staff reporters at all strategic Denver points and having officials phoning in from all important communities in the state. By this blanket coverage the station was able to give a complete picture of how the blackout was working throughout the area. Less than an hour after the blackout the station aired an interview with the key men who directed it.

Sam Balter, after a year's absence from his usual haunts returned to KHJ-Mutual, Don Lee, Los Angeles. Balter is the creator of "The Sport Page of the Air" and will be heard at 5:30 p.m. Mondays through Fridays.

Earl Godwin, perambulating newscaster of the Blue Network's "Watch the World Go By" sponsored by the Ford Motor Co. will quit Washington late this week for a four-day tour of Wright Field, Dayton, Ohio, which he will visit on Monday and Tuesday; Edgewood Arsenal, on Wednesday, and the Aberdeen Proving Grounds, on Thursday, Dec. 31. He then will return to Washington to spend New Year's Day with his family and friends.

A short time back KOY, Phoenix, had two distinguished guests at the station's Red Cross Round Table when Mrs. Damon Runyon and Clarence Budington Kelland made their appearance with the discussion group. Arizona's "First War Year in Review" is scheduled for New Year's night at 7:00 p.m. over the stations of the Arizona network. Staff engineers appeared before the Fourth Annual Junior Livestock banquet held in Phoenix. Sgt. Gene Autry also made an appearance before the youngsters who were entertained by the Arizona Farmer Magazine, affiliated in management with KOY.

Art Kirkham is a man of many presidents. He is not only second vice-president of KOIN, Portland, Oregon, but is also president of the Kiwanis Club. Until recently he was chairman of the Chamber of Commerce member's forum and now he's added another laurel leaf to his collection—he's been elected president of the President's Council of Portland.

KXOK, St. Louis, now operating around the clock, has extended their news coverage to include the 24-hour service of United Press and the International News Service. With this new service, KXOK becomes the only station in the St. Louis area with full coverage of two major world-wide news services on a 24-hour basis.

Recently, "Your Civilian Defense Reporter" made its debut on WOL, Washington. This program, sponsored by the Hecht Company department store, is the official mouthpiece of the local OCD, and, according to an announcement made by that office, is the first civilian defense broadcast to be sponsored in accordance with the recent ruling of OWI, permitting commercial firms to sponsor Government broadcasts.

Rather than ask the City Fathers to take time away from families and friends to extend Christmas greetings to the WCBI audience, the Columbus, Miss., station put its newly installed recorder to work and transcribed messages of Mayor T. W. Harris, Ralph Webb, president of the Chamber of Commerce and OCD director, and Col. Birney Imes, publisher of the "Commercial Dispatch" and owned of WCBI. These will be played during Christmas Day.

WOV, New York, will air a Christmas Eve broadcast from the Church of St. Paul the Apostle and will carry a midnight mass from 11:00 p.m. to 1:00 a.m. The 65 voice Choir of the Church Fathers who are featured on the to-coast Catholic Hour program will be heard in Christmas carols during the broadcast under the direction of J. Slatery.

Rush Hughes, the KWK, St. Louis, personality, has sold more than a quarter of a million dollars worth of War Bonds and was responsible for hauling in another \$175,000 worth of War Bonds at a rally sponsored by the Maccabean Club held at the University of Missouri. This sum is the highest figure ever pulled. The nearest competitor in New York club which totaled \$100,000. For the fourth consecutive year, Bond Clothes has renewed its Christmas campaign. The 7:45 a.m. newscast "The Rogow of N. Y.," is the agency of Grove Laboratories has added more newscasts weekly to their Christmas rule of "A Dispatch From Red Bank."

The Joseph Jacobs Jewish Music organization has renewed "The World of the News" quarter-hour program on WEVD, N. Y., every weekday morning at 9:15, for the first six months. The products of the International Company will be plugged.

TODAY-12:30

Luncheon of the

RADIO EXECUTIVES' CLUB

OF NEW YORK

at the Loyale

521 Fifth Ave., New York City

Christmas Party Luncheon

SANTA CLAUS—Honored Guest

Local Talent Included:

ART HAYES—(Master Magician)

MURRAY GRABHORN—(Piano Virtuoso)

Meet the Club's Punch-Bowl

Come on down. All radio people welcome—every Wednesday at 12:30. Bull Ring Bar. Members \$1.00—Guests \$1.50.

Radio Editors Vote Bob Hope Top Honors — Fred Allen Is Second In Sixth Annual Poll

Comedy Wins Again In Writers' List; Music-News Next

And in the voting by radio editors and writers throughout the United States and Canada gave strong indication while comedy naturally led the list of favorite programs, not every writer was impressed by this comic at one. However the fact (Continued on Page 5) *★ A Merry Christmas ★*

CBS Renewed Pact to Include 5 From P. & G.

Printer & Gamble, one of the five sponsors on CBS, renewed its current programs on CBS, to become the largest single renewer in year-end business. Twelve clients renewed thirteen programs on CBS. Eight of the renewals included the full network lineup. The P & G lineup includes "The Champs" for Duz, "Life Can Be (Continued on Page 2) *★ A Merry Christmas ★*

B's War-Effort Time Continues To Increase

During the last two weeks of October, NBC continued to increase the allotment to war effort programs. From Oct. 16 through Oct. 31, the network devoted a total of 48 hours, 36 minutes to programs designed as war efforts. This figure compares with 45 (Continued on Page 2)

Yuletide Spirit

Sense of friendly Christmas spirit was demonstrated yesterday. Eph Edwards, master of the "Truth or Consequences" quiz show on NBC Saturday nights, volunteered to pinch-hit as quiz master on the quizzer, "Take It Or Live It," Sunday, Dec. 27, on CBS while Phil Baker recuperates from an appendectomy performed following his last Sunday program.

LEADERS IN RADIO DAILY'S SIXTH ANNUAL NATION-WIDE POLL OF WRITERS-CRITICS

(Figures represent points out of a possible 1,000)

PROGRAMS	
Pepsodent	534
ENTERTAINERS	
Bob Hope	627
SYMPHONIC PROGRAMS	
N. Y. Philharmonic	750
EDUCATIONAL PROGRAMS	
Chicago Round Table	462
NEWS COMMENTATORS	
Raymond Gram Swing	585
DANCE BANDS	
Guy Lombardo (Sweet)	666
Harry James (Swing)	573
Sports Commentators	
Bill Stern	677
Dramatic Shows	
Lux Radio Theater	768
Dramatic Serial	
One Man's Family	552
Children's Shows	
Lone Ranger	489
Quiz Program	
Information Please	704
Symphonic Conductor	
Arturo Toscanini	675
Comedian	
Bob Hope	737
Male Vocalist (Popular)	
Bing Crosby	736
Female Vocalist (Classical)	
Gladys Swarthout	543
Male Vocalist (Classical)	
Richard Crooks	591
Female Vocalist (Popular)	
Dinah Shore	753

(Complete standing of the first 10 or less in each of the above classifications will be found on page 4)

Fibber McGee Show Holds 3rd Place As a Favorite

By M. H. SHAPIRO
Editor, RADIO DAILY
Bob Hope, as an entertainer and comedian, also his program, came to the front in runaway style to achieve top honors in the three respective classifications in the sixth annual poll of radio editors and writers conducted by RADIO (Continued on Page 5) *★ A Merry Christmas ★*

Regional WLB Offices May Arbitrate Disputes

Washington Bureau, RADIO DAILY
Washington—Labor disputes involving broadcasters may hereafter be settled by regional offices of the National War Labor Board, according to the board's announcement of last night which, in effect, sets up a series of 10 regional "Little War Labor Boards." This move culminates a trend during the past month (Continued on Page 18) *★ A Merry Christmas ★*

AMP Renews Contract At \$10 Recording Fee

Continuation of the \$10 fee for recorded radio library tunes was included in a contract signed yesterday by Harry Fox, agent and trustee on mechanical rights for some music publishers, and C. M. Finney, head of AMP and Muzak for 1943. Fox had (Continued on Page 2)

From Many Lands
Irene Wicker, "Singing Story Lady" of radio, will act as narrator and mistress-of-ceremonies at a folk festival called "Christmas in Many Lands," which will be held on Sunday, Dec. 27, in Bridgeport, Conn. The festival will feature traditional ceremonies of the various foreign groups in that city who will attend the celebration in their native costumes.



Vol. 21, No. 57 Thurs., Dec. 24, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mesereau, Treasurer and General Manager; Chester E. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, 203 North Wabash Ave. Phone State 7596. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Wednesday, Dec. 23)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	125 1/4	124 1/4	124 3/8	- 3/8
CBS A	16 3/8	16 1/8	16 1/8	- 1/8
CBS B	16 1/4	16	16	- 1/4
Crosley Corp.	8 3/4	8 3/4	8 3/4	+ 1/4
Gen. Electric	30 3/8	30	30 1/4	+ 1/8
RCA Common	4 1/2	4 3/8	4 3/8	- 1/8
RCA First Pfd.	58 1/8	58 3/8	58 1/8	- 1/8
Stewart-Warner	7	6 7/8	6 7/8	- 1/8
Westinghouse	83	82 1/4	82 1/4	- 1/4
Zenith Radio	19 5/8	19 1/2	19 5/8	- 1/8

OVER THE COUNTER

	Bid	Asked
Farnsworth el. & Rad.	3 5/8	3 7/8
Stromberg-Carlson	5 1/4	6 1/4
WCAO (Baltimore)	19	21
WJR (Detroit)	20	22

NBC's War-Effort Time Continues To Increase

(Continued from Page 1)
hours and 25 minutes in the first two weeks of that month.
Of this time, 150 individual broadcasts consumed slightly more than 42 hours, with 427 brief announcements accounting for the remainder.

Clapper To Interview Wallace
Raymond Clapper, Mutual commentator and news analyst, will interview Vice-President Henry A. Wallace, Thursday, Dec. 31, 10-10:15 p.m., as the first guest on his program.

Season's Greetings

TO ALL OUR FRIENDS

SPOT SALES INCORPORATED

400 Madison Avenue
EL. 5-5040

13 CBS Renewed Pacts Include 5 From P. & G.

(Continued from Page 1)
Beautiful" for Ivory Soap; "Ma Perkins" for Oxydol; "Pepper Young's Family" for Chipso and Camay, and "Vic and Sade" for Crisco and Duz.
Lever Brothers renewed two shows, "Bright Horizon" for Swan Soap, and "Lux Radio Theater" for Lux Toilet Soap. The latter is one of the eight shows renewed for the full network. The seven others are William Wrigley Jr. Company of "The First Line"; R. J. Reynolds Tobacco Co. of "Thanks to the Yanks"; Celanese Corporation of America of "Great Moments in Music"; Liggett & Myers Tobacco Co. of "Harry James and His Music Makers"; the Curtis Candy Company of "Warren Sweeney—News"; Parker Pen Company of "Eric Sevareid and the News"; Eversharp Inc. of "Take It or Leave It."

Other renewals include International Silver Company for "Edward R. Murrow Broadcasting from London"; Johns-Manville Corporation for "Cecil Brown and the News"; E. R. Squibb & Sons for "Keep Working, Keep Singing, America"; Ironized Yeast Company for "Lights Out."

Xmas Spirit Prevails At Radio Execs Luncheon

Christmas party spirit prevailed at yesterday's luncheon meeting of the Radio Executives' Club. Bevo Middleton of WABC, emceed the entertainment in Santa Claus attire. Comedy bill included a magic act by Arthur H. Hayes, general manager of WABC; jokes by Sydney Leipsig, head of WOV's Artists; a take-off on juvenile piano playing by Murray Grabhorn of the Blue, and group singing of "Jingle Bells." Ted Steele of NBC and ACN accompanied on the piano, also, for "Happy Birthday" singing, honoring Peggy Stone of Spot Sales. Next week's meeting will be dispensed with because of its proximity to New Year's.

Among the out-of-town guests at yesterday's luncheon were Dorothy Starbuck of the Cortland Ferguson Co., Baltimore; Capt. Jerry Lyons, formerly of Weed & Co., Lew Avery of NAB and George Lasker of WORL, Boston.

No "Town Meeting" Xmas Night
"America's Town Meeting of the Air" will not be broadcast Christmas Eve, tonight.

AMP Renews Contract At \$10 Recording Fee

(Continued from Page 1)
asked for \$15 which had prevailed in 1941. Contract is practically a renewal of this year's wherein the contracting parties had made specific the separation of Muzak wired service from the transcribed radio library. Separate fee for Muzak will be paid again next year, according to the contract. Contract is for one year's duration.

Whether or not Standard Radio, World Broadcasting and Lang-Worth Features would seek the same \$10 rate or discontinue use of the tunes involved could not be ascertained because execs were not available. C. Lloyd Egner, of NBC Thesaurus, however, explained that his policy of negotiating with publishers directly, as he had done last year, continues to prevail, for most of the deals were long term arrangements.

To Honor Ted Collins

Ted Collins will receive a special award for his work in behalf of the United Hospital Fund during a broadcast over WINS from 1-1:15 p.m. on Sunday. Presentation will be made by Rev. Dr. Henry Darlington of the Church of the Heavenly Rest, Father John F. Maloney of Mary Immaculate Hospital and Rabbi William Rosenblum of the Temple Israel.

COMING and GOING

JAMES STIRTON, program manager of Blue Network's central division, is in the holidays. Plans to leave on Monday for Chicago.

WESTBROOK VAN VOORHIS, commentator of the "March of Time," is at Bedford, Ohio, for the broadcasting of tonight's program from the plant of Jack G. Heintz, manufacturers of automatic pilots for planes.

TED HUSING and **JIMMY DOLAN** leave for Miami, where they will set the stage for the CBS broadcast of the Orange Bowl between Boston College and the University of Alabama on New Year's Day.

LEW AVERY, of the NAB, a holiday visitor in New York.

O. O. BOTTORFF, vice-president of NCA and president of Civic Concerts, Inc., is in Ohio. He will return on Monday.

WILLIAM L. SHIRER, CBS commentator, today arrives at an unnamed Atlantic Coast base, where he will board an American marine for the broadcasting of his program tonight.

BING CROSBY will go to Santa Ana, Calif., Saturday, where he will appear on the "Sings with Wings" program for the entertainment of the servicemen at the West Coast Air Training Center.

LYLE ENGEL, editor of the magazine "Radio Hits," is back from Washington, D. C., where he conferred with government officials on the distribution of song lyric volumes to soldiers and sailors in all parts of the world.

We wish you a
Merry, merry
Christmas
All year round

THE LONE RANGER

*humbly thanks the Nation's
critics for their earnest efforts
of interpreting the listening
preferences of reader-millions
... and for awarding the honor of*

FIRST PLACE

*in the hearts of the Youth of
America!*

KING-TRENDLE BROADCASTING CORPORATION
WXYZ MICHIGAN RADIO NETWORK DETROIT

Favorites of the Radio Critics

(Figures Represent Points Out of a Possible 1,000)

COMMERCIAL PROGRAM

Pepsodent	543
Texaco Star Theater	441
Fibber McGee & Molly	414
Jack Benny	402
Kraft Music Hall	372
Information Please	360
Lux Radio Theater	258
Chase & Sanborn	174
The Aldrich Family	159
Andre Kostelanetz (Coca-Cola)	123
Red Skelton	123

ENTERTAINERS

Bob Hope	322
Fred Allen	306
Jack Benny	313
Bing Crosby	299
Fibber McGee & Molly	282
Edgar Bergen	199
Red Skelton	193
Kate Smith	77
Eddie Cantor	74
Ed Gardner	67



NEWS COMMENTATORS

Raymond Gram Swing	585
William Shirer	423
H. V. Kaltenborn	315
Fulton Lewis, Jr.	228
Cecil Brown	189
Raymond Clapper	177
Edward Murrow	162
John Vandercook	153
Earl Godwin	135
Gabriel Heatter	129

DRAMATIC SERIALS

One Man's Family	552
Aldrich Family	300
Vic & Sade	189
Easy Aces	117
Against the Storm	84
Ma Perkins	81
The Goldbergs	78
Parker Family	69
Those We Love	69
Pepper Young's Family	45
Young Dr. Malone	45

SPORTS COMMENTATORS

Bill Stern	677
Ted Husing	660
Red Barber	282
Mel Allen	144
Harry Wismer	105
Don Dunphy	78
Bob Elson	57
Ken Carpenter	51
Tom Manning	48

EDUCATIONAL SERIES

Chicago Round Table	632
American Town Meeting	218
CBS School of the Air	318
American Forum of the Air	418
Information Please	218
People's Platform	91
Unlimited Horizons	72
Invitation to Learning	61
March of Time	61
Radio Reader's Digest	61



COMEDIANS

Bob Hope	737
Fred Allen	573
Jack Benny	558
Fibber McGee & Molly	558
Edgar Bergen	294
Red Skelton	282
Eddie Cantor	99
Abbott & Costello	69
Fannie Brice	60

DANCE BANDS (Sweet)

Guy Lombardo	666
Sammy Kaye	297
Red Waring	255
Wayne King	201
Reddie Martin	171
Tommy Dorsey	165
Horace Heidt	144
Kay Kyser	144
Shep Fields	75
Claude Thornhill	75

DANCE BANDS (Swing)

Harry James	573
Benny Goodman	357
Tommy Dorsey	312
Glenn Miller	216
Gene Krupa	150
Kay Kyser	108
Duke Ellington	102
Sammy Kaye	99
Woody Herman	87
Jimmy Dorsey	75

DRAMATIC SHOWS

Lux Radio Theater	573
Screen Guild Players	357
One Man's Family	312
Cavalcade of America	216
Aldrich Family	150
First Nighter	108
Mr. District Attorney	102
Inner Sanctum	99
Arch Oboler Plays	87
Radio Reader's Digest	75

CHILDREN'S SHOWS

Lone Ranger	489
Let's Pretend	438
Quiz Kids	306
Jack Armstrong	174
Coast to Coast On A Bus	114
Irene Wicker	108
Don Winslow of the Navy	87
Red Rider	75
Little Blue Playhouse	75
CBS School of the Air	60

SYMPHONY CONDUCTOR

Arturo Toscanini	675
Leopold Stokowski	483
Frank Black	216
Eugene Ormandy	192
Andre Kostelanetz	177
Artur Rodzinski	156
Alfred Wallenstein	144
Bruno Walters	129
Serge Koussevitzky	117
Howard Barlow	72

SYMPHONY PROGRAMS

N. Y. Philharmonic	750
NBC Symphony	490
CBS Symphony (summer)	219
Coca-Cola (Kostelanetz)	168
Cleveland Symphony	150
Wallenstein Simfoniotta	96
Boston Symphony	96
Telephone Hour	84
Metropolitan Opera	78
Radio City Symphony	60

QUIZ SHOWS

Information Please	489
Take It or Leave It	490
Quiz Kids	219
Truth or Consequences	168
Dr. I. Q.	150
Double or Nothing	96
Mr. Adam and Eve	96
Bob Hawk	84
Vox Pop	78
Kay Kyser Musical College	60

FEMALE VOCALISTS (Classical)

Gladys Swarthout	543
Lily Pons	534
Lucille Manners	408
Vivian Della Chiesa	231
Jessica Dragonette	225
Margaret Speaks	225
Marian Anderson	186
Fileen Farrell	93
Josephine Houston	78
Josephine Antoine	72

MALE VOCALISTS (Classical)

Richard Crooks	591
Nelson Eddy	459
Lawrence Tibbett	432
John Charles Thomas	375
James Melton	339
Jan Peerce	147
Frank Munn	141
Conrad Thibault	129
Lauritz Melchior	87
Paul Robeson	78

FEMALE VOCALISTS (Popular)

Dinah Shore	591
Kate Smith	459
Ginny Simms	432
Connie Boswell	375
Diane Courtney	339
Mary Martin	147
Frances Langford	141
Glenn O'Connell	129
Harriet Hilliard	87
Marian Hutton	78

MALE VOCALISTS (Popular)

Bing Crosby	753
Dennis Day	567
Barry Wood	414
Kenny Baker	294
Lanny Ross	258
Frank Parker	183
Frank Munn	168
Frank Sinatra	102
Bob Eberly	45
Rudy Vallee	45

Comedy Leads Again As Writers' Choice

(Continued from Page 1)

nearly all news commentaries received attention to the extent to which news considered important and listed to.

At a few voters gave one, or three notations as to the various categories resulted in those lower down the final tabulations receiving a comparatively light vote. In voting news commentators however all were filled out in the major cases showing that nearly all purveyors of news have a following, or some good quality to attract listeners.

When the Ford Sunday Evening went off the air, and "Take it or Leave It," which last year made its debut among the first 10, one old program and a newer one came to the front. They were "The Aldrich Family" which seems to build consistently year after year, and Red Skelton.

Otherwise there is a backbone of programs which figured among the first 10 for past seasons, some of them maintaining a steady gait such as Fibber McGee and Molly, Chase & Sanborn, Kraft Music Hall, Lux Radio Theater, and "Information Please." The variance in popularity is natural among the comedians such as Jack Benny, Bob Hope and Fred Allen. Fred Allen incidentally has made great strides in the poll than any of the comedians. Hope and Benny have been nosing each other out until this

No Accident

Bob Hope's victory as leading in the poll on all three counts of comedian, best program and as personality was not a close race. Things considered. Hope appeared on nearly every ballot cast by the radio editors and writers, in the categories which concerned them.

As usual, many voters write in a program or personality into a classification in which he actually does not belong. However, if it is the voter's choice, it has to be counted as such. This accounts for instance "One Man's Family" maintaining votes among the dramatic shows instead of dramatic comedies. A similar instance is the listing of many ballots for the Boston Symphony in the symphonic division, despite the fact that the organization, as far as is known, has not been on the air at all during the year.

Changes aplenty are noted in the personnel of the voters this year, numerous changes have taken place, as was to be expected. However nasty remarks about some types of programs prevailed, as is usual.

DATA ON PROGRAM WINNERS

Pepsodent (Bob Hope) Program

Sponsored by Pepsodent Co.; Tuesdays, 10-10:30 p.m., EWT, on NBC network. Agency: Buchanan & Co. Cast: Fred Allen, Portland Hoffa and Vera Vague and servicemen guests. Orchestra: Skinnay Ennis.



Texaco Star Theater

Sponsored by the Texas Co.; Sundays, 9:30-10 p.m., EWT, on CBS network. Agency: Buchanan Co. Cast: Fred Allen, Portland Hoffa and guest stars. Orchestra: Al Goodman.



Fibber McGee & Molly

Sponsored by S. C. Johnson & Son, Inc.; Tuesdays, 9:30-10 p.m., EWT, on NBC network. Agency: Needham, Louis & Brorby, Inc. Cast: Marion and Jim Jordan. Orchestra: Billy Mills.



Jack Benny

Sponsored by General Foods Corp.; Sundays, 7-7:30 p.m., EWT, on NBC network. Agency: Young & Rubicam, Inc. Cast: Jack Benny, Mary Livingston, Dennis Day and Don Wilson. Orchestra: Phil Harris (to Dec. 6).



Kraft Music Hall

Sponsored by Kraft Cheese Corp.; Thursdays, 9-10 p.m., EWT, on NBC network. Agency: J. Walter Thompson Co. Cast: Bing Crosby, guest stars. Orchestra: John Scott Trotter.



"Information Please"

Sponsored by American Tobacco Co.; Fridays, 8-30-9 p.m., EWT, on NBC network. Agency: Lord & Thomas, Inc. Cast: Clifton Fadiman, Franklin P. Adams, John Keiran, Oscar Levant, Milton Cross and guests.



Lux Radio Theater

Sponsored by Lever Bros. Co.; Monday, 9-10 p.m., EWT, on CBS network. Agency: J. Walter Thompson Co. Cast: Cecil B. DeMille, producer, and guest stars. Orchestra: Louis Silvers.



Chase & Sanborn Hour

Sponsored by Standard Brands, Inc., for Chase & Sanborn Coffee; Sundays, 8-8:30 p.m., EWT, on NBC network. Agency: J. Walter Thompson Co. Cast: Edgar Bergen, "Charlie McCarthy," Don Ameche and guest stars. Orchestra: Ray Noble.



"The Aldrich Family"

Sponsored by General Foods Corp. on NBC network, Thursdays, 8:30-9 p.m., EWT. Agency: Young & Rubicam, Inc. Cast: Norman Tokar heads the troupe as Henry Aldrich; Katharine Raht, as Mrs. Aldrich; House Jameson, as Mr. Aldrich; Jackie Kelk, as Homer. Orchestra: Jack Miller.



Red Skelton

Sponsored by Brown & Williamson Tobacco Co. Agency: Russel M. Seeds Co., on NBC Tuesdays from 10:30-11 p.m., EWT. Cast: Red Skelton, Harriet Hilliard, Wonderful Smith and Ozzie Nelson. Orchestra: Ozzie Nelson.

Critics Pick Bob Hope As Favorite Comedian

(Continued from Page 4)

DAILY. Last year Hope as an entertainer and comedian was close on the Jack Benny trail when he won out as an entertainer and comedian but lost to the Jack Benny program. At that time he soared from a comparatively low rating the season before.

Fred Allen came up strongly to take second place in the same categories as Hope. For the first time a serial comedy-drama placed among the first ten favorite programs, "The Aldrich Family" being the first to reach this goal. On the other hand "One Man's Family" continues as the radio editor's favorite serial.

Commentators Generally Popular. That the editors and writers listen to the news commentators at great length is indicated by the fact that all leading commentators received votes as compared to many classifications that held votes for but one, two or three favorites. This will be noted in the comparatively higher number of votes received by the first 10 commentators. Raymond Gram Swing took top honors in this category. He was second last year to H. V. Kaltenborn. William Shirer came to the fore from fifth place last year, to take second honors.

Bill Stern, who has been playing nip and tuck with Ted Husing the past few years, again came in first as favorite sports commentator reversing the nosing out stuff. Chicago Round Table again placed first as an educational program, Arturo Toscanini repeated as the favorite symphonic conductor; the New York Philharmonic-Symphony, once more took its place as a leading symphonic organization as per voting by the radio editors.

Dinah Shore came to the front with a vengeance as the favorite female singer of popular songs, while Gladys Swarthout eased Lily Pons into second

(Continued on Page 18)

Agency Status

Once again J. Walter Thompson agency places three of its shows among the first 10 selected by the radio writers in the RADIO DAILY poll. With its Lux Radio Theater; Kraft Music Hall and Chase & Sanborn Hour the spot appears safe for sometime. Both Lord & Thomas and Young & Rubicam have two programs among the first 10, the former having Bob Hope and "Information Please." Latter has Jack Benny and one of the two newcomers to the first 10, "The Aldrich Family."

Strongly entrenched with Fibber McGee, Needham, Louis & Brorby, is again represented while the Russel M. Seeds Co. makes its debut among the first 10 along with Red Skelton. Buchanan & Co. of course is again on tap with Fred Allen, who moved up strongly.

What They Want for Christmas

NEVILLE MILLER—another series of district meetings as successful as those of '42. **EZRA STONE**—a return to the "Aldrich Family". **IRVING STROUSE**—a really good scripting and production post. **RAYMOND GRAM SWING**—more terrific news beats like he's been having. **LEO TALENT**—more Don Ameche and Ginny Simms plugs for his outfit's "American Prayer". **JACK TEAGARDEN**—revival of the one-nighters. **ANN THOMAS**—a crack at pictures. **ARTHUR TRACY**—returning to the air. **OLSEN & JOHNSON**—four more years of "Sons o' Fun". **EDDIE DAVIS**—a big time air writing job. **ARTHUR GODFREY**—a movie contract. **JAMES FLEMING**—a sale on his new idea. **HARRY MAIZLISH**—a trip to Gotham. **HERB MARKS**—a flock of hit tunes. **BOB EMERY**—a couple of sponsors. **DON DOUGLAS**—some free-lance shows. **JULIE NASSBERG**—bigger n' better clients. **NORMAN FOLEY**—some hit tunes. **LUCY MONROE**—more time for concert dates. **MOYLAN SISTERS**—Peace on Earth and Good Will towards Men. **TIM MARKS**—a 20 lb. turkey—all white meat. **EARL MULLIN**—more radio columns. **HERB NELSON**—a glimpse of B'way again.

FRANK MULLEN—NBC's most successful season with business as usual. **BENNY GOODMAN**—another crack with Toscanini. **HAL DAVIS**—more time with his frau. **CARMEN CAVALLARO**—a guarantee that everybody spells his name correctly. **NORMAN CORWIN**—another "This Is War" series. **FRED COLL**—more clients like Parks Johnson. **LYN MURRAY**—more time for all his air activities. **FRANK GALLOP**—a new 'phone number.

EDGAR KOBAK—"Blue Skies" and Blue sales. **LAMBERT B. BEEUWKES**—sales ideas to incorporate in his already excellent promotional material. **LOIS JANUARY**—later sleeping hours in the morning.

MICHAEL CHIMES—to have Raymond Scott write another song for his harmonica talents. **HARRY BALDWIN**—a secretary to "stooge" for him. **MURRAY ARNOLD**—even bigger and better program productions. **H. VERNON ANDERSON**—reserve of replacement parts for both his AM and FM transmitters.

PAUL MORENCY—success for the New England Network. **A. B. SCHILLEN**—FCC permission for a call-letter change to Newark. **E. J. ROSENBERG**—less surveys of daytime serials. **HERBERT L. PETREY**—additional time to devote to WHN and the New York area Radio Central. **NICHOLAS PAGLIARA**—another NAB convention in St. Louis. **A. E. NELSON**—network clients. **MOLLY MCGEE**—carpenter to nail up that "closet".

ALFRED J. McCOSKER—new Mutual spurt with the New Year. **DOC MORTON**—arrival of television programs for his star-studded list of talent. **JAMES T. MILNE**—another Marion Reynolds to handle the volume of detail going over his desk. **HAROLD H. MEYER**—more Army-Navy award broadcasts for the Connecticut Broadcast System. **FRANK MASON**—an all-star Navy program on the networks. **MARY LIVINGSTON**—more poetry spots on her broadcasts. **JACK LATHAM**—larger MBS billings.

JOHN McKAY—no busted release dates and peace on earth. **ABE LASTFOGEL**—more USO-Camp shows. **CLIFTON FADI-**

*Blow, bugles of battle, the marches of peace;
East, west, north, and south let the long quarrel cease;
Sing the song of great job that the angels began,
Sing the glory of God and of good-will to man!*

—John Greenleaf Whittier

MAN—more nifties to stomp the experts. **CHARLOTTE MANSON**—a crack at "Stage Door Canteen". **ALICE MARBLE**—a singing spot on the air. **LANNY ROSS**—a bumper crop on his farm. A bumper crop of corn, with ears to hear the cries of the starving people of Europe; potatoes with eyes that could see and find their way to the Nazi captives. **DIANE COURTNEY**—success for all her friends. **BILL GER-NANNT**—a quick sale of one of his shows. **SHEP FIELDS**—a local booking. **BILL PERRY**—just keep those renewals coming. **XAVIER CUGAT**—another all-girl band. **FREDDY VOSBERG**—more stars to work with on those Treasury shows. **GENE O'FALLON**—an early visit East to see his pals.

WILLIAM S. PALEY—that CBS programing maintains its present high level of quality. **WALTER GROSS**—a commercial. **ORRIN TUCKER**—some action at sea. **STELLA UNGER**—continued high fan mail. **LINUS TRAVERS**—all's well with the Yankee sale. **SID WALTON**—a couple of good "scoops". **COLLEEN WARD**—some fat roles on the air. **SYLVAN TAPLIN-GER**—a whopping song hit. **ARTIE SHAW**—the best hand in the Navy. **BERT SHEPTEK**—recognition for his cocette.

JOHN SHEPARD, 3rd—that even works out okay with the Yankee big sale. **GLADYS SHELLEY**—another idea like "Miss Johnson Phoned Today". **BUDDY SHEPPARD**—more N. Y. for his broadcasting. **JEANNE HARTMAN**—a bull-dog. **TED HARTMAN**—some publicity clients. **BOB HAWK**—a bit of sleazy. **RUDY VALLEE**—a buyer in his home in Hollywood Hills. **MIKE VAUGHAN**—more Woody Hermans and Beatrice. **PETER VAN STEEDEN**—more shows like "Duffy's".


ROBERT SCHMID—chance to show pictures. **JOHNNY LONG**—a quartet of left-handed violinists to back up his southpaw fiddling. **ROCHESTER AN-SON**—a winner in his stable. **WOLF**—more medals for marksmanship at camp. **ED LATIMER**—some good roles. **JAMES BOLES**—an early lay-off from service. **ED WOLF**—to beat out Rubin at gin rummy. **PAUL LAV-ER**—a white Xmas—plenty of it. **BEASLEY**—the time she deserves on the air. **FRANCES LANGFORD**—a co-starring role with her hubby, Jon Hall. **JUDITH L-LEN**—a show of her own. **MILLIE LINN**—a lot of fan mail for her War show. **VINCENT LOPEZ**—an air show. **WALLY BUTTERWORTH**—some cracking contestants on that quiz show. **BOBBY BYRNE**—a draft-proof band.

(Continued on Page 8)

Merry Christmas



May the New Year
be Victorious



WINS
NEW YORK

"1000" on your dial

PERFORMANCE

DEPENDS UPON
ACCURATE
WORKMANSHIP



EACH OF OUR DEPARTMENTS IS TRAINED
TO BE ACCURATE

WEED AND COMPANY

RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

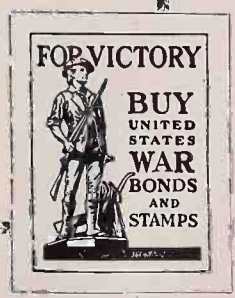




*A*S the first rays of the Yuletide Season spread over the land, we cannot help but feel our great privilege of 1942 was the selling of War Bonds, so that we, and all others in this troubled World, may some day be equally free.

The buying of War Bonds will help win this war! So—
For 1942.....A Cheerful Christmas
For 1943.....A Victorious New Year
Forever.....Freedom for All Everywhere

Martin Block



What They Want for Christmas

(Continued from Page 6)

HERB AKERBERG—network victory in the Supreme Court... **WALL DUNCAN**—some help to keep the farm in high... **DON DUNPHY**—some championship bouts soon... **TOM HOWARD**—A B ration card and a car to go with it... **BUNNY ISEN**—more luck at gin rummy... **PHYLLIS JEAN**—a song hit... **PARKS JOHNSON**—a chance to equal his travelling record of last year... **ARTHUR EDDY**—a Broadway once-over this spring... **SKINNAY ENNIS**—keep traveling with Hope and Colonna... **STERLING FISHER**—more Latin American praise for his programs... **AL JOLSON**—another crack at entertaining the troops overseas... **JIM (FIBBER MCGEE) JORDAN**—Thanks to the radio eds who voted him so high... **JAY JOSTYN**—a romantic air role in addition to "Mr. D.A." figures it's about time he whispered sweet nothings instead of growling "Okay, Scarface—it's the chair for you!"

MILTON BIOW—that the agency biz stays at its present level... **STELLA KARN**—continued success for Mary Margaret McBride as one of the country's outstanding woman commentators... **IRVING KAUFMAN**—an announcing spot worthy of his versatility... **SAMMY KAYE**—Hitler's noggin... **KAY KYSER**—a chance to go overseas to entertain the troops there... **EDUARDO MASERAS**—a million good wishes for his "Galantierias No. 2"... **BILL THOMAS**—visit to the Hollywood offices but not in rainy season... **BEN GRAUER**—more time to read some of his books... **STANLEY WOLFE**—some recording contracts from the agencies.

POWEL CROSLY, Jr.—that all war orders get out ahead of sked... **JACK KELK**—

cure for air-sickness from all his flying... **ALAN KENT**—some inspirations for transcription ideas... **BOB KERR**—stardom for Joan Brooks... **MARGE KERR**—the usual thing—more free space... **BARRY WOOD**—more great patriotic tunes to introduce... **BETTY WRAGGE**—a chance to show her singing voice... **LAWSON ZERBE**—a couple of announcing chores... **STAN ZUCKER**—more bands like the KORN KOBBLEERS... **GERTRUDE BERG**—some good plots... **A. D. WILLARD, Jr.**—that Charlotte, N. C. does as well by him as Washington, D. C... **RAY BLOCK**—time to enjoy his "country estate"... **WYTHE WILLIAMS**—a continuation of his high average in prophecies... **MEREDITH WILLSON**—what we all wish—a quick ending of the war... **JERRY LESTER**—another crack at an air show.

BILL HEDGES—station relations but not the "kind" the FCC plans... **AL BRACKMAN**—a hit tune... **EDGAR BERGEN**—a deferment for Charlie McCarthy... **FRITZ BLOCKI**—some great ideas for his new series... **ABNER (LUM AND ABNER) success** with their new "locale", Washington... **DAVE ALBER**—a lotta new accounts especially ad agency ones... **FRED ALLEN**—more scoops from abroad and a cut on those correspondent books... **JOAN BROOKS**—an heir... **ED BYRON**—a Captaincy in the army... **BILL LACKENBAUER**—another Frankie Carle.

Christmas is coming, the geese are getting fat,
Please to put a penny in the old man's hat;
If you haven't got a penny, a ha'penny will do.
If you haven't got a ha'penny, God bless you!
—Unknown Beggar's Rhyme

BILL LEWIS—peaceful days when he was at CBS... **TED STREIBERT**—good luck with the new paid president of Mutual... **SIDNEY STROTZ**—a couple of weeks at Radio City—but just a pleasure trip... **HARRY SALTER**—later hours in the aym... **BILL NEEL**—that Washington gets back to normalcy... **GINGER & LANNY GRAY**—a program of their own.

PAUL HOLLISTER—plenty of top-flight promotion for CBS... **BILL RAY**—double truck stories in the Chicago papers... **RUSS RENNAKER**—smooth going for the technicians... **FRED WARING**—perpetual renewals... **JONAS WEILAND**—a P-38 for hopping around—after the war... **ARTHUR VINTON**—more turkey-loving people... **HARRY VON ZELL**—a glimpse of B'way for the holidays... **DON VOORHEES**—a four-horse parley... **MARK WARNOW**—a bumper crop of tobacco from his Great Neck "plantation."

PHIL SPITALNY—to continue his Crossley's fast climb... **SALLY WARREN**—more reasonable ticket-grabbers... **HERB SHRINER**—a new floor on salaries instead of a ceiling... **GINNY SIMMS**—to be the champ "pin-up" girl of the armed service... **WILLIAM C. GILLESPIE**—a mess of Maryland soft-shell crabs for the better half... **E. C. MILLS**—an equitable break for the song writers... **DWIGHT WEIST**—more time for flying... **JOHN G. GILLIN**—good going in the new setup... **ROGER WHITE**—another great show like "Stage Door Canteen."

CHARLES B. BROWN—a sane world again... **PAUL WHITEMAN**—a visit to the Jersey farm more often—a visit with his pals in N. Y... **IREENE WICKER**—her show back on the air... **FRED WILLIAMSON**—more time to spend in town... **MAJOR EINEY RIDGE**—stop "moving" his station around unless it's official.

JAMES C. PETRILLO—a house band for every 250-watter... **SYDNEY KAYE**—a client to sue Petrillo in New York... **DAVE ALBER**—irremovable boiler plate for Jay Jostyn... **KATHRYN CRAVENS**—24 more hours a day... **EMILY HOLT**—miracle vehicle to get to her country home week-ends... **JO TONG**—a moratorium on conferences... **RHECIA DIAMOND**—simultaneous publicity spread on Kathryn Cravens in "Life," "Vogue" and the New York "Times"... **SYDNEY LEIPSIG**—Major Harry D. Henshel's whittled physique.

OLIVER GRAMLING—government's suit vs. AP tossed out of court... **CARL HAVERLIN**—few more titles... **LESTER GOTTLIEB**—elbow room... **HARRY STEEPER**—a press conference... **MAX L. ARONS**—inside track on Eli Oberstein's new records... **BEINIE ESTES**—a blond to keep him company during his COA watch... **JACK ROSENBERG**—good health... **MAURICE SPEISER**—passage of his copyright amendments.

C. M. FINNEY—long term license contracts with music publishers... **WARREN TROOB**—a short-cut through Washington red tape... **JERRY DANZIG**—a whiff of the sea... **LOUISE SILCOX**—basic contract for scribes with agencies... **A. MIKE VOGL**—an exploitation to dwarf all exploitations.

MORRIS NOVIK—it came two weeks ago... **JACK RUBIN**—return of minstrels... **HERB LITTLE** and **DAVE VICTOR**—a tough assignment... **ELLIOTT M. SANGER**—a publicity director... **RALPH N. WEIL**—a moderator for the lobby debaters...

GEORGE HELLER—trimmings for a C... Park West apartment... **BEN SELV**—snow plough to make way to his P... estate during the Winter... **HAZAR E REEVES**—a breathing spell... **E. L. COTE**—a new musical instrument no within AFM jurisdiction, for music recordings.

ED CODEL—a sell-out on the AC... **CHARLES OPPENHEIM**—a vice-presi in charge of RADIO DAILY... **HE FRANKEL**—bands and talent in the me bracket... **CHARLIE MICHELSON**—ad tum for "The Shadow"... **WILLIAM EN BERG**—another William Feinberg.

RAY GREENE—a couple of quick of shows... **JAMES SAPHIER**—a clid Ransom Sherman... **JAN SAVITT**—an heir... **SAM SCHIFF**—more guys in world like Ted Collins... **JACK SHAIAN**—more picture production in the east... **CPL. NORMAN TASLER**—more strip and pronto... **SID SHALIT**—more in off... **DEL SHARBUIT**—a glimpse of B'way spots again.

MARK WOODS—even more black ink... year... **E. J. BRENNAN**—Victory for United Nations... **HARRY BANLIST**—chance to tell the story of Detroit's inc... population caused by war plants lo... there... **FRANCES SHAD**—less work... **WILLARD EGOLF**—more time to de... **KYVOO** and the district AFA... **ED JONES**—an executive order from FDR... him an admiral... **ELAINE EWEL**—another Xmas Eve at NBC in New York... **DOUG MESERVEY**—to fill an o... straight... **WILLIAM B. LEWIS**—an... song like "Praise The Lord And Pass Ammunition."

DON S. SHAW—a new type of Ru... monger... **ORRIN DUNLAP, JR.**—book to be a best seller... **HOWARD V. SON**—a box of Corona Coronas... **RICHARD NICHOLLS**—2 frozen daiquiris and cerv... beure noir... **ALLAN FUNT**—a maj... commission... **BEVO MIDDLETON**—majority in the Marine Corps... **ST... RINTOUL**—a political campaign every... **REP. SANDERS**—better legs on... duck... **THE NAB**—peace and good... with Washington—also a few more... phone lines for its new headquarters... **LT. COMDR. BARRY G. BUTCHER**—Africa with Eisenhower)—the golf co... at Burning Tree Club, in Washington... **K. JETZ**—FCC Chief Engineer—synth... transmitting tubes... **BYRON PRICH**—weather reports by radio... **SEN. D. WOR... CLARK**—an investigation that won't fi... **LT. COL. ED. KIRBY**—continued pu... for "The Army Hour."

JOHN BLAIR—new golf clubs... **JAI SON BECK**—a movie assignment as "Cisco Kid"... **FELIX KNIGHT**—some g... old renewals... **JOAN BLAINE**—a satis... audience... **MARILYN BLANDT**—top i... for "Stage Door Canteen"... **JIMM LUNCEFORD**—some local bookings... **ATHENIA LORD**—a visit from her sold... husband, Jim Boles... **DON BALL**—a turn to his announcing chores... **GILBE... BRAUN**—some big-time accounts... **LA... TER LEWIS**—a big-time writing assignm... for brother, Mort... **MEL ALLEN**—so... big-time football announcing assignments... **JACK BENNY**—a deferment for his ser... writers... **HAL BLOCK**—more comedy sho... **GEORGE BRYAN**—more letters fro... his pals here... **FRANK BURKE**—a vi... to N. Y... **BOB BURNS**—letters from... son with the Air Force.

ROY WITMER—more time to sell... **L. ATLASS**—CBSuccess... **H. ALL... CAMPBELL**—another "Lone Ranger"... "Green Hornet"... **MARTIN CAMPBELL**—continued OWI cooperation by the stat... in his district... **R. T. CONVEY**—anoth... NAB convention in St. Louis... **GILFOP... M. CHAFAY**—a world in peace and free... dictatorship... **JOHN C. MCCORMACK**—a... return of all his men now in the arm... forces... **GILMORE NUNN**—more busin... (Continued on Page 10)

GREETINGS
TO ALL OUR FRIENDS
BUSY WITH OUR BLUE NETWORK
WHEELING STEEL PROGRAM
AND HAPPY!
HOPE YOU ARE, TOO!

TOMMY WHITLEY AND THE MUSICAL STEELMAKERS

WHY BUILD PROGRAM FOR NEW YORK?

Here are ready-built profits to share!

ONE after another, hundreds of famous national advertisers have come to WNEW in New York . . . come to stay, and come to profit from established programs with proved sales results.

No risk with new programs . . . no shows that might go over—might not. WNEW's unique program successes have been making quick sales for their many

co-sponsors year after year. Each WNEW program stands on its own—gives New York what New York wants. And all WNEW programs have one thing in common—they sell—or off the air they go!

Audience? WNEW covers the New York - New Jersey metropolitan area — one - tenth of American families — 24 hours a day.

Choose from these WNEW Successes—and many others!

"Make-Believe Ballroom"—*Martin Block*
John B. Kennedy—*News*
"News Through a Woman's Eyes"—

"Zeke Manners' Gang"—*Zeke Manners*
"Start the Day Right"—*Hal Moore*
"Milkman's Matinee" . . . "Music Hall"

501 MADISON AVENUE, NEW YORK—REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY



WNEW NEW YORK
1130 ON THE DIAL

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY—7 DAYS A WEEK!

What They Want for Christmas

(Continued from Page 8)

for his stations... **HAROLD L. CHERNOFF**—return to the good old days when you could order an extra cup of coffee without being unpatriotic... **WILLIAM S. CHERRY**—"C" gasoline ration cards.

JAMES LAWRENCE FLY—industry appreciation for his many thankless jobs... **EDWIN W. CRAIG**—quiet in the NAB ranks... **ED. B. CRANNEY**—that folks will realize that Montana's biggest biz. is sheep and not mining... **HEDDA HOPPER**—an air show... **JOSEPHINE HOUSTON**—a sponsor for her show... **LOUIS RUPPEL**—plenty of success in the new post... **CAPT. ED CURTIN**—more time with the wife and kids... **C. B. DEMILLE**—more polls to win for Lux Theater... **LINCOLN DELLAR**—another trip East soon... **A. A. SCHECHTER**—that he does as good a job for the OWI as he did for NBC... **BILL SCHUDT**—pleasant station relations—always... **EUNICE HOWARD**—more time for bike riding... **KEN DOLAN**—to discover a new star for 1943.

EDWARD KLAUBER—That the govt. is only kidding about that salary ceiling... **STAN LOMAX**—Less rain on football assignment... **IKE LEVY**—to accomplish a powerful job for the OWI in his territory... **DICK LEWIS**—bigger and better crops of Arizona dates (fruit—not gals)... **BILL MALONEY**—plenty of breaks for his agency... **HOWARD MEIGHAN**—sell-out biz for the CBS O&O's... **BILL MILLER**—nice little crap game—himself as winner.

DR. LEON LEVY—good old days when a guy could play tennis... **BOB MURRAY**—better radio relations... **CLAY MORGAN**—those days when the Normandie was a floating castle... **JOAN LANE**—an outside messenger service... **ARTHUR SIMON**—good health... **"BUNCH" SHEPPARD**—good health or else... **MAJOR GLAD.**

For lo! the days are hast'ning on, By prophets seen of old,
When with the ever-circling years, Shall some the time foretold,
When the new heav'n and earth shall own The Prince of Peace their King,
And the whole world send back the song Which now the angels sing.
—E. H. Sears and R. S. Willis

STONE MURRAY—smooth sailing for the CBC... **JAMES McONNELL**—more national spot that can be handled... **HAROLD E. SMITH**—good sailing in the Albany markets... **GLENN SNYDER**—more frequent visits to Arizona... **PVT. MAURICE HERSHAFT**—three stripes on that arm... **DOC STANTON**—peace and quiet for the v.p.'s.

TED COLLINS—an early peace... **JOHN G. PAINE**—that Ascap's income holds its steady rise... **NORMAN D. WATERS**—that tele doesn't get lost in the rush... **BENAY VENUTA**—a radio series... **EVERETT SLOAN**—a nod from Noel Coward for his nifty impersonations of him... **HARRY SOBOL**—more time to spend in N. Y... **DINAH SHORE**—to gain her rightful place as "Sweetheart of the A.E.F."

MILDRED MURRAY—a singing spot of her own... **MARY MARGARET McBRIDE**—gratitude of all her loyal fans who still remember her as "Martha Deane"... **ADELE RONSON**—some more comedy roles... **WALTER COMPTON**—shorter commuting between N. Y. and Wash... **FRANK COOPER**—some new show ideas... **ALICE FROST**—lots of fan mail... **CARLO DE ANGELO**—a few more shows... **BETTY GARDE**—some top roles... **CRAIG McDONNELL**—more great roles like "David Harum".

BERNICE JUDIS—less arguments and more contracts from the salesmen—if they can find room to place 'em... **REDD EVANS**—another tune like "He's 1-A in the Army"... **ROGER DE KOVEN**—a B'way show

OLIVON—silver spurs that jingle, jaingle, jingle... **BOB NOVAK**—more time for his magic stunts... **ARCH OBLER**—a commutation ticket between here and the coast... **ED EAST**—more sponsors... **ANN EDEX**—a couple of leading roles on the air... **CLEM McCARTHY**—a quick sale on that five-minute show idea of his... **CLARK DENNIS**—the spot he rates on the air...

COL. DAVID SARNOFF—that all the RCA plants earn their "E" Awards again in 1943... **EUGENE CARR**—a good roomy Washington apartment... **RUSSELL CLEVINGER**—some kind words for the FCC... **JOE CONNOLLY**—graduation with plenty of rank... **DICK HIMBER**—more magic tricks... **GEO. HOGAN**—a sponsor for his swell "Time to Muse" show... **BOBBY HOOKEY**—more Xmas during the year... **BOB HOPE**—some more army camps to tour... **DOUGLAS COULTER**—a few out of-the-world scripts.

WALTER O'KEEFE—more renewals... **AL DONOHUE**—a booking in town... **ALICE REMSEN**—a couple of hit tunes... **CHARLIE MARTIN**—some good scripts for his Philip Morris Playhouse... **BUD COLLIER**—being written out of the script Xmas Day to stay home with the kids... **JAMES MELTON**—success in his opera career.

MILLER McCLINTOCK—double billings for Mutual during '43... **PROF. QUIZ**—an early return to the air... **TED COTT**—an interested sponsor... **MARY CHASE**—a quick sale on that new all-women show of hers... **JOAN EDWARDS**—to visit her uncle, Gus Edwards, on the coast... **EARI MCGILL**—bigger n' better shows... **ALAN**

REED—a couple of more click spots... **ALLAN FUNT**—more attention to "Army-Navy Game"... **JOEY NASH**—spot he rates on the air... **WILBUR HAN**—a sponsor for "Stars From the Blue"... **HERB GORDON**—peace with Petrli... **ALAN COURTNEY**—another record re-release like Heury Nemo... **LUCILLE MAZUR**—finding more time for concert dates... **HAROLD ONLEY**—ideal transportation... **Jimmie Lunceford's band**... **WALTER PAULSON**—a New York announcing

CLARENCE MENSER—Automatic Producer... **GEORGE BURNS & GRACE ALLEN**—to find her "missing" brother... **JAMES APPELL**—a couple of more Ed... **HENRY LEVINE**—a Sergeant's in... **CHARLES LAUGHTON**—heavier... sales... **GENE AUTRY**—a crack at... ing bombers... **PHIL BAKER**—to spend year between N.Y. and Hollywood... **BUCK**—continued Ascap harmony... **NIE BOSWELL**—a commercial in N.Y... **KEN LYONS**—more luck at gin rummy... **ABBOTT AND COSTELLO**—a nice fat... sleazy... **COL. WALTER P. BURN**—American assignments... **MANDELL KR... HAN**—another heir... **LEONARD D. C...**—more FCC licenses so that they be more Sesac licenses... **BEN BEE...**—a commercial in town.

LYOYD EGNER—another Canada trip... **EDDIE CANTOR**—a couple of grandson... **ANDREWS SISTERS**—another time... "Mr. Five by Five"... **ED HILL**—ma... clusive news beats... **L. B. WILSON**... and contentment throughout the world... **HERMAN BERNIE**—stardom for his... tege. Gale Robbins... **ALLEN BE...** commercial for Raymond Scott... **BLACK**—a few more Arch Obler and... **MOSTELS**—a **MILO BOULTON**—more... jobs... **SAM BROWN**—a contented au... **MORT LEWIS**—writing a top... comedy show... **FRANK LOVEJOY**—starring role with his wife, Joan Banks...
(Continued on Page 17)

MITCHELL LEVITSKY

thanks

his Sponsors and Friends for 15 successful
years of continuous broadcasting.

He also wishes to take this opportunity to
wish them a Happy and Prosperous New
Year.

WEVD

New York

Cordial SEASON'S GREETINGS

To All Our Good Friends
In the Music Industry

The Music Trade The Broadcasters
The Mechanical Companies The Orchestra Leaders
The Singing Profession The Musicians

Also—to our authors and composers and to
the men and women of our entire organization
who have, for nearly fifty years, contributed
to our growing catalog of over 20,000 numbers

Look to Marks for the Best Music of 1943

and

BUY WAR BONDS AND STAMPS
FOR A SPEEDY VICTORY

EDWARD B. MARKS MUSIC CORPORATION
R.C.A. Building • Radio City • New York

Thank You, Radio Editors



Dinah Shore



"Time to Smile"
with Eddie Cantor
NBC—Wednesdays, 9 P. M.

"In Person—Dinah Shore"
Blue Network—Fridays, 8:15 P. M.

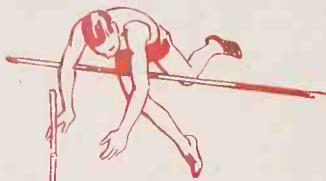
VICTOR RECORDS

Management William Morris Agency

11 out of 18 Po

Eleven NBC programs land among the 18 winners in this year's RADIO DAILY Poll, as against 10 out of 18 last year. On the "Favorite Commercial Program" side of the fence, NBC advertisers take 8 of the first 10 places as against 6 last year.

Our sincere thanks to the sponsors, artists and those behind the scenes for their part in enabling NBC to vault to new heights in this year's program popularity polls.



FIRST PLACES

11 out of 18 on NBC!

- Favorite Entertainer—Bob Hope
- Favorite Commercial Program—Bob Hope
- Favorite Comedian—Bob Hope
- Favorite Dramatic Series—One Man's Family
- Favorite Male Vocalist (Classical)—Richard Crooks
- Favorite Quiz Show—Information Please
- Favorite Sports Commentator—Bill Stern
- Favorite Symphony Conductor—Arturo Toscanini
- Favorite Female Vocalist (Popular)—Dinah Shore*
- Favorite Male Vocalist (Popular)—Bing Crosby
- Favorite Educational Program—Chicago Round Table

*Also heard on another network



FAVORITE ENTERTAINERS

7 out of 10 on NBC!

- Bob Hope
- Jack Benny
- Bing Crosby
- Fibber McGee & Molly
- Edgar Bergen
- Red Skelton
- Eddie Cantor

nners on NBC!



FAVORITE COMMERCIAL PROGRAM

8 out of 10 on NBC!

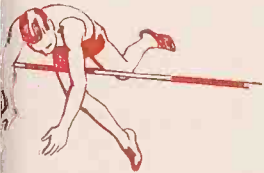
- Bob Hope
- Fibber McGee & Molly
- Jack Benny
- Kraft Music Hall
- Information Please
- Chase & Sanborn Hour
- The Aldrich Family
- Red Skelton



FAVORITE COMEDIAN

8 out of 9 on NBC!

- Bob Hope
- Jack Benny
- Fibber McGee & Molly
- Edgar Bergen
- Red Skelton
- Eddie Cantor
- Abbott & Costello
- Fannie Brice



FAVORITE DRAMATIC SERIAL

TOP 3 on NBC!

- One Man's Family
- The Aldrich Family
- Vic & Sade*



FAVORITE SYMPHONY CONDUCTOR

TOP 3 on NBC!

- Arturo Toscanini
- Leopold Stokowski
- Frank Black

THIS IS THE NATIONAL BROADCASTING COMPANY



Blue Prescription..

and we take it ourselves!

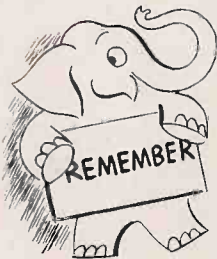
"Keep advertising. Keep 'em remembering." That's been the BLUE Network's wartime prescription for American business.

It's a much needed prescription. Because it prevents loss of memory by customers in these days...when so many products are off the market...and when there's so much going on to make folks forget to buy.

Has rationing or war production left you with "nothing to sell"? Then take a tip from several successful BLUE sponsors. Tell the public how to make your product go farther. Tell them what you're doing for Victory. "Keep 'em remembering"...remembering your name...remembering the product you'll want to sell again in post war days.

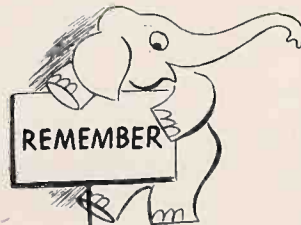
Or, if you still have a product to market...then let the BLUE broadcast your sales message. "Keep 'em remembering" to buy, now!

That's the BLUE prescription. And we take it ourselves. That's why we're here now, to keep you remembering these important facts about the BLUE:—



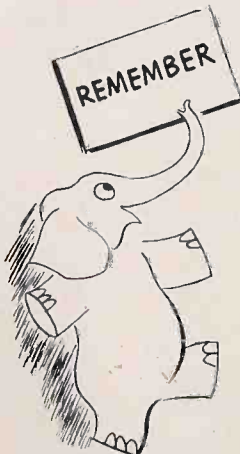
37 new stations

added to the BLUE in 1942. Total, 146 stations, not counting the extra stations available.



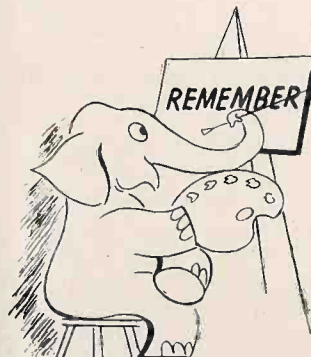
561 counties that count

The BLUE delivers better than 86% coverage of the 561 counties that do 80% of U. S. retail buying.



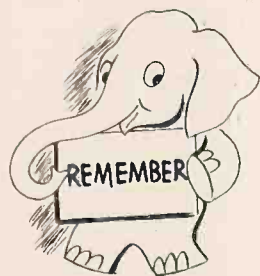
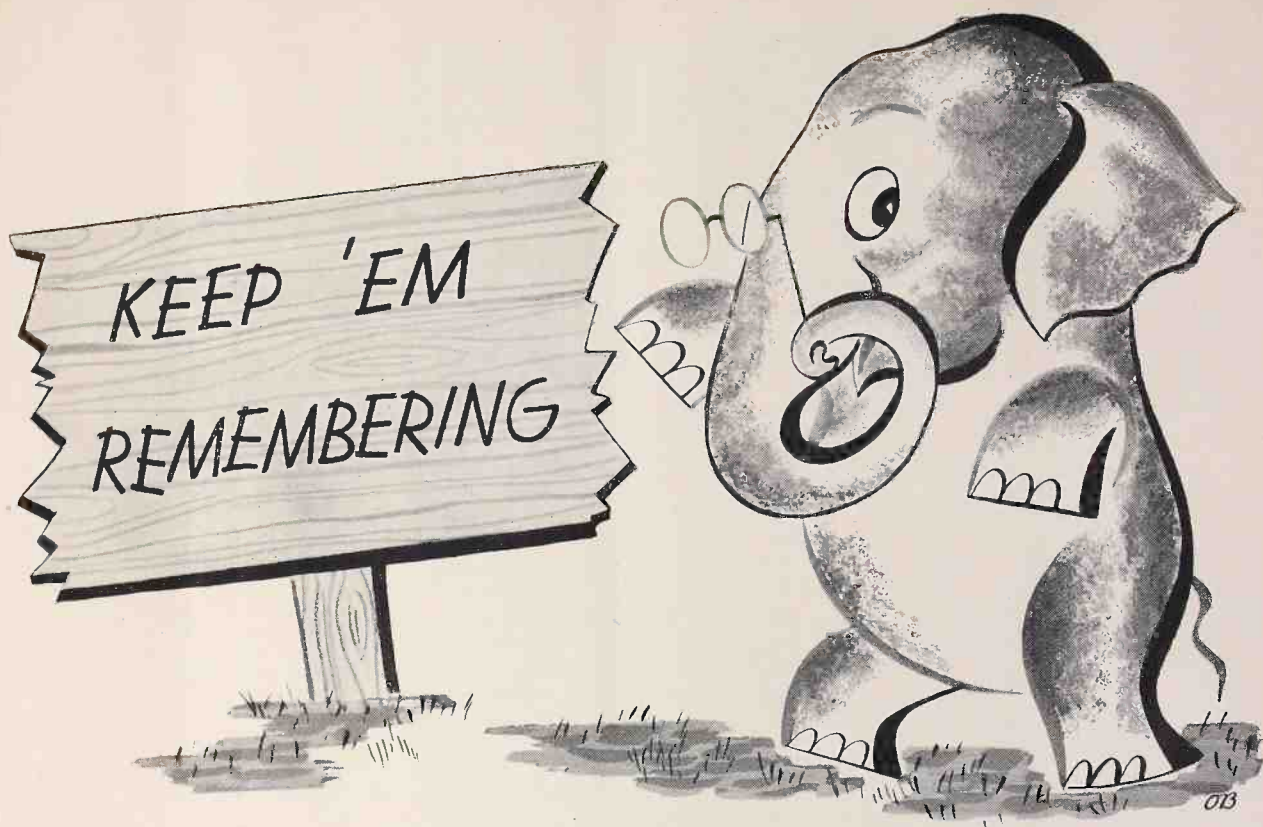
35 new sponsors

That's more than any other network signed in 1942...even without including our special Victory Program sponsors.



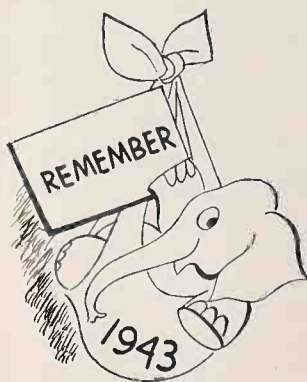
Listenership bonus

New programs, plus aggressive audience promotion, have built BLUE listenership far ahead of rates.



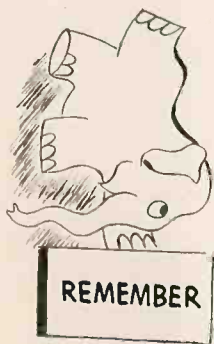
"Teamed sponsorship"

If your product is out for the duration, you can "Keep 'em remembering" 52 weeks a year at 13-week cost.



Ask your Blue representative

to reserve you a copy of the new *Survey of Daytime Listening Habits*. Out soon!



Most homes per dollar

Truer than ever today. The BLUE can carry your message into *more homes per dollar than any other national medium.*

The Blue Network

A Radio Corporation of America Service

Los Angeles

By JAC WILLEN

BERT HASSLER, for many years associated with Frazar & Co. San Francisco exporters, is now in Washington, D. C. in similar post and will also represent Universal Microphone Co. as its export agent.

Eddie Cantor celebrated his 11th anniversary as a network headliner last week during his broadcast of Wednesday, December 16.

Deanna Durbin, Universal star appeared as narrator of the final program of Arch Oboler's "To The President" Blue Network series, December 20th, from 4:30 to 5:00 p.m. PWT.

Kay Kyser's recording of "Praise the Lord and Pass the Ammunition" was the most popular selection of the month with juke-box nickel-droppers, according to a survey made in Chicago. The report showed that Kyser's band played three of the ten most popular recordings of the month. Others were his waxing of "Strip Polka," not heard on the air, and "Every Night About This Time."

Norman Corwin's "Our Friend Curly," of radio fame, has been added to Columbia Pictures' film animal kingdom of potential stars who will not be drafted into the army or defense work.

Columbia Pictures' decision to play up animals who have proven to be consistent scene-stealers from human actors; includes "Daisy," canine actor of the "Blondie" (film) series, "Jiggs," a chimpanzee, and, latest, but not least of the lot is "Old Hickory," a 120-year-old turtle. Norman Corwin's most unusual non-human but live player of "Curly" will be a caterpillar who will play the title role, sharing honors with Humphrey Bogart, Rita Hayworth and a seven-year-old boy.

1942 BIRTHDAYS

December 24

Jack Alicoate Lucrezia Bori
Ruth H. Brandt Dick Crans
Doris Sharp W. O. Tilenius
Charles Wakefield Cadman

December 25

Matt Brooks Cab Calloway
Ron Gamble Larry Goddeau
Herman Katzman George Lasker
Tony Martin Betty Olson
Bob Ripley Nathaniel Shilkret
Josef Stopak Gladys Swarthout
Tony Wons

December 26

Charles Alicoate Hibbard Ayer

December 27

Charlotte Chain Sam Coslow
Joseph E. Crenshaw Merrill Fugit
Charles Holland Oscar Levant
Archie Sichel Abner Silver
Ralph Smith Roy Amos Thomas



If I Were Santa Claus . . . !

• • • With the strains of "Silent Night" winging over the airwaves and holly wreaths meeting the eye at every turn, this column dons a slightly moth-eaten Santa suit, fills out the stomach with a batch of press releases and does a little gift-distributing on its own. Is my beard on straight? Okay, let's go. I'd drop a Ginny Simms in every sponsor's stocking and Madeleine Carroll (or a reasonable facsimile) in Bob Hope's. . . Charlie McCarthy would get a new coat—of varnish and Hitler would get a hot-foot when he had his shoes off. . . Kate Smith would get an official citation from the government reading "God Bless Kate Smith" and I'd whip my reindeer clear across the country to bring Kay Kyser one of his mother's meals. . . Into every listener's home I would drop an inspiring "Fireside Chat" by FDR and sponsors of slushy, sentimental women's programs would be made to tune in on Mary Margaret McBride—to learn that women are interested in everything. . . I'd lift the Petrillo ban and make scores of disk jockeys happy—but only if they first promised to stop cutting in on hot rhythms with cold commercials. . . Ted Collins would get a breathing spell from all his activities and Fred Allen would get a hatchet—so he could bury it with Jack Benny.



• • • I'd give all quiz contestants the right answers and every parent a Quiz Kid. . . Every male in the country would get a date with one of Phil Spitalny's gals and baseball would get more Mel Allens. . . Ann Thomas would be recognized as one of the air's greatest comedienness and Charlie Martin would get a three-way contract in Hollywood. . . I'd tie a slip cover over the head of the fellow who insists he's talking about slip covers and I'd have Jack Pearl relate some of his true experiences—many of which are more fabulous than the whoppers he tells as the "Baron". . . Milton Berle wouldn't get anything—because he already has one of the prettiest wives in the country and I'd censor (for a few weeks, anyway) all digs about daytime serials. Sponsors have feelings, too, somebody told me. . . Geo. F. Putnam would be handed a crack at subbing in the Winchell spot and Dinah Shore would be voted the new "Sweetheart of the A.E.F.". . . Red Skelton would get a nice big blue ribbon for his ability to follow other comedy acts and still maintain a rating and Irene Beasley would be right back on top where she belongs.



• • • Yes, if I were the gent with the long white beard, Ralph Edwards would get a closet-full of new tuxedos for the ones he's always ruining during a watery "consequence"—the guy who fired Mark Warnow out of the Paramount pit some ten years ago would be forced to fill out the maestro's income tax returns—Jackson Beck would get the screen role of "Cisco Kid"—Adrienne Ames would never be off the air—Jay Jostyn would get that romantic role he's always pining for—Herb Marks would get nothing but hits—Mary Chase would sell every idea she gets—Diane Courtney would get a dozen roses for the way she warbles "My Bill"—Ted Husing would stay on the top of the sports announcing list for life—Clark Dennis would get his own air show—all the radio folks who joined Uncle Sam's armed forces would get boxes full of cheers from the entire country—and to the many, many artists I didn't mention but who are the nicest people any columnist could hope to meet, I give 1943—a lusty infant—which I hope they will nurse carefully so that he can grow up to be a source of pride and gratification to them. The new year bringeth peace on earth—although peace did not attend its birth.



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

THE "master mechanic" you see tured tinkering with motors many national magazine ads is no other than Jess Kirkpatrick, WGN nouncer and former Illinois foot star.

Dorothy Donegan, colored pianist, stylist, guested on "Tom, Dick and Harry's" show the other day.

Jim Pease, NBC continuity editor in Chicago, appointed by OGD to develop a "Rumor Clinic" program. OGD is anxious to expose rumors afloat in Chicago-land.

James Jewell, formerly radio director of McFarland-Aveyard agency, has joined WBBM as a producer.

Dean William H. Spencer of University of Chicago, War Manpower Commission representative, matched wits with Ben Bernie on the maestro's CBS show the other day. Dean Spencer wasn't mike shy—he has made many appearances at the University of Chicago round table.

Isabelle Cooney, secretary to Harry C. Kopf, vice-president and general manager of NBC central division, graduated from a Red Cross course and is now a full-fledged nurse.

Dan Cupid is crowding Santa Claus off local radio limelight. Capt. M. Boyd of the U. S. Army Air Corps and former manager of NBC central division local and spot sales, was married on Saturday to Ann McArthur, his former secretary, Libertyville, Ill, while Virginia Wood clerk in the NBC music department announced her engagement to Carl Crosby, Fort Warren, Wyoming.

"Strikes and Spares" is title of new bowling program on WJWC with W. Ross, as emcee.

When a thousand-watter takes a mill on a round trip of 5,000 miles for local broadcast it's news, through the ingenuity of Bill Traum, promotion director of WROK, Rockford, Ill. Two hundred boys stationed with the Marines in California will give their personalized Christmas greetings to the home folks over WRON Transcriptions made by the Rockford boys on the West Coast, in cooperation with the public relations office of the Marines, will be broadcast in the Illinois town for two hours Christmas Day.

Army Grants Commission Coast Show Going On

San Francisco—Albert Brother Milling Company's popular Frida night mystery, "Who Dunit?", relayed from KPO to coast red network stations, will go off the air with next week's broadcast because of the call to Army duty of Lew X. Lansworth, its writer-producer. Expecting to be drafted, Lansworth had applied months ago for a commission, but his was never called.

When the "over 38" ban on draftees was announced, Lansworth prepared for another season with the radio play, but now the Army has suddenly decided to grant him the commission.

What They Want for Christmas



(Continued from Page 10)

CLIPP—Victory Party... **IRVING**—an assistant... **ELEANOR**—time for a full lunch-hour... **HANNER**—some free space once while... **BEN LIPSET**—some kind-bookers... **ARCH BRAUNFELD**—boy... **BLUE BARRON**—a sponsor... **FRANKIE & CHARLIE**—a few more sponsors and a lot ends... **GUY LOMBARDO**—to stay "best band in the world"... **"BABY BRICE"**—more questions to ask... **ARTIN BLOCK**—end of the Petalio can feature new discs on "Make Ballroom" again... **RAY WINTERS**—mail from his pals here... **ESTELLE**—a singing show of her own.

CLANCY—chance to play... **KAYE**—some good roles... **HARRY**—bigger and better parties like the Blue Network gave him recently... **BERLE**—a sock B'way show... **MORRAINE**—more air spots... **LT. T. (TOD) SWALM**—don't take the gold bar away... **HAL (THE GILDERSLLEEVE) PEARY**—an- picture... **JAN PEERCE**—time for appearances... **BETTY JANE**—a chance for a B'way show... **RICH**—more spare time for himself... **WONDERFUL SMITH**—lots of good gag... **AL PEARCE**—bigger and better

GEORGE F. PUTNAM—a chance to pinch- Walter Winchell in his air spot... **LYTELL**—Guadalecanal without Japs... **MARIE SPIVAK**—a recording of the Inc. Trio—Hitler, Mussolini and to singing "I Surrender, Dear"... **GEORGE A. PUTNAM**—less commuting... **DAVE DAY**—a victorious peace... **CON- PHIBAUT**—to broadcast "La mar- from the top of the Eiffel Tower... **MAY WENTA**—her baby's daddy to home from the wars... **CAPT. MILLER**—to see Corp. Joe Louis Hitler's Superman Max Schmeling once... **HAL MCINTYRE**—to birdie in "Leather's Face"... **DON HAYNES**—a commission.

FRANK ROMBERG—to see the world to the strains of a beautiful waltz of running at the screech of an air- dren... **MARION HUTTON**—to see caught in a nylon stocking rush at... **APPRENTICE SEAMAN CLAUDE NHILL**—to fire the last shot that end the war... **GERTRUDE BERG**—the Bible replace Mein Kampf as the n best-seller... **GEORGE EVANS**—to e Germans get a lot of ground—to them up.

MARSALA—to send Hirohito a Xmas a wooden kimono... **TOMMY RIGGS** organization called the WAIFS so he enroll Betty Lou... **WYNN MURRAY** have the opportunity of lighting up ing who always looks like a Xmas tree... **MARIE NASH**—the news that Jimmy dle dropped an 8,000 lb. block buster... Tojo's chimney Xmas morn... **GEORGE GRIFFIN**—a big enough rat trap h Laval and all the other Quislings... **WUCILLE MANNERS**—to sing the Star aded Banner at the Sports Palast in... **CARL HOFF**—to put Hitler on a of herring and borscht... **ETHEL**—to see our boys celebrate Xmas in... **GENEVIEVE ROWE**—to see the of next year busily making Xmas orna- and tinsel instead of bombs.

HENRY GREENFIELD—view of Hitler's... **LOUIS G. BALTIMORE**—Uncan- sponsor contracts... **GEORGE F.**

*Be near me, Lord Jesus, I ask Thee to stay
Close by me forever, and love me, I pray;
Bless all the dear children in Thy tender care,
And take us to heaven, To live with Thee, there.*
—Martin Luther

BISSELL—rescinding of the AFM recording ban... **ARCH SHAWD**—a revolutionary pro- gram idea for a brand new national account... **DON SEARLE**—S. R. O. sign outside the business offices of his stations... **HARRY STONE**—another "Grand Ole Opry"... **LLOYD C. THOMAS**—continued success- tional national business for WOPI and the for his station... **W. A. WILSON**—addi- new Daniel Boone Network.

LILLIAN OKUN—more listeners to her Civilian Defense shows... **A. D. DANNEN- BAUM, JR.**—brotherly love in the city of brotherly love... **HERMAN YOUNGLIEB**— better understanding between foreign lan- guage advertisers and foreign language sta- tions... **WM. B. WAY**—a good supply of replacement parts for his engineers... **FAUST O. COUREUR**—new advertisers... **DANNY DANKER**—turn to a full hour by the Bing Crosby show... **DAVE HALPERN**—return of Gen'l Motors' sponsorship to "Cheers From the Camps"... **BILL STUH- LEK**—success in his new endeavor... **MAURY LONG**—an automatic machine that renews contracts.

JOE WEED—one more 50,000 watts sta- tion... **DON MOLITOR**—bigger and better files... **ED & PEGEEN FITZGERALD**—the sponsor-attention they rate... **TOMMY RIGGS**—continued high fan mail... **TOMMY ROCKWELL**—more Glenn Millers... **TOBE REED**—more time to spend in town... **JAMES E. HOPKINS**—more con- ventions... **A. M. ARMSTRONG, JR.**—more time to sell... **CAMPBELL ARNOUX**—Rich- mond Coverage... **JOE BLOOM**—a big watt station... **HUGH K. BOICE**—another news- paper truck drivers strike... **FRED BROKAW**—4-F deferment for two employees... **BURL ELY**—another visit to the coast... **PAUL GIRARD**—20 more stations... **EARLE GODFREY**—bigger studios... **GEORGE JASPERT**—5 kw. day and night... **FRANK JOHNS**—a trip to the middle west... **JOE KOEHLER**—an oldtime college football season next year... **MONROE MENDELSON**—a good commercial man- ager... **JOHN MAYO**—emptier trains... **L. W. MILBOURN**—some good 4-F an- nouncers... **HERB MOORE**—a trip to Vir- ginia... **JOE MCGILLVRA**—a "CORDON ROUGE" Vintage 1926... **LINNEA NELSON**—another dodgers baseball season.

LEWIS ALLEN WEISS—grandchildren... **ADAM YOUNG**—a large transcription order... **RAY de PASQUALE**—more help... **EDITH DICK**—bigger and better national spot sales... **JACK HOOLEY**—another 10 fine years of BBC development... **FRANK HEADLEY**—less travelling... **MITCHELL LEVITSKY**—another 15 years at the same stand... **CHARLES MICHELSON**—another "Shadow"... **JOHN HYMES**—less temper- mental clients... **RALPH POWELL**—more time in New York... **JIMMY MONKS**—a letter from his brother Johnny who is with the Marines in the Pacific.

FREDERICK ZIV—dinner date with this writer... **LOUISE WILCHER**—a white Christmas for everyone who's been dreaming about it... **TOM SLATER**—better special features to keep morale high... **AGNES GREY**—a new radio program built to order for its audience... **GENE T. DYER**—extra billings for his three Chicago outlets... **ARDEN X. PANGBORN**—new ideas to in- troduce on his Portland, Oregon stations... **HOWARD M. LOEB**—a "WFDE" year in 1943... **BILL O'NEILL**—extension of his whopping new market on the Coast.

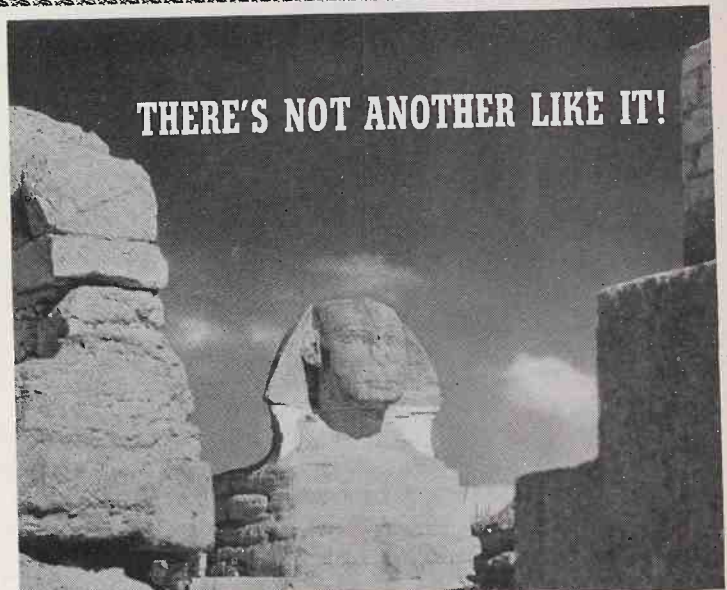
BLAINE BUTCHER—an early return of Winchell... **L. C. JOHNSON**—no cancellation contract... **COL. GEORGE C. JOHNSTON**— peace in 1943... **CHARLES B. JORDAN**—a good horse... **LESLIE JOY**—vacation with family... **THE SPORTSMEN**—a couple of more shows... **IRA L. STEINER**—a better bowling score... **RALPH WONDERS**—a glimpse of old B'way... **DENNIS DAY**—more theatre appearances... **LOU GOLD- BERG**—bigger and better amateurs... **JEAN HERSHOLT**—another visit to N. Y.

ELMER DAVIS—five minutes with Goeb- bels... **ROBERT E. SHERWOOD**—no diplo- matic controversies among the United Na- tions... **LUTHER L. HILL**—trip to see Tokio with white flag flying high... **JACK HOWARD**—good old days... **P. F. HARRON**—more power for station... **JACK GROSS**

—New York weather... **EARLE J. GLADE**—new set of golf clubs... **BERT GEORGES**—a network for his boss... **CHARLES E. DENNY**—plenty of fightin' debaters... **WILLIAM FAY**—silver dinner set... **H. T. ENNS**—new motor for car... **JOHN ELMER**—chance to play with grand-children.

G. W. GRIGNON—automatic train to Chi- cago... **EDWARD C. HILL**—more Xmases during the year... **JOE HASEL**—longer foot- ball season... **SAM GELLARD**—a six-hour evening news periodic... **THOMAS ELS- WORTH**—more statistics for his sales bro- chures... **LEIF EID**—an exclusive Wash- ington scoop... **W. B. DOLPH**—another Ful- ton Lewis Jr. and another Walter Compton... **CECILE GREY**—just a few comedy or dramatic shows... **RALPH GLEASON**— plenty of breaks in the trade press for CBS... **LT. E. P. JAMES**—regular assignment for the New Year... **MERLE S. JONES**—that St. Louis business gets no worse than its present high.

(Continued on Page 20)



THERE'S NOT ANOTHER LIKE IT!

The majestic Sphinx has sat for ages amid the shifting desert sands—a silent witness to the rise and fall of kings and conquerors. No silent onlooker to the changing scene is WTIC. For more than 17 years, WTIC has played an active and important role in the lives of Southern New England's inhabitants. Because of its unique position, WTIC is able to offer you an unparalleled sales opportunity in this wealthy market.

The above average per family buying power and the high radio ownership in Southern New England make it a natural to sell by radio. And when you employ the power, authority and public acceptance of WTIC to do that job, you'll understand why we insist

THERE'S NOT ANOTHER LIKE IT!



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston,
Chicago, Detroit, San Francisco and Hollywood

Critics Pick Bob Hope As Favorite Comedian

(Continued from Page 5)

place, reversing their positions of last season. The old reliable, Bing Crosby again topped the popular male singers, while Harry James was voted head man among the swing orchestras. As is his habit, Guy Lombardo breezed in as the most popular swing band. Richard Crooks again won out as the favorite male classical vocalist while "Information Please" had no trouble being voted the most popular quiz show.

Children's shows, the most touchy proposition to a great many voters easily gave "The Lone Ranger" a strong lead. "Radio Theater," produced and directed by Cecil B. De Mille won hands down as usual in the drama category.

New Review-Of-Year Idea Readied By WOR-Mutual

WOR-Mutual will introduce a new idea in classic year's-review-of-highlighted-events program. Production will start with Dec. 7, 1941, covering 12 months and 24 days, "because New Year's Day this year didn't fall on January 1." Dick Pack, WOR publicity head, is scripting; Sherman MacGregor, directing; WOR's War Services and News Division, producing; Prescott Robinson, narrating.

Find 28% Of N. Y. Homes Have More Than One Set

In a survey which would tend to question the definitive nature of radio listening surveys, WOR's Continuing Study of Radio Listening in Greater New York reports that 28 per cent of 6,777 families interviewed owned two radios; that 10 per cent owned three or more; that 2.2 per cent of the homes contacted (or 8 per cent of those owning more than one radio) had both radios going at the same time, and in the majority of these cases, the sets were tuned to different programs.

Check-up was conducted by Crossley Inc., by personal interviewers, asking the questions: "How many radio sets are now in operation in your home?" and "How many radios do you own?"

Film Pact For Walker

Bob Walker, who played Nick Peabody in "Lorenzo Jones," on NBC Mondays through Fridays, has been signed to an M-G-M contract and is now in Hollywood awaiting studio call.

Paramount Program On WJZ

Paramount Pictures, Inc., will sponsor a special 15-minute program on WJZ Monday, Dec. 28, to promote its new film, "Star Spangled Rhythm." The broadcast, which will be heard at 10:45 p.m., will feature musical and dramatic excerpts from the picture.

Africa Top '42 War Area, Is Commentators' Opinion

Six Blue Network commentators, queried on their selections of the top news events of 1942, agreed, with one exception, that the most important stories of the waning year came out of North Africa. But there the harmony ended, for the newsmen were divided on which Allied moves on the Dark Continent rated first place in 1942.

Raymond Gram Swing, Roy Porter, Earl Godwin and Baukhage pointed to the Allied occupation of North Africa as the outstanding news event of the year. However, John W. Vandercook thought that the British feat in turning Rommel back at El Alamein, keeping Suez safe, overshadowed later developments in Africa.

Edward Tomlinson, authority on Latin-American affairs, based his 1942 news choice on hemisphere developments, naming the entrance of Mexico and Brazil into the war against the Axis as Story No. 1.

Extend "Victory Front"

"The Victory Front," five-a-week daytime drama series sponsored by the Office of War Information, will be heard the week beginning Dec. 28 in a special program entitled "Give Us This Day." CBS, Monday, Dec. 28 through Friday, Jan. 1, from 9:45-10:00 a.m. "The Victory Front" originally was scheduled to conclude Thursday, Dec. 24.

Regional WLB Offices May Arbitrate Disputes

(Continued from Page 1)

to decentralize the authority of the board.

Most broadcasters will be affected also by the provision that the regional offices are now empowered to settle all voluntary wage and salary adjustment cases where the employer has no more than 100 workers.

Detailed plans are now being worked out to establish panels composed of public, management and labor representatives in the major cities of the country, to which will be referred all labor disputes which cannot be settled by the United States Conciliation Service. The board reserves the right to assume jurisdiction, however, over cases "of national significance" or those which "involve consideration of major policy."

The effect of this move is to make of the Washington boards a sort of labor "supreme court," to hear appeals, retaining the right to review any regional decisions.

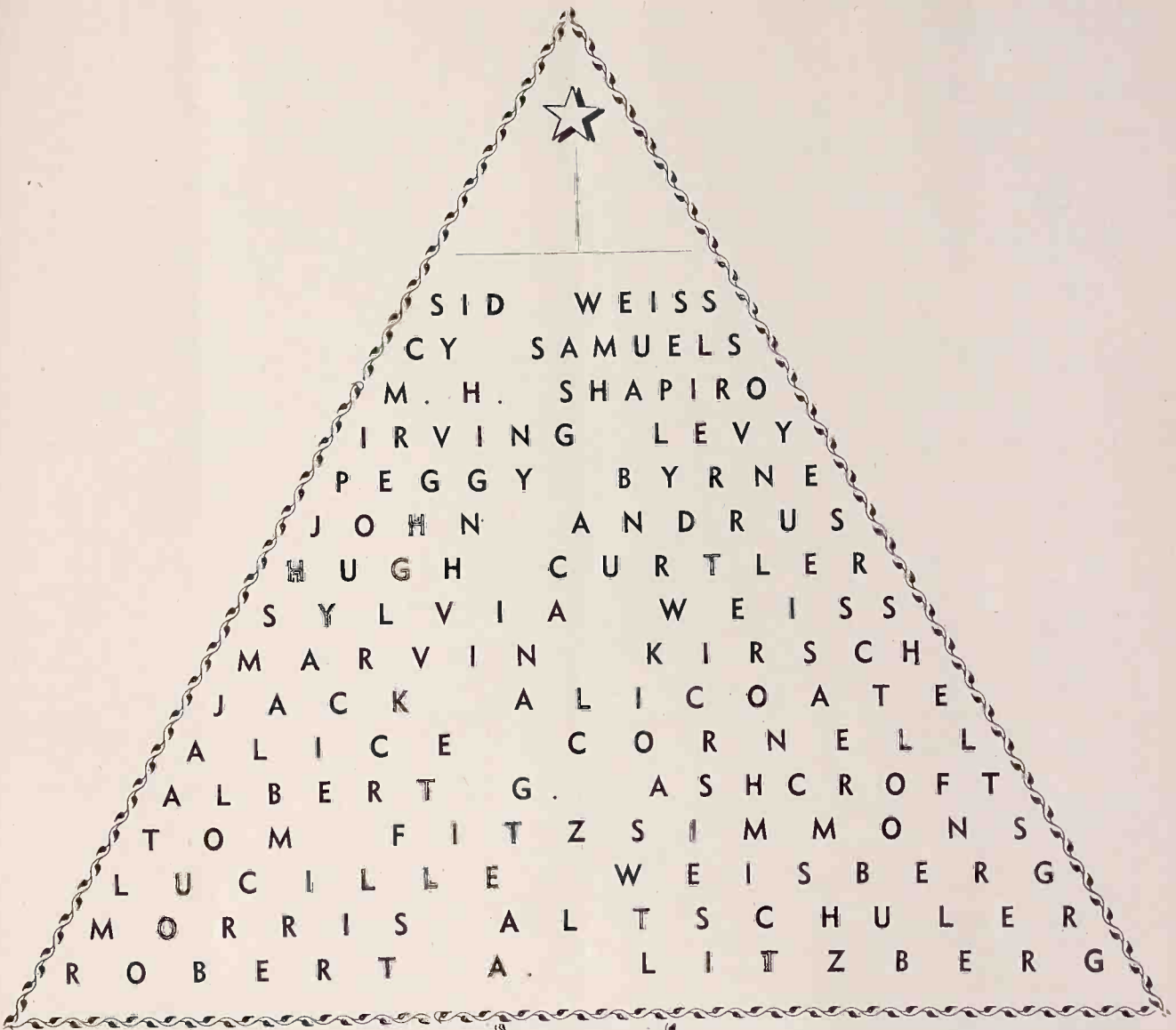
Regional offices are located in Boston, New York, Philadelphia, Atlanta, Dallas, Kansas City, Cleveland, Chicago, Denver and San Francisco.

Wedding Bells

Jeanette Swart of the news and special events department at WG Schenectady, was married recently to Lt. Harry M. Schrader.

Thanks

Bing



SID WEISS

CY SAMUELS

M. H. SHAPIRO

IRVING LEVY

PEGGY BYRNE

JOHN ANDRUS

HUGH CURTLER

SYLVIA WEISS

MARVIN KIRSCH

JACK ALICOATE

ALICE CORNELL

ALBERT G. ASHCROFT

TOM FITZSIMMONS

LUCILLE WEISBERG

MORRIS ALTSCHULER

ROBERT A. LITZBERG

A
MERRY
CHRISTMAS
AND
A
HAPPY
NEW
YEAR

1942-43

YOUR SALES TARGET



in Central Ohio's
Richest Market

WRITE OR WIRE
DIRECT FOR
STATION DATA



What They Want for Christmas

How silently, how silently, The wondrous gift is given;
So God imparts to human hearts The Blessings of His heaven.
No ear may hear his coming, But in this world of sin,
Where meek souls will receive Him still, The dear Christ enters in.

—Phillips Brooks & L. H. Redner

(Continued from Page 17)

WALTER RUNDL—more scoops for UP
ED TWAMLEY—some peace and quiet
G. K. WASSER—a comm. in Army
MARK FINLEY—New York vacation
W. WRIGHT ESCH—a good tire... **MARY DUNLAVEY**—convention trip... **RALPH DUMKE AND BUDD HULICK**—a good gag writer... **JACK M. DRAUGHON**—family party... few days vacation... **JOHN BOWLER**—less traveling... **HOWARD LANE**—75 golf score... **JOHN SINN**—more syndicated sell-out shows... **HERB ROSENTHAL**—smooth sailing for his philanthropical endeavors... **SAM ROSENBAUM**—smooth sailing for the radio industry... **LEONARD REINSH**—another big water to join the group... **RED REYNOLDS**—nice layouts for the CBS O&O... **VERNON H. PRIBBLE**—pleasant winter in Cleveland.

success in his new endeavor... **DAVE HALPERN**—return of General Motors' sponsorship of "Cheers from the Camps".

rates... **BOAKE CARTER**—more attention on his column... **BING CROSE**—winner in his stable... **BOB CROSE**—show in N. Y... **RALPH EDWARDS**—ler as a contestant on "Truth or Consequences."

MEFFORD R. RUNYAN—that the Navy doesn't get too rough... **DON E. GILMAN**—chance to snare a few tuna some day... **HORTON HEATH**—RCA back to regular brand production... **RALPH GLEASON**—a six-race parlay at New Orleans this winter.

GEORGE LASKER—sales of time his branch offices established in New and Chicago this year... **AL RYLAND**—a plug for a pal's restaurant, John's Landing... **DONALD FLAMM**—a Bron station right after the war... **S. S.**—bigger crops of Utah celery... **GLYNN**—good berth when he settles in the Navy... **LEE GRANT**—a kind from Local 802... **SHERMAN D. OBEY**—Hollywood contract for Miss WEAR... **KOLIN HAGER**—more excellent by the NAB 2nd District... **ART TOLST**—sell-out shows at the REC luncheon... **PENNY (BLONDIE) SINGLETON**—an return to her show... **RED SKELT**—more "darn cats" to fool his "Ma".

STANLEY E. HUBBARD—fishing trip in Canada... **A. E. JOSCELYN**—that it doesn't get too cold in Minneapolis—wait... **JIM KANE**—plenty of space in the midwest papers... **MRS. FRANK KATZENSTINE**—continued success in operating station while hubby helps Uncle Sam... **HAVEN GILLESPIE**—a good old-time song hit... **TED STEELE**—a click B'way show... **RED KEMP**—that all agencies know he has a whooping new market on the Coast.

LEO FITZPATRICK—a replacement Neal Tony... **ANN HARDING**—less for the press department at CBS... **HARRISON**—hit the 700 mark in UP tion subscribers... **ARTHUR HULL HA**—more room for WABC spot biz... **BRITT TOMPKINS**—a few hits for BMI... **KATE SMITH**—another "God Bless Amer... **HENRY SOUVAINE**—a couple of rific show ideas... **CHARLIE SPIVA**—more local bookings... **ARNOLD STAN**—more time to spend in the gym... **CHAR STARK**—less conflicts on the air... **NU TRAMMELL**—better break in health coming year... **JOHANNES STEEL**—a and 4th printing of his latest book.

(Continued on Page 21)

FRANK P. SCHREIBER—less breezes from Lake Michigan this winter... **CLAIR R. MCCOLLOUGH**—a sell-out on the Mason-Dixon net... **A. J. MOSBY**—enough shipping facilities to get out the Montana products... **CARLETON E. MORSE**—that the "One Man's Family" ratings never drop... **WILLIAM MORRIS, Jr.**—that the war is over and his staff resumes working for the firm... **HILL MARLOW**—that Hartford hustle and bustle stays that way after the war... **BERT LE BARR, Jr.**—12 spades in one hand... **B. J. LAVIN**—that nobody else tries to cover that Red River Valley... **PHILIP LASKY**—that the "Frisco buying power stays that way... **KEITH RIGGINS**—good-will for the Blue net... **H. KICZALES**—a good foreign language station... **JOHN A. KENNEDY**—plenty of war work to do... **PLUG KENDRICK**—bunch of watts from FCC.

JOHN FOX—less Saturday and Sunday work... **PAUL KESTEN**—paucity of administrative headaches... **JOE LANG**—that the foreign language outlets will continue to do an unusually good job in the war effort... **JACK LAVIN**—a trip East soon to visit friends.

BILL STERN—nice weather on football announcing dates... **GARY STEVENS**—plenty more accounts... **LEITH STEVENS**—an early return to Hollywood... **TED STRAETER**—a spot for his singing choir of beauties... **JACK ROBBINS**—success for his new Lion disk firm... **EDWARD G. ROBINSON**—more time to boost the morale for the boys overseas... **ADELE ROGERS**—success in the job of aiding the war-and-home fronts... **LIEUT. HUGO ROGERS**—two silver bars at least in the very near future... **CAPT. HAL B. KORKE**—smooth sailing with those radio details... **DON HAYNES**—a commission in the Navy.

BENEDICT GIMBEL, JR.—2 weeks rest anywhere... **GABRIEL HEATTER**—more grandchildren... **HORACE HEIDT**—another Frankie Carle... **JOHN ROYAL**—continued good relations with Latin American affiliates... **NAT ABRAMSON**—his upstate farm going into big production... **HERMAN BESS**—a twin outlet for WNEW... **WOODY HERMAN**—more time to spend with his wife and kids... **EDDY POWELL**—an air show of his own... **MARY MARGARET McBRIDE**—gratitude to all her fans who still remember her as "Martha Deane".

HARRY SEDGWICK—warmer winter in Canada... **A. J. KENDRICK**—a deal with Petrillo... **LEONARD KAPNER**—that the Pittsburgh market gets no smaller... **HARRY S. GOODMAN**—more good ideas for ETs... **CY LANGOIS**—bigger and better transcription biz... **ARTHUR B. CHURCH**—something more he could do for the U. S. war effort... **HAROLD C. BURKE**—chance to boost business in Baltimore... **J. L. VAN VOLKENBURG**—top-ranking CBS originators from Chicago... **J. FRANKLIN VIOLA**—new program idea suitable for network sponsorship... **LEE WAILES**—cessation of war regulations so that he can build up transmitting plants of his Westinghouse stations.

LILIAN OKUM—even more listeners to her Civilian Defense shows... **A. D. DAN-NENBAUM, Sr.**—brotherly love in the city of brotherly love... **HERMAN YOUNGLIEB**—better understanding between foreign language advertisers and foreign language stations... **WILLIAM B. WAY**—a good supply of replacement parts for his engineers... **FAUST O. COUTURE**—new advertisers... **DANNY DANKER**—return to a full hour by the Bing Crosby show... **BILL STUHLER**—

EARL H. GAMMONS—one year of good health... **PHIL CARLIN**—a 30 hour day to put through all the ideas he has in mind... **JACQUES RENARD**—another show here... **WARREN GERZ**—stardom for Diane Courtney... **MIKE FISH**—a good "gin" partner... **BEN PRATT**—more clients... **NELLIE REVELL**—a big-time emcee job that she

Season's Greetings



JOSEF CHERNIAVSKY

Radio's Outstanding Showman • Conductor


CARL CALMAN, INC.

extends Season's Greetings and a Happy New Year to the trade

I.O. 5-2248 55 W. 42nd St.

WHAT'S WHAT IN BOSTON

30—WCOP has done an outstanding job selling WAR BONDS... it can sell for you, too!



REPRESENTED BY HEADLEY-REED CO.

WCOP

BELONGS ON YOUR SCHEDULE


Season's Greetings



GALE, INC.

48 West 48th St., New York City


Season's Greetings and the Happiest New Year



from **WPEN** Philadelphia

ARTHUR SIMON, Gen. Mgr.

Season's Greetings to all My Friends



EDWIN C. HILL

Mgt.: James S. Appell

WDRG

CONNECTICUT'S PIONEER BROADCASTER

Christmas Greetings from WDRG Inc.

Operating WDRG and W65H

Connecticut's Pioneer AM and FM Broadcasters



What They Want for Christmas

There's a song in the air! There's a star in the sky!
 There's a mother's deep prayer! And a baby's low cry!
 And the star rains its fire where the beautiful sing.
 For the manger of Bethlehem cradles a King.

—J. G. Holland, A Christmas Carol

(Continued from Page 20)
FELLOWS—trip to Coast... **BOB**
 still more news sponsors...
HILLPOTT—a strong shortwave out-
 his own... **JOHN V. L. HOGAN**—
 QXR's reputation for good music
 that way... **HAROLD V. HOUGH**
 nipped market for mules and steers
WITH HOPHAN—hour stretcher...
T. HOPKINS, 3rd—a little snow
B. JACKSON—more conventions...
Y. JAEGER—programs that sell.

STONE—wads of dough in that
 easy... **HARRY C. WILDER**—a
 replace Herman Steinbruck... **ROY**
 another Tommy Riggs... **REG-**
HUEBEL—continued success in her
 at Duane Jones agency... **JOHN H.**
ER—settlement of the "WBAX" case
N. STUBIN—bigger and better syn-
 s... **JOHN PATT**—another "Peg Ma-
 so that he can concentrate excit-
 in sales promotion... **RICHARD H.**
 chance to see Brother Frank...
UNVILLE—500,000 watts day and
 or **WLW**... **CARL LYNDEN BIXBY**
 criticism within and without the trade
 name serials... **JOE CREAMER**—**WOR**
 on every time-buyers desk.

DAVIS—time to see his gang of
HANK CRISTAL—continued satis-
 of the Petry list... **WALTER J.**
 more visitors to the new Milwaukeee
 City... **BOB PATT**—a family re-
 ... **ALLEN T. SIMMONS**—his remain-
 competitor in Akron to move to another
 ty... **BERNARD BERK**—his remain-
 competitor in Akron to move to another
 ty... **LEE MEYERS**—a couple of terri-
 bility accounts... **JOSEPH CHERNI-**
 some big-time booking for his big-
 and... **SHIRLEY ROSS**—local theater

bookings... **ROSS GRAHAM**—more concert
 dates... **GILBERT MACK**—some juicy air
 roles... **GARNETT MARKS**—a sight of
 B'way again... **IRVING MILLS**—reunion
 with all his kids in the army, marines and
 navy.

GEORGE W. TRENDEL—another Lone
 Ranger... **PETER DONALD**—a chance to
 do some writing... **MERRY MACS**—some
 more hit recordings... **PEG MALONEY**—
 an early visit to N. Y... **ART DONEGAN**
 less hours... **MOE GALE**—a sponsor for
 Josephine Houston... **WALTER CASSEL**—
 he already got his Xmas wish—a show of
 his own... **BILL FREDERICK**—another
 Bonnie Baker... **LARRY ELLIOTT**—more
 talent in the act... **LILLIAN OKUN**—more
 time for her Civilian Defense activities...
JERRY COLONNA—an end to the recording
 ban... **MARTHA ROUNTREE**—a great
 show idea... **JACK RUBIN**—more luck at
 pinochle with Ed Wolf.

GEORGE L. MOSKOVIC—satisfying ap-
 propriations... **ROBERT R. FEAGIN**—
 chance to see some snow... **BILL McCLUS-**
KEY—plenty of fairs that need WLW
 talent... **HAY McCLINTON**—more work
 from the Govt... **JOHN MURPHY**—lunch
 with Tod Swalm... **JOHN McMILLIN**—that
 Compton radio shows continue strong as
 usual... **FRANK MORGAN**—any old comedy
 Coast-to-Coaster—he'll do the rest... **C.**
P. MacGREGOR—plenty of materials for
 making disks... **KEN NILES**—an orange
 grove in good working order... **HARRY**
NORWOOD—that vaudeville came back strong
 ... **AL PEARCE**—more trips to Army camps
CHARLES PEKOR—that Jack Skinner picked
 up the check... **HERBERT POLESIE**—
 plenty of producing jobs... **LOUIS SILVERS**
 another "April Showers".

PAUL RAYMER—few more Michigan net-
 works... **M. LEWIS GOODKIND**—continued
 good agency biz in Chicago... **BENNY RU-**
BIN—to play the Palace as in days of yore
 ... **BILL GOODWIN**—another Whiteman-
 Burns & Allen show... **LEWIS TITTE-**
TON—bigger and better scripts... **JOHN**
SCOTT TROTTER—a good tip from Bing
 Crosby... **CRANE WILBUR**—to keep bat-
 tling 'em out for Ed Robinson... **HARLOW**
WILCOX—trip to New York's Radio City
 ... **BILL FARKEN**—some daytime
 commercials... **K. H. BERKELEY**—that more
 agencies realize what a "big" market is
 spelled W-a-s-h-i-n-g-t-o-n... **JOHN CONTE**
 —few extra Coast to Coast assignments...
NICK KERSTA—that tele comes through
 after the war.

BILL ROUX—plenty of dough for ad-
 vertising... **FELIX MILLS**—another Coast
 to Coast baton... **MAJOR HARRY D. HEN-**
SHEL—a look-in on WOV... **JIM FISHBACK**
 —Navy job... **F. E. FITZSIMONS**—time
 to play... **CREIGHTON E. GATCHELL**—
 more network business... **TOM C. GOOCH**

—horse racing track... **DOROTHY HAAS**—
 a publicity break... **M. A. L. HALFF**—
 some 4-F announcers... **R. L. HARLOW**—
 a good network job... **WILEY P. HARRIS**
 —some help... **WILBUR M. HAVENS**—
 good health... **FRANK HODEK**—victory
 news... **MANN HOLLNER**—a good story
 ... **HERB HOLLISTER**—more power...
FRED STENDEL—FCC clearance... **O. L.**
TAYLOR—anything made in Texas... **LU-**
RENE TUTTLE—golf instructor.

MICHAEL M. SILLERMAN—little peace
 with Petrillo... **BERNICE FISHER**—a
 Broadway musical... **MERLE PITT**—some
 big time shows that he rates... **DICK GIL-**
BERT—more bond sales on his shows...
JOE CURTAIN—to sleep later in the morn-
 ings... **JAMES R. CURTIS**—four new dres-
 es... **J. W. WOODRUFF, Jr.**—good Georgia
 peach crop... **R. B. WOODYARD**—a new
 method of commuting between Dayton and
 Springfield, Ohio... **MYRT BLUM**—a
 glimpse of old Broadway... **RALPH L.**
ATLASS—more national advertisers for
 WIND and WJJD... **TOM KENNEDY**
 —a big contract for the Three V's...
BERNARD ZISSER—more action in program
 sales... **HAROLD WALD**—a trip to see
 his brother, Jerry, at Warner Bros... **MAR-**
THA TILTON—a nice new mink coat...
G. RICHARD SHAFTO... **QUIN-**
CY A. BRACKETT—additional local and
 network accounts... **CHARLIE GREEN**—a
 couple of crackerjack bands... **JOHNNY**
GREEN—a hit B'way musical... **MAJOR**
JEAN V. GROMBACH—an early peace...
TOM HARRINGTON—some fabulous show
 ideas... **GEORGE HAYES**—lots more dra-
 matic activity on the air... **AL HELFER**—
 an early return to his radio chores.

EDWARD SHERMAN—bigger and better
 pictures for Abbott & Costello... **GEO.**
SCHIFFMACHER—longer week-ends...
HANLEY STAFFORD—no more radio kids
 like Baby Snooks... **THOMAS FREEBAIRN**
SMITH—ideas for new shows... **LEILA**
PALM—less commuting to work... **NEL-**
SON HESS—another Walter O'Keefe...
HENRY HULL, Jr.—a couple of more shows
 ... **ONA MUNSON**—another show like "Big
 Town"... **HERB MORSE**—a life-long
 contract with Ralph Edwards... **ROSEMARY**
DeCAMP—an early trip to N. Y... **BRUCE**
DODGE—an early return to his "Take it
 or Leave it" duties... **ALLAN DUGOVNEY**
 —another "Superman".

KNOX MANNING—a few more film shorts
 to appear in as well as narrate... **JIM**
LUNTZELI—a little vacation in N. Y...
LARRY CROSBY—a white Xmas like
 brother Bing... **RICHARD A. BOREL**—
 increased billings during '43... **J. L. DOSS,**
 Jr.—more war contracts for plants in his
 coverage area... **C. T. LUCY**—more na-
 tional accounts on his station... **GEO. M.**
BURBACH—another NAB convention in St.
 Louis.

THIS LITTLE BUDGET
 WENT TO THE
"920 CLUB"
WORL
 BOSTON, MASS.

Holiday
 Greetings
 ~~~~~  
 WHOM

Always Popular  
 Now More POWERFUL  
**WCAO**  
 The Voice of Baltimore  
 NOW  
 5,000 W · DAY & NIGHT  
 600 KC  
 The Only Columbia  
 Station in Maryland  
 PAUL H. RAYMER CO., Nat'l Sales Representative  
 NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

Season's Greetings

JOAN BROOKS  
 "The First Lady of the Blue"

DEEP RIVER BOYS  
 "NBC Radio and Concert Artists"

HI, LO, JACK and the DAME  
 "Blue Network Socktette"

VI and VILMA VERNOR  
 "The Victory Twins"

THE 4 BELLES  
 "Radio's All-Girl Quartet"

BOB KERR  
 30 Rockefeller Plaza — New York City

Merry  
 Christmas  
 and  
 A Happy  
 New Year

WWRL

GOODSIDE L. I.

A  
 Very Merry  
 Xmas  
 from  
**LAN COURTNEY**

**WBYN**  
 NEWS EVERY MINUTE  
 ON THE MINUTE  
 12 NOON  
 TO 6 P.M.  
 NEWS AS IT HAPPENS  
 ● 1430 ON YOUR DIAL ●

**SEASON'S GREETINGS**  
 FOR

**VICTORY FOR 1943**



HAVE A  
SWELL  
XMAS!



Says  
**Doris Sharp**  
RADIO REGISTRY  
And  
**The Gals**

Season's Greetings

from

**TOM FIZDALE**



Merry Christmas

from

**MERLE PITT**

and

"The Five Shades of Blue"

WNEW

Season's Greetings

to all

My Friends



**JACK MILLER**

"A MERRY AMERICAN CHRISTMAS"

To All My Friends

from

**GLADYS SHELLEY**



# To The Colors



TOM WALLACE, JR., son of the vice-president of the Russel M. Seeds Agency in Chicago, has been inducted into the U. S. Army Air Corps and will report for duty in June, following completion of his studies at Coe College, Cedar Rapids, Ia.

"SNUFFY" SMITH, of KYW, Philadelphia, mail room staff is now in the Army... JIM McCANN, station announcer, has been accepted for Officer's Training School... Roger Coleman, singer, is now in the armed forces.

WENDELL REED, announcer at WROK, Rockford, Ill., just got under the wire when he enlisted in the Army Air Corps.

GEORGE TORGE, of WBen, Buffalo, will soon receive his khaki suit from Uncle Sam.

LEONARD H. HOLE, acting executive director of television at CBS, reports at Quonset Point, R. I. for naval duty. He will be a lieutenant (j. g.)

BERT DUNHAM, entertainer on the "Circle B Dude Ranch," a WNAX, Sioux City-Yankton, program was recently called into the armed service.

ALLEN BROWN, staff announcer at WORL, Boston, has joined the Marines and leaves Jan. 2 for training at Parris Island.

## Stork News

C. L. "Chet" Thomas, program director at KXOK, St. Louis, and general manager of KFRR, Columbia, Mo., recently passed out candy and cigars as a means to announce the arrival of his six-pound, one-and-a-half-ounce daughter.

Maurice H. Nelson, engineer at WROK, Rockford, Ill., is the father of a son.

KYW, Philadelphia, received its first Christmas present when a seven and a half pound son was born to Mr. & Mrs. George Hagerty. Hagerty is assistant chief engineer.

STAN DAUGHERTY, Musical Director at KXOK, St. Louis, has been inducted into the army along with BOB HEUER, guitar man in the KXOK orchestra.

THOMAS HALE, transmitter engineer of WFBL, Syracuse, has been advanced to the rank of Lt. Commander. RAY HASENHAYER and JIM HOGAN, bass player and drummer of the "Minute Men" leave for the armed service shortly.

MANUEL ARIAS, Cuban tenor, formerly heard over NBC's shortwave facilities is now in the army and stationed at Fort McClellan, Alabama. JAMES ISHAM CHRISTIE, former chief of NBC's Brazilian Section, International Division, has joined the Naval Reserve as ensign.

DICK PITTS, Hollywood news reporter for WBT, Charlotte, has entered the armed forces and is stationed at Camp Croft, Spartanburg, S. C.... Private JACK PHIPPS, former music head and staff organist will enter the Miami Officer's Candidate School.

LARRY HAGOOD, of the clerical staff of WSB, Atlanta, is the latest station member to be adopted by Uncle Sam.

RAY WILSON, formerly on the KQOD, Denver staff, is now serving in the armed forces and is stationed at Camp Roberts, California.

## Pix Co. Renews Stern

Sports announcer, Bill Stern, has been renewed for the third consecutive year by Columbia Pictures Corp., to do not more than 13 and not less than 10 sport shorts. Present contract expires May 31, 1943. Deal was handled through National Artists & Concert Corp.

## Idella Grindley Rorke Aide

Washington—Idella Grindley, formerly with NBC in New York, has joined the staff of the radio section of the Army's Bureau of Public Relations. She will serve as assistant to Capt. H. Rorke, formerly of CBS.

# SEASON'S GREETINGS



**CHARLES P. SEAWOOD**

137 E. 45th ST., N. Y. C.

EL. 5-1739

PORTRAIT—PROFESSIONAL—PUBLICITY—PHOTOGRAPHY

merrie christmas

from

**lilian okun**

and

**sydney moseley**

HEARD ON

Mutual Network

11 A.M. Mondays through Friday

WMCA

6:30 P.M. Mondays through Friday

Holiday

Greetings

from

**ROCKHILL RADIO, INC.**

\*

18 E. 50th St., N. Y. C. EL. 5-1860

**MERRY XMAS**

from

**TED COTT**

A

*Very Merry*

*Xmas*

from

**HARRY S. DUBE**



NBC • CBS

Broadcasts

Currently

"Raleigh Serenade"

Season's Greetings  
from

**Mary Ann Mercer**

to

ALL AT HOME

and

THE BOYS OVER THERE

\*

Palmolive Building • Chicago



# Coast-to-Coast

SEASON'S GREETINGS



HENRY SOUVAINÉ, INC.

Season's Greetings

to all

My Friends



JAMES S. APPELL

Season's Greetings

from

ED WOLF



OLF ASSOCIATES, INC.

RKO Bldg.

1270 Sixth Avenue  
New York City

is Year More Than Ever

THE DAVIS-LIEBER OFFICE



Leo Miller

Leonard Feather

Carl Post

Season's Greetings



DAVE ELMAN'S HOBBY LOBBY

THE KNX, Los Angeles, "Victory Belles" are doing a lot of tall traveling these days to entertain the service men in addition to their regular Saturday night broadcasts. Since the inception of the all-girl show the unit has trekked to Victorville, which is quite some trek, to entertain the men at the airforce school located there. Almost all the army and navy camps have been visited and it is planned to have the girls visit every military station in Southern California.

Trite but true, is the adage, "It's a small world after all." Recently, when Jack Thompson, KHJ-Mutual-Don Lee's roving reporter, went on the air from Algiers, the master control room at the network's New York outlet, WOR, heard a particularly familiar voice at the other end of the line. Although he didn't identify himself when he said, "Hello, WOR," his voice was recognized as being that of Charles Kibling, erstwhile engineer-announcer who handled "remote" dance band broadcasts from Long Island, Westchester and New Jersey for Mutual. Kibling is still doing remotes, but as a Lieutenant in the U. S. Army Signal Corps.

Something new for sponsors took place at KSFO, San Francisco, last week. At the suggestion of Bob Mullen, producer of the "Lady's Choice" program, Crown Products Corporation, the sponsor, staged its week-before-Christmas show on Dec. 19, without a single commercial plug for any of the Crown products. It is believed that "Lady's Choice" is the longest continuous commercial program running, with a 3½-hour potpourri of music, celebrity interviews, reviews of books and films, news, and other topics of feminine interest. The only reference even to the sponsor was made at the "station breaks," and that by Federal Communications Commission edict.

The recent nine-state blackout in the middle west, was, according to OGD officials, about 99 44/100 per cent perfect, and this almost perfect demonstration almost wiped out the news broadcast by KOIL, Omaha. The newsroom completely shrouded with specially-installed blackout curtains wasn't adequate according to an over-zealous employee who pulled the main switch and blacked the entire studio out. Kerm Trimble, newscaster, with about fifteen minutes before broadcast time was left in the dark with no idea where he was going to find his script or the mike

... Finally engineer Jerry Weist showed up with a flash light, and with that slender shaft of light the broadcast went on.

An official act by Mayor T. W. Harris of Columbus, Miss., renamed the street on which WCBI's studios are located, "Radio Street." Now the street is to be properly lighted via the "White Way" method. The vicinity of the studios boasts increased activity with a new Bus Terminal, City Auditorium and the USO being located nearby within the past year. Other improvements are scheduled to brighten "Radio Street."

Next baseball season, if there is a baseball season, KXOK, St. Louis, will broadcast the play-by-play descriptions of the games played by the World Champion Cardinals, and the up and coming St. Louis Browns. Clarence G. Cosby, sales manager, declared that arrangements have been completed with the Hyde Park Breweries, Inc., for the baseball broadcasts during 1943.

WINS, N. Y., aired the ceremony dedicating a plaque to the memory of Jack Singer, International News Correspondent, who lost his life on the U. S. Aircraft Carrier, Wasp. Don Dunphy, WINS sportscaster, and Bill Corum, sports columnist, handled the mikes.

WBYN, N. Y. is doing a land-office business for Uncle Sam's War Bond campaign through its "Keep Freedom Ringing" program. The Rudolph Knitting Mills of Ridge-wood, N. J., swelled the station's "take" by buying over \$15,000 worth of bonds for Christmas bonuses.

WTIC, Hartford, listeners, were given a quick clarification on the temporary cancellation of gas distribution to all holders of gas rationing cards in the New England area. Shortly after the ban went into effect, the station aired a statement from OPA officials on what was meant by "dire emergency." Soon after that statement was issued, the air was cleared so that Chester Bowles, State Director of the OPA, could go on the air in a special five-minute broadcast to give official information regarding the action and its meaning. The Bowles talk was piped to WICC in Bridgeport. Later, a transcription of the talk was broadcast for those who might have missed it.

Merry Christmas

LEx 2-1100

Season's Greetings

from



EARLE FERRIS

RADIO FEATURE SERVICE, INC.

Season's Greetings

from

FRANKIE & CHARLIE

BASCH

Merry Christmas

from

UNCLE DON

WOR-Mutual

THIS STATION WPAT ON YOUR DIAL AT 93

wishes you

Season's Greetings



DON DOUGLAS

extends to the Industry

Season's Greetings



A decorative border of small, repeating floral motifs runs along the top, bottom, and left edges of the page.

MY SINCERE THANKS

To

THE RADIO EDITORS  
OF AMERICA

and

To the members of my cast,  
writers, and producers, whose  
valuable assistance has made  
this honor possible.

*Bob Hope*



# Ohio Radio Homes At 91%

## 6,471 War Broadcasts On CBS During Year

In its year-end survey, issued Wednesday, CBS reports having carried total of 6,471 war broadcasts, covering 1,500 hours and 56 minutes. Of this total time, 59.8 per cent were CBS sustaining programs covering 80 major subjects. In addition, the network carried 3,723 war announcements, separate and self-contained statements, as distinguished from war themes woven into or forming the body of broadcasts. Added to these were 4,158 war news broadcasts. Network has 34 correspondents who provided 775 hours of broadcasting in  
*(Continued on Page 7)*

## Sarnoff Reviews Status Of Radio In Wartime

In a tribute to the whole radio industry Col. David Sarnoff, president of the Radio Corporation of America, issued a glowing statement last week, in his year-end review of radio's part in the war effort during the past year. In part he declared: "When the service that radio has performed for the fighting arms of this country is made known after the  
*(Continued on Page 6)*

## Ball Mall Blue Expansion With Fields Starts Jan. 11

Gracie Fields has had her five-minute nightly spot on the Blue Network expanded by her sponsors, the American Cigarette & Cigar Company, to a fifteen-minute nightly stanza. She will again be heard over the Blue, and is starting Jan. 11. Since Oct. 12, the comedienne has  
*(Continued on Page 7)*

**Pick Mark Clark**  
 In the recent poll conducted by United Press Radio in connection with a series of 9 special 15-minute scripts, Lt. Gen. Mark Wayne Clark, was the No. 1 choice of the radio news editors as "American Hero of 1942." Gen. Clark was chosen for his pre-African invasion work.

## See Capital Officials Hitting Anti-Ad Group

Washington Bureau, RADIO DAILY  
 Washington—Letters are being prepared by Treasury Secretary Henry Morgenthau, Jr., OES Director James M. Byrnes, WPB Chairman Donald Nelson and Leon Henderson, Price Administrator, in reply to the letter they received earlier this week from a hundred "economists, political scientists, psychologists and other educators," urging the advertising be curtailed for the duration. None of these letters was ready for signature on Friday, but it is reliably reported that none of the four officials will in any  
*(Continued on Page 6)*

## Purina Mills Buys "Opry" Over 29 NBC Stations

Chicago—"Grand Ole Opry" which recently celebrated 17th anniversary on the air will take over second network sponsor on Sat. Jan. 2, when Purina Mills takes 29 NBC stations through Gardner Advertising Co.,  
*(Continued on Page 2)*

## Cleveland Suburb Has Record 99.5% With Toledo, Akron, Dayton Among Other Cities Close Behind

Washington Bureau, RADIO DAILY  
 Washington—New high in radio coverage—99.5 per cent—is reported by the U. S. Census Bureau for the suburb of Cleveland Heights, Ohio. Of 14,934 homes in Cleveland Heights, only 74 were without radios at the time of the 1940 census. While this figure is the highest for the state of Ohio, coverage of better than 95 per cent is reported for nearly all large cities in the Buckeye State. Coverage for the state is set at  
*(Continued on Page 6)*

## Cunningham To WEEI In Sales Promotion Post

Boston—Guy H. Cunningham formerly sales promotion manager for "Screen Land," "Silver Screen" and "Movie Show" joined WEEI, the CBS outlet here, as sales promotion manager. Cunningham, a graduate of Drew University, was sport editor of the  
*(Continued on Page 2)*

## West Coast Outlet Seeks Okay For Rose Bowl Pickup

Hollywood—Current demands of KPAS of Pasadena from NBC for permission to carry the Rose Bowl football game between Georgia and  
*(Continued on Page 6)*

## Revised Program Plan Imperative—Mrs. Lewis

A six-point program wherein radio will have to take the initiative or share in the dire results which will befall our entire social structure, has been mapped out by Mrs. Dorothy Lewis, NAB's Coordinator of Listener Activities, for the education and orientation of children and women immediately, for the duration of the war, and post war period. The program  
*(Continued on Page 6)*

## Two WEA Commercial Renewed For 52 Weeks

Two programs heard over WEAF Mondays through Fridays have been renewed by their sponsors. They are the five minute news period from 8:00 to 8:05 a.m., EWT, and the RCA  
*(Continued on Page 2)*

## ☆ THE WEEK IN RADIO ☆ ... Hope Wins Annual Poll

RADIO DAILY'S annual gift to the industry—the sixth annual nationwide poll of writer-critics—was presented to broadcasters last week and found Bob Hope and his program the top favorite among radio entertainers; among the winners in other classifications were Raymond Gram Swing, news commentator; "One Man's Family," dramatic serials; Bill Stern, sports commentator; Chicago Round Table, educational series; Guy Lombardo, dance bands (sweet);

Harry James, dance bands (swing); Lux Radio Theater, dramatic shows; "The Lone Ranger," children's shows; Arturo Toscanini, symphony conductor; New York Philharmonic, symphony programs; "Information Please," quiz programs; Gladys Swarthout, female vocalist (classical); Richard Crooks, male vocalist (classical); Dinah Shore, female vocalist (popular); Bing Crosby, male vocalist (popular). Trend in the voting by  
*(Continued on Page 2)*

**Coffee Song**  
 Hollywood—Harry Engel, local BMI headman, probably thinks of every cup of coffee he drinks since the OPA wired and asked for copies of Jack Rorke's (of NBC) new tune "No More Coffee In The Pot," which was introduced by the Kings Men on the Fibber McGee and Molly program several weeks ago. OPA figured lyrics will blend with the rationing campaign.

**Home Talent**  
 It is not often, if ever, that Major Bowes' Amateurs, heard Thursdays on CBS at 9 p.m., EWT, features anyone so close to the network as one of the web's office boys. But it happened Thursday night. Tom Mahoney, stamp-sticker extraordinary, scored heavily on the program with his impersonations of Red Skelton, "Archie," the Mad Russian and other radio characters.





Vol. 21, No. 58 Mon. Dec. 28, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher
M. H. SHAPIRO : : : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, 203 North Wabash Ave. Phone State 7596. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

Friday, being Christmas Day, all stock exchanges in New York were closed.

Two WEF Commercial Renewed For 52 Weeks

(Continued from Page 1)

Victor news and recording morning spots. The 8:00 to 8:05 news spot is sponsored by Beech-Nut Packing Company for coffee. Newell-Emmett Company is the agency.

The RCA-Victor program on Monday, Wednesday and Friday from 7:00 to 7:05 a.m., EWT, is news, and from 7:05 to 7:15 a.m., EWT recordings. On Tuesday, Thursday and Saturday it is a recorded show from 7:45 to 8:00 a.m., EWT. Both renewals are for a year. Tip-Top Bread and Cake is the latest participant in Mary Margaret McBride's program on WEF from 1:00 to 1:45 p.m., EWT, Mondays through Fridays. J. Walter Thompson is the agency. The Tip Top Bread and Cake contract calls for 136 participations.

International Salt On WJZ

International Salt Company will launch a campaign on WJZ Jan. 4. For Sterling salt, International will participate twice weekly in Nancy Booth Craig's "Woman of Tomorrow" program, heard Monday through Friday from 8:30 to 9 a.m., EWT, on WJZ. J. M. Mathes handles the account.

BALTIMORE'S BLUE NETWORK OUTLET
W C B M
National Representatives: SPOT SALES, INC. - New York - Chicago - San Francisco

THE WEEK IN RADIO

... Hope Wins Annual Poll

(Continued from Page 1)

radio editors and writers gave strong indication that, while comedy headed the list of favorite programs, news was a close runner-up.

The Blue Network, MBS and NBC last week issued their year-end reviews, revealing that 1942 was devoted to emphasis on cooperation with the various government agencies in the war effort; in addition to news broadcasts, government messages and War Bond announcements, a total of 2,215 hours were devoted to war-effort programming by the three networks reporting. In practically all instances the chain broadcasters revealed expansion of activities. OWI last week announced the agenda of a three-day meeting of radio executives and members of its Board of Regional Consultants, which starts in Washington today; most important matter to be discussed will be the inauguration of a new OWI plan for the allocation of government messages. FCC Chairman James Lawrence Fly has revealed that a plan is being developed by the Commission to stimulate the buying of time from small stations by advertisers; he also intimated that "good news" was forthcoming in the near future on the manpower situation and predicted that the War Manpower Commission would show that it has "a recognition of all the essential features of broadcasting."

Other phases of the industry issued year-end reports in addition to the networks. RCA Mfg. Co. and Philco Corp. presented the equipment manufacturers' picture, laying particular stress on their conversion to war material production, praising dealer cooperation, and intimating substantial benefits from the research work being done in connection with war production. NBC and the Blue announced the results of supplementary surveys of the past year; the former also released its nation-wide survey of listening habits in a report titled

Cunningham To WEEI In Sales Promotion Post

(Continued from Page 1)

"Morristown Daily Record" and editor of Madison, New Jersey "Eagle." He also was a member of the editorial staff of "Advertising and Selling."

Cunningham gained his first radio writing experience doing the scripts for "Voice of the City" business and advertising program sponsored by Barron G. Collier.

Purina Mills Buys "Opry" Over 29 NBC Stations

(Continued from Page 1)

St. Louis. Contract is for 52 weeks and will be heard Saturdays from 6:30 to 8 p.m. Same show featured over 63 NBC stations under sponsorship of R. J. Reynolds Tobacco Co. at 9:30 p.m.

"A Tale of 412 Cities" Bureau of Census reported high percentages of "radio homes" in both Wisconsin and New Jersey. Broadcast audiences in 17 eastern states were increased by an estimated 7,200,000 as a result of a new OPA gas rationing order. NBC announced the setting up of a program of employee training in production fundamentals under the direction of Garnet Garrison of Wayne University.

Labor disputes involving broadcasts may hereafter be settled by regional offices of the National War Labor Board, according to an announcement by the board last week. CBS has renewed 13 programs in a year-end announcement. Two special campaigns within the industry were announced, the drug, cosmetic and allied industries have appropriated \$2,500,000 for promoting the sale of War Bonds through radio and other media; the Federal Radio Education Committee is starting a drive to collect radio receivers for use in public schools.

FCC Activity: Financial questionnaires have been mailed to all stations to enable the Commission to estimate tentatively the net income of individual broadcasters; restrictions on international broadcast stations were relaxed in order to coordinate the operation of such stations in the interest of the government for the conduct of psychological warfare and to insure maximum flexibility of operation; permission was granted temporarily to WOOD, Grand Rapids, to operate unlimited time on the frequency assignment of its affiliated station, WASH, in an action which will probably lead to a discontinuance of the latter station; decision of the WBAX case was extended for 90 days; in other decisions four stations were allowed to withdraw applications for various changes in operation.

Benson-Hedges Sponsor Of "Songs America Loves"

Benson & Hedges, New York, is sponsoring "Songs America Loves," a program of recorded music, on WJZ beginning Dec. 27.

EVERY TELEGRAM GETS INDIVIDUAL ATTENTION AT Postal Telegraph
CHARGES FOR TELEGRAMS PHONED IN APPEAR ON YOUR TELEPHONE BILL.

COMING and GOING

PHILLIPS CARLIN, vice-president of the Blue Network in charge of programs, and THOMAS VELOTTA, assistant director of news and special events, about to leave for New Orleans set the stage for the Gillette broadcast of a Sugar Bowl football game which will be broadcast over the Blue.

PARKS JOHNSON and WARREN HULL, both are at "Smith," famous college for women, Northampton, Mass., where on tonight's "Pop" program they will interview over 500 number of officer candidates for the WAVES who are training at the institution.

EARL GODWIN, Blue Network newscaster today is at the U. S. Army Base at Dayton, Ohio from which point tonight's broadcast will originate. It will emanate from WING, Blue Network outlet in the Ohio City.

JUNE ROLLINSON, time buyer for the Russ M. Seeds Co., Chicago advertising agency, spending a Christmas vacation on the Coast. Expected back in the Windy City about the first of the year.

TOM SLATER, he of the MBS sportscasting and Fort Dix features, off today for Texas, where on New Year's Day, a waiting public will have his report of the Cotton Bowl football game.

WILLIE JOHNSON, ORLANDUS WILSON, WILLIAM LANGFORD and HENRY OWENS—better known as the Golden Gate Quartette—back in Little Old New York for a series of appearances on CBS. Their first was yesterday they also will be heard Wednesday, Thursday and Saturday.

JOHN CHARLES THOMAS, baritone of the Metropolitan Opera Co., returning to New York to prepare his new Sunday afternoon musical series which will be heard over NBC starting Jan. 10.

Herbert To Blue Net

Theodore W. Herbert has been appointed a member of the national spot sales staff of the Blue Network by Murray B. Grabhorn, national spot sales manager. Herbert has been a member of the sales organization of WHN, New York, for the past two and a half years, and during the previous seven years was a member of the sales staff of WOR, New York. He replaces Clarence L. Doty who reported for duty as a lieutenant (j.g.) in the Navy Dec. 26.

GIVES YOU LOW COST RESPONSE IN THE DETROIT AREA
CKLW
800 kc. MUTUAL SYSTEM
DAY and NIGHT
5000 WATTS







Los Angeles

By JAC WILLEN

THANKS to Bing Crosby for that fine gesture of his in backing the Hollywood Bowl-Civilian Defense benefit performance that will be announced shortly.

Don Stauffer, Ruthrauff and Ryan agency exec., currently in Hollywood huddling with Nate Tufts on future policies of agency's local emanating shows.

Arthur J. Kemp, Pacific Coast Sales Manager for CBS who has been heading a series of conferences in KNX studies this past week in preparation for an extended business trip to New York in mid-January, returned to San Francisco over the week-end.

John Beal, who enlisted in the Army Air Forces two weeks ago under his real name of James A. Bliedung, has reported for duty assignment with the California Group, Ferrying Division, Air Transport Command.

Paul Marion, husband of Isabella Jewel, and well-known among local radio and screen actors, is back from the fighting front where he was wounded, to take his place before the "mikes" again. He was honorably discharged from the U. S. Forces due to his service wounds.

Evans Plummer is back in Hollywood after a long tour with the Camel Caravan's West Coast unit, which he handled for the Fizzdale Agency.

Edgar Bergen's 1914 Stanley Steamer automobile, which he drives to NBC's Radio City for broadcasts, really stops traffic... but is a magnificent gas-saver.

"Mr. and Mrs. North" Starts Dec. 30 On NBC

"Mr. and Mrs. North," comedy-mystery series, will make its radio debut Wednesday, Dec. 30, over 126 stations of NBC at 8:00 p.m. The weekly programs are sponsored by the Andrew Jergens Company and replace "The Adventures of the Thin Man."

Principal characters are Jerry and Pamela North, made famous by Frances and Richard Lockridge, who created them for some sixty short sketches in the "New Yorker" magazine. Later "Mr. and Mrs. North" were written into six mystery books by the Lockridges. They became a Broadway hit in the play adapted by Owen Davis and finally achieved national popularity in the motion picture starring Gracie Allen.

S. James Andrews will direct the production. The cast has not been announced.

WANTED

Executive-type traveling field representative with thorough knowledge of broadcasting industry; preferably with station rep. or station relations background. Excellent opportunity. Permanent position. Inquiries in strict confidence. Box 436, RADIO DAILY, 1501 Broadway, New York City.



Radio Is My Beat . . . !

Over a thousand would-be patrons of Town Hall, according to official records of that austere hall, were turned away the other night when Phil Spitalny's "Hour of Charm" orchestra gave its first concert there. Playing to packed balconies and crowded standing room sectors, Spitalny's group ran the gamut of music from Geo. M. Cohan, Berlin and Gershwin to the more serious compositions of Friml, Mendelssohn and Mascagni. Of special note was "A Salute to the Boys in Uniform" sung by the entire ensemble. The success of this premiere concert appearance is no small matter to Maestro Spitalny for it was at this very hall, some nine years ago, that he first dreamt of an all-girl concert band as he watched a woman violinist perform on the same stage. His intimates at the time hardly encouraged it. As a matter of fact they scoffed as Phil toured the nation to find the nucleus to his band. We'll wager that plenty of those who jeered in the early days were among that Town Hall gathering to cheer him.

☆ ☆ ☆

THE REVIEWING STAND: Oscar Levant's "Info, Please" japes would have tickled President Teddy Roosevelt. The late president once stated: "I like a comic with impudence. Most of us can excuse anything if it's said for a laugh." And the irrepressible Oscar will certainly blurt out anything if its gets a giggle or two around the country. . . . "The next-door neighbor" quality of Maxine Keith's voice via "From Me to You" on WMCA is only one of the reasons she has such a loyal following. . . . A nod to Bill Murray for his selection of Henry Heyward to direct "Over Here" via the Blue Network Saturdays. His first task, which included co-ordinating such biggies as Clifton Fadiman, Jack Benny, Benny Goodman, Jane Froman and Lanny Ross was carried off effectively. Murray has been keeping the "Over Here" stanzas as star-studded as the three "Treasury Star Parade" shows each week.

☆ ☆ ☆

AMONG THE XMAS CARDS: Doris (Radio Registry) Sharp's card was the loveliest—and the most original—to reach this desk. That's one we'll save for a long, long time. Doris. . . Meyer Davis' card was timely showing the handclasp of his two sons—one in the Navy and the other a soldier. . . . Bob Coe's card served a double purpose—announcing at the same time the arrival of his baby daughter, Pamela Susan. . . . Milton Berle sends along a face of Santa and adds that this is one "map" Hitler won't change. . . . Don Bernard wires us to buy War Bonds to make his Xmas wish come true. . . . Elinor Abbey's card is a home-made Victory greeting with an appropriate poem written by herself. . . . Mary Jane Yeo and Arnold Stang also sent along appropriate greetings. The former's card depicted a beauty on whirling ice skates and Arnold had a photo of himself in a scene from his RKO picture, "Seven Days Leave". . . . Dick Mooney goes practical and encloses a dash of sugar and java. . . . L. Wolfe Gilbert's card is his song hit: "The Things We Love (Will Live Again)". . . . Phyllis Jeanne Creore also uses the song theme with her tune, "This Is My Wish". . . . Elizabeth Morgan's card was one of lovely sentiment, written in prose and called: "My Gratitude List". . . . Irving Berlin's card is a picture of his three daughters. Last two lines contain words and music of "White Xmas". . . . And Ann Thomas, who plays the secretary in "Easy Aces" on the air and "Counselor-at-Law" on the B'way stage, sends a drawing of herself at the switchboard with the message: "Which is to say the line is never too busy to wish you a Merry Xmas."

☆ ☆ ☆

A well-known actor was in one of his phoney modest moods the other day. "After all," he said, "let's face it. I'm just a big dope." "Quiet," soothed a pal. "You're talking about the man you love."

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

JOSEPHINE WETZLER, for six years director of Women's Activities at WMBD, Peoria, Ill., has been named director of women's programs at WJWC, Hammond-Chicago station. Jo's immediate shows on WJWC include: "Women at War," Mondays through Saturdays at 10 a.m.; "A Woman Views the News," Mondays through Fridays at 12 noon, and "Jo's Journal," Monday, Wednesday and Friday at 4 p.m.

Maxine Marx, daughter of Chico Marx, comedian and orchestra leader, recently auditioned for Russ Young, producer of "Bachelor's Children" at WBBM-CBS.

Ed Bailey, sound effects man on NBC's "Backstage Wife," lately has been hedge hopping in and out of Chicago helping stage the Bob Hope show at various army camps.

Christmas prayer written by 12-year-old Richard Williams of "Quiz Kids" show and heard on the December 20th program brought a deluge of requests for reprints from radio fans.

New record for short term spots was hung up by Sears store in Gary, Ind., when they used 200 spots within a week on WIND to stimulate Christmas business.

Glen Wallich of Capitol Recording Company, Hollywood, looking over Chicago radio talent in quest of new recording stars.

B. BLOSGVEREN'S SONS, INC.

FURRIERS

30 ROCKEFELLER PLAZA  
NEW YORK CITY

On The Mezzanine

You can get a lovely hand tailored Persian Lamb fur coat for \$200





# The Story of the "HOUR OF CHARM"



VIVIEN

No. 3 in  
a series of  
success stories

Vivien, soprano-soloist on the Hour of Charm, received an award from the Los Angeles State Contests for singers, having the highest-lowest range of any soprano in the state, the range from Low F to High G above C. Vivien is a fine concert pianist playing her own accompaniment most of the time. Has a repertoire of 15 operas by memory.

### *List of Awards*

California Hour Contest

Federation of Music Clubs Contest—West Coast

To be continued  
next Monday



## Ohio 'Homes' Average Well Over 91 Per Cent

(Continued from Page 1)

91.7 per cent, with sets in 1,697,672 of 1,852,318 homes. Urban coverage is set at 95.1 per cent, with sets in 1,196,724 of 1,259,035 city homes, while the rural non-farm average is 87.8 per cent—receivers in 290,910 of 331,250 homes—and the farm coverage drops to 80.2 per cent. This is on the basis of sets in 210,038 of 262,033 farm houses.

### Lakewood 98.5 Per Cent

Lakewood boasts 98.5 per cent coverage—with sets in 20,191 of 20,492 homes, while Akron and Toledo both have better than 96 per cent coverage. The Akron figure is 96.3, with sets in 62,387 of 64,760 homes, while the coverage for the metropolitan area is an even 96 per cent—88,736 of 92,394. In Toledo, with 96.5 per cent coverage, 74,535 of 77,275 homes boast radios, while sets are reported in 89,566 of 92,969 homes in the Toledo metropolitan area, or 96.3 per cent.

The latter figure applies also to radio coverage in the metropolitan area of Cleveland, the country's sixth largest market. Sets are reported in 318,159 of 330,511 homes. In the Cleveland city limits, coverage is 95.3 per cent, with sets in 227,529 of 238,635 homes. The Cleveland coverage is matched by that of Columbus, with sets in 76,513 of 80,284 homes, while the proportion rises somewhat to 95.5 per cent for coverage of the Columbus metropolitan area, with sets in 91,491 of 95,849 homes.

The city of Dayton boasts 95.2 per cent coverage, with sets in 55,291 of 58,064 homes, while 70,099 radio-equipped homes of 73,528 units reported for the metropolitan area of Dayton raise the proportion to 95.3 per cent.

Canton comes next, with 95.1 per cent coverage for the city and 94.5 for the district, based on sets in 27,202 of 28,605 and 49,008 of 51,884 homes respectively. Springfield reports 93.6 and 93.7 per cent coverage, with sets in 18,345 of 19,592 and 19,805 of 21,145 homes respectively.

### Cincinnati, Youngstown High

The important cities of Cincinnati and Youngstown both report radio coverage better than 93 per cent—93.6 in the case of Youngstown, with sets in 37,448 of 40,007 homes, and 93.2 in Cincinnati, with sets in 123,783 of 132,795 homes. In the metropolitan areas of the two towns, coverage is set at 93.5 and 90.2 per cent respectively, with sets in 83,878 of 89,721 and 201,366 of 223,329 homes.

Sets in 12,814 of 13,795 homes in Hamilton give that city a coverage of 92.9 per cent, slightly higher than the 92.3 per cent coverage reported for the entire Hamilton-Middletown district, with sets in 27,400 of 29,586 homes.

Better than 95 per cent coverage was reported for the major cities of Minnesota, with sets reported in 647,499—91.2 per cent—of the 709,978 homes in the state. Urban coverage, the Census Bureau found, was 95.8

## See Capital Officials Hitting Anti-Ad Group

(Continued from Page 1)

way agree with the signers of the letter.

Questioned about it yesterday at his press conference, OWI Director Elmer Davis said "certainly, so far as I know, there is no idea of that sort anywhere in the government. It would have come to the attention of this office, I am sure, if anyone had it, and we have not heard anything about it except that it is the opinion of these private economists. I am not familiar with the economics industry and I don't know how eminent these gentlemen are in their profession, but I should say that this was the opinion of a certain number of economists which reflects their views and not necessarily any others."

Gardner Cowles, Jr., OWI Director of Domestic Operations, interposed to explain that "our attitude is that WPB ought to cut newsprint to the extent it feels necessary and then it ought to be left entirely to individual publication to determine whether it wants to cut advertising or news."

## Sarnoff Reviews Status Of Radio In Wartime

(Continued from Page 1)

war, Americans will be proud of the radio research workers and engineers, and of the production men and women who have equipped the Army, Navy and Air Corps with apparatus unsurpassed in efficiency."

Sarnoff predicted a better world to live in, after war, as a result of radio's contributions which are presently being used solely to expedite the war effort. He touched on progress in television, electronics, radio frequency heating and superionics. He concluded with: "Only the end of the war can reveal the great part the communications men have played, and how fortunate America is in having a world-wide radio system second to none in efficiency."

## Valentine Leaves WTAG

Hartford—Hubert Valentine, concert tenor, formerly heard over WTAG, has joined the army.

per cent in 1940, with sets in 357,752 of 373,519 homes; rural non-farm coverage 87.4 per cent, with radios in 115,860 of 132,511 homes, and farm coverage 85.3 per cent, with sets in 173,887 of 203,948 farms.

Highest urban coverage in the state was reported for St. Paul, with radios in 75,886 of 78,472 homes, or 96.7 per cent. Only slightly lower was Minneapolis, with sets in 134,314—or 96.6 per cent—of 139,099 homes. Broadcasters can boast 96.5 per cent coverage of the populous Minneapolis-St. Paul district, with radios reported in 241,410 of 250,052 homes.

With sets in 26,211 of 27,397 homes, Duluth reports 95.7 per cent coverage, a bit higher than that for the entire Duluth-Superior district, where there are sets in 40,100—or 94.6 per cent—of 42,368 homes.

In Dallas, Tex., coverage was revealed at 87.1 per cent, with no sets in 10,562 of 84,091 homes. No report

## West Coast Outlet Seeks Okay For Rose Bowl Pickup

(Continued from Page 1)

U.C.L.A., upon the point of local public service, and the rights of an independent station to carry its local events for local consumption regardless of a competitor's power or coverage has met with an initial rebuff from NBC officials.

Adamant in his demands, John L. Akerman, KPAS commercial manager has taken the matter before the Pacific Coast Conference, the Tournament of Roses Association, and NBC Coast officials, with all but the Tournament of Roses Association, who unanimously, through their executive board, requested that KPAS be granted the privilege of carrying the Rose Bowl Game in Pasadena, refrained from acceding to the station's request.

Further action is being taken, with formal requests by Akerman addressed to T. J. Slowie, Secretary of the FCC in Washington, seeking a ruling and enforcement of that body's believed declaration that "exclusive contracts for broadcasts of a public service feature are against the best interests of the public."

Further actions by Akerman seem certain, with an acknowledged intent of seeking cancellation of the exclusive coverage contract of the Rose Bowl game by NBC for next year. According to Akerman, provisions for cancellation of the contract are provided, if all parties are notified by April 1943.

## New Children's Programs Starts Today Over MBS

A news program especially designed for children, will be heard over WOR-Mutual starting today, from 5:45-6 p.m., Mondays through Fridays.

"Junior Newscaster," as it will be called, will be conducted by sports and newscaster, Connie Desmond, and Georgie Ward, 13-year-old radio and stage performer.

Project will consist of the day's major news, briefly and simply told, and other patriotic and educational features for children.

was given for 2,412 homes in this territory.

Radio coverage dipped low for the state of Louisiana, with a farm average of only 27.3 per cent bringing the state coverage to only 53.3 per cent. This represents sets in 307,883 of 577,965 homes. Sets in 186,913 of 257,531 city homes give broadcasters an urban coverage of the state of 72.6 per cent, while they can reach only 69,626 or 52.5 per cent, of the state's 132,687 rural non-farm homes. Of Louisiana's 187,747 farms, only 51,344 are equipped with radios.

The city and the metropolitan area of New Orleans both boast 77.2 per cent broadcast coverage, with sets in 100,856 of 130,717 and 109,611 of 141,974 homes. Shreveport coverage is 76.3 per cent, with radios in 20,029 of 26,247 homes, while in the Shreveport metropolitan area there are sets in 22,574, or 75.7 per cent, of 29,839 homes.

## Revised Program Imperative—Mrs. Lewis

(Continued from Page 1)

gram will comprise part of Lewis's report to the OWI, as being submitted this week, upon completion of her third tour of country, conferring with radio civic leaders on these sociological problems.

Project as is being formulated, soon stage a joint meeting of all media—radio, motion pictures, newspapers and magazines, and school texts—so that the problem can be handled in the universal manner which it exists. Following this, radio industry will have its own reference "which will have to be things started immediately or soon in the Allied nations faces a complete breakdown," stressed Mrs. Lewis.

### Objectives Outlined

The specific job for radio, as Mrs. Lewis told it to RADIO DAILY, is as follows:

1—Radio must educate women on the importance of maintaining home as a unit even during war, to stay at home instead of going to industry, when there are your children to be cared for. Part time jobs while children are in school, advocated.

2—Newscasts for children piped into the schools as well as after school hours. Special emphasis on interpretation of news for children to tell them the weaknesses of false philosophies, and to give them global background, so that thinking is constructive along lines of permanent value.

### Programming A Factor

3—Radio programming will have to be directed toward building spiritual needs of children. (Mrs. Lewis reported that 12 million juveniles in United States were present unchurched.) Radio today, she held, offered practically nothing along the lines. Presentation would have to be non-sectarian.

4—Health programs, taking in recognition the growing shortages of certain foods, must present alternative suggestions for mothers and children, and must impress with importance of conservation of health in case of a long war and severe post-war rehabilitation.

5—Radio programs to convey the thought that children must learn to work for the sake of work and cooperating with the family and community on ever so-small items. Participation must be voluntary, and not the result of bribery by parents.

6—Radio must provide children with better leisure time activity ideas and entertainment.

### Further Report Coming

A more complete report on the child problem and radio will be completed by Mrs. Lewis within the next two months. In this preliminary report which she is submitting to the OWI, Mrs. Lewis is turning over, also, early returns on the questionnaire survey being conducted by the Association of Women Directors among its 300 members, on reactions to OWI programs.



# War Broadcasts CBS During Year

*(Continued from Page 1)*  
 Less than one-third of these features were commercially...  
 highlights in the CBS round-  
 of war, Columbia's owned  
 rated stations went on the  
 nd the clock. Full service  
 WABC, New York; WEEL,  
 WJSV, Washington; WBBM,  
 KNX, Los Angeles; WBT,  
 and WCCO, Minneapolis-  
 the year, Columbia acquired  
 e affiliates, KQW, San Fran-  
 idia. CBS also purchased  
 Boston, in August, after hav-  
 e the outlet for six years  
 e Boston Edison Company.  
 CBS stations made major  
 improvements during the year.  
 y, CBS's "Network of the  
 as" (Cadena de las Americas)  
 icially dedicated, and now  
 approximately 100 stations.

**Short-wave to OWI**  
 e realm of shortwave broad-  
 CBS's facilities, as were  
 have been taken over by  
 I, though the net's personnel  
 es to function in regular ca-  
 CBS facilities air 13½ hours  
 in 12 languages. Network now  
 is the only privately-owned  
 wave listening radio station  
 United States, concentrating  
 e broadcasts. During the year,  
 e recorded, transcribed and trans-  
 33,500 shortwave broadcasts  
 0 different points of the globe,  
 etalled about 70,000,000 words,  
 es its news and shortwave  
 n, the network has an aug-  
 ed teletype system running into  
 lets in New York City press  
 ations, newspapers and other

standing item in its bond activ-  
 was the one-woman drive by  
 Smith primarily on WABC and  
 , but on some of the network  
 also. Between 6 a.m. one day  
 a.m. the next, the songbird  
 sold \$2,013,500 worth of war  
 and stamps. During her WJSV  
 rance, she sold additionally  
 750 worth of bonds, to bring

# WARTIME PROMOTION

## New UP Maps

United Feature Syndicate, (UP)  
 using a letter that accompanies a  
 full colored map points out that  
 the map which is purchaseable on a  
 coupon plan which is incorporated  
 on the bottom of the letter can be  
 of assistance in building up promo-  
 tion, circulation, and as a money-  
 maker for the station.

The map, as the letter points out, is  
 a full colored United Press Military  
 Strategist's Map of all the fighting  
 fronts detailing North Africa, Solo-  
 mon Islands, Mediterranean, Europe,  
 Guadalcanal, New Guinea, World,  
 Pacific, and Alaska... Areas where  
 American troops are now in action.  
 One of the main features of the  
 map is the ninety colored flag in-  
 dicators designed to keep pace with  
 the daily military movements.

The sale price of the map on the  
 coupon plan can be offered to the  
 audience for 10 cents per copy and  
 can be supplied at the rate of \$70  
 per thousand f.o.b. New York.



## WKAT Statistics

In a new folder put out by WKAT,  
 Miami, Blue outlet, the station makes  
 available basic facts concerning the  
 advertising possibilities of the area  
 which the station covers. Included

## "Time"- "Life" Presenting Local Spanish Lessons

Starting Jan. 4, the Radio Programs  
 department of "Time" and "Life"  
 magazines will present a new series  
 of radio broadcasts called "Let's Learn  
 Spanish" heard over WQXR every  
 Monday, Wednesday, and Friday af-  
 ternoon at 5:30 p.m.

"Let's Learn Spanish" is a drama-  
 tization, and Frank Norris, director  
 of the Time Inc., Radio Programs  
 Department believes that language  
 taught on radio is better in the hands  
 of dramatists than in the hands of  
 academicians.

'he total over three million dollars  
 or her individualized campaign.

A total of 530 hours of serious  
 music was programmed primarily by  
 its four major symphonies—New York  
 Philharmonic, Cleveland orchestra,  
 and the Indianapolis and Columbia  
 Broadcasting symphonies.

A count of its ranks in the armed  
 services reaches 421. To link with  
 its former personnel scattered now  
 all over the globe, CBS has devised  
 the Mail Bag, a round robin letter  
 from the home front. Letters written  
 by CBS service men are compiled  
 into one bulletin and distributed bi-  
 monthly.

Via the special discount for full  
 network operation policy which came  
 into vogue among the networks this  
 year, CBS added about 400 station  
 hours to its commercial schedule, and  
 35 additional program periods are  
 now heard over all CBS stations—116  
 of them.

## Canada Eyes WCKY Show

"Let Freedom Ring," WCKY series  
 dedicated to the American Red Cross  
 Blood Donor Service, may become a  
 base pattern for similar programs in  
 Canada, correspondence between All-  
 Canada Radio Facilities, Ltd., and  
 WCKY discloses.

John E. Baldwin, executive of the  
 All-Canada Broadcasting System,  
 which broadcasts for Radio Facilities  
 throughout the entire dominion, has  
 requested sample scripts of "Let  
 Freedom Ring" from Al Bland, WCKY  
 production manager and producer of  
 the local program. Baldwin wrote,  
 in part: "as you are doubtless aware  
 the Canadian Red Cross is carrying  
 on the Blood Donor Service in this  
 country and we are wondering, there-  
 fore, if it would be possible for us to  
 obtain scripts of your production and  
 under what circumstances."

Scripts used on "Let Freedom Ring"  
 were sent to the Canadian radio  
 corporation by Bland through the  
 Vancouver office, where Baldwin is  
 an executive officer. Other offices of  
 the corporation are in Montreal, Tor-  
 onto, Winnipeg, and Calgary.

in the publication is a section de-  
 voted to the reception given various  
 radio shows by the large soldier popu-  
 lation in the Miami district. There  
 is also included a list of the out-  
 standing Blue Network shows.

## Pall Mall Blue Expansion With Fields Starts Jan. 11

*(Continued from Page 1)*  
 been heard Monday through Friday  
 at 9:55 p.m., EWT. Beginning Jan.  
 11, she will be heard Monday through  
 Friday at 10:15 p.m., EWT. Ruthraff  
 & Ryan handles the account.

Effective Jan. 15, Hall Bros., Inc.,  
 will shift "Meet Your Navy," aired  
 on the Blue for Hall greeting cards,  
 to the half-hour period beginning at  
 8:30 p.m., Friday. Originating at the  
 Great Lakes Naval Training Station,  
 the program is currently heard at 10  
 p.m., EWT. Henri, Hurst & McDonald  
 is the agency.

Beginning Jan. 6, "Alias John Free-  
 dom" will be presented on the Blue  
 Wednesday from 9 to 9:30 p.m., EWT.  
 The program is sponsored once every  
 four weeks by Minneapolis-Honey-  
 well Regulator Company, under the  
 "teamed sponsorship" plan, through  
 Addison Lewis & Associates. The first  
 commercial broadcast at the new time  
 will be Jan. 27. "Alias John Freedom"  
 is currently heard Monday at 10:15  
 p.m., EWT.

## "Mediation Board" Moves

"A. W. Alexander's Mediation  
 Board," human interest program will  
 move to WOR on Jan. 11 and will  
 be heard Monday evenings from 9:15-  
 10 p.m.

## Williams Leaves WMCA

Alun Williams, chief announcer at  
 WMCA, has resigned to join the Ferry  
 Command, effective January 2. He  
 will be replaced by Joe O'Brien.

# Sterling Drug Votes To Absorb Affiliates

*(Continued from Page 1)*

the company's products for the first  
 time.

Five divisions have been set up to  
 replace the subsidiaries. Most of the  
 presidents of the subsidiaries were  
 elected vice-presidents to Sterling  
 Drug. Advertising programs, trade  
 marks and sales policies of the divi-  
 sions will not be change at the pre-  
 sent time. Current radio commit-  
 ments, it was explained, would run  
 their courses.

## Subsidiaries Listed

The 16 subsidiaries which have thus  
 been affected are Ayer Company Inc.,  
 Boyer Company Inc. (New York and  
 California incorporations); Dr. W. B.  
 Caldwell Inc.; California Fig Syrup  
 Company; Centaur Company; Cum-  
 mer Products Company; Delatine  
 Company; Ironized Yeast Co.; Knowlton  
 Danderine Company; Molle Com-  
 pany; Charles H. Phillips Chemical  
 Co.; Proprietary Agencies Inc.; Ster-  
 ling Drug Inc.; Synthetic Patents Co.  
 Inc.; and R. L. Watkins Company.

The five new divisions formed will  
 be Bayer Company Division, Centaur  
 Company Division, Cummer Products  
 Company Division, Chas. H. Phillips  
 Chemical Company Division, and the  
 R. L. Watkins Company Division.

The following major network pro-  
 grams are currently sponsored by the  
 subsidiaries which have just been ab-  
 sorbed: "Manhattan at Midnight" and  
 "Good Will Hour" on the Blue;  
 "American Album of Familiar Music,"  
 "Lorenzo Jones," "Battle of the  
 Sexes," "Back Stage Wife," "Stella  
 Dallas," "Young Widder Brown,"  
 "Waltz Time," "Manhattan Merry Go-  
 Round," on NBC; "American Melody  
 Hour," "Second Husband," "Amanda  
 of Honeymoon Hill," "Light Out," on  
 CBS.

## Some Unaffected

Unaffected by the corporate reor-  
 ganization are the company's wholly-  
 owned subsidiaries in Canada, Eng-  
 land, Australia, South Africa and  
 Latin America, as well as the affiliates  
 over which Sterling exercises man-  
 agement control. The latter includes  
 Winthrop Chemical Company, Inc.,  
 which has just been awarded the  
 Army-Navy "E," and Alba Pharma-  
 ceutical Company, Inc., and their  
 wholly-owned subsidiaries.



"—and I also resolve to keep  
 WFDF Flint, Michigan on my  
 list!"

THE  
**Philadelphia**  
 Story  
 IN RADIO  
 5000 WATTS  
 950 on the Dial  
 Affiliated Station  
 of the Atlantic  
 Coast Network



# Coast-to-Coast

**C**ITIZENS of Lincoln, Nebraska, had a musical feast "On the night before Christmas." Chief engineer, Mark Bullock and his fellow technicians on KFAB set up loud speakers on the highest point in Lincoln, which was the 450-foot tower of the Nebraska state capitol building. Granted permission by Governor Dwight Griswold, they hauled up four of the largest speakers made and anchored them to the base of the dome. Station engineers played Christmas carol transcriptions by the hour. Not only were Lincolniters entertained but people for miles around heard the music.

Lorin Myers, former merchandising and publicity director at WSB, Atlanta, has been named assistant sales manager—with the result that Charles McClure is now handling merchandising, and Mary Caldwell, publicity. . . . New to the clerical staff is Paul Cox, Emory student, who is replacing Air Corps-departed Jack Brown.

During Christmas week, KMOX, St. Louis carried a heavy schedule of specially-produced sustaining programs all featuring the holiday season. All were arranged by Jerry Hoekstra, war production manager. The programs included a half-hour Christmas show from Jefferson Barracks, called "Christmas Greetings from Jefferson Barracks." And for the seventh consecutive year the station broadcast in its entirety, the midnight Mass from Saint Genevieve, the oldest white Christian church west of the Mississippi. The Rev. Charles L. van Touronhout, who has been pastor of the parish for more than 54 years was the celebrant.

Keeping in step with the increasing demand for women to fill men's shoes in all fields, Mrs. Aurelia Becker, owner and manager of WTBO, Cumberland, Md., appointed Phyllis Browne as staff announcer. Phyllis, fresh from the School of Radio Technique, N. Y., handles all the duties of a staff announcer on a small station including newscasting, reading commercials, and running turntables while announcing a recorded program.

Bob Ahearn, formerly of WFEA, Manchester, has joined the continuity staff of WHEB, Portsmouth, N. H.

As an additional award for the war workers at the Charleston, S. C. Navy Yard, besides the honor of creating a stronger and larger navy for the country. WCSC is awarding a cup to the navy shop for the best all-around effort for the first seven months of 1943. The award will be made on a competitive basis on six points: attendance, safety, bond sales totals, training courses, beneficial suggestions, and resignations and discharges. The cup, signifying group leadership in all matters pertinent to the war effort, will be displayed at all points throughout the yard during the competition.

WPAT, Paterson, broadcast two special Christmas programs, Dec. 24. One program was given in the morning from 10:45-11 a.m., the other in the afternoon from 2-3 p.m. The morning airing was given for children and was headed by Esther Dordoni who read "A Dream of Christmas Eve." The afternoon broadcast was a recorded adaptation of the Charles Dickens' classic, "A Christmas Carol."

Service men of all branches were treated to a studio party by Kay Morton, woman's commentator on WIL, St. Louis. On Christmas Day, Kay had the boys as guests on her program, and many St. Louis firms donated candy and prizes of all types to make the celebration complete. This is the second successive year that Kay portrayed a feminine Santa Claus to make Christmas more enjoyable for the service men in the St. Louis area.

By special arrangement with Public Relations Officers at Camp Wheeler, Ga., WAAT, in Jersey City, broadcast four fifteen-minute programs on Christmas Day that included greetings to relatives and friends from sixty New Jersey soldiers stationed at the camp. The station had already gotten in touch with the soldiers' families informing them of the exact time their boys would be heard. The programs were heard at 8:30 a.m., 11:30 a.m., 4:30 p.m., and 9:30 p.m.

Old Kris Kringle didn't forget to stop in at WTAG, Worcester, to deliver his customary "Christmas Greeting" checks to the employees. George F. Booth, station owner took over the genial role. . . . Bob Martin, of the announcing staff, is now assisting in the production activities of the station. . . . Gladys Tomajan, music librarian, now handles all the sustaining musical transcriptions.

CKBI, Prince Albert, Sask., Canada, and Santa Claus joined hands last week to bring the Yuletide cheer to families of the Burns Packing plant employees in Prince Albert. Two thousand youngsters jam-packed the Strand theater for a free show and special gifts from Santa. Hubert Cook of the sales staff arranged the affair. Later thirty minutes of carols and fun-making was aired. . . . Station announcers were on hand to give a word-picture of the celebration of the 300th plane to roll off the assembly

line at the M. & C. Aviation Company. Officials and employees were quizzed over the air on all phases of the work carried on to produce a primary training plane. M. & C. employees use thirty minutes every Thursday night for the M. & C. House Party, during which time the company orchestra and Glee Club take over. . . . CKBI is now airing "The Shadow, and is being sponsored by the Trulife Photo Studios.

Maxine Keith, woman commentator on WMCA, N. Y., heard Mondays, Wednesdays from 4:45 to 5:00 p.m., is making a survey of court procedure in connection with a study on child delinquency in wartime to be referred to social service agencies for material education of the underprivileged. Accordingly, she is spending much of her time sitting on the bench with New York City magistrates as observer. . . . Sydney Moseley, the portly gentleman with the English accent heard as news analyst daily on WMCA used his girth for Christmas tidings this year. He was fitted for Santa's costume to take the part of Kris Kringle at WMCA's annual staff Christmas party.

"Sing Along," WABC-CBS musical program, featuring organist Louise Wilcher, the Landt Trio, and Curley Marr, has changed its time from 5:30 p.m. daily to 3:15 p.m. This new time eliminates the weekly broadcast from the Brooklyn Navy Yard.

James Monks, who is heard on radio shows, "Our Gal Sunday," "Light of the World," and others, is now playing the romantic roles on the NBC, recordings being made for the purpose of recruiting WAAC's. Program is under the direction of George Lowther and aired on stations from coast to coast.

The 13th edition of the "Family Album" a pictorial review of the WLS, Chicago, organization, is off the press, and mailings are being made to listeners who have requested the 1943 edition. The book has 56 pages and sells for fifty cents a copy.

Otis Morse, IV, program director of WSBA in York, Pa., since the opening of the station on Sept. 1, has been named manager. . . . Max Robinson, former announcer at WHO, Des Moines, will replace Morse as program director. . . . Through the weekly bulletin issued to the hundreds of members of the "300 Homemakers" club, the station is assisting in the dissemination of OWI conservation information. In the past few weeks, members have received the OWI releases on care of electrical appliances, and FSA suggestions on meat-conservation.

Richard G. Bath, associated with sales of WKNE, in Keene, N. H., has been promoted to post of commercial manager. Bath joined the station staff in 1933, when it was located in Springfield, Vermont. . . . and known as WNBK.

Induction of its president and manager, E. K. Cargill, into the Reserve with the rank of lieutenant brought a number of changes set-up at WMAZ, Macon. Stock of the Southeastern Broadcast named Wilton E. Cobb, secretary-treasurer, as manager of the station advanced George P. Rankin, Jr., engineer and principal stockholder, vice-president to president. Miller, attorney, was named vice-president. All stock of the company by these four.

While Bernie Barth, WFIL, Philadelphia, announcer is spending vacation in South Dakota, John will take his place, and Ed will come into the studios for . . . Filbert the Flee, patriotic insect, created by "Skipper D" educational director, is starring the "Quaker City Scrappers" gram, for elementary school children and will be featured in a cartoon "Scrappers Score Card." It is being sent by the station to 500 in the Philadelphia area, provides a pictorial means of the patriotic activities of boys and girls in school's classes in using war stamps, and collecting metal and rubber.

The Auerbach Company, Salt City department store, is now sponsoring Roy Porter, national news commentator, five mornings a week over KUTA Lake City.

## Five Hours Of Football Gillette-Sponsored

Gridiron fans will hear on Year's Day more than five consecutive hours of football broadcasts under sponsorship of Gillette Safety Razor Company, which has bankrolled airing of the Cotton Bowl, Orange Bowl, and East-West inter-sectional clashes.

The Orange Bowl game, between Boston College and Alabama, will be on the air over CBS at 1:45 p.m. with Ted Husing at the microphone assisted by Jimmy Dolan.

Fifteen minutes later, over Mutual Don Dunphy will start his play-by-play description from the Cotton Bowl in Dallas, where Georgia Tech and the University of Texas tangle.

Immediately upon the close of Cotton Bowl game Mutual will switch to San Francisco, from which point the same 150 stations of the network will receive the play-by-play report of the East vs. West all-star game which is played each year for Shriners Fund. Ernie Smith, West Coast sportscaster, will be at the microphone. This game should start approximately 4:45 p.m., EWT, can hardly be expected to terminate before 7:00 p.m., closing the Gillette broadcasts which had started at 1 p.m.

1 9 4 2

## BIRTHDAYS

|    |    |    |    |    |    |    |
|----|----|----|----|----|----|----|
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

Cliff Arquette  
Noel McMahon Burr  
Dick Joy            Blanchard McKee  
Diane Rosen       Stanley Weiser



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NEW YORK, N. Y., TUESDAY, DECEMBER 29, 1942

TEN CENTS

L. 21, NO. 59

## Six OWI Program Plans

### Mike Lists Subjects For January's Shows

Washington Bureau, **RADIO DAILY**  
Washington—The most important campaigns for next month will include those to explain to the American public the food situation, the rationing system, manpower requirements, fuel conservation needs, and grease salvage, War Bonds and "Victory Tax," the need for security of war information, rubber conservation, gas rationing and car pooling and the need for voluntary

(Continued on Page 6)

### BS Year-End Statement Lauds Small-Station Role

Michael M. Sillerman, president of the Keystone Broadcasting System, in a year-end statement points out that 1942 rounds out the second full year of operation for the transcription network, and has marked the debut of national advertisers in the secondary markets. This he states has been made possible by Keystone making available to small stations a

(Continued on Page 4)

### Daytime Serial Top In Hooper Dec. Report

"Portia Faces Life" has tied "Kate Smith Speaks," for first place among the top ten weekday programs in C. E. Hooper's National Daytime Report for December. Race among all the ten leaders was close, with difference in rating from first to tenth amounting to 1.4 only. "Stella Dallas" and "Life Can Be Beautiful" tied for

(Continued on Page 5)

### AP's Message

Through short-wave facilities provided by NBC, Kent Cooper, general manager of Associated Press, this year sent personal Christmas greetings to AP correspondents in the war areas. The message was electrically transcribed and was repeated at frequent intervals Christmas Eve in order to reach all the battle fronts at suitable listening times.

### Sewing Machines

Woman representing a volunteer group that sews for soldiers located at Fort Dix, N. J., applied on "This Is Fort Dix" Sunday via WOR-Mutual and mentioned to Tom Slater that the group could accomplish much more if they had a sewing machine. Before evening, Slater had been offered 28 machines, most of them while the show was still airing.

### Package-Show Builder Held To Be Employer

Questions of employee and employer status for purposes of unemployment insurance and old age taxation came to the fore again last week when the Unemployment Insurance Referee Section of the Department of Labor of the State of New York held that the package show contractor—Ted Collins Corporation—is the employer of the case involving the show, "My Son and I." Decision was rendered

(Continued on Page 4)

### NBC Issues New Card Effective Next Jan. 1

NBC's Rate Card No. 30 which goes into effect Jan. 1, 1943 was issued yesterday in a 10-page pocket-size folder, by Roy C. Witmer, vice-president in charge of sales. The new card, which measures four by six inches unfolds to a list of NBC's basic and basic supplementary outlets, with

(Continued on Page 4)

## See Wider Radio Coverage By Government Overseas Unit

### Jack Pearl Resigning Spot On MBS Wine Show

Jack Pearl and Cliff Hall will drop out of the Schenley Wine Corp. show on Mutual with the Jan. 6 program. Understood that the "Cresta Blanca Carnival" will continue with Morton Gould's orchestra at least and probably revamp the program with some-

(Continued on Page 5)

## William B. Lewis Outlines Suggestions To Give Maximum Effectiveness To Radio's Wartime Role

### Lord & Thomas Agency To Lasker Associates

Lord & Thomas, one of the oldest and largest advertising agencies extant, with billings of more than \$30,000,000 annually the past several years, over 10 per cent of which was in radio, will be discontinued, according to formal announcement yesterday by Albert D. Lasker, principal

(Continued on Page 2)

### Off-The-Line Rehearsals Subject to ET Fee—AAA

Holding that off-the-line recordings of dress rehearsals are tantamount to prior recordings, subject to test fees under the AFRA code, a panel of the American Arbitration Association last week handed down a decision in favor of the union and its members in a case involving two daytime

(Continued on Page 2)

### AFA Asks Volunteers For War Adv. Campaign

The War Advertising Committee of the Advertising Federation of America, has just issued a call for volunteers to help extend the war advertising campaign, in cooperation with

(Continued on Page 6)

Washington Bureau, **RADIO DAILY**  
Washington—Six specific plans for the most effective utilization of the nation's standard broadcast facilities in the war program were described yesterday by William B. Lewis, chief of OWI's Radio Bureau, addressing a meeting of the Regional Consultants and OWI radio field men here

(Continued on Page 7)

## Harbord And Swope Optimistic Re 1943

Lieut. Gen. J. G. Harbord, chairman of the board of RCA, and Gerard Swope, president of General Electric, envisioned rapid strides in the technical field during the coming year in year-end statements just issued.

The United Nations, said Gen. Harbord, should look forward to 1943

(Continued on Page 6)

### Sammy Kaye Replacement On CBS O. G. Program

P. Lorillard & Co., for Old Gold cigarettes will replace the Nelson Eddy show which has been originating on the West Coast, with another musical show featuring Sammy Kaye and his orchestra, a chorus and guests

(Continued on Page 2)

### Anonymous

Four-year old son of a soldier killed in action was presented with a War Bond last week during a broadcast on WMCA, New York, on "Women Can Take It" program. Donation was made some weeks ago by a listener to the station's regular bond-appeal programs. Listener requested that donor's name not be mentioned on the program.





Vol. 21, No. 59 Tues., Dec. 29, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher
M. H. SHAPIRO : : : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338, Chicago, Ill.—Frank Burke, 203 North Wabash Ave. Phone State 7596, Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Monday, Dec. 28)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, Nat. Union Radio. Includes High, Low, Close, and Net Chg. columns.

Off-The-Line Rehearsals Subject to ET Fee—AAA

(Continued from Page 1) serials handled by Blackett-Sample Hummert. Over \$5,000 in performer fees are involved.

Issue covered "Light of the World" produced by Trans-American for General Mills, and "Lone Journey" produced in Chicago by John Gibbs for P. & G. AFRA code does not require fees for usual off-the-line recordings. Union held, however, that in this case the device is a prior recording.

Sammy Kaye Replacement On CBS Old Gold Show

(Continued from Page 1) stars, starting January 27, on a full CBS network, Wednesdays, 8-8:30 p.m., EWT. For Coast consumption, there will be repeat show at midnight, EWT. J. W. Thompson services the account.

Att: Radio Stations
Announcer, Actor, Commentator, seeks position with small network station. Several years' experience. Good script ideas. Draft status 3-A. Write Box AP—Radio Daily 1501 Broadway New York City

Lord & Thomas Taken Over By Foote, Cone & Belding

(Continued from Page 1)

owner, president and director of the company. Lasker is retiring from the advertising field in which he was one of the standout pioneers.

Former associates of Lasker will operate the agency, under the name of Foote, Cone and Belding, and offices will be maintained in New York, Chicago, Los Angeles and San Francisco, with the same quarters and same personnel.

Emerson Foote, Fairfax M. Cone, and Don Belding have been the executive vice-presidents in charge of New York, Chicago, and Los Angeles offices respectively of Lord & Thomas.

Move Started In 1938

Liquidation of Lord & Thomas completes a course of action determined by Lasker in 1938. In August of that year, he retired as president and director to devote his entire attention to public affairs. However, the successive withdrawals of Don Francisco, president, who became one of the chiefs of the Office of Coordinator of Inter-American Affairs; Edward Lasker, general manager, who enlisted for active service as an officer in the U. S. Navy; and L. M. Masius, New York manager, who left to serve as Major abroad in the Army, compelled Lasker's return to the active management of Lord & Thomas early this year.

Lasker, finding these activities prevented his taking such part in matters of public interest during these trying times as his experience and background warranted, decided on the action now taken that he might devote himself to public affairs.

With Lasker's dissolution of the business he had owned and operated for so many years, the name Lord & Thomas will disappear. "A. D. Lasker and Lord & Thomas are synonymous," a former associate stated, "Lord & Thomas cannot be Lord & Thomas without Lasker."

A Master of His Profession

American advertising, as it is constituted today, owes much to the vision and judgment of Lasker. It was under Lasker that the then revolutionary conception of advertising as "salesmanship in print" was established in 1908. Lasker was the foremost advertising pioneer in the use of radio as an advertising medium. He was the first to have scientific copy and product tests.

Lasker's ability to "feel the pulse" of the public, and anticipate changing needs before they were obvious, made his business advice highly sought and valued in other fields. He conceived and financed many projects—all designed to create new and better ways of living.

During Lasker's connection with Lord & Thomas, the firm has placed more than \$750,000,000 worth of advertising, averaging over \$30,000,000 annually for the past six years.

Lord & Thomas has been in business continuously for 70 years. It was incorporated in Chicago in 1872 by

Daniel M. Lord and Ambrose L. Thomas.

Employed in 1898

Lasker was employed by Lord & Thomas in 1898. At that time it was one of the three largest advertising agencies in the nation, despite the fact that its annual billings totalled only \$800,000. His starting salary was \$10 per week. In 1910 Lasker became sole owner of Lord & Thomas when he took over the interests of Charles R. Erwin with whom he had been in partnership since the death of Thomas six years before. Lord had retired in 1904.

From 1918 to 1920, Lasker took a leave of absence from his advertising activities to become Assistant Chairman of the Republican National Committee, and from 1921 to 1923, to be Chairman of the United States Shipping Board.

In 1926, Lord & Thomas was merged by Lasker with Thomas F. Logan, Inc., and the firm was known as Lord & Thomas and Logan until after Logan's death in 1928 when it reverted to the original name.

Lasker's ability to not only analyze preferences of the public, but their future dictates and translate these into advertising policy, has affected the entire mode of living of Americans.

Lasker was the first advertising counsel for cooked canned foods. He handled the first national advertising for household electrical appliances, the first national advertising for automobile tires, and was the first to use double-page spreads in magazines other than the center pages.

Prominent in Radio

His firm was retained, at its inception, to publicize the first product to be advertised by a farm cooperative—Sunkist oranges and lemons.

In the field of radio, during the first four years of radio chain operation, Lord & Thomas placed more than 30 per cent of the entire advertising placed nationally on the air. Lord & Thomas introduced to sponsored time such well-known programs as the "Hit Parade," "Cities Service Hour," "The Goldbergs," "Mr. District Attorney," and "Mary Marlin," which was the pattern for the many daytime "serials" which followed.

The clients of Lord & Thomas are: Aircraft Accessories, Albers Milling, All Year Club of Southern California, American Dairy Association, American President Lines, The American Tobacco Company, Armour & Co., Beatrice Creamery Company, Bechtel-McCone Parsons Corp., Blue Network,

COMING and GOING

COL. HARRY C. WILDER, general manager WSYR, in town from Syracuse for conference at the headquarters of NBC.

JOE B. CARRIGAN, president of KWFT, Columbia outlet in Wichita Falls, Texas, is in New York on station business.

JAMES STIRTON, program manager of Blue Network's central division who spent holiday week-end here, left for Chicago yesterday.

BOB HAWK, quizmaster on the CBS program, "Thanks to the Yanks," has returned from his latest trip to out-of-town army post. Today he will entertain the servicemen at the Armed Guard Center in Brooklyn and tomorrow will appear at the Staten Island station building of the Inland Control Section of the Coast Guard.

O. P. SOULE, president of KSEI, Pocatello, Idaho, visiting yesterday at the headquarters of NBC.

EZRA STONE has arrived in Hollywood from Chicago.

Inc., Bourjois, Chanel-Barbara Gould Californians, Inc., Cities Service Co. C. I. T. Corporation.

California Fruit Growers Exchange Commercial National Bank & Trust Company of New York, Commonwealth Edison Company, Del Monte Properties Company, First National Bank of Chicago, Frigidaire Division General Motors Corporation, Ill. No. Utilities Company, International Cellulose Cotton Products Company, Kimberly-Clark Corporation.

Lockheed a Client

Lindsay Ripe Olive Company, Lockheed Aircraft Corp., Lockheed Air Terminal, Luxor Ltd., Menasco Manufacturing Company, National Broadcasting Company, New York Central System, Montgomery Ward & Company, Pacific Mutual Life Insurance Company, Prune Proration Zone No. 1, Peoples Gas, Light & Coke Co., Public Service of No. Ill., Pepsodent Company, Purex Corporation, Ltd.

RKO Radio Pictures, Inc., Roos Brothers, Safeway Stores, Inc., Schenley Distillers Corporation, Security First National Bank of Los Angeles, Shaler Food Products Company, Southern Pacific Company, Sun Maid Raisin Growers Association, Sunnyvale Packing Company, Tide Water Associated Oil Company, Union Oil Company, Unacal Oil Products Co., Inc., Vega Airplane Company and Western United Gas & Electric.

THE MIDDLE LINK IN COLUMBIA CHAIN FROM THE HUDSON TO THE GREAT LAKES
CBS BASIC SUPP. WIBX 270,000 METRO M'KT
UTICA, N. Y.'s ONLY RADIO STATION

What about WOL?
It serves the Nations Capital and families with average income of \$5679
Get the facts from WOL—WASHINGTON, D. C. Affiliated with MUTUAL BROADCASTING SYSTEM National Representatives: SPOT SALES, Inc.



*M*ost extensive survey on radio listenership ever  
made in the Philadelphia Market Area!!!

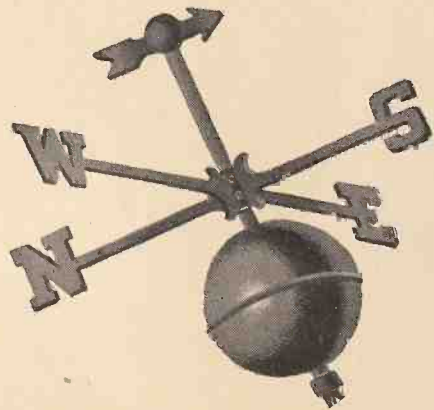
Ten thousand five hundred personal inter-  
views\*, made in one week, show . . .

**WCAU  
IS FIRST!**

More people listen more to WCAU than  
to any other radio station in the Philadel-  
phia Market Area.

*Copies of the complete survey, with fifteen-minute  
breakdowns for the combined Monday through Friday,  
Saturday and Sunday ratings, are now on the press.  
We shall be glad to send you a copy if you so desire.*

**WCAU**  
**PHILADELPHIA**  
**50,000 WATTS IN ALL DIRECTIONS**



\*The Bell Telephone Co. of Pennsylvania is authority for the fact that only 44% of homes in Phila-  
delphia are telephone equipped. This survey, an accurate cross-section sample of the population  
of the Philadelphia Area, included the other very important 56%.



## KBS Statement Lauds Role of Small Station

(Continued from Page 1)

new type of important national business.

Sillerman feels that with the country geared to a war effort, and with radio carrying a heavy load to add further impetus to that effort the low-powered station in the small community is facing a crisis which the radio industry as a whole is concerned about.

"With local billings on the small station showing a serious decline," stated Sillerman, "there has been speculation as to the ability of stations of this type to weather the storm. Chairman James L. Fly of the FCC has issued a public statement on this subject, pointing out the shrinkage of local billing and broaching the possibility of governmental subsidy or a plea for increased billing from national advertisers as a solution. The NAB has also canvassed the small stations' situation against the background of Wartime America and is concerned about their immediate future."

### Affiliates Number 204

Sillerman states that with 204 stations affiliated with the network it represents the majority of the independent low-wattage stations in the country, and that more in that category will be added to the network. With that representation as a background, Sillerman, feels that the network can act as spokesman for the entire group, and as such, claims, "through our efforts, as a national transcription system, we intend to deliver an increasing volume of national advertising billing to our affiliates—the country's small stations—and thus help alleviate the problem brought about by the shrinkage in local billing."

Despite the shrinkage, the small towns afford the national advertiser a market because of the increased income that is being derived from industrial and agricultural effort.

### Calls Role "Unique"

Sillerman concludes his year-end statement by pointing out that, "of America's national war effort, the KBS affiliated stations are playing a unique part. For they are feeding vital government messages and war effort material to areas that are otherwise entirely devoid of this information." And that the network in 1943 is pledged "to a further and greater intensification of the war effort drive over our facilities to the millions of people whom we serve, and to the enhancement of the status of the small radio stations of America."

Have You Met The Voices  
of  
**GILBERT MACK**  
?  
LEX. 2-1100



### Notes From An Aisle Seat. . .!

● ● ● When they told Milton Berle about the salary ceiling, he said: "I don't mind—but, oh boy, will my relatives scream!"... Phil Spitalny is handling his girls a 10 per cent raise in salary—on condition they buy War Bonds with it... United Artists reported considering a three-time-weekly transcribed gossip series... Norman Corwin's radio play, "Curly," will be a film vehicle for Rita Hayworth and Humphrey Bogart... Vivian della Chiesa has shelved 15 lbs. and is now attracting movie attention... What's this about Paul Muni doing a stage version of "Zola," his big screen success?... The Roxy theater will eventually solve its problem of getting "name" bands for its stage by assigning those that have movie contracts with 20th Century-Fox to play there for lengthy runs... Now that most movie publicity and advertising departments are unionized, a drive is on to unionize all ad agencies handling film accounts... One of Bob Hope's gag writers was deferred on the grounds that his work is important to morale... Comic Jack Gilford takes his physical in mid-January... Every singer in town has caught Lena Horne at the jam-packed Savoy-Plaza... Richmond Barlat, talented Negro sculptor, is working on a bust of Lucy Monroe... Anita Boyer, who served her singing apprenticeship with Tommy Dorsey, Artie Shaw and Jerry Wald, will be featured on the networks as a single next month... Ray Leavitt, the hocus-focus lad, off for Great Lakes Naval Training Station... Beatrice Kay wants to know if you've heard about the blase couple—who decided to stay married for the duration.

★ ★ ★

● ● ● Congratulations to Coca-Cola, the Blue Network and all its affiliates, not to mention the engineers and others who worked Xmas Day, for putting on an unprecedented nine hours of broadcasting. The entire show went off with nary a fluff with everyone of the 40 pickups throughout the country coming in right on the nose. It's a feather in the cap of the industry that not a single stand-by band was called in.

★ ★ ★

● ● ● Lum 'n' Abner due East in January for the premiere of their new picture... Cass Daley, voted in most of the polls as one of the outstanding new discoveries of the year in radio, is being paged by a national ciggie account... Phil Waxman has given up his radio activities (he was N.Y. manager of Radio News Reel) to join the legal dept. of Ascap... Sandra Stuart, who conducted "Canteen Society" on WHN not long ago, has come up with a new idea calling for tieups with local canteens. Show would include gossip, last-minute news flashes and soldier and civilian interviews with morale as its underlying theme... Ann Thomas has been selected by the Secretarial Schools throughout the country as "America's most typical secretary." Which reminds us, some of those contests go too far. One press agent confided that his client had been selected by the student flyers at Biggs Field, Texas, as "The Girl They Would Most Like To Wait For Them When They Land Via Parachutes." How d'ya like that!

★ ★ ★

● ● ● A life-size figure of Aunt Jenny offering Spry Xmas Cookies to all who called at Ruthrauff & Ryan's office last (Xmas) week caused considerable comment. In fact, in no time at all the demand far exceeded the supply. But it didn't end there, when the cookies were gone Aunt Jenny was swamped with requests for the Spry recipes. It looks like C. J. McCarthy, Jr. has established a precedent for Xmas hospitality at Ruthrauff & Ryan.

★ ★ ★

—Remember Pearl Harbor—

## Package-Show Builder Held To Be Employee

(Continued from Page 1)

Dec. 14 by Francis J. Generi, referee. Case was initiated for the benefit of Jay Velie, claimant, who was represented by AFRA and AFRA counsel, Mortimer Becker of Jaffe, Jaffe. Claimant sought to establish his status as an employee within the meaning of the law, and not an independent contractor. Union's attorney achieved that point.

Then in identifying the claimant-employer, the referee named the package show producer. Myro Engelman, of Engelman & Rosenberg, attorney for the Ted Collins Corporation has already filed an appeal from the decision, claiming that if the actor is an employee, his employer is the sponsor. Deductions for the Old Age phases of Social Security were made but have not been turned over to the Bureau of Internal Revenue pending a determination from the office on the matter of who pays Oscar McPeak, attorney for General Foods Sales Company, which had sponsored the series will seek to retain the referee's decision and obtain a Social Security ruling to coincide.

"My Son and I" series was produced by Ted Collins Corporation and sold to General Foods through Young & Rubicam Inc. Show ran for 65 weeks from October 9, 1939 to January 3, 1941. Case came up for examination after Jay Velie, who had been a bit player, filed application for unemployment insurance benefits and discovered that he received no credit for employment on this show.

In holding the Collins office liable as employer, referee noted that by terms of the contract between the contractor and sponsor, the contractor reserved "the familiar mantle of supervision and control that reveals the master or the sovereign!"

## NBC Issues New Card Effective Next Jan. 1

(Continued from Page 1)

essential data on each station. Succeeding pages list the various sectional affiliates in their customary groupings of Mountain, South Central, Pacific, etc., and catalog NBC stations first by call letters and then by cities.

The new rate card differs from its 29 predecessors in the use of photographic montages as headings on the principal pages. The illustrations are typical scenes of American industry and home life. The front cover carries a symbolic drawing of an antenna tower.

**RADIO ARTIST?**  
Call  
**LExington 2-1100**  
FIRST AND FOREMOST



# NEW PROGRAMS—IDEAS

## "Farmer's Digest"

An agricultural program, geared to wartime events, makes its bow over KPO, San Francisco. Titled "Farmers' Digest," the programs will offer a variety of helpful features aiding the farmer at war. Typical will be the presentation of daily news concerning the latest developments on the farm front and highlights of the important agricultural markets. There will also be a period devoted to the rural housewife and her problems and interviews with farm leaders and government officials. Henry Schacht, California agricultural authority, conducts the series, drawing on the Department of Agriculture, Office of War Information, and State agencies for information.

## CBS Coast Program

Because this is a global war and our fighting forces are or soon will be in action on every foreign front, CBS has seen a desire of our people at home for first-hand information on what these countries and their inhabitants are like. To meet this demand a new type program has been designed to deliver this knowl-

## Jack Pearl Resigning Spot On MBS Wine Show

(Continued from Page 1)

thing to take up the time used by "The Baron." Some dissatisfaction has developed between Pearl and the sponsor and the rift had been present for some time. William H. Weintraub & Co. Inc. is the agency for the account.

jam as effectively as possible. News programs are repeated three times in 15 minutes, and are never broadcast at more than 120 words per minute. Jamming is much less effective in rural areas than in cities, said Housman, because standard municipal stations can jam an entire area.

Always Popular  
Now More **POWERFUL**

**WCAO**

The Voice of Baltimore

NOW  
5,000 W · DAY & NIGHT  
600 KC

The Only Columbia  
Station in Maryland

PAUL H. RAYMER CO., Nat'l Sales Representative  
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

edge by Deane Dickason, over the Columbia Pacific Network.

CBS has obtained the exclusive stories from Dickason who is a noted world traveler and international authority on foreign affairs. He will broadcast the stories from San Francisco, beginning Dec. 23, speaking each Wednesday and Sunday from 9:15-9:30 p.m., PWT.

## "Do You Know The Answer"

A new listening audience participating program, "Do You Know The Answer" was recently inaugurated by WOY, N. Y. The program which is a variation on "Pot of Gold," during its first week turned over \$41.00 to one of the contestants in response to Alan Courtney's telephone question.

The program consists of last-minute headlines presented by a news announcer and a telephone call made by Courtney. Persons called are paid for answering the phone, and can earn larger sums if they know the "answer," which is contained in a statement made on the air just prior to the phone call.

## Wedding Bells

Corporal Howard Tupper, former WGY, Schenectady announcer, is engaged to marry Kitty Liptak, of Cleveland, Ohio.

# No FDR Radio Talks For Remainder of '42

Washington Bureau, *RADIO DAILY*  
Washington—There will be no presidential radio talk before the first of the year, President Roosevelt announced yesterday, after saying twice recently that he hoped to address the nation during the final days of 1942. The budget and other administrative duties have kept the President too busy to prepare any radio address, he said in a letter to Vice-President Henry A. Wallace.

## Daytime Serial Top In Hooper Dec. Report

(Continued from Page 1)

second place, while "Big Sister" and "Our Gal Sunday" tied for third place. The others, in order, are "When A Girl Marries," "Right to Happiness," "Young Widder Brown," and "Vic and Sade" (CBS).

Top ranking week-end daytime shows are "William L. Shirer" and "Prudential Family Hour."

## Georgia Gibbs Renewed

Georgia Gibbs, singing discovery of the Camel Caravan program on CBS, Fridays, 10:00-11:00 p.m. EWT has had her current contract renewed for an additional thirteen weeks, beginning Jan. 8.

# Wider Coverage 'Overseas' Unit

(Continued from Page 1)

medium-wave stations, con- of OWI transmitters in Eng- north Africa, Asmara and other locations, and mentioned the CIAA program to send more American-made radio to South America.

ing of the radio activities of Overseas Branch, Housman re- that since the first program last February by what was Coordinator of Information— minute show beamed to Ger- activity has increased until 649 transmissions, and 2,400 are prepared weekly. These lists, which are for the most news in 22 different languages, 1,400 hours weekly.

NBC and CBS Participate  
dition to OWI-prepared shows, and NBC also prepare programs overseas transmission—about 18 of the total time. These subject only to security review, consist largely of shows for the rebroadcasts of popular do- programs with the commer-

broadcast by BBC on medium- has enabled the OWI to reach as in Germany and the oc- countries who could not be d by short-wave, according to an. For eight months OWI en sending for two and a half daily over AT&T point-to- for London pickup. Rebroad- are being made from Algiers (week now) from Leopoldville, and Cairo.

Describes Jamming Processes  
ce Nov. 7, when the African in- got under way, he added, h programs have gone out from OWI transmitters constantly, ut ceasing for one minute. An tage of reaching listeners di- on short-wave, he said, is that ing is much less effective. Axis ing is made possible because the control many more interna- transmitters than we, he ex- ed, pointing out that the Axis about 150 international stations ar 22 in the East and 15 BBC mitters. The patterns of Axis are on platters in New York and rams are designed to pierce the

THIS LITTLE BUDGET  
WENT TO THE

"920  
CLUB"

WORL  
BOSTON, MASS

CINCINNATI'S  
MOST POPULAR  
COMEDIAN . . .

AL. BLAND AND MOSE  
in the  
**"Blandwagon"**  
DAILY  
**WCKY**  
CINCINNATI



# Harbord And Swope Optimistic Re 1943

(Continued from Page 1)

as a year bright with promise in the war against the Axis. He added, "Here in the United States, after long, hard months of preparation, we are getting results scarcely believed possible a year ago. Millions of men are being equipped and trained in modern warfare. Our industrial capacity has been geared to a speed that will eventually overwhelm the enemy with its weight and power. With all its implications for final victory, this power should come into full force during 1943.

"Real fighting is ahead. Wherever the battle lines are drawn, radio will be in the thick of the fight, for it is the lifeline of wartime communications on land, sea and in the air."

Swope cited the tremendous strides in the field of research as assurance of victory and added that full employment should be considered a major post-war objective. "Full employment," he said, "contemplates the voluntary retirement of 'emergency employees' and working fewer shifts and shorter hours. It will depend, in large measure, on prompt and complete utilization of facilities as the result of good planning."

## AFA Asks Volunteers For War Adv. Campaign

(Continued from Page 1)

the OCD and OWI, to communities not served by member Advertising Clubs. Circular letter on this subject was mailed to the AFA membership last week, along with copies of letters from James H. Landis, Director of Civilian Defense, and Elmer Davis, Director of OWI, commending the program. The war advertising bulletin stated, in part, as follows:

"Two hundred key cities have been selected as a starter in the expansion of the War Advertising Campaign. In cities where there are no Advertising Clubs through which to function, leading advertising men and women in industry, agencies, newspapers, radio and public utilities, will be called together to pool their talents in the promotion of the various war projects of their communities.

"The campaign for expanded organization will be inaugurated with the new year, with complete organization by March 1st as its goal. The cooperation of the OCD and the OWI and their field forces, as well as that of the Advertising Council, has been promised. The Federation is of course counting on the assistance of its member clubs.

"It is a big assignment, and one in which the Federation will need your wholehearted interest and support. Your Federation officers ask that you consider this extension of our War Activities as much a part of your war work as is the promotion of your local war projects. The details are being worked out.

"Can we call on you for your active help?"

## NETWORK SONG FAVORITES

This weekly survey is based on the copyrighted Audience Coverage Index report of the Office of Research—Radio Division, covering the period of Dec. 17-23, inclusive. The survey provides a scientific index of the relative extent to which these popular songs have been heard by a nation-wide sample of radio audiences.

The index is based on three kinds of research data: (1) the total number of performances heard and reported in New York by the Accurate Reporting Service for WEAf of NBC, WJZ of Blue, WABC of CBS and WOR of MBS, 8 a.m. to 1 a.m. daily, EWT; Middle-west performances heard and reported in Chicago by the Radio Check-up Service, 9 a.m. to 1 a.m. daily, CWT; West Coast performances heard and reported in Los Angeles by the Radio Checking Service, 9:30 a.m. to 1 a.m. daily, PWT, (2) additional station-uses for network programs and (3) the relative size of listening audiences as based on regular surveys of radio sets-in-use by C. E. Hooper, Inc. and Pulse of New York, Inc., as well as on other special surveys.

The higher a song's Audience Coverage for the week, the greater the extent of its radio coverage. Current radio favorites from the American repertoire of popular music are segregated and presented as "Favorite Standards of the Week."

| SONG TITLE                                         | PUBLISHER | ACI  | ACI (Preceding Week) |
|----------------------------------------------------|-----------|------|----------------------|
| White Christmas (Berlin)                           |           | 1860 | 1290                 |
| Moonlight Becomes You (Famous)                     |           | 1042 | 447                  |
| Mister Five By Five (Leeds)                        |           | 863  | 744                  |
| I Had The Craziest Dream (Bregman-Vocco-Conn)      |           | 812  | 1005                 |
| You'd Be So Nice To Come Home To (Chappell)        |           | 697  | 345                  |
| There Are Such Things (Yankee)                     |           | 675  | 1258                 |
| Why Don't You Fall In Love With Me (Harms)         |           | 641  | 947                  |
| I'm Getting Tired So I Can Sleep (Army)            |           | 623  | 459                  |
| Army Air Corps (Fischer)                           |           | 598  | 735*                 |
| Touch Of Texas (Southern)                          |           | 587  | 502                  |
| For Me And My Gal (Mills)                          |           | 583  | 555                  |
| Dearly Beloved (Chappell)                          |           | 579  | 793                  |
| Rose Ann Of Charing Cross (Shapiro-Bernstein)      |           | 446  | 626                  |
| This Is The Army Mr. Jones (Army)                  |           | 435  | 330                  |
| When The Lights Go On Again (Campbell-Loft-Porgie) |           | 422  | 644                  |
| Praise The Lord And Pass The Ammunition (Famous)   |           | 367  | 885                  |
| Hip Hip Hooray (Robbins)                           |           | 364  | 247                  |
| Starlight Sonata (Broadcast Music)                 |           | 364  | 226                  |
| Daybreak (Feist)                                   |           | 359  | 438                  |
| Paradise Valley (Atlas)                            |           | 351  | 202                  |
| Velvet Moon (Witmark)                              |           | 350  | 259                  |
| Brazil (Southern)                                  |           | 315  | 880                  |
| Please Think Of Me (Witmark)                       |           | 315  | 297                  |
| Moonlight Mood (Robbins)                           |           | 268  | 384                  |
| If I Cared A Little Bit Less (Feist)               |           | 266  | 221                  |
| Pennsylvania Polka (Shapiro-Bernstein)             |           | 253  | 417                  |
| Rosie The Riveter (Paramount)                      |           | 243  | 269                  |
| Can't Get Out Of This Mood (Southern)              |           | 232  | 437                  |
| That Soldier Of Mine (National)                    |           | 223  | 325                  |
| Ev'ry Night About This Time (Warock)               |           | 212  | 224                  |
| I'd Do It Again (Santly-Joy-Select)                |           | 204  | 248                  |
| Out Of This World (Remick)                         |           | 199  |                      |
| Manhattan Serenade (Robbins)                       |           | 198  | 678                  |
| Constantly (Paramount)                             |           | 197  | 224                  |
| Ev'rything I've Got (Chappell)                     |           | 196  | 554                  |
| Yesterday's Gardenias (Mayfair)                    |           | 194  | 205*                 |
| By The Light Of The Silvery Moon (Remick)          |           | 177  | 440                  |
| Serenade In Blue (Bregman-Vocco-Conn)              |           | 164  | 231                  |
| Gobs Of Love (Paramount)                           |           | 154  | 452*                 |
| All The Things You Are (Chappell)                  |           | 151  |                      |
| Steam Is On The Beam (Crawford)                    |           | 146  | 290                  |
| As Time Goes By (Harms)                            |           | 144  |                      |
| Happy Holiday (Berlin)                             |           | 143  |                      |
| I'm Old Fashioned (Chappell)                       |           | 142  | 156*                 |
| I Get The Neck Of The Chicken (Southern)           |           | 139  | 299                  |
| There Will Never Be Another You (Mayfair)          |           | 137  | 523                  |
| Be Careful It's My Heart (Berlin)                  |           | 136  | 184*                 |
| I Lost My Sugar In Salt Lake City (Mills)          |           | 136  | 197                  |
| Sentimental Feeling (Broadway)                     |           | 135  |                      |
| Three Dreams (Remick)                              |           | 129  |                      |

(Continued on Page 7)

\* Not in survey of preceding week; figure given is that which the song received when last on the ACI survey report.

# Dyke Lists Subjects For January's Show

(Continued from Page 1)

meat rationing, Ken Dyke, OWI campaign chief, revealed yesterday.

Dyke, former NBC executive, introduced as the "super traffic" of the OWI," told a meeting of radio consultants and field men his organization plans and carries the various government campaigns. He declared that the Radio Bureau of OWI has done a job which should be set up as a pattern for other shows to follow.

### Cites Six Phases

Outlining the classification of information, Dyke said they include six phases: the issues, the United States, the nature of the enemy, interpretation of the news, sacrifice on home front and the job of the fight forces.

In explaining the OWI system of priorities of government messages, Dyke said he felt broadcasters should use something similar in their local situations. Questioned on this point, he said he believed a priority system would prove of value in helping broadcasters to decide what should be given specific local organizations, a system which would help avoid confusion and would help the co-ordination of announcements over networks and local stations for the best effect.

OWI priorities on national campaigns, he said, are arrived at consideration of the following points: the importance of the problem, the decree of effort required to do the job done and the timeliness stressing the particular campaign.

### Ten Campaigns Set

The ten most important campaigns of the next months which are listed above will have an "A" priority with the campaigns bureau, said Dyke, which means maximum effort. Priority programs require average effort and "C" programs sustain effort. "B" campaigns for the next months include food, conservation, OCD recruiting, recruiting of nurses, truck conservation, nutrition, bus and train travel, curtailment consumers' deliveries, victory gardens and general conservation on clothing, electrical equipment and other items.

Speaking during the morning session OWI director Elmer Davis revealed that the OWI is still not satisfied with the quantity and fullness of the news released by the army forces.

### Calls Axis Audience Large

Davis pointed to the ever more frequent denunciations of American and British announcements over the radio as proof that more and more people in Axis-controlled lands are listening to the American and British propaganda. Both he and Garden Cowles, Jr., OWI director of domestic operations, expressed their gratitude for the informational job broadcasters are doing. Referring to demands from private individuals that the government take over newspapers and radio for the duration Cowles said, "We are trying to do everything we can on a voluntary basis."



# OWI Program Plans

## is Wants ET's Broadcast Daily at Same Hour

(Continued from Page 1)  
Hotel Washington in first session of a three-day conference.

ed to provide the American with information on the war, its aims, and our allies, as well as that the listener can do to help individual, these include the following specific plans:  
Special features plan.  
Special assignments plan.  
Station transcription plan.  
Network allocation plan.  
Station announcement plan.  
Station live program plan.  
Plans on the first and last of the plans cannot yet be revealed.

**Station Transcription Plan**  
Station transcription plan, is to get under way in reform on Feb. 1, involves the buying of 15-minute platters for use weekly by OWI to indicate stations. These may be sold to stations, but must not be advertised for beer or liquor. Of 722 stations which have already responded, 500 have agreed to carry these transcriptions on a regular Monday thru Friday schedule, playing them at the same hour each day. Only twelve stations have refused.

It is convinced that "strip" presentation of these platters—meaning the shows at the same hour each day—will be far more effective than if stations merely stick them on each day's program at a "contact" time. Two hundred and sixty stations have indicated an intention to air them in the morning, 250 in the afternoon, 250 in the evening and 90 have indicated no definite intention as yet. Of the 722 stations responding, 421 are network stations and 291 unaffiliated.

**Variety of Presentations**  
The information featured in the special assignments plan may be presented in several ways—as subject matter for an entire dramatic program series, as the subject for a station announcement, as the topic of a discussion or forum program,

as the continuity theme for a musical show, as the basis for a quiz program, as material for a guest speaker or as material for an out-of-character talk by the star of the program. Operation of the plan will be under the supervision of Leonard Levinson, whose duties will include the assigning of subjects and giving background and ideas to writers and producers.

### Aid Council Co-Operating

Aid in the carrying out of this program has been offered OWI by the Advertising Council, the War Writers Board and the Hollywood Writers' Mobilization.

Lewis called upon Seymour Morris, chief of the network allocations section, to explain OWI's network allocation plan, now in its 36th week. Morris spoke briefly presenting some of the indications as to how well the plan has worked in the past, proving the effectiveness of radio as an informational medium. He mentioned the turning up of 30,008 candidates to become glider pilots within 10 days, after other media failed, the success of broadcasters in convincing retail storekeepers of the importance of posting ceiling prices, the aid broadcasters afforded the Army in recruiting nurses and the recruiting of 105,000 candidates for non-combat pilot licenses, after the civil aeronautics authority had little success in a program to enlist 50,000 such candidates. Fifteen shows in one week did the trick, said Morris.

### 105 Network Shows Weekly

The plan embraces the use of 105 network shows weekly—15 daily, said Morris. At present a daily total of about 90 Hooper units is available, he revealed.

The station announcements plan is designed to achieve uniformity in the number of war informational announcements presented by stations

throughout the country. These range from a daily average of from three to 88, said Lewis, with the average somewhere around 16.

Stations have been broken down into four groups, with 112 in Group A, 158 in Group B, 263 in Group C, and 310 in Group D. This grouping is to afford the bureau bases on which to alternate the announcements among the various groups, thus affording most effective presentation.

Acceptance of this plan by both network and independent stations has been most gratifying, Lewis revealed.

### Asks Full Minute

OWI asks that these announcements be given a full minute in all cases. "We have found it impossible," said Lewis, "to do justice to, or give enough importance to, any war information subject in a 20-second station-break announcements."

Discussing the general policy of the OWI radio bureau, Lewis listed the following objectives: "First, our primary concern has always been the listening public, not the government agencies trying to get information to them, nor the industry supplying the facilities. Our objective from the start has been to plan ways and means to give the largest possible audience an effective, well-balanced fare of war information through the medium of radio.

### Only Tested Methods Used

"Second, we have tried to superimpose our plans on the established radio structure in such a way as to preserve the enormous listening audiences which make American Radio so valuable a channel of war communication. We have avoided new and untried methods wherever possible. We hold with those who believe that there is room for considerable improvement in American radio; we do not hold with those who believe that

## Gov't Asks Industry To Do Job; Aid Is Promised

war time is the time to gamble audiences against theoretical improvements. We consider it our duty to see to it that war information reaches all kinds of radio listeners by whatever tried and tested methods we know they will heed.

"Third, we believe that insofar as possible the industry itself should do the job, with the government standing the war needs and problems, supplying the information and cooperating in every way possible."

### Regional Consultants

Regional consultants are: Martin Campbell, WFAA-WBAP, Dallas, Ft. Worth, Texas; Gene T. Dyer, WAIT, Chicago; Harold Fellows, WEEL, Boston; William Gillespie, KTUL, Tulsa; Thad Holt, WAPI, Birmingham, Ala.; Robert Hudson, Rocky Mountain Radio Council, Denver; Merle Jones, KMOX, St. Louis; Leon Levy, WCAU, Philadelphia; Herbert Pettet, WHN, New York; Sheldon Sackett, KOOS, Marshfield, Oregon; Robert S. Nichols, KEVR, Seattle; G. Richard Shaffo, WIS, Columbia, S. C.; Lincoln Dellar, KSFO, San Francisco; Lawrence McDowell, KFOX, Longbeach, Calif.

### Directors and Radio Aides

Regional directors and radio aides are: William Bourne, Howard Browning and S. Broughton Tall, Philadelphia; Eugene Carvi and William H. Welsh, Jr., Denver; Dowsley Clark and Mrs. Hayle Cavenor, Minneapolis; Marvin Cox and Willett Kempton, Atlanta; Paul Jordan and M. H. Peterson, Chicago; Yale Merrill, Baltimore; L. L. Sisk and David Russell, Dallas; Samuel Slotky and Alfred H. Llewellyn, Cleveland; E. Bigelow Thompson and Walter A. Hackett, Boston; Clifton Read and Harry Levin, New York; Taylor Mills and Walter McCreery Los Angeles and Dean Jennings, San Francisco.

Members of the station Advisory board are: Neville Miller, NAB; John Shepard, III, Yankee Network; James D. Shouse, WLW, Cincinnati; George B. Storer, Fort Industries, Inc., Detroit; O. L. Taylor, KGNC, Amarillo, Tex.; Eugene Pulliam, WIRE, Indianapolis; John Fetzer, WKZO, Kalamazoo, Mich.; Harry Sedgwick, CBC; Beatrice Thomas, CBC; Major Ralph Forester, BBC; John Mullen, Benton & Bowles; Merritt Barnum, OWI New York; Helen Bayard, OWI Chicago.

### Radio Bureau

The radio bureau includes: William B. Lewis, Douglas Meservey, Philip Cohen, Seymour Morris, Dick Dorrance, Elaine Ewing, Joe Liss, Richard Connor, Nat Wolf, Robert Huse, James Secrest, Lee Falk, B. Chinook, Dan Levin, Merritt Baunum, Helen Bayard.

The press group comprises Andrew Older, RADIO DAILY; Hal Burnett, Martin Codelle, John Lossler, Ralph Tuchman, Sol Taishoff and Allan Miller.

## NETWORK SONG FAVORITES

(Continued from Page 6)

### FAVORITE STANDARDS OF THE WEEK

| SONG TITLE                                    | PUBLISHER OR COPYRIGHT OWNER | ACI |
|-----------------------------------------------|------------------------------|-----|
| Santa Claus Is Coming To Town (Feist)         |                              | 475 |
| Who (T. B. Harms)                             |                              | 355 |
| Blue Skies (Berlin)                           |                              | 301 |
| Parade Of The Wooden Soldiers (E. B. Marks)   |                              | 295 |
| March Of The Toys (Witmark)                   |                              | 232 |
| Oh Lady Be Good (Harms)                       |                              | 205 |
| Begin The Beguine (Harms)                     |                              | 138 |
| Winter Wonderland (Bregman-Vocco-Conn)        |                              | 138 |
| Liza (Harms)                                  |                              | 130 |
| Tea For Two (Harms)                           |                              | 120 |
| <b>PATRIOTIC</b>                              |                              |     |
| Anchors Aweigh (Robbins)                      |                              | 216 |
| Caissons Go Rolling Along (Shapiro-Bernstein) |                              | 171 |
| Marines' Hymn (U. S. Marine Corps)            |                              | 160 |

Note: If an old song is being currently "exploited," it is included in the regular ACI listing.

Delivery of Chicago log of Dec. 21 and Los Angeles log of Dec. 19 delayed on account of priorities; song performances for each of these days will be included in next week's survey.

## WANTED!

A man acquainted with Radio Stations to do a selling job. This is a good position with an excellent opportunity. State previous experience, draft status, and salary desired. Box 575, Radio Daily, 1501 Broadway, N. Y. C.



# ★ ★ Coast-to-Coast ★ ★

**N**EW YORK UNIVERSITY took over the Brooklyn College Round Table discussion last Sunday, Dec. 27, from 3:15 to 3:45 p.m. over WLIB, N. Y. The subject for discussion was "Is The Draft of Manpower for War Work Necessary?" Prof. Isidore Singer of the University's economics department, Bernice Sperling, president of the N.Y.U. economic society and Irving Liebowitz, president of the N.Y.U. School of Commerce, participated in the discussion.

By contributing lavishly of time and talent to the tune of \$16,000, KPO, San Francisco, helped make the War Chest Campaign a success. A goal of \$3,120,000 was set but due to the wide publicity it was given on the air a total of \$3,234,000 was achieved.

Members of he staff of KDYL, Salt Lake City were feted at a party given by S. S. Fox, president and general manager of the station at the annual Christmas party staged at the Hotel Utah... Sgt. Emerson Smith, former program director and now attached to the U. S. Marine Corps Recruiting Station in Salt Lake City adds another stripe to his chevrons and becomes a Staff Sgt.

Two proteges of Uncle "Nick" Nichols, director of the "Children's Hour," heard over WJLB, Detroit, are in town from Hollywood for the Christmas holidays and appeared on Uncle Nick's Sunday program. Both Joe Contin and Jeanne Gustaf are making good out on the Coast, and they never fail to visit Uncle Nick when they are in Detroit for they feel he was the one who inspired them as youngsters. Uncle Nick's program is in its fifteenth year.

A new fifteen-minute sustaining program entitled, "Letter From Home" made its debut on KMOX, St. Louis, and is heard Sunday night at 10:00 p.m.... Recently the station acted as "Johnny to the rescue" for the U. S. Army Air Corps Radio Communication's School, located at Scott Field, Belleville, Ill. A traveling orchestra was to put in appearance at the field but for divers reasons failed to show up. KMOX having responded in such occasions before for the army, a call was put in to Jerry Hoekstra, War Production Director to make a substitution. Hoekstra got a show together consisting of Pappy Cheshire and his Hillbillies, and musical director Ben Feld and his musical men. They gathered their respective crews together, received transportation from the field and in short order put on a two-hour show.

Newest addition to the studio engineering staff at KLZ, Denver, is Alfred J. Raper, from WJAG in Norfolk, Nebraska.

"My Outstanding Sports Thrill" has become a regular spot feature of Lou Smith's "Sports Review" this week, heard over WCKY, Cincinnati, outstanding sports figures in Greater Cincinnati and the nation will be guests on the program to relate the biggest thrill in a sports event as a participant or spectator. Guests who will appear on the first few programs are: Warren Giles, vice-president and general manager of the Cincinnati Reds; Russ Tochterman, intimate acquaintance of ball players and umpires; Art Smith, (brother of Lou), pro golfer of Cincinnati; James R. Clark, Cincinnati attorney; Dan Tehan, widely known athletic event referee and Chet Mutryn, All-American halfback from Xavier University.

On Dec. 24, "This Is America" became a weekly feature of WHK, Cleveland, under the sponsorship of the Cleveland Pneumatic Tool Company. The show is aired from 9:15 to 9:30 p.m., and is the first regular program to be sponsored by the manufacturing concern.

Private Buck Hinman, former program director of WCBI, Columbus, Miss., and now radio director of the Columbus Army Flying School, broadcast several programs from the Columbus Field during the holidays. One was aired from the Christmas party given for children of the Air Base Officers and Personnel from the Recreation Hall. Others featured band concerts by the Post Band, organ recitals and special religious services from the Post Chapel. The Columbus Army Flying School is very active in the Southeast, with an average of 24 broadcasts per week from the field.

Fred Shavor and James McNear, former announcers at WWNY, Watertown, N. Y., and now students at Syracuse University, are keeping in practice by spending their Christmas vacation behind the station's mike... To observe Christmas Day, the station aired six special Christmas shows all commercially. They were scheduled at different times of the day and evening to reach all listeners.

Thanks to WFGP, Atlantic City, the Air Corps base located at that shore resort, now has scores of radio to provide entertainment for the men stationed there. Under the direction of program manager Ed Allen, the station carried on a campaign to collect radios from South Jersey residents through spot announcements and special programs. Cooperating with the Corps Public Relations Department, WFGP also carries a daily summary of army news and provides resumes of world events for posting on the Army headquarters bulletin board.

An all-Noel Coward program was broadcast over WQXR, N. Y., Saturday, Dec. 26. In honor of the New York opening last week of Coward's film, "In Which We Serve," the station devoted its entire program "Remember This?", from 2:30 to 2:55 p.m., to musical compositions of the British playwright, composer, and motion picture director.

Paul Cochrane has joined WOR, N. Y. promotion department. He replaces Bill Crawford who is now a member of the sales division. Cochrane comes to the station from McCall's Magazine where he operated in the promotion department... William Wernicke joined the engineering staff. He replaces Henry Harrison who recently resigned.

Employees of WHBF, Rock Moline and Davenport mailed Christmas boxes to eight former members now in the armed forces. Margaret Warnock has joined the family. She has her own program, "ters," and does switchboard continuity work.

Albert Morgan starts a new view show on Metropolitan Edison's FM outlet W75NY Dec. 29 at 6:15 p.m. called "We Such Interesting People." First will be Margot Stevenson, Brostar who will gab with Morgan the Stage Door Canteen located West 44th Street.

Lud Gluskin, CBS musical director the West Coast took over the music on "Ceiling Unlimited," the Orson weekly 15-minute Lockheed-Vega which originates from KNX, Los Angeles. He replaces Bernard Herrmann, turned to CBS' Uew York studios for duties.

Although the request made September by WGN, Newbury, the FCC for permission to operate with full time was denied, the station has been operating with increased power since 1941. Its power has been upped to 1,000 and operates on that power during the daytime only.

### WSAI'S SALES AIDS

1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

"START '43 ON THE RIGHT FOOT"



advises Suzy our Steno. "In Cincinnati, that means getting started on WSAI. Now's the time to adjust your advertising to this

year's new conditions. Results prove WSAI advertisers get the most for their money. Spot Sales will give you details."

IT SELLS FASTER IF IT'S

**WSAI IDENTIFIED**  
CINCINNATI'S OWN STATION  
NBC & BLUE NETWORKS • 5,000 Watts Day and Night • Represented by Spot Sales, Inc.

**WHAT'S WHAT IN BOSTON**

31—WCOP has attracted top-notch public spirited executives to its microphone. Do you know why?

REPRESENTED BY HEADLEY-REED CO.

**WCOP**

BELONGS ON YOUR SCHEDULE

### WANTED

Executive-type traveling field representative with thorough knowledge of broadcasting industry; preferably with station rep. or station relations background. Excellent opportunity. Permanent position. Inquiries in strict confidence. Box 436, RADIO DAILY, 1501 Broadway, New York City.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



V. 21, NO. 60

NEW YORK, N. Y., WEDNESDAY, DECEMBER 30, 1942

TEN CENTS

# Station-Relief Warning

## AFRA-Industry Terms Readied For Signing

Insertion of another cost of living increase for 1943, and the extension of the increased rate structure to 1944, have been agreed upon by AFRA, stations and networks, in the new basic sustaining contracts which have just been negotiated, and which award ten per cent increase in most cases. All the signatories to the basic contracts signed in 1940 have agreed on new terms. The Blue Network, which was part of NBC two years

(Continued on Page 6)

Buy War Savings Bonds and Stamps

## Canada Assns To Be Paid For News Supplied CBC

A new deal, whereby Canadian Press and British United Press will be paid for the news services they furnish to the Canadian Broadcasting Corp., is now being worked out. The plan will be effective April 1, 1943.

Negotiations with Canadian Press have been completed. The amount the C.P. will receive is approximately

(Continued on Page 2)

Buy War Savings Bonds and Stamps

## RCA Votes To Combine With Subsidiary Mfg. Co.

Following a special meeting of the RCA Board of Directors, David Sarnoff, president of the corporation, announced yesterday that the RCA Manufacturing Company, wholly-owned subsidiary of Radio Corporation will be consolidated with the parent company, effective Dec. 31, 1942.

The RCA Manufacturing Company (Continued on Page 2)

## Bond Mark

At 2:16 p.m. yesterday afternoon Dick Gilbert's one-man radio War Bond Drive on WHN hit the million dollar mark in sales to listeners, who phone in their orders during the Gilbert broadcasts. The huge total reached yesterday includes \$193,500 received late in November when the drive started, plus \$810,725 for 23 selling days during December.

## Dramatic Debut

Dinah Shore, who last week won the RADIO DAILY poll as best femme popular warbler, made her debut last night as a dramatic actress. Miss Shore played the part of Lora, in Arch Oboler's "Valse Triste," in the "Light's Out" series heard over CBS' network.

## Am. Tob. Holds Agency; Set New Show Details

American Tobacco Co. one of radio's most important advertisers will retain the Foote, Cone & Belding advertising agency, formerly Lord & Thomas, for its Lucky Strike account, according to a statement yesterday by George Washington Hill, president of the tobacco company.

Meanwhile details for the new Lucky Strike program which replaces "Information Please" have been completed. This show starts on NBC Friday, Feb. 12, at 8:30-9 p.m. This places it opposite "The Thin Man"

(Continued on Page 3)

Buy War Savings Bonds and Stamps

## WQXR 1942 Business Reveals Healthy Spurt

In keeping with wartime advertising trends surveyed by RADIO DAILY among New York independent stations (December 18), WQXR, high fidelity indie here showed a healthy spurt in business, the acquisition of a wide diversification of advertisers

(Continued on Page 3)

## 'Sanctions' Hinted To Compel Transfer Of Men To War Jobs

### "Mediation Board" Plans Take On Morale Aspect

A. L. Alexander's "Mediation Board" program which moves from WHN to WOR Jan. 11 and later goes Mutual network, will be dedicated to meet the interests of unity and adjusting personal grievances on the home front. According to Alexander, it is planned to further build up the

(Continued on Page 2)

## Northwest Regional Consultants Stress Necessity For Manpower Easement; Discuss Phila. Allocation Trial

### Mullen Visions Radio At Peace Conference

Radio at the peace conference following the war and its tremendous post-war role, was envisioned yesterday by Frank E. Mullen, vice-president and general manager of NBC, who saw broadcasting yet to play its most important part for human good.



Frank E. Mullen

"Although radio plays an increasingly important role in what we call the war effort, its great-

(Continued on Page 6)

Buy War Savings Bonds and Stamps

## Sponsors From 48 States On WWDC 'Victory' Show

Washington, D. C.—Manufacturers from the 48 states have purchased spots on "A Toast to Victory in '43" program to be aired from WWDC, Washington, D. C. on Jan. 1. The

(Continued on Page 2)

Washington Bureau, RADIO DAILY Washington—A dire 1943 for broadcasters was predicted yesterday because of the shortage in consumer's goods and manpower, during second session of the three-day conference here of the OWI Radio Bureau's Regional Directors and Consultants. "If the present trend continues," said Robert L. Hudson, director of the Rocky Mountain Radio Council and consultant for Region 14, "It is inevitable that many local radio stations in

(Continued on Page 5)

Buy War Savings Bonds and Stamps

## Still Seek To Amend Salary Limitation Law

Washington Bureau, RADIO DAILY Washington—With top government officials and representatives of Hollywood producers, artists and agents in attendance here, it was hoped that there might be some clarification of the workings of the new salary limitation order announced in October most drastic effects of which will

(Continued on Page 2)

Buy War Savings Bonds and Stamps

## "On the Victory Front" Gets Under Way On CBS

OWI program "On the Victory Front" started over CBS Monday and is now heard Mondays through Fridays from 9:45 to 10:00 a.m. presenting a strong array of American literature

(Continued on Page 2)

## Memory-Lapse

Jacksonville, Fla.—WPDQ, the epithetical call letters of which the station is proud, recently were "annihilated" at the end of a program. Instead of a concise station break, there was dead air. The control room rained managers, directors, editors, and there sat a most bewildered announcer. "Gosh!" he said, "I just couldn't remember the call letters."

(Continued on Page 6)





Vol. 21, No. 60 Wed., Dec. 30, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher
M. H. SHAPIRO : : : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, 203 North Wabash Ave. Phone State 7596. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Tuesday, Dec. 29)

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 Farnsworth Tel. & Rad., WCAO (Baltimore), WJR (Detroit).

"Mediation Board" Plans Take On Morale Aspect

(Continued from Page 1) program so that it will take its place as a morale builder and seek to wipe out differences here and there that may in some way be a hindrance to the war effort. Show in its new spot will be heard Mondays 9:15-10 p.m. EWT and people from all walks of life will be given an opportunity to air their disputes and receive the advice of guest experts.

Ross' 15th CBS Year David Ross during the first week in January will start his 15th year as an announcer on CBS. He joined the network in January, 1929. Among his current program assignments are "Keep Working, Keep Singing, America," "Stage Door Canteen" and "Take It or Leave It."

WANTED Executive-type traveling field representative with thorough knowledge of broadcasting industry; preferably with station rep. or station relations background. Excellent opportunity. Permanent position. Inquiries in strict confidence. Box 436, RADIO DAILY, 1501 Broadway, New York City.

RCA Votes To Combine With Subsidiary Mfg. Co.

(Continued from Page 1) has approximately 30,000 employees, and is now primarily engaged in producing radio equipment vital to the war effort. Its principal plants are located in Camden and Harrison, N. J., Indianapolis, and Bloomington, Indiana, Lancaster, Pa., and Hollywood, Cal. The laboratories are at Princeton, N. J. The manufacturing organization will be known as the RCA Victor Division of Radio Corporation of America. The management, personnel, operations and sales policies will remain unchanged. Sarnoff stated that, "the unification of the administrative, research, and manufacturing activities of RCA will result in closer coordination and increased flexibility of operation. And is expected that this unity and coordination of services will facilitate the company's war effort."

It was also announced that George K. Throckmorton, former chairman of the executive committee of the RCA Manufacturing Company, was elected a vice-president of the Radio Corporation of America.

Sponsors From 48 States On WWDC 'Victory' Show

(Continued from Page 1) show is thought to be the longest continuous radio program to have ever been heard. It goes on the air at 10:00 a.m. and will continue for fourteen hours. The spot commercials sold to the manufacturers consist of 150 to 200 words and were sold at a cost of one hundred dollars to the industrial plants throughout the nation. The purpose of the spot purchases was made by the manufacturing concerns to reiterate their promise of cooperation with the government on the production front.

Big Spot Contract Set By Fur Firm Over WINS

A 52-week contract, consisting of 125 one-minute announcements per week from Monday through Sunday, participation in a 15-minute live musical program (house band) Monday through Saturday, and a 15-minute news program, Monday through Saturday, was signed this week by Ben Tucker's Hudson Bay Fur Co. and WINS. Contract goes into effect January 5, and was negotiated through the Sidney Robbsin Agency, Brooklyn. Client used radio for the first time in 1942, with a 13-week contract for 70 spots a week on WINS.

No REC Luncheon Today The Radio Executive's Luncheon will not be held this week. It will be held as usual next week.

Stork News Tulsa, Okla.—Sam Schneider, KVOO, farm editor, is the proud father of a seven-day wonder named Camilla Lynn, who, although but a week old, has a full set of teeth.

Still Seeking To Amend Salary Limitation Law

(Continued from Page 1) begin to be felt Friday. Tomorrow night the temporary relief offered by recognition of contracts entered into on or before Oct. 3 of this year will be ended, and the full effect of the order will be felt by the radio industry.

Ben Cohen, Randolph Paul and other top legal and tax brains of the Treasury and the Office of Economic Stabilization met yesterday with presidents of four major motion picture companies and other production executives, representatives of the Screen Actors Guild, the Screen Directors Guild and the Artists Managers Guild.

Just what will come out of these meetings is not at all certain. A number of problems—dealing particularly with contract players and the status of free-lance artists—are up for clarification, but sympathetic though federal officials may be, there is no clear indication of just how they can alleviate the situation. There is little chance that exceptions to any of the rulings will be made specifically for the entertainment industry.

Whatever the result of the conferences now in progress, there seems little doubt that efforts to pressure the new Congress into killing the salary limitation order will be pushed to the limit. Powerful leaders in both houses have already announced their intention to push such legislation.

"On the Victory Front" Gets Under Way On CBS

(Continued from Page 1) ary talent acting as narrators for the new five-part story, "Give Us This Day." Included in this galaxy of talent will be Stephen Vincent Benet, Maxwell Anderson, Norman Corwin, Carl Carmer, and Sinclair Lewis, who will be heard Monday through Friday respectively. The show written by Lawrence Menkin and Elwood Hoffman and produced by Bernard Zisser is being given to coincide with the Farm Mobilization Plan and emphasizes the part food plays in war time. "Give Us This Day" lays stress to the fact that the farmer is the soldier of the soil and relatively as important as our soldiers fighting at the front.

Canada Assns To Be Paid For News Supplied CBC

(Continued from Page 1) \$40,000 annually. A similar arrangement is being made with the B.U.P. Since January 1, 1941, when the CBC established its own news editing organization, it has been given news services free of charge. Prior to January 1, 1941, an arrangement was in force whereby Canadian Press supplied daily news bulletins to the corporation. These bulletins were used by CBC announcers with credit to the C.P. No charge was made for the news, as such, but the CBC paid CPR for out-of-pocket expenses at the rate of approximately \$20,000 a year.

COMING and GOING

LT. JOE THOMPSON, of the U. S. War Department, was at Camp Upton last night broadcasting of the "Pass in Review" gram over Mutual.

WARREN TESKEY, commercial manager WEIM, Fitchburg, has returned to his Massachusetts headquarters after spending a few days here on station business.

C. P. HASBROOK, president and station manager of WCAX, Burlington, Vt., was in New York yesterday for conferences at CBS.

BOB KERR, artists' personal representative and his wife, JOAN BROOKS, have returned from Detroit, where they spent the Christmas holidays.

LOUIS PRIMA and his orchestra off today a theater tour of New England.

BRUFF W. OLIN, JR., general manager WKIP, Blue affiliate in Poughkeepsie, spent yesterday here on station and network business.

STUART AYERS, formerly of the NBC script writing staff and author of the "Lands of Free" plays, is in town from Lima, Peru, a short visit. He is a field representative of the Office of the Co-Ordinator of Inter-American Affairs.

JAMES O. PARSONS, of the sales staff WWNY, Watertown, N. Y., has left town after spending the holiday week-end here.

CECIL D. MARSTIN, general manager WNBC, Columbia outlet in Binghamton, arrived from Upstate yesterday and went into conference at CBS.

TOMMY REYNOLDS and the members of his band are back in New York and setting the stage for their New Year's Week appearance at the Flatbush Theater in Brooklyn.

SAMUEL ADAMS, page boy at WOR-Mutual sang his swan-song last week and left for military service with the best wishes of the network personnel ringing in his ears.

Westinghouse Shifts Webb To Phila. Headquarters

Philadelphia—Frank V. Webb, for the past two years sales manager of WOWO-WGL, Fort Wayne, joined the headquarters staff of Westinghouse Radio Station, Inc., as assistant advertising and sales promotion manager. The announcement of Webb's appointment was made by Lee L. Wailes, manager of WRS, Inc. In his new position Webb will assist W. E. Jackson, general sales manager of the Westinghouse group. The transfer is effective immediately.

When you buy time— BUY AN AUDIENCE WTAG WORCESTER. Includes a map of Massachusetts and Rhode Island with station call letters.



# WQXR 1942 Business Shows Healthy Spurt

(Continued from Page 1)  
 of which are national accounts, a fair amount of stability in the actual classifications which comprise the major portion of the station's business. Data presented here is part of the RADIO DAILY's supplementary study of advertising conditions in the New York market.

Compared with the first 11 months of 1941, the 11 months of 1942 have added 43 per cent more business, a volume for WQXR. The increase, however, did not upset the balance, whereby Foods, Beverages, Cosmetics, and Amusements remained the leading groups of advertisers for the station. From a standpoint of dollar volume, percentage of income contributed by national advertising accounts held at 62 per cent, though 17 new national accounts were added to the roster. This concentration in percentage is partly accounted for by the parallel jump in national and regional business. Here, however, though the actual number of national accounts added to the station is the gross remains about 38 per cent of the total. In all the station added 52 new accounts, 25 of which had used the medium of radio for advertising before this year.

The following is a list of the 52 new accounts on WQXR's books. Those marked by asterisks are national accounts, numbering 17.

## Amusements and Restaurants

Essex House  
 Essex House  
 Essex House

## Foods—Groceries

Corn Products Refining Corp.—Kre-Mel  
 Desserts  
 Sapphire Wheat Germ  
 Sheffield Farms Co.  
 Penick & Ford Ltd.—My-T-Fine Desserts  
 Wesson Oil  
 Quaker Oats Co.  
 General Baking Co.—Bond Bread  
 The Best Foods Inc.—Hellmann's  
 Mayonnaise  
 Ward Baking Co.  
 Pan-American Coffee Bureau  
 Metropolitan Certified Milk Assn.

## Drugs—Cosmetics

Parfums Weil Paris  
 Monticello Drug Co.  
 Schiaparelli Parfums Inc.  
 Germaine Monteil Cosmetics  
 Hiestra Labs. Inc.—Endocrine  
 Chemex Corp.  
 Viek Chemical Co.—Vitamin Plus  
 Pepsodent Co.  
 Lever Bros.—Vimms

## Retailers

Abraham & Straus

# ☆ PROMOTION ☆

## DuPont Awards

An announcement brochure concerning the Alfred I. Dupont Radio Commentator and Radio Station Awards was issued recently to acquaint those interested that the awards will be made during the first week in March, 1943.

The awards originally made in 1942 by Mrs. Alfred I. Dupont of Jacksonville, Florida, and the Florida National Group of Banking Institutions in Florida, carry two cash prizes of \$1,000 each and will be given to the individual radio station in the U. S. which, in the opinion of a board of impartial judges, has rendered outstanding public service during the calendar year by promoting American ideals and giving devoted service to the nation and to the community, and to the radio commentator who has given a reliable interpretation of the news.

The brochure asks that all nominations for the awards be in not later than Jan. 1. These nominations should be sent to W. H. Goodman, secretary, Alfred I. Dupont Radio

## Orange Bowl Folder

A special work folder heralding the broadcast of the Orange Bowl Game, on New Year's Day, comes from CBS. In brilliant Orange Bowl and gridiron green colors, the portfolio spotlights Ted Husing and Jimmy Dolan who will broadcast this meeting of Alabama and Boston College. A resume of "Touchdown Strategies" provides member stations with promotion material to build up local interest and suggestions for station announcements, newspaper ad copy, a roundup of local sports authorities are included. As part of the pre-game promotion, Columbia has also prepared recorded spots of conversations between Husing and Dolan.

Awards Trust Department the Florida National Bank, Jacksonville, Florida. Nominations should be accompanied by data sustaining the supporting claims made by the nominator.

Contained on the last page of the four-page brochure is a list of regulations pertaining to the procedure of choice.

## White Addresses Ad Club

Frank White, CBS vice-president and treasurer, speaking recently at a meeting of the Publicity Women's Club, told the members that \$152,000,000 in radio time has been contributed to the war effort, according to figures compiled by the Office of War Information in evaluating the war work of the industry.

## Granik's 15th Year

"American Forum of the Air" directed by Theodore Granik, will celebrate its 15th anniversary on the air, Sunday January 3, 8-8:45 p.m. Feature was founded by Granik and aired over WOR at first. It is now heard on Mutual, and originates in Washington. Granik receives no compensation for his work on the Forum.

Bloomington  
 Roger Kent  
 A. B. Carpet Cleaning Co.  
 Direct Realty Co.  
 N. Y. Retail Dry Goods Assn.

## Tobacco

\*Riggio Tobacco Co.—Regent Cigarettes  
 Guardian Tobacco Co.—Deniator Cigarettes

## Schools

Franklin School of Dancing  
 Goddard College  
 United Schools  
 Stevens Institute of Technology  
 Perkiomen School  
 Arthur Murray School of Dancing  
 John F. Gilbert School of Radio Technique

## Miscellaneous

Joint Committee of Teachers Organizations  
 Belgian Information Center  
 Barnes & Noble  
 N. Y. Tunnel Authority  
 Yeckes-Eichenbaum Inc.  
 Martin J. Pollak Inc.  
 Creative Age Press  
 United Subject Organizations  
 "Pour La Victoire"  
 Greater N. Y. Industrial Council  
 Netherland Publishing Corp.  
 \*RCA Manufacturing Co.  
 \*Time Inc.  
 \*Columbia Recording  
 \*Olson Rug Co.

New Advertisers  
 The following 25 accounts from among WQXR's new advertisers, are new to radio:

Parfums Weil Paris  
 Franklin School of Dancing  
 Belgian Information Center  
 Schiaparelli Parfums Inc.  
 Joint Committee of Teachers Organizations  
 Barnes & Noble  
 Sapphire Wheat Germ  
 N. Y. Tunnel Authority  
 Guardian Tobacco Co.

Essex House  
 Germaine Monteil Cosmetics  
 Goddard College  
 United Schools  
 Stevens Institute of Technology  
 Roger Kent  
 Perkiomen School  
 Hiestra Labs. Inc.  
 Chemex Corp.  
 Direct Realty Co.  
 Creative Age Press  
 "Pour La Victoire"  
 Greater N. Y. Industrial Council  
 N. Y. Retail Dry Goods Assn.  
 Metropolitan Certified Milk Assn.  
 Netherland Publishing Corp.

Noted among the station's new accounts, that the greatest number of additions was in the Miscellaneous group, with 15; Foods did well with 11 additional; Drugs 9, and Schools, 7.

# Am. Tob. Holds Agency; Set New Show Details

(Continued from Page 1)

on CBS which will be taking over the relinquished half-hour of the Kate Smith show.

Talent on the new Lucky Strike show which will be entitled "Your All-Time Hit Parade," will be headed by Mark Warnow and a 50-piece orchestra; Barry Wood, as the male vocalist; Marie Greene, also vocals and a Lyn Murray chorus. This makes it about the most expensive show on the webs for Lucky Strikes. Program will originate from Carnegie Hall and will feature old-time tunes, hits of the past and possibly put back old music on the shelves. Frank Sinatra, will replace Barry Wood on the "Hit Parade" heard each Saturday night on CBS.

In connection with the dissolved Lord & Thomas agency, and retaining the agency under new name, G. W. Hill's statement was as follows:

"Mr. Lasker has advised us of his decision to dissolve the firm of Lord & Thomas. Of course, we are sorry. I have always looked upon Mr. Lasker as outstanding in his profession—a genius, in fact. He and I have been continuously associated for nineteen years. During all that time his firm has handled the advertising of the American Tobacco Co. with a success that has made advertising history. We will continue to place our advertising with the young men Mr. Lasker has trained and who are now associated with him. The firm is to be called Foote, Cone & Belding."

## 'Tom, Dick, Harry' On MBS

Chicago—"Tom, Dick and Harry," full-hour comedy and musical show on WGN featuring Bud Vandover, Marlin Hurt and Gordon Vandover, goes on Mutual as a sustainer from 3-4 p.m., Monday through Friday starting Jan. 4. The cast includes Edna O'Dell, singer; Jack Brickhouse sports announcer and Bob Trender's orchestra.

NOT JUST MONROE COUNTY  
**but WHAMland**  
 18 busy trading centers for 43 counties, at 1/3 the cost of localized coverage.  
 Nat'l Rep. George P. Hollingbery Co.  
 50,000 Watts... Clear Channel... Full Time... NBC Blue and Red Networks  
**WHAM**  
 ROCHESTER, N. Y. "The STROMBERG-CARLSON STATION"

THE PROOF IS IN THE LISTENING  
**W P E N**  
 Philadelphia  
 5000 WATTS • 950 ON THE DIAL  
 Affiliated Station of the Atlantic Coast Network

Always Popular  
 Now More POWERFUL  
**WCAO**  
 The Voice of Baltimore  
 NOW  
 5,000 W • DAY & NIGHT  
 600 KC  
 The Only Columbia Station in Maryland  
 PAUL H. RAYMER CO., Nat'l Sales Representative  
 NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES



Los Angeles

By JAC WILLEN

**B**OB HOPE disappointed his Hollywood fans after all... Last minute switch took the Pepsodent star and his show to Camp Haan to the delight of his khaki-clad followers.

Dick Nelson, honorably discharged Private of the U. S. Army, found things a little too fast in radio on his return... at least the portion he played on the Gene Autry ailer from an Arizona camp wherein he portrayed Major Bruce Holloway of the China Air Task Force. From Private to Major in one jump... via radio!

With seventy-five voices from the Los Angeles Civic Chorus, "I Hear America Singing" originated at KHJ, Hollywood, Saturday, Dec. 26. (3:00 to 3:30 p.m. PWT). J. Arthur Lewis directed the chorus.

Leona is getting fan mail! Jack Benny's new method of transportation... a sway-backed hay burner... is now receiving mail from admirers all over the country. A card of sympathy from Camden, N. J., expressed the hope that she has recovered from her accident (of losing her footing on Hollywood Boulevard) and is "on her feet again."

Lum and Abner postponed their announced trip to Washington, D. C., in order to conform with governmental requests to keep travel to a minimum by civilians to permit service men on leave to visit their homes.

Kay Kyser asked and received permission from M-G-M studios to postpone starting on his new picture assignment until 1943. Kyser asked delay in order to fulfill commitments to appear with his orchestra at several military camps.

Joe Alvin, Chairman of the Hollywood Publicity Committee of the National Advertising Councils Radio Unit, has been setting the pace of spirited cooperation that would be well to follow.

Martha Peebles, executive assistant to Bill Moore, West Coast William Esty agency exec., is one of those capable persons who never has to be told what's wrong... she spots mistakes at a glance... or a listen!

"Singin' Sam" On MBS For Barbasol Jan. 19

Harry Frankel, "Singin' Sam," will return to the airwaves in his first regular network series since his old Sunday evening program left the air. He will return to work for his original network sponsor, Barbasol. His new program will be broadcast over the Mutual network and will be heard Tuesday and Thursday, 8:00 to 8:15 p.m. starting Jan. 19.

ANNOUNCER

FOR ALL-AROUND WORK

SALARY \$40

WLLH — Lowell, Mass.



Memos of an Innocent Bystander . . .!

● ● ● That was a good break for NBC when it was offered the Secretary Wallace address Monday night and readily took it... talk turned out to be one of the most important utterances by an administration official since the war started... and the network received full credit in the dailies

... Bob Taplinger gets his Lieutenant (i.g.) rating in the Navy next month, with his brother, Sylvan, being inducted in the army at the same time

... Wyn Nathanson goes in the army latter part of Jan... Louise Wilcher has a friend, who when she read about Touhy being captured immediately hunted for a map of Africa to see where it was located... Clifford Evans, newspaper writer and radio commentator, returns to WLIB Monday following a two-month tour of the country gaining first hand public reaction to current national issues... In co-operation with radio, stage and screen stars, Gloria Bristol, famous beauty specialist who has redecorated many a B'way and Hollywood face, is opening a Temple of American Beauty in Hollywood on Jan. 10 for the women in war work. Purpose? To keep 'em kissable 'til the boys return!



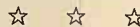
● ● ● Ed Kobak, executive vice-president of the Blue Network, who claims to have visited 40 stations affiliated with the web during the past year, was formally elected a member of the station relations department at a very un-formal Xmas Eve ceremony. Headed by Keith Kiggins, vice-president in charge of stations, the department descended upon Kobak in full force and presented him with a huge duffle bag marked: "Egad! Kobak! Station relations contact representative No. 8!" Contained in the bag were such travel necessities as: A slightly soiled handkerchief and shirt with lipstick markings to match, an address book with some choice numbers, a half-pint of "cough medicine," a deck of cards and a fistful of poker chips.



● ● ● Sydney Moseley, one of our favorite news commentators, is lining up a busy day for himself on New Year's Day—and we're not referring to any celebrations. He'll start the day with a prayer via Mutual—then do his regular 11:00 ayem news period—at 6:30 p.m. he'll be heard on WMCA and will conclude the day with a guest appearance on "Double or Nothing" at 9:30... Dr. Frank Black introduces a new tune, "Wings of Gold," Friday night on the "Cities Service" show. Number was written by Lt. Commander Guy E. Wyatt, U.S.N.R. and is dedicated to Naval Aviation... Shirley Eder continues to grab the big names for her WINS stanzas. Nancy Kelly is scheduled today with Al Jolson set for Monday—Recommended: The Blue's new Continental songstress, Enny de Vries... NBC has bought publicist Spencer Hare's newspaper quiz show, "Let's Play Reporter," and starts airing it Saturday night at 10:30 p.m. Deal was set by Basch Radio Productions with Frances Scott taking over the City Editor-Quizmistress role... Scrappy Lambert has joined the Wm. Weintraub agency... Are Ed and Polly East who "Breakfast in Bedlam" on WJZ at 7 ayem, set for a night-time spot?



● ● ● Among other things we hate are guys who say "I told you so"—but we can't resist saying we knew all along that if Clark Dennis ever got a real break he'd make 'em all sit up and take notice. That break came his way the other night. With Dennis Day ailing, Jack Benny took Clark along with him for a USO show at Lakehurst Naval Training Station Monday night. The result was so sensational that Benny is raving all over town about his new "discovery." If Dennis Day isn't better by Sunday, Clark will pinch-hit on Benny's regular air show!



— Remember Pearl Harbor —

Chicago

By FRANK BURKE

**J**ERRY WALD and orchestra open New Year's Eve in the Panthe Room of the Hotel Sherman with NBC wire.

Aidan Fitzpatrick and Don Gordon have been added to the NBC central division announcing staff. Fitzpatrick comes from WSM, Nashville, and Gordon has been free-lancing in Chicago.

First Federal Savings & Loan Association has purchased participating time in the early morning "Housewife Protective League" show on WBBM six days a week.

Katherine La Sheek, formerly voice teacher on the staff of the Buffalo Broadcasting Company, has joined Free & Peters, Inc., and will have charge of the articulators school.

Martin Jacobson, announcer on WCFL's "Music Lovers' Hour," has been inducted into the Army. Norman Pierson succeeds him on the show. John Strohm, associated with WLS, is the father of an eight-pound baby boy.

"Carnation Hour" on NBC begins its 12th year of broadcasting on Jan. 4, with Percy Faith, conductor, reviewing the hit music of the past eleven years.

Lyle Cagel, Blue Island high school radio actor, was the first of four thousand persons in line for tickets to "This Is the Army" which opens at Civic Opera House soon. Result: lots of local publicity.

Marion Claire, Thomas L. Thomas and Attilio Baggione will be co-starred in a radio production of Franz Lehár's "The Merry Widow" on WGN-Mutual, Saturday, January 2.

Ashton Stevens, Hearst columnist, who made a guest appearance with his banjo on WBBM-CBS recently has been showered with offers for professional engagements—mostly in fun. Fred Allen, Bob Hope, and Mort Singer, theatrical executive, were among those sending telegrams.

Miss Katherine Tift-Jones, whose program, "Miss Katherine and Calliope," is heard on WGN, will address the Woman's Club of Palatine, Ill., on Tuesday, January 5.

WBBM's participation in the CBS special program, "The American Scene," on New Year's Eve will include pick-ups from the Chicago Servicemen's Centers and the Inland Steel factory at Indiana Harbor.

John Carter, chief petty officer at Great Lakes Naval Training Station, and a "Met. Auditions" winner as a tenor in 1938, participated in a special 90-minute presentation of the "Metropolitan Opera Auditions of the Air" at Great Lakes recently.

**DON DOUGLAS**  
 ACTOR • ANNOUNCER  
 NOW FREELANCING  
 Heavies, Straights, Character,  
 Comedy, All Dialects, Narration  
 Exchange Registry  
 LE 2-1100 LA 4-1200



# Station-Relief Warning

## Broadcaster Threatened With Extinction

*(Continued from Page 1)*  
States will leave the air 43."

ing the manpower question, F. Sackett, KOOS, Marsh, consultant for Region 17, believes no American industry is so depleted by war calls as the radio industry—and yet asked the job as many hours and thousands of dollars of time to government calls."

### Hudson Pessimistic

speaking particularly of his district, said about a them now show operating which will become acute. "It is a problem of simple," he said, "which is bound throughout the industry. the local non-network stations already caught in the economic squeeze which will be felt out the whole radio industry. commodities either being frozen, or completely unavailable one hand, and surplus power being expended through taxation, etc., all advertising are bound to suffer. If the trend continues, it is inevitable many local stations in the States will be forced off the air in 1943. Already several in the area have gone, and writing is on the wall for a others." Hudson will confer problem this afternoon with Cowles, OWI director of operations.

### Cites Two Examples

station Hudson mentioned, will probably have to leave early next year, provides radio coverage for 35,000 in the San Juan Valley, Colorado. station enjoys a daytime monopoly because of the peculiar atmospheric conditions there, and virtually a-time monopoly as well. Another station in Eastern Idaho, a matter in a similar condition, affords the only radio coverage

for a large area of the state—an area where residents maintain only slight contact with larger towns. Even this contact has been decreased because of mileage rationing.

"It all boils down to this," said Hudson, "to keep these people informed about the progress of the war and their part in it, this station, along with many others of our Mountain stations must be kept on the air."

### Sackett Speaks for Small Outlets

Prompt solution to the problem was called for also by Sackett, who pointed out that "before OWI's projected program can be universally effective, every radio broadcasting outlet must stay on the air. Any number of spots or transcriptions by a station which has zero hours in the air daily remains zero."

Sackett outlined the problems of small stations, referring to decline of population as war plants call manpower, curtailment of consumer advertising and business fatalities by smaller firms. "The majority of these stations," he said, "are not served by networks, and national spot business is small or non-existent. Where networks do serve them, in dollar revenues, the income is not more than the crumbs from the lavish national table set for a small percentage, in number, of national outlets. As a consequence, local revenue remains the only source of station income—and a diminishing one."

### Two Suggestions

"What can be done? I have two concrete suggestions; first, the War Manpower Commission should cease the relentless drain on small station personnel which unthinking draft and enlistment tolls have caused. I found one station in my area which in 12 months had lost a number of people equal to its total staff; another, 75 per cent, etc. The personnel of most stations is young, its technical and sales staff is excellent draft or volunteer material. Percentage-wise, I doubt that any American industry has been so depleted by war calls as the radio industry—and yet asked to stay on the job as many hours and give thousands of dollars of time monthly to governmental calls. Bluntly the question is this; does the federal government want the smaller station to continue as an agency of information and enlightenment without cost to the government? If it does, it must act and act now—not 60 days from now—to keep it so. Manpower is the all-important problem of keeping small stations on the air. This applies to salesmen as well as operators and announcers; salesmen, contrary to some draft boards' views, cannot be had by magic or trained over night. Without them to obtain the sinews of costs from private business, operation and free time for OWI is impossible.

"Second," Sackett continued, "the FCC should immediately issue a directive blocking-in all Class 3 opera-

tors, without examination for the duration of the war. Permission for these Class 3 operators to work for six months without further examination has been helpful in the last few months when, without such help, smaller stations would have been powerless to continue. But I see no reason why a man or woman who has operated for six months must now be forced to take time for examination, time for study for another examination which may not be passed. If a Class 3 operator has been good enough to work for six months, he is good enough to work out the war period. His experience has added to his ability, not diminished it. Let the FCC make this ruling by Dec. 31, 1942, and the smaller radio station operators, faced with the problem of trying to coach neophytes after midnight for examinations impending in February and March, will be vitally relieved and able to face 1943 with its tensions with a degree of hopefulness."

### Sees No Subsidy Demand

Sackett added that he "found no stations, large or small, seeking or wanting subsidy, be it direct or indirect. Given personnel—not the best, not full staffs, but some personnel including women—and the smaller station will slug it out successfully with the war's problems. But it cannot fight on all fronts—not two or three but five. It must have relief now from the War Manpower Commission, the FCC must play its role, then the smaller industry may be able to find men to sell sponsored war programs such as OWI offers. It can fight its commercial programs and win through in some degree—at least it can stay on the air. Thus the solution, in my opinion, to the problem of the smaller stations is attainable. It is here in Washington, it can be had at once. Nor is it complicated or unreasonable."

A number of specific problems dealing with OWI's allocation and clearance systems were discussed by other consultants, with many minor complaints raised for discussion today.

### Dellar Discusses Advertising

Lincoln Dellar of KSFO, San Francisco, reporting for District 15, dwelt briefly on the problem of operating difficulties, referring to the manpower shortage and shrinking of advertising.

Payment by the government for radio time was also proposed by some broadcasters in Districts 3 and 4, according to Leon Levy, WCAU, Philadelphia, and G. Richard Shafto, WIS, Columbia, S. C., consultants for those districts, respectively. Several other consultants reported that the idea of payment by the government was repugnant to broadcasters in their area, one pointing out that broadcasters are licensed only through the good offices of the government, and should not begrudge the time.

A number of the problems turned up during the trial of OWI's Network

## General Approval Given Allocation Plan's Trial

Allocation Plan—due for initiation nationally on Jan. 18, by four Philadelphia stations—this month were discussed yesterday. Although a number of snarls were discussed at some length, the general consensus of opinion seemed to be that the plan has proved itself and with certain revisions will be of great value to both the government and individual broadcasters. Although the question was raised as to whether it takes a Philadelphia lawyer to institute the plan in all sections, the bureau is confident that the difficulties turned up by the Philadelphia tryout will be ironed out within the next few weeks. Richard F. Connor, head of the bureau's station relations section, today will answer many of the points raised by the regional people, who had the floor throughout day yesterday.

### OWI Official Lauds Industry

Howard Browning, of the OWI office in Philadelphia, discussing the manner in which his office has worked with broadcasters, said that "OWI has never had anything like the cooperation it is getting from the radio industry." Broadcasters are doing a great job, he went on, and its up to us (government) to do as good a job.

The tryout, from the broadcaster angle, was discussed by Leon Levy of WCAU, regional consultant from the area, and Herbert Brucker of the OWI intelligence section reported on the monitoring of Philadelphia broadcasts before and during the tryout.

Using the broadest definition of "war programs"—including any mention of any topic connected with the war, whether in music, a gag, a news broadcast or a commercial—Brucker revealed that the average time given the war by the four Philadelphia stations, three network and one independent, was 20 per cent on week days and 30 per cent on Sundays.

FOR FASTER, FRIENDLIER SERVICE AT LOWER COST—PHONE

**Postal Telegraph**

CHARGES FOR TELEGRAMS 'PHONED IN BEAR ON YOUR TELEPHONE BILL.

A VICTORIOUS NEW YEAR to every American!

**WNBC HARTFORD**  
5000 WATTS Blue Star  
A GREAT RADIO STATION



Los Angeles

By JAC WILLEN

**B**OB HOPE disappointed his Hollywood fans after all... Last minute switch took the Pepsodent star and his show to Camp Haan to the delight of his khaki-clad followers.

Dick Nelson, honorably discharged Private of the U. S. Army, found things a little too fast in radio on his return... at least the portion he played on the Gene Autry ailer from an Arizona camp wherein he portrayed Major Bruce Holloway of the China Air Task Force. From Private to Major in one jump... via radio!

With seventy-five voices from the Los Angeles Civic Chorus, "I Hear America Singing" originated at KHJ, Hollywood, Saturday, Dec. 26 (3:00 to 3:30 p.m. PWT). J. Arthur Lewis directed the chorus.

Leona is getting fan mail! Jack Benny's new method of transportation... a sway-backed hay burner... is now receiving mail from admirers all over the country. A card of sympathy from Camden, N. J., expressed the hope that she has recovered from her accident (of losing her footing on Hollywood Boulevard) and is "on her feet again."

Lum and Abner postponed their announced trip to Washington, D. C., in order to conform with governmental requests to keep travel to a minimum by civilians to permit service men on leave to visit their homes.

Kay Kyser asked and received permission from M-G-M studios to postpone starting on his new picture assignment until 1943. Kyser asked delay in order to fulfill commitments to appear with his orchestra at several military camps.

Joe Alvin, Chairman of the Hollywood Publicity Committee of the National Advertising Councils Radio Unit, has been setting the pace of spirited cooperation that would be well to follow.

Martha Peebles, executive assistant to Bill Moore, West Coast William Esty agency exec., is one of those capable persons who never has to be told what's wrong... she spots mistakes at a glance... or a listen!

"Singin' Sam" On MBS For Barbasol Jan. 19

Harry Frankel, "Singin' Sam," will return to the airwaves in his first regular network series since his old Sunday evening program left the air. He will return to work for his original network sponsor, Barbasol. His new program will be broadcast over the Mutual network and will be heard Tuesday and Thursday, 8:00 to 8:15 p.m. starting Jan. 19.

ANNOUNCER

FOR ALL-AROUND WORK

SALARY \$40

WLLH — Lowell, Mass.



Memos of an Innocent Bystander . . .!

● ● ● That was a good break for NBC when it was offered the Secretary Wallace address Monday night and readily took it... talk turned out to be one of the most important utterances by an administration official since the war started... and the network received full credit in the dailies... Bob Taplinger gets his Lieutenant (j.g.) rating in the Navy next month, with his brother, Sylvan, being inducted in the army at the same time... Wyn Nathanson goes in the army latter part of Jan... Louise Wilcher has a friend, who when she read about Touhy being captured immediately hunted for a map of Africa to see where it was located... Clifford Evans, newspaper writer and radio commentator, returns to WLIB Monday following a two-month tour of the country gaining first hand public reaction to current national issues... In co-operation with radio, stage and screen stars, Gloria Bristol, famous beauty specialist who has redecorated many a B'way and Hollywood face, is opening a Temple of American Beauty in Hollywood on Jan. 10 for the women in war work. Purpose? To keep 'em kissable 'til the boys return!



● ● ● Ed Kobak, executive vice-president of the Blue Network, who claims to have visited 40 stations affiliated with the web during the past year, was formally elected a member of the station relations department at a very un-formal Xmas Eve ceremony. Headed by Keith Kiggins, vice-president in charge of stations, the department descended upon Kobak in full force and presented him with a huge duffle bag marked: "Egad! Kobak! Station relations contact representative No. 8!" Contained in the bag were such travel necessities as: A slightly soiled handkerchief and shirt with lipstick markings to match, an address book with some choice numbers, a half-pint of "cough medicine," a deck of cards and a fistful of poker chips.



● ● ● Sydney Moseley, one of our favorite news commentators, is lining up a busy day for himself on New Year's Day—and we're not referring to any celebrations. He'll start the day with a prayer via Mutual—then do his regular 11:00 ayem news period—at 6:30 p.m. he'll be heard on WMCA and will conclude the day with a guest appearance on "Double or Nothing" at 9:30... Dr. Frank Black introduces a new tune, "Wings of Gold," Friday night on the "Cities Service" show. Number was written by Lt. Commander Guy E. Wyatt, U.S.N.R. and is dedicated to Naval Aviation... Shirley Eder continues to grab the big names for her WINS stanzas. Nancy Kelly is scheduled today with Al Jolson set for Monday—Recommended: The Blue's new Continental songstress, Enny de Vries... NBC has bought publicist Spencer Hare's newspaper quiz show, "Let's Play Reporter," and starts airing it Saturday night at 10:30 p.m. Deal was set by Basch Radio Productions with Frances Scott taking over the City Editor-Quizmistress role... Scrapy Lambert has joined the Wm. Weintraub agency... Are Ed and Polly East who "Breakfast in Bedlam" on WJZ at 7 ayem, set for a night-time spot?



● ● ● Among other things we hate are guys who say "I told you so"—but we can't resist saying we knew all along that if Clark Dennis ever got a real break he'd make 'em all sit up and take notice. That break came his way the other night. With Dennis Day ailing, Jack Benny took Clark along with him for a USO show at Lakehurst Naval Training Station Monday night. The result was so sensational that Benny is raving all over town about his new "discovery." If Dennis Day isn't better by Sunday, Clark will pinch-hit on Benny's regular air show!



— Remember Pearl Harbor —

Chicago

By FRANK BURKE

**J**ERRY WALD and orchestra open New Year's Eve in the Panthe Room of the Hotel Sherman with a NBC wire.

Aidan Fitzpatrick and Don Gordon have been added to the NBC center division announcing staff. Fitzpatrick comes from WSM, Nashville, and Gordon has been free-lancing in Chicago.

First Federal Savings & Loan Association has purchased participating time in the early morning "Housewife Protective League" show on WBBM six days a week.

Katherine La Sheck, formerly voice teacher on the staff of the Buffalo Broadcasting Company, has joined Free & Peters, Inc., and will have charge of the articulators school.

Martin Jacobson, announcer on WCFL's "Music Lovers' Hour," has been inducted into the Army. Norman Pierson succeeds him on the show. John Strohm, associated with WLS, is the father of an eight-pound baby boy.

"Carnation Hour" on NBC begins its 12th year of broadcasting on Jan. 4, with Percy Faith, conductor, reviewing the hit music of the past eleven years.

Lyle Cagel, Blue Island high school radio actor, was the first of four thousand persons in line for tickets to "This Is the Army" which opens at Civic Opera House soon. Result: lots of local publicity.

Marion Claire, Thomas L. Thomas and Attilio Baggio will be costarred in a radio production of Franz Lehár's "The Merry Widow" on WGN-Mutual, Saturday, January 2.

Ashton Stevens, Hearst columnist, who made a guest appearance with his banjo on WBBM-CBS recently has been showered with offers for professional engagements—mostly in fun. Fred Allen, Bob Hope, and Mort Singer, theatrical executive, were among those sending telegrams.

Miss Katherine Tift-Jones, whose program, "Miss Katherine and Calliope," is heard on WGN, will address the Woman's Club of Palatine, Ill., on Tuesday, January 5.

WBBM's participation in the CBS special program, "The American Scene," on New Year's Eve will include pick-ups from the Chicago Servicemen's Centers and the Inland Steel factory at Indiana Harbor.

John Carter, chief petty officer at Great Lakes Naval Training Station, and a "Met. Auditions" winner as a tenor in 1938, participated in a special 90-minute presentation of the "Metropolitan Opera Auditions of the Air" at Great Lakes recently.

DON DOUGLAS

ACTOR • ANNOUNCER

NOW FREELANCING

Heavies, Straights, Character, Comedy, All Dialects, Narration

Exchange Registry LE 2-1100 LA 4-1200



# Station-Relief Warning

## Local Broadcaster Men Threatened With Extinction

(Continued from Page 1)  
United States will leave the air in 1943."

Discussing the manpower question, Richard F. Sackett, KOOS, Marshfield, consultant for Region 17, believes no American industry is so depleted by war as the radio industry—and yet asked to do the job as many hours and thousands of dollars of time to government calls."

**Hudson Pessimistic**  
Hudson, speaking particularly of his district, said about a third of the stations now operating are in jeopardy. "It is a problem of simple arithmetic," he said, "which is bound to spread throughout the industry. The local non-network stations are already caught in the economic squeeze which will be felt throughout the whole radio industry. Commodities either being frozen, rationed or completely unavailable on one hand, and surplus purchasing power being expended through taxation, etc., all advertising agencies are bound to suffer. If the trend continues, it is inevitable that many local stations in the mountain States will be forced off the air by the spring of 1943. Already several in the mountain area have gone, and more are being written up on the wall for a number of others." Hudson will confer with the OWI problem this afternoon with Richard F. Sackett, OWI director of operations.

**Cites Two Examples**  
Hudson mentioned that station Hudson mentioned, which will probably have to leave the air early next year, provides only radio coverage for 35,000 people in the San Juan Valley, Colorado. The station enjoys a daytime monopoly because of the peculiar atmospheric conditions there, and virtually a 24-hour monopoly as well. A station in Eastern Idaho, a similar situation in a similar condition, affords the only radio coverage

FOR FASTER,  
FRIENDLIER SERVICE  
AT LOWER COST—PHONE

Postal  
Telegraph

CHARGES FOR TELEGRAMS PHONED IN  
APPEAR ON YOUR TELEPHONE BILL.

for a large area of the state—an area where residents maintain only slight contact with larger towns. Even this contact has been decreased because of mileage rationing.

"It all boils down to this," said Hudson, "to keep these people informed about the progress of the war and their part in it, this station, along with many others of our Mountain stations must be kept on the air."

### Sackett Speaks for Small Outlets

Prompt solution to the problem was called for also by Sackett, who pointed out that "before OWI's projected program can be universally effective, every radio broadcasting outlet must stay on the air. Any number of spots or transcriptions by a station which has zero hours in the air daily remains zero."

Sackett outlined the problems of small stations, referring to decline of population as war plants call manpower, curtailment of consumer advertising and business fatalities by smaller firms. "The majority of these stations," he said, "are not served by networks, and national spot business is small or non-existent. Where networks do serve them, in dollar revenues, the income is not more than the crumbs from the lavish national table set for a small percentage, in number, of national outlets. As a consequence, local revenue remains the only source of station income—and a diminishing one."

### Two Suggestions

"What can be done? I have two concrete suggestions; first, the War Manpower Commission should cease the relentless drain on small station personnel which unthinking draft and enlistment tolls have caused. I found one station in my area which in 12 months had lost a number of people equal to its total staff; another, 75 per cent, etc. The personnel of most stations is young, its technical and sales staff is excellent draft or volunteer material. Percentagewise, I doubt that any American industry has been so depleted by war as the radio industry—and yet asked to stay on the job as many hours and give thousands of dollars of time monthly to governmental calls. Bluntly the question is this; does the federal government want the smaller station to continue as an agency of information and enlightenment without cost to the government? If it does, it must act and act now—not 60 days from now—to keep it so. Manpower is the all-important problem of keeping small stations on the air. This applies to salesmen as well as operators and announcers; salesmen, contrary to some draft boards' views, cannot be had by magic or trained overnight. Without them to obtain the sinews of costs from private business, operation and free time for OWI is impossible.

"Second," Sackett continued, "the FCC should immediately issue a directive blocking-in all Class 3 opera-

tors, without examination for the duration of the war. Permission for these Class 3 operators to work for six months without further examination has been helpful in the last few months when, without such help, smaller stations would have been powerless to continue. But I see no reason why a man or woman who has operated for six months must now be forced to take time for examination, time for study for another examination which may not be passed. If a Class 3 operator has been good enough to work for six months, he is good enough to work out the war period. His experience has added to his ability, not diminished it. Let the FCC make this ruling by Dec. 31, 1942, and the smaller radio station operators, faced with the problem of trying to coach neophytes after midnight for examinations impending in February and March, will be vitally relieved and able to face 1943 with its tensions with a degree of hopefulness."

### Sees No Subsidy Demand

Sackett added that he "found no stations, large or small, seeking or wanting subsidy, be it direct or indirect. Given personnel—not the best, not full staffs, but some personnel including women—and the smaller station will slug it out successfully with the war's problems. But it cannot fight on all fronts—not two or three but five. It must have relief now from the War Manpower Commission, the FCC must play its role, then the smaller industry may be able to find men to sell sponsored war programs such as OWI offers. It can fight its commercial programs and win through in some degree—at least it can stay on the air. Thus the solution, in my opinion, to the problem of the smaller stations is attainable. It is here in Washington, it can be had at once. Nor is it complicated or unreasonable."

A number of specific problems dealing with OWI's allocation and clearance systems were discussed by other consultants, with many minor complaints raised for discussion today.

### Dellar Discusses Advertising

Lincoln Dellar of KSFO, San Francisco, reporting for District 15, dwelt briefly on the problem of operating difficulties, referring to the manpower shortage and shrinking of advertising.

Payment by the government for radio time was also proposed by some broadcasters in Districts 3 and 4, according to Leon Levy, WCAU, Philadelphia, and G. Richard Shafto, WIS, Columbia, S. C., consultants for those districts, respectively. Several other consultants reported that the idea of payment by the government was repugnant to broadcasters in their area, one pointing out that broadcasters are licensed only through the good offices of the government, and should not begrudge the time.

A number of the problems turned up during the trial of OWI's Network

## General Approval Given Allocation Plan's Trial

Allocation Plan—due for initiation nationally on Jan. 18, by four Philadelphia stations—this month were discussed yesterday. Although a number of snarls were discussed at some length, the general consensus of opinion seemed to be that the plan has proved itself and with certain revisions will be of great value to both the government and individual broadcasters. Although the question was raised as to whether it takes a Philadelphia lawyer to institute the plan in all sections, the bureau is confident that the difficulties turned up by the Philadelphia tryout will be ironed out within the next few weeks. Richard F. Connor, head of the bureau's station relations section, today will answer many of the points raised by the regional people, who had the floor throughout day yesterday.

### OWI Official Lauds Industry

Howard Browning, of the OWI office in Philadelphia, discussing the manner in which his office has worked with broadcasters, said that "OWI has never had anything like the cooperation it is getting from the radio industry." Broadcasters are doing a great job, he went on, and its up to us (government) to do as good a job.

The tryout, from the broadcaster angle, was discussed by Leon Levy of WCAU, regional consultant from the area, and Herbert Brucker of the OWI intelligence section reported on the monitoring of Philadelphia broadcasts before and during the tryout.

Using the broadest definition of "war programs"—including any mention of any topic connected with the war, whether in music, a gag, a news broadcast or a commercial—Brucker revealed that the average time given the war by the four Philadelphia stations, three network and one independent, was 20 per cent on week days and 30 per cent on Sundays.





## AFRA-Industry Terms Readied For Signing

(Continued from Page 1)

ago, has agreed to go along with the trade now, in its new position. There are but a few minor matters of legal language to be adjusted, but these will not affect the important terms of the deal.

National membership ratification of the pact worked out by the union's Board of Directors will probably be completed by tomorrow. Matter will then be submitted to the WLB.

### Negotiations Extended

Contract was to have run until Nov. 1, 1943, but present negotiations has extended it to 1944. However, the law permitting, the pact permits the union to open negotiations for additional increases if the cost of living goes up ten per cent or more by Nov. 1, 1943, or any month thereafter. The one year extension applies to the rate structure only, and releases the union from the binding effects of the strike clause, after November 1, 1943. Commercial codes and contracts expire at that time. Union will start negotiations for renewals late in January or early in February.

On some of the special staff contracts which were signed about a year ago, the new pact allows 6 per cent increases. Special terms prevail on individual contracts, though increases were obtained on practically all. About 40 contracts were involved.

## Glamorous FUR COATS for GLAMOUROUS RADIO ACTRESSES

(DISCOUNT TO THE PROFESSION)

See Mr. Blossveren personally and he will see that you get the best value in town.

On the Mezzanine  
30 Rockefeller Plaza  
**B. BLOSSVEREN'S**  
SONS, INC.  
*Furriers*

## 'Sanctions' Hinted To Compel Transfer Of Men To War Jobs

(Continued from Page 1)

boards may be brought upon workers, and government agencies may be called upon to stop the flow of necessary materials to employers who object to the transfer.

In the case of radio broadcasters, it is possible that the FCC might be called upon to aid the WMC, through use of its licensing powers in the event that broadcasters refuse to release employees. Although broadcasting is listed as an essential activity, it is unlikely that it will be immune from inroads by the United States Employment Service, which will carry out the transfer program. Only workers in those jobs listed as essential by the Manpower Commission will not be approached. It is hoped that these jobs will be decided upon by the Commission tomorrow.

### Had Provided Draft Deferment

The original listing of essential jobs in the industry called for draft deferment and freedom from transfer for workers in the news and transmission ends of broadcasting. Revelation of this fact by RADIO DAILY brought strong representations to the WMC from the FCC, and FCC Chairman James Lawrence Fly said last week he hopes to see shortly the release of good news to broadcasters. That his news may not be too good was implied yesterday by the executive secretary of the Essential Activities Committee of WMC, which decides upon the listings.

Asked if there would be an ex-

pansion of the number of jobs in broadcasting which get the "Essential" rating, he told RADIO DAILY it is quite probable there will be an expansion. "But after all," he continued, "the addition of only a single job to the list constitutes an expansion."

To administer the program of manpower transfer to war industries, McNutt yesterday appointed Lawrence A. Appley, vice-president of the Vick Chemical Co.

### Expected More Power For McNutt

It is believed that the WMC now has sufficient power by virtue of the executive orders setting it up and naming McNutt, Manpower Chief to enforce transfer of workers. If this is found to be untrue, it is probable that legislation will be introduced in the next Congress for a national service act, which would give McNutt absolute power over every worker in the country.

Some slight possible relief for broadcasters was seen yesterday, as rumors circulated in the Capital that the new Congress may be called upon to rule that all states must pool their supply of single draft eligibles. Pennsylvania has already done this, eliminated situations where married men are called from one draft board, while at the next there is still a supply of single men. There is considerable public pressure for such a step, and if it is taken it may delay the induction of married men for some time.

## Criticizes Gov't Demands For Specific Air Periods

Washington Bureau, RADIO DAILY

Washington—A demand that government officials show their authority for insisting upon radio time came yesterday from Senator Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee. The Montana Democrat based his challenge on published reports that food czar Claude A. Wickard and OWI Director Elmer Davis had "demanded" a specific hour from networks for their Sunday broadcast on food rationing. He mentioned reports that one network had urged a 7:30 spot for the program but Davis and Wickard insisted upon 8:00 p.m.

"The next thing these bureaucrats will do is to demand that newspapers carry stories in the first column of page one with streamer headlines," said Wheeler, adding, "I'm wondering under what authority they can make these demands. I'm wondering if chain broadcasting companies will give opponents of programs the same privilege they give bureaucrats. If they can get away with this demand on radio stations of the country, they can get away with similar demands on newspapers. And then only one side of any vital issue can be presented to the American people. This is the same procedure that Hitler, Mussolini and Stalin have followed."

## Marion Myles Promoted In Realignment At NBC

Effective Jan. 4, Marion W. Myles, at present assistant to Joseph A. Ecclesine, manager of NBC's network promotion division, will become creative assistant to Charles B. Brown, NBC director of advertising and promotion, it was announced yesterday. At the same time, Charles P. Hammond, now with the ANPA Bureau of Advertising, will join NBC as administrative assistant to Brown. The position vacated by Miss Myles will be assumed by Jean Harstone.

Before coming to NBC in February, 1942, Miss Myles had been associated with McCann-Erickson advertising agency, Saks-Fifth Avenue and with B. Altman & Co. as director of promotion campaigns.

Hammond has served on the staff of the New York "Post" and as foreign news editor of the "Literary Digest." He has been associated with the ANPA bureau of advertising since 1935.

Miss Harstone, who was educated at University of Toronto and at Oxford in England, drove an ambulance during the First World War, seeing action in many of the heaviest engagements on the Western Front. She comes to NBC from Saks-Fifth Ave., where she served as director of sales promotion.

## Mullen Visions Radio At Peace Conference

(Continued from Page 1)

est contribution lies in the service will render at the peace table during the era of reconstruction of the war," the network executive declared.

"Less than a quarter of a century ago," he continued, "the network marvelled when the National Broadcasting Co. was able to group together a few radio stations in different parts of the country for the first network broadcast. Now, by present-day audiences a significant number of listeners follow that program. Today we do without wonderment the fact that it is almost a daily occurrence to circle the globe by radio, carrying important programs to hundreds of millions. The miraculous has become commonplace in an incredibly short span of years.

"President Wilson was almost bewildered at the complexity of problems at Versailles. Conflicting nationalistic aims, fierce desire for revenge, and the sabotage of the armistice on which the armistice was based, all combined to defile lasting peace. Perhaps a permanent peace was impossible anyway, but it was foredoomed before the first of the treaty was written. Secular and greed became indispensable as the rights of small nations were bartered away.

### "Shall Not Happen Again"

"The people who are fighting war are determined that this shall not happen again. This must be a people's peace, written in solemn guarantee that the treaty shall not be merely a truce while nations prepare for the next conflict. In time we really shall have covenants, openly arrived at.

"Radio," Mullen concluded, "dozens of languages, will inform the world regarding every step of negotiations. Peace emissaries will report by radio to their respective nations in a great referendum vote of public opinion. Thus, when the most important document ever written in history is ready for signature, its contents will be known to, and have approval of those whose future is bound up in it. Radio will have fulfilled its destiny."

## Five CBS News Analysts On Saturday "Platform"

Columbia network's "People's Platform" presents its annual round-up of news analysts—in a re-examination of events of the last year and a preview of things to come in 1944—the broadcast of Saturday, Jan. 7, from 7:00-7:30 p.m.

The five commentators who join CBS Director of Education Lynn Bryson in this informal discussion are Cecil Brown, Major George Fleming Eliot, Quincy Howe, Laurence Lesueur and William L. Shirer. Bryson will ask the journalists leading questions—military and political—on both the home and foreign fronts.





**RADIO**  
**ANNUAL**  
**1943**

*The*  
**RADIO  
ANNUAL**

*for 1943*

*will contain  
the latest up-to-the-minute in-  
formation concerning every phase  
of the entire radio industry.*

**WILL BE READY FOR DISTRIBUTION SHORTLY**

**[[ Your check for \$10.00 will bring you this 1,000 page  
RADIO ANNUAL and the next 260 issues of RADIO DAILY ]]**





# Coast-to-Coast



"NAVY TIME," the WCKY, Cincinnati, military offering, recently moved its broadcasting spot. For months the program has been aired from the U.S.S. Destroyer Victory located in Fountain Square and is now heard from the USO Donut Center, Government Square. The program features news of the Navy and Navy men of Greater Cincinnati and everywhere, interviews with Navy celebrities, heroes and local sailors on leave.

Bob Emory will be the new emcee starting this Friday night on "Did You Hear," the new quiz series heard over WMCA, N. Y. Emory replaces Budd Hulick. The quiz show gives prizes to listeners who can identify broadcasts from snatches of past programs presented to them.

Beverly Boose and Gene Amole now handling "Meet the Boys in the Band," six-day-a-week record spinner on KMYR, Denver. Show attracts high school jitterbug audience who come up and dance in the aisles. Skateland Roller Rink of Denver has purchased a ten-minute daily spot on the show for their "Corny Joke Contest," wherein they give away free passes for corny jokes submitted by dialers.

Jane Lee, who pilots the new "Woman's Magazine of the Air," heard over KPO, San Francisco, will keep abreast of the times on her New Year's Day broadcast by having as guests on her show six persons who know what this war means. Five of these guests will be women; they will be the wives of: a soldier, a sailor, a marine, a coast guardsman and a seaman with the merchant marine. The sixth will be a child whose father is in service overseas. All of them will be heard in brief interviews.

On Sunday, Jan. 3, the "Voice of the Negro" will be aired over WLIB, N. Y., for the 732nd consecutive weekly broadcast, marking without any special ceremonies, the beginning of its 15th year on the air. The program is heard from 9:00 to 10:00 a.m. each Sunday.

Corporal Ed Stoker, former musical director of KDYL, Salt Lake City, recently began a new Monday night series of programs to be fed to NBC from the KYDL

Playhouse. Stoker batons the newly organized Fort Douglas Reception Center Orchestra made up of musicians who formerly played with the larger bands of the country.

The Thomas S. Lee, television station W6XAO, Los Angeles, came up with quite a feather in its cap recently when it televised an interview with Commander Richard Kiefer of the airplane carrier Yorktown. Kiefer was interviewed before the television lens by John B. Hughes. Through Hughes' interrogation Kiefer gave details of the story of the Yorktown.

WBNX, N. Y., will air a dramatization of the story of the Red Cross, "The Birth of the Red Cross," Saturday, Jan. 2, at 8:30 p.m. The story will be acted by the Lester Lonergan players, the station's stock troupe.

Fran Pettay of the announcing staff and Ray McCoy, news editor, of WCLE, Cleveland, have teamed up to present a new nightly newscast. The new series will feature only selected items of non-war news from the Associated Press wire. News of local, state, and national events will be included and will take to the airwaves each evening at 5:10 p.m.

As some of the stations now carrying the "Funny Money Man" program enter their second year, five new stations are added to the list. These include WMEX, Boston; WMFF, Plattsburg, N. Y.; WQAM, Miami, Fla.; KWK, St. Louis and WCKY, Cincinnati. The program continues to feature the purchase of ridiculous items from specific people in the listening audience. It is produced and syndicated by Allen A. Funt, Radio Productions.

WDRG, Hartford, will have a spot on the CBS, "American Scene," New Year's Eve. The station has set up a mike in a signal tower of the New Haven Railroad at Hartford, and will interview a railroad switcher as he routes through important war freight on its way to the fighting fronts.

Gene Beach, formerly with the Claremore, AAA office, has joined the farm department of KVOO, Tulsa. A special Christmas broadcast was played for the children of the Tulsa Children's Home by Bob Wills and his Texas playboys, featured station artists. It was sponsored by the Oklahoma Tire & Supply Company and aired over a KVOO-KTUL hookup for a half hour. Announcer Doc Hull took over the emcee spot.

Walter Seldon, formerly of WNRL, Richmond, has joined the staff of KFEL, Denver, as chief announcer.

Robert M. Scholle has been appointed director of sales for WLIB, N. Y. Scholle was former sales manager of WQXR, and most recently affiliated with the Atlantic Network. He starts his new duties Jan. 1. Clifford Evans, is the latest news commentator to join the station.

Almina Kodis, according to an announcement made by Larry Edmondson, commercial manager of WNBC, Hartford, has been appointed head of the continuity department. Before joining the station she supervised the commercial recording department for Kasper-Gordon in Boston, conducted her own program over WSPR, Springfield, and was the author of a program over WNEW, N. Y.

Hal Newell returned to the WEEL, Boston, announcing staff last week after serving on the staff at WCAU, Philadelphia, and in the sports department of WGRG, Louisville, Kentucky, since September 1941. Previous to joining the WEEL staff in June 1939, Newell was with WLLH, Lowell, and WNAC, Boston. He now succeeds Ken Ovenden, who recently became a member of the Army Air Corps Reserve.

Beginning Saturday, Jan. 2, under the guidance of Sammy Levine, the nation's first coast to coast network bowling program hits the air waves over the Mutual Broadcasting System every week. Levine, editor of the Cleveland Kegger, and widely known writer-commentator on bowling will conduct the weekly series which will be known as "Tenpin Topics." The series will be aired from 6:15 to 6:30 p.m. every Saturday.

When Colorado and Wyoming gave the nation a Xmas gift of fifty-seven WAACS, station KOA, Denver, transcribed the ceremonies held at Lowry Field, Colorado and aired them later in the evening over the Denver NBC outlet. In addition to the swearing-in of the women by a WAAC recruiting officer, the program included speeches by Brig. Gen. Harvey S. Burwell, commanding officer of Lowry Field, Mayor Ben F. Stapleton of Denver and Robert Harvey, Civilian-Military Coordinator for the Colorado area. Announcer Steve Robertson handled the commentary. The Denver Post fostered a huge Xmas Eve show in the city's Civic Auditorium for servicemen and their girl friends December 24. The three hour program was arranged by Milton Shrednik, station's musical director, and included many local radio personalities.

Making its first appearance outside the WBZ, Boston, studios, the Fred and Posey Jamboree will originate from the stage at the Red Cross hut on the Chelsea Naval Hospital grounds tonight, at 7:30 p.m. It will be the first in a series of weekly visits by the troupe to entertain servicemen throughout the State.

In fulfilling its policy of keeping pace with wartime Washington, WWDC has inaugurated a new News Schedule. Every fifteen minutes from 6 a.m. to 9 a.m., WWDC listeners hear five minutes of the latest news. During the remainder of the day and until midnight, the regular news headlines are presented hourly on the half hour. The Maestro now conducting the "Concert Hour" heard daily from 1:00 to 2:00 p.m. is recent arrival Robert Ball. He hails from Salt Lake City, Utah.

Tom Wheeler, farm program for WOWO-WGL, Fort Wayne, is up and around for these end holidays. He was flat on his back for a few days... but he got around fast enough to make Kay Howard, who is heard regularly from 10:15 to 11:00 a.m. through Friday is giving her trionic abilities a whirl by appearing in the Fort Wayne Civic Theatre's next production "Private Lives," is playing the leading role of Ann.

Bill Perry, network tenor, and Frank Kay have been added to the Esslinger Time, KYW, Philadelphia variety show heard every Wednesday night at 7:30. Clarence Fuhrman's orchestra and the Royal Harmony Sextet round out the bill. Perry, placing Frank Coleman vocalist in the service. The Art Hinett Trio, musical group, is being sponsored weekly by Grove's Bromo-Quinine tablets. Robert Williams long a favorite handles the vocals. Peter R. of the staff is doing the copy.

## St. John Heads New Series Of Morning News On NBC

Robert St. John, NBC's war correspondent and news analyst, begins a new morning series on NBC, Monday, Jan. 4, to discuss the men and women who make the headlines and their influence on the lives of average Americans.

St. John's new series is to be broadcast Mondays through Fridays at 10 EWT, a time which C. L. Meigs, NBC's vice-president in charge of programs, hopes will make it possible for children in schools to watch St. John.

The new program series will be developed by Menser from St. John's "Men of the Week" feature on Sunday series titled "People." The program will open with a biography of the news person of the day, a discussion of his life and problems and a down-to-earth analysis of their impact on the average listener.

"With this program," said Menser, "we hope to get down to interesting discussions of the basic problems of the war, especially those problems that are basic to the housewife. For instance, I feel that we can analyze the food situation as it affects us by talking about the man who controls our food supply and our problems."

St. John has been given a wide range in the choice of program personalities in all fields of the effort. A former Associated Press correspondent in the Balkans and author of "Land of the Silent People," St. John was recently transferred to Washington after spending almost a year in London as NBC correspondent. He will speak from Washington.

**1 9 4 2**

**BIRTHDAYS**

|    |    |    |    |    |    |    |
|----|----|----|----|----|----|----|
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

December 30

Owen Crump      Bob Hanson  
Stanley High     Arthur Kass  
Lucille Linwood   Vincent Lopez



# Consultants Close Confab

## Radio's Setup Annent 5% Victory Tax

Victory Tax which goes into effect now will cover both the employed and independent contractor categories in the radio-theatrical industry, according to interpretation given RADIO DAILY by the Bureau of Internal Revenue yesterday. Tax will differ even further, in its application, from that of the Social Security taxes, in that it recognizes no maximums. Tax will apply to entire incomes with exception of first \$624 on the annual amount. SS has a \$3,000 ceiling. For radio trade assumption, declared that rs, pack-

*(Continued on F. 1)*  
★ Happy New Year!

## New Outlet To Assure Better Africa Service

Washington Bureau, RADIO DAILY  
American broadcasters should be getting far faster news service from the North African front, according to Milton S. Eisenhower, executive of the OWI, who has just returned from a trip to the front. Declaring the "primitive" communication

*(Continued on Page 2)*  
★ Happy New Year! ★

## WABC Expands Personnel To Handle Increased Biz

Arthur Hull Hayes, general manager of WABC, the CBS New York City outlet, announced yesterday the appointments of G. R. Swift as an account executive in the sales department, Gordon Graham as as-

*(Continued on Page 2)*

### So It Was

Worcester—A man carrying a violin stepped into the elevator of the WTAG building the other day prior to a studio orchestra rehearsal. Mentally pegging the man as a musician in the band, Jack Hauslander, station elevator boy, jokingly queried, "The Great Rubinoff, I presume?" And strange enough, it was!

## 15 Leading News Events Of 1942

Radio industry cooperates in the Victory Drive under an Allocation Plan wherein every commercial and sustaining show, on network or independent outlet gave place to government messages from plugging War Bonds and to scrap campaigns. Many thousands of spot announcements included, daily.

Entire industry goes under voluntary censorship.

Shortwave stations started world-wide coverage of both commercial and special government programs, bringing news and entertainment to U. S. troops manning the battle fronts.

U. S. Bureau of the Census released data based on the 1940 Census and for the first time gave figures on radio homes, revealing high percentages throughout the nation.

Full-Network Discount Plans become industry policy.

American international stations emerge as the recognized voice of truth in a skeptical world, as the U. S. government leases the outlets for the duration.

Ban on recordings by the AFM stirs network and independent outlet alike.

Powerful network key stations and lesser watters go on 24-hour basis to provide entertainment and news for war-workers.

Final divorce of NBC and The Blue Network.

Manufacturers of receiving sets end civilian production under wartime restrictions.

Equipment pool formed in order to keep as many stations as possible on the air.

U. S. Supreme Court agrees to hear the FCC-network controversy resulting from proposed new regulations.

CBS opens its network of the Americas.

Network and spot gross-time sales estimated well above 1941 totals.

Yankee Network sold to General Tire & Rubber Co.

- ### Outstanding Broadcasts
- Assassination of Admiral Darlan, flash by CBS.
  - Allied invasion of North Africa.
  - Capt. Rickenbacker plane crash, rescue and his story.
  - Joint meeting of the British Parliament.

## OWI Wishes Spots Aired Without Sponsors

Washington Bureau, RADIO DAILY  
The three-day conference of the OWI Radio Bureau's regional consultants and field men wound up yesterday with both morning and afternoon sessions devoted to exhaustive discussion of clearance matters and other operating problems of the OWI Allocations System. One important move to come from the session was a request by the Bureau that broadcasters refrain from seeking sponsors for one-minute war message spots.

It is felt, Douglas Meservey, as-  
*(Continued on Page 3)*  
★ Happy New Year! ★

## Gov't Daytime Serials Sought By 400 Outlets

Over 400 requests from stations throughout the country have already been received by the OWI for transcriptions of the "Victory Front" and "Victory Volunteers" which series will wind up their network runs this week and will be available to the stations thereafter. Series consists of specially produced programs by casts and sponsors of major daytime drama

*(Continued on Page 3)*  
★ Happy New Year! ★

## WINS 1942 Billings Show 28 Per Cent Rise

Though WINS underwent extraordinary handicaps over and above those common to all independent stations this year, the outlet will show a 28 per cent increase in billings for

*(Continued on Page 6)*

### Latest Dope

Washington—Britain's new financial plan seems to be upsetting bottlers here. Less than an hour after Bob Menefee had mentioned the "Beveridge Report" on WJSV, he was phoned by a bottling executive who said that members of his industry were asking "What's the dope on this new beverage plan and how is it going to affect our supplies and sales!"





Vol. 21, No. 61 Thurs., Dec. 31, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone W1sconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, 203 North Wabash Ave. Phone State 7596. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Wednesday, Dec. 30)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio. Includes High, Low, Close, and Chg. columns.

NEW YORK CURB EXCHANGE

Table with columns: Nat. Union Radio, OVER THE COUNTER. Includes Bid and Asked columns.

Table with columns: Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit). Includes Bid and Asked columns.

20th-Fox Readies Disks For Use Of Exhibitors

Chicago—Five-minute transcriptions of interviews with 20th-Fox stars will be made available to exhibitors next year, it was revealed by Bob Montgomery, during a visit here. Montgomery said that the company's policy of using spot radio announcements was clicking, with more than 350 theaters using them.

P. & G. Anns. On WJZ

Procter & Gamble Company, Cincinnati, will launch a campaign for Duz effective tomorrow. P&G will sponsor nine transcribed chain breaks weekly for 52 weeks. Compton Advertising, New York, handles the account.

500-Watt Transmitter

Available January 15th when mid-western station completes new transfer to high-power operation. Address inquiries to Box AQ, RADIO DAILY, 1501 Broadway, New York City.

New Outlet To Assure Better Africa Service

(Continued from Page 1)

tion facilities in North Africa, Eisenhower told the press yesterday that a new 40 kilowatt station is about to begin operation with six channels—five for the Army and one to be shared by the press and the OWI.

This new station will make it possible for American newsmen to dispatch their messages directly to America, he said, eliminating the current unsatisfactory and time-consuming system. Dispatches today are sent from the front or headquarters by plane or motorcycle to Rabat, whence they go to Gibraltar, to London and finally, frequently after long delay, to New York.

Establishment of a straight commercial medium-wave station in the area is probable within another week, Eisenhower revealed, and added that the OWI is considering setting up several transmitters along the North African coast for direct medium-wave broadcasts into occupied Europe.

It was brought out during the press conference that the news of the assassination of Admiral Darlan last Thursday was in this country six or seven hours before it was picked up by a CBS monitor and first broadcast to the American public. The story was reported to be in the State Department between two and three o'clock Thursday afternoon, and OWI Director Elmer Davis offered that could be implied as confirmation of that report.

FCC Gives Formal Okay To Transfer Of WBAL

Washington Bureau, RADIO DAILY Washington—As a step toward simplification of the Hearst corporate setup, the FCC has granted permission for the transfer of the license of WBAL, Baltimore, from the WBAL Broadcasting Co. to Hearst Radio, Inc.

Assignment of the license for WATR, Waterbury, Conn., from the WATR Company, Inc., to Harold Thomas also was approved.

A change in daytime directional antenna pattern was granted KFEQ, St. Joseph, Mo., and a hearing was called in the case of KARM, Fresno, Calif., which seeks to change its assignment from 1430 kilocycles, 5,000 watts unlimited, to 1030 kilocycles. Special service authorization to make the shift as proposed was denied.

WABC Expands Personnel To Handle Increased Biz

(Continued from Page 1)

assistant in charge of program operations, Paul Mowrey as an assistant in the program department, and the employment of John Tormey as an account executive in the WABC sales department.

In making the new appointments, Hayes said the expansion was necessary due to "WABC's enlarged business and increased production needs and in anticipation of an even busier year in 1943." Explaining the rise in WABC's 1942 billings, Hayes continued that "due to the need for last-minute copy changes imposed by war conditions, advertisers are realizing the greater flexibility of radio as an advertising medium."

Prior to his appointment as an account executive, G. R. (Dick) Swift was in charge of operations in the WABC program department. Swift, who has been with CBS ten years this week, was the first person employed when WABC created its own program department five years ago. Swift formerly had gone production on the station's feature programs.

Replacing Swift as assistant program director is Gordon Graham. Having joined CBS in 1937, Graham was most recently an assistant director for the network.

The third new member of the program department, Paul Mowrey, was formerly in the CBS television department.

John Tormey was most recently on the advertising staff of the "Esquire" organization. He also had had radio experience at WFAS in White Plains, New York.

Gov't-Artists Group Confab Fails To Clarify Pay Law

(Continued from Page 1)

Washington Bureau, RADIO DAILY Washington—Although no definite word was given out, it is not believed that the conferences held here yesterday and Tuesday between government officials and leaders of the motion picture industry have resulted in great clarification of the way in which talent will be affected by the working of the salary limitation order, full effects of which will begin to be felt tomorrow. It is probable that the New York, Chicago and Hollywood offices of the Bureau of Internal Revenue's salary stabilization unit charged with administering the ruling will be swamped with frantic requests for interpretations for at least a month and perhaps much longer.

Just what the new rulings will mean to broadcasters and sponsors who like to present guest film stars is not yet certain. Neither AFRA nor SAG has yet relaxed its regulations concerning guest appearances, Kenneth Thomson, executive secretary of SAG told the RADIO DAILY yesterday. It is not improbable that such a move will be taken in the near future, he implied, but added that there is considerable confusion in Hollywood now on the matter. He said he things it likely that guest appearances will drop off sharply.

COMING and GOING

DR. LYMAN BRYSON, CBS director of education, off today for Washington, D. C.

WILLIAM T. LANE, station manager of WACB Blue Network outlet in Syracuse, a visitor yesterday at Rockefeller Center.

RALPH EDWARDS, of "Truth or Consequences," off today for a theater engagement in Hartford Conn.

PARKS JOHNSON and WARREN HULL Monday will travel to Kings Point, N. Y., where they will broadcast their "Vox Pop" program from the Merchant Marine Cadet Corps Academy located on the former Chrysler estate.

HARRY M. BITNER, JR., station manager of WFBS, Indianapolis, is in town from CBS for conferences at the headquarters of Indian.

JIMMIE LUNCEFORD and his band are back from a series of one-nighters throughout the East and will open tomorrow at the Apollo Theater in Harlem.

MURRAY YOUNG, news commentator on WHK Cleveland, is in Washington, D. C., from which point he is filing daily dispatches based on interviews with prominent figures in the national war effort.

WOODY HERMAN is filling a theater date in Newark, N. J.

To Describe OCD Work In Special Show On MBS

"If They Come Tonight," a graphic description of the work of the Office of Civilian Defense in guarding our nation against enemy air attacks, will be presented in a special program over Mutual on New Year's Day, Friday, January 1, from 8:30 to 9 p.m. EWT. James M. Landis, OCD head, will speak from Washington, followed by pickups from Pearl Harbor, Salt Lake City, a plane hangar at Bolling Field, Washington. The program will be presented in cooperation with the Office of Civilian Defense.

WBIR Joins Blue Net; Affiliates Total 147

Effective tomorrow, WBIR, Knoxville, Tenn., will become affiliated with the Blue Network as a member of the South Central Group. The addition of WBIR brings the total number of Blue affiliates to 147. WBIR, owned by J. W. Birdwell, operates full time with 250 watts power on a frequency of 1,240 kilocycles. The network rate is \$120 per evening hour.

Advertisement for THE Philadelphia Story IN RADIO 5000 WATTS. Includes image of a radio and text: 950 on the Dial, Affiliated Station of the Atlantic Coast Network.

Advertisement for WHAT'S WHAT IN BOSTON. Includes text: 32—WCOP coordinates radio technique with selling ability to make programs pay a profit. BELONGS ON YOUR SCHEDULE.



# OWI Completes Confab of Regional Directors

(Continued from Page 1)

Chief of the Bureau, told RADIO that there is ground for just complaint on the part of the public on commercials immediately preceding and following these spots are definitely "commercializing" the program.

There is no objection on the part of OWI to selling any of the space for government programs.

The three-day conference brought up so many questions of operating policy and treatment of federal war messages that several of the congressmen and officials of the Radio Bureau felt it would be less confusing to the individual broadcaster if these discussions are not recounted in detail. OWI explanatory material will be revised for clarification, and stations will be fully informed of complete operations before the new plans take effect, late next month.

# Red Kann To Hollywood

Maurice (Red) Kann on Monday assumes new duties as vice-president of the Quigley Publishing Co. and will leave for the coast shortly to take complete charge of Hollywood operations. Martin Quigley, president of the publishing company, announced yesterday. His duties will encompass radio and motion pictures.

Kann, long-time trade paper editor, will write bylined columns regularly in the various papers of this group which include "Fame," "Motion Picture Herald," "Motion Picture Weekly" and the "International Motion Picture Almanac."

# Theatrical Daughters To Be Heard Over WNEW

Daughters of two famous theatrical families have just been engaged by WNEW. Marilyn Cantor, daughter of Eddie Cantor, and Paula Stone, daughter of Fred Stone, have been engaged as staff announcer and columnist respectively. Miss Stone's program of Hollywood and Broadway gossip, will be called, "The Broadway Team," and will air Saturdays, 4:45-5 p.m.

### Stork News

Frank Barton, a member of the NBC-Hollywood mike-staff, recently became a father of a son, Michael Barton. The mother and child are doing well at Stanford University hospital.

**WBNX NEW YORK**  
 WITH THE MOST INTIMATE AND EFFECTIVE PROGRAM APPROACH TO AMERICA'S LARGEST MARKET  
**5000 WATTS Directional**  
 OVER METROPOLITAN NEW YORK

# PROMOTION

## "A Tale of 412 Cities"

NBC has issued Volume 1 of the "Tale of 412 Cities" (and how they listen at night), a colorful booklet which graphically tells the story of the strides made by the network in accumulating a night listening audience since 1926 when the network had 5,200,000 listeners to 1942 when the figure was estimated at 56,000,000.

Volume 1 of the two-fold series is devoted to a breakdown of night-time listeners as concluded by the survey NBC made of the situation and told by a series of charts and tables showing the relative positions of NBC and its competitors.

A carefully detailed account is given of the controversial question, "Coverage from Within." This highly technical subject is broken down into four component parts: (1) "Coverage from Within" (197 cities where both NBC and Second Network provide coverage through local and affiliated stations). (2) "Coverage from Without" (131 cities where neither NBC nor Second Network provides coverage through local affiliated stations). (3) Where NBC provides "Coverage from Within" vs. Second Network "Coverage from Without" (39 cities where NBC provides coverage through local affiliated stations and Second Network does not). (4) Where Second Network provides "Coverage from Within" vs. NBC "Coverage from Without" (45 cities where Second Network provides coverage through local affiliated stations and NBC does not). The results of the breakdown show that NBC leads 3 to 1, 5 to 1, 18 to 1, and 2 to 1 respectively.

Included in this first volume is an appendix which is broken up into four tables listing by name those cities falling in the previously mentioned categories of "Coverage from Within." These cities are listed alphabetically and by the means of the table shows the number of radio families as of the 1940 census and makes the comparison of the percentage of radio families who listen most at night-time to NBC, Second Network, Network "C," Network "D," and other stations.

The survey is complete and is intended to demonstrate to buyers of radio time, what it is buying.

The story of "412 Cities" was compiled by making a nation-wide check of the nation's counties.

It shows that NBC is listened to most at night by a 4 to 1 margin in all those cities having a population of 25,000 or more, and accounts for nearly 50 per cent of all the nation's radio families.

## Arthur Miller To CBS

Arthur Miller, Eastern Editor of "Movie and Radio Guide" for the past year and a half, has joined CBS's publicity department effective Monday. Miller had been with "Guide" for 7 years, and resigned recently to join the army air corps. Recently he was honorably discharged.

## WBT's Brochure

A two-page institutional brochure issued by WBT, Charlotte, N. C., features the fact that Charlotte is a busy community, and that it is busy because of its wartime activities. Accordingly, the fact that the community is engaged in production to meet wartime needs it is neither patriotic nor good business to phone a war production center, a center which is in fact the headquarters for the entire Carolina region.

Some of the statistical claims made for Charlotte are based on the past performance of 1941 and '42 in-so-far as they are concerned with market values offered to radio advertisers. It states that "last year, in the Charlotte area retail sales per family had jumped 42 per cent over 1940. Family income was up 38 per cent. The total income of the area had increased 45 per cent." And that the pace of 1942 seems to be faster.

The facts offered reveal that upwards of 323,000 radio families have greatly stimulated purchasing power and buying habits...and that these families are reached by WBT.

# Gov't Daytime Serials Sought By 400 Outlets

(Continued from Page 1)

Serials. Shows contain stories with war information backgrounds. Locally, arrangements have already been made by WHN which will start Monday, January 4, with two of the productions, "Stella Dallas" and "Portia Faces Life." Series are 15-minute episodes, designed for five a week airing for 12 weeks.

OWI is releasing immediately, also, a five-part story, "Give Us This Day," another transcribed series designed to tie in with the Farm Mobilization Week which gets under way January 12. This is an original production dealing with the "food for freedom" theme, and has been written by Elwood Hoffman, who participated also in "This Is Our Enemy" series, and Lawrence Menken, script editor for the "Victory Front" and "Victory Volunteers" series. Marx Loeb, of CBS, is directing. Name narrators in the production include Stephen V. Benet, Maxwell Anderson, Norman Corwin, Carl Carmer and Sinclair Lewis. Cast includes Bill Adams, Jackie Kelk, Ann Ellsner, Dick Widmark and Joe. Boland.



This  
**NEW YEAR**

make every second count  
 to win the war,  
 to hold the peace . . . —  
 forevermore.

**WHN**  
 NEW YORK



# Los Angeles

By JAC WILLEN

**S**TANDARD BRANDS, INC., has renewed Carleton E. Morse's "One Man's Family," NBC's long-lived dramatic feature, for another year, beginning with the first broadcast of 1943, on Sunday, Jan. 3. "One Man's Family" again was named leading dramatic serial of the air in RADIO DAILY's 1942 Critics' Poll of Dec. 24. Kenyon & Eckhardt, Inc., placed the account.

Other NBC renewals of the week includes "Night Editor," for General Foods Corporation, through Benton & Bowles, Inc., beginning Jan. 7, 1943, for a 38-week period over six NBC Pacific Coast stations; and, the American Tobacco Company's "Kay Kyser's College of Musical Knowledge," thru Lord & Thomas in behalf of Lucky Strike cigarettes, effective yesterday, for a 30-week period coast-to-coast.

Bill Moore, Wm. Esty's Hollywood headman, can prove that mattresses don't always make a soft landing spot. The "Blondie" agency producer, while driving to broadcast rehearsal last Monday, was trailing a truckload of mattresses. The truck hit a bump, the mattresses bounced off onto the highway...and Bill plowed into the mattresses and landed in a nearby ditch. He was not seriously injured.

"Bicycle Brigade" is the title given Billy Mills and his musicians of the Fibber McGee program since mileage rationing took effect in California. Sixteen of the tooters, including the King's Men quartet, bicycle to and from work on Tuesdays.

Wonder what's cookin' on the Bob Burns' and Lionel Barrymore shows. Rumor has it that one or the other of the CBS shows may be switched to a Thursday NBC outlet to make room for an incoming show over the CBS net. Visit of Don Stauffer to the Coast this week for a briefie with Nate Tufts of Ruthrauff & Ryan, Hollywood, lends credence to reports despite Tufts non-statements.

Bernie Milligan is at it again. He took two bites out of what was finally two perfectly normal sets of fingernails. Layoff...Bernie!

## Ickes Sked Over ACN; Mrs. Churchill On WNEW

Special broadcast featuring comments by Mrs. Franklin D. Roosevelt and Secretary of the Interior Harold L. Ickes, will be carried by the Atlantic Coast Network, Wednesday, January 6, 8-8:30 p.m. Program will originate from the Department of Interior in Washington during the presentation of a mural. Vocal solo by Marian Anderson is scheduled also. In New York, feature will be heard via WNEW.

Station will carry, exclusively, on New Year's Day, at 7:15 p.m. broadcast by Mrs. Winston Churchill, wife of the British Prime Minister, on behalf of the aid-to-Russia fund. Broadcast is arranged through BBC.



### Open Letter to 1943 . . .!

● ● ● DEAR 1943: First thing to do is to hold tight to that hunk of shortened sarong around your middle, son. There are priorities on safety pins, you'll find out, and you wouldn't want to start off in this world by being caught with . . . (Get it?). Well, here're a few words of wamton wisdom from an old-timer who got clipped on the chin the day he was born—but who stuck around long enough to hit back where it hurt.

☆ ☆ ☆

● ● ● Son, there's a man-sized monument to the futility of aggression you've got to erect while you're in there. Sure, I started it—and most folks have an idea that you won't be around when it is finished, either—but this point is important. It is what you do that will decide whether, when you're ready to hand down the mantle to '44, he'll be ready to slip the Axis the final Mickey.

☆ ☆ ☆

● ● ● You're a war year, son. I was, too, of course, but it came a little too quick for me to digest. With you it's different. You've got a head start and you know where you must go and how to go about it. You've got to convince everybody that shoulders which don't rest rifles must share the load too. Folks back home have got to lend their money—or risk having it taken away. They've got to eat less—or maybe not have anything to eat at all. They must sacrifice luxuries—or their lives may be sacrificed to aggressors. That's your sales story, son. For the sake of humanity—sell it!

☆ ☆ ☆

● ● ● If you get the time, remind radio that it isn't just a business to sell stuff and make money. Make it known when somebody laughs at a comic that that somebody gets the relaxation he needs to go out the next day and slip his share into the war effort. What I'm driving at is that radio's function right now is morale. The motivation that enables somebody to keep his spirits high so that his physical effort can achieve and retain a peak without mental reservations dragging at it. Check?

☆ ☆ ☆

● ● ● Please remember to impress on radio's favored folk that lots of them can do a whole lot better by mixing a little logic with their natural patriotism. Show them that it's almost unpatriotic for a guy like Bing, or Bob Hope, or Kyser, Skelton, Benny, Allen, Parker et al—guys who make upwards of \$100,000 a year—to join the armed forces. Not that they're too good for that. That isn't what I mean at all. But guys such as I mentioned and a couple of dozen others in the business serve BETTER by paying Uncle Sam most of that income in taxes and volunteering for USO and morale work, and promoting bond sales. See what I mean? Everybody in America is pitching in to help win this war for a uniform reason—but that doesn't mean that everybody has to wear one! . . . . .

☆ ☆ ☆

● ● ● You know, son, I really meant to ask you to do a couple of personal favors for me. About things and people I intended asking you to take care of because I just never got around to it myself. Only right now I can't do it. Do you want to know why? Because there aren't any "things" and there aren't any "people" anymore. You're a little too young yet to understand that, so I'll explain. There aren't any "things" because there is just ONE thing. To win this war and quickly. There aren't any "people" because people are individuals and yours in no year for them to be individuals. There's only one thing and only one person now and that person is all of us banded together in a single entity with a single purpose. See what I mean now, kid?

Yours, 1942.

—Remember Pearl Harbor—

# Chicago

By FRANK BURKE

**"MEET YOUR NAVY"** originating at the Great Lakes Naval Training Station, begins its second year of broadcasting on Friday Jan. 1, over the Blue Network.

Gilbert Ferguson, who has been producing and announcing at WJW, the past year, has resigned to freelance.

Grayle Howlett, WGN sports editor, is vacationing for two weeks at his home in Arlington, Ill.

Statistics: "The Quiz Kids" missed 90 questions out of 583 asked there during 1942, making a score of 84 per cent.

Marie Keenan, Chicago publicity woman and magazine writer, has joined Dale O'Brien's publicity staff at WGN.

Eddie Firestone, of CBC's "The Brewster Boy," is recovering from mild case of measles.

NBC employees leaving for the Armed Forces this week include William Riley, night secretary in the Guest Relations office; Richard Irving, guide, and Alvin Carver, of the Music Library.

Beaumont Company, through H. W. Kastor & Sons, has purchased two 15-minute spots on WMAQ and will feature "Norman Ross and the News" from 10:15 to 10:30 p.m. Tuesday and Thursdays.

Most unusual Christmas greeting in Chicago's Radioland was that of Dave Garroway, NBC announcer and his wife. They remembered friends with half a coffee bean elaborately wrapped.

WBBM will launch a new series of wartime sustainers titled "Women at War" early in January. Program will be heard Saturday afternoons and will stress women's participation in the war effort.

Planters Nut & Chocolate Company have renewed Gerhart Schachter and Donald McGibney, news commentators, on WBBM for another 52 weeks. Schachter is heard on Sundays and McGibney on Tuesdays and Thursdays.

Chicago's Chinese take over the Servicemen's Center tonight to furnish entertainment and food to men on leave. The proceedings will be broadcast by WGN's "Chicago At Night" at 10:15 p.m., with Lee Bennett officiating as emcee.

Jack Fitzpatrick, who came to WJJD last spring from KLZ, Denver, has been named news editor of WJJD.

Fahey Flynn has been cast as emcee on the CBS show, "Today's War and You."

Bob Atcher, WJJD hillbilly entertainer, will launch a series of weekly all-star "Radio Frolics" at Seaman Hall, Gary, Ind., on Thursday, Jan. 7.

Happy New Year

IRVING STROUSE

Writer - Producer

151 W. 74th

TR. 7-4695



QUEST-ING

OTHY SARNOFF, soprano, on Unger's "Your Hollywood Pearl" today (WJZ-Blue Network, 12:45 p.m.).

ONELIA OTIS SKINNER, LEW and ROLAND YOUNG, on the "Caravan," tomorrow (WABC-10 p.m.).

WILLIAM N. VICKERS, DFC, Air Transport Command, on "Scramble" series, tomorrow (Blue Network, 7:05 p.m.).

GREGORY RATOFF, on "Informa-Please," tomorrow (WEAF-12:30 p.m.).

EGY WOOD, star of "Blithe Spirit" and WALTER COMPTON, narrator and master of ceremony, on "The Adventures of Ellery Queen" Saturday (WEAF-NBC, 7:30 p.m.).

DELL WILLKIE and ADAM WILLIAM D. LEAHY, on the "Victory Rally," and ALEX MILETON, on the "Opera Forum" during the Metropolitan Opera broadcast, Saturday (WJZ-Blue Network, 2 p.m.).

JANE HIGBY and ROBERT HAY, on "Nellie Revell Presents," today (WEAF-NBC, 10:30 a.m.).

ERTHA SCOTT, on the "Radio Digest," Sunday (WABC-9 p.m.).

BERT J. CASEY, foreign correspondent for the Chicago "Daily News" and MRS. MARY LEE READ, first heard in the Grand Central Terminal, on "We, the People," Sunday (WABC-CBS, 7:30 p.m.).

MILA NOVOTNA, Czech soloist, and CARLOS SALZEDO, pianist, on the Coca-Cola program, today (WABC-CBS, 4:30 p.m.).

AUDIO ARRAU, Chilean pianist, on the program of the New York Philharmonic-Symphony, Sunday (WABC-12:30 p.m.).

H. HASTIE, civilian aide to the Secretary of War, on "Wings Over America," Sunday (WABC-CBS, 10:30 p.m.).

WAR-PROGRAM IDEAS

"Language" War Program

WHOM offers as an illustration of what a foreign language station can do in the way of originating war programs.

Last Saturday there appeared in the papers a story about two Brooklyn boys who, in Tunisia, had destroyed eight tanks, four apiece. One was an Italian boy, Sergeant Anthony Romani, the other a Jewish boy, Sergeant Frank Schmeitzler. Joseph Lang, WHOM general manager, got in touch with the mothers of both boys, had them come to the studio, and interviewed them, making electrical transcriptions of the interviews.

The Italian and Yiddish dramatic staffs then made dramatizations of the careers of both boys, and of their

WCKY Holiday Feature

A series of holiday season program directed to encamped Greater Cincinnati servicemen which will continue through New Year's Day, has been inaugurated by John Watkins, WCKY early morning program director.

Relatives will be interviewed on the program and officers of selected camps have been asked to permit Greater Cincinnatians to hear the programs.

exploits in Tunisia, and the mothers' interviews were woven into the dramatic sketches. The transcriptions were played that night. The Italian one was repeated on Sunday and the Yiddish one again the next day.

Davis Denies Demanding Specific Time On Webs

Washington Bureau, RADIO DAILY

Washington—Senator Wheeler "was not correctly informed in thinking there was any coercion" of the networks in the matter of time for last Sunday's food rationing program, Elmer Davis told the press yesterday. The Montana democrat had challenged the right of Davis, OWI director, and food czar Claude A. Wickard to "demand" specific program time for any broadcast.

Davis, refusing to name the network which held out for the 7:30 time rather than eight o'clock (believed to be NBC) confirmed reports that one web had offered substitute hours, but said that since the other three had all agreed to the eight o'clock spot the fourth finally decided to come along, since it would have been difficult to get the other three networks to alter their schedules again to program Davis and Wickard at another time, he said.

Stressing his statement that "there was no coercion at all," Davis said reports that an OWI official had told one of the networks, "we can take you over any time we want to" are completely untrue. "Nobody in this office ever said anything like that," the OWI chief declared.

Wedding Bells

Fred Parsons, announcer at WSB, Atlanta, recently introduced his new bride, the former Doris Bassett.

Lydia Hogle, member of the program department of WDRC, Hartford, was married Christmas Day to John Gamble, of Wethersfield, Conn., who is in the U. S. Navy.

Toini Harju, personal secretary to program manager Walter Haase, is engaged to U. S. Navy man Bob Bassell, of Wethersfield, Conn. No date has been set for the wedding.

Marion Grau, WKRC, Cincinnati, traffic manager, returned to the office after the Christmas Holidays sporting an engagement ring to announce her engagement to E. C. Albrecht. Wedding plans are unannounced for the present.

Crosley Denied Rehearing Of FCC Action Re W8XO

Washington Bureau, RADIO DAILY

Washington—Crosley has been denied a petition for rehearing on the FCC order of Nov. 30 denying its application for 750 kilowatts power for its experimental station W8XO. At the same time, the Commission reaffirmed its decision of the same time not to extend the W8XO license for operation with 500 kilowatts power beyond today. This decision by the Commission was made in the face of charges by Crosley of dereliction from duty.

The Communications Act requires the Commission to study news uses for radio, provide for experimental uses of frequencies and generally encourage the larger and more effective use of radio in the public interest, Crosley contended. It was pointed out that development of progressively higher power has made substantial contribution to broadcasting and that Crosley has been a pioneer in this field. Only the successful construction and operation of a 750 kw transmitter would prove its feasibility, it was contended. New advances in radio "do not spring full grown from a drawing board, nor even from a laboratory—actual working tests and experiments under regular operating conditions must be made," said the petitioner.

New Public Service Setup For NBC Coast Division

San Francisco—In keeping with recent reorganizational plans worked out in the East for the network. The public service and program departments of NBC's western division hereafter will operate as separate entities, according to an announcement received at KPO from Sidney N. Strotz, vice-president in charge of the division.

Leonard Gross, in charge of public service at KPO, will report in future to Jennings Pierce, director of all public service activities for the western division, rather than to manager John Elwood.

AGENCIES

MERRITT W. BARNUM JR.'s appointment as deputy chief of the New York Radio Division of the OWI with offices in the Chanin building, becomes effective Monday. Barnum was production director of Ruthrauff & Ryan, Inc.

MRS. MARJORIE R. DRENNAN, for 13 years with Warwick Typographers, Inc., St. Louis, has joined Gardner Advertising Co. as supervisor of typography. W. R. GERSTENBERGER, formerly of Brooke, Smith, French & Dorrance, has joined the Gardner copy staff.

KENT LABORATORIES, a division of the Cupples Co., St. Louis, has appointed the Gardner organization to handle the radio and newspaper advertising for Kent Vitamins, sold through food outlets.

HOWARD J. LONDON, formerly with Pedlar & Ryan, Inc., who directed radio activities for the Navy Relief Society, has been appointed radio director for the 1943 fight against infantile paralysis, it has been announced by Basil O'Connor, president of the National Foundation for Infantile Paralysis.

DORATHEA DUNCAN, formerly with N. W. Ayer & Son, has been appointed publicity director of Kenyon & Eckhardt, Inc. She succeeds Ruth Oviatt, who has joined the WAVES.

JOHN A. MULLEN, head of the radio commercials department of Benton & Bowles, Inc., has been elected a vice-president of the agency. DR. HANS ZEISEL, an instructor in statistics and economics at Rutgers University, has joined Benton & Bowles, Inc., in a consultant capacity.

NOXZEMA CHEMICAL CO., Baltimore, has appointed Irwin Vladimer & Co. to handle export promotion.

THIS LITTLE BUDGET WENT TO THE "920 CLUB" WORL BOSTON, MASS.

Always Popular Now More POWERFUL WCAO The Voice of Baltimore NOW 5,000 W · DAY & NIGHT 600 KC The Only Columbia Station in Maryland PAUL H. RAYMER CO., Nat'l Sales Representative NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES



## WINS 1942 Billings Show 28 Per Cent Rise

(Continued from Page 1)

1942. The increase became noteworthy viewed in light of the trials and tribulations which beset the station which had geared all its efforts toward a 50,000 watt operation, thus passing up, perhaps some markets which would have become, better, the smaller watt setup. Much of the sales effort for the larger power, however, was salvaged though the station returned to a reduced war time schedule. By its present 6:15 p.m. signoff, station has had 156 fewer broadcast hours in 1942. Information was obtained for RADIO DAILY's continuing study of wartime advertising trends.

### National Gain, 62 Per Cent

In keeping with conditions disclosed in these initial surveys (RADIO DAILY December 18 and 30) station showed a lively pick-up in advertising among the amusement and restaurant and retail groups of clients, and made the singular record of gaining 62.49 percent in national business. Total dollar volume from national accounts now equals one third of the station's billings. Local business increased 9.25 per cent during 1942.

As a result of the tremendous strides made in retail, and amusement and restaurant business on WINS, those two groups now comprise the stations major sources of income. Dollar volume on each increased 120 per cent. Religious advertising runs a close third. Fairly large group of miscellaneous accounts showed a 50 per cent increase in volume.

### 65 New Advertisers

The year has brought 65 new advertisers to WINS. Sixteen of them are new to radio this year. Several of the names are the same as listed in the first two installments of this survey. Complete list of new advertisers on WINS this year follows. Asterisks indicate national accounts.

### Amusements and Restaurants:

Broadhurst Theater  
Brooklyn Paramount Theater  
Capitol Theater  
Club 18  
Corso Restaurant  
Dave's Royal Room  
Diamond Horseshoe  
Duff's Tavern  
Ed Winston Club  
Famous Door  
Fox Fabian Theaters Inc.  
Freehold Trotting Association  
Forrest Theater  
Goshen Mile Race Track  
Hollywood Theater  
Hotel Sheraton  
La Conga  
Leon & Eddie's  
Loew's Inc.  
N. Y. Paramount Theater  
Onyx Club  
\*Ringling Bros. Circus  
Riobamba  
Royal Casino  
Royale Theater  
\*Schantz's Restaurants  
Select Theaters  
Sunbrook's Shows Inc.  
Sunrise Drive in Theater  
Ubangi

### Beverages and Confectionery:

LaMont Forbes—La Cumba Cordial and Cocktail

\*Pabst Blue Ribbon Beer

### Foods—Groceries:

\*Colgate-Palmolive-Peet—Super Suds  
Pepperidge Farms—Bread  
\*Sheffield Farms  
\*Flag Pet Food



## To The Colors



JACK DERUSSY, KDKA, Pittsburgh, sales manager, has an induction order calling for his appearance at the 71st Regiment Armory, New York City, on Jan. 6. Last August Derussy went through the same routine and was sent home after an examination by Army doctors. Before that he made four other attempts to get into the service.

GORDON BURWASH, Canadian radio writer and actor is now Sub-Lieutenant Burwash, attached to the information branch of the Royal Canadian Navy.

ROGER BACON, WTOL, Toledo, sports announcer was sworn in the Naval Reserve, Classification V-7, and will report for duty shortly after Jan. 1.

KEN OVENDEN, announcer at WEEI, Boston, left for an eight weeks training period in preparation to becoming a flight instructor in the Army Air Corps Reserve.

PHILIP STAHL, the only bearded member of the WQXR, N. Y. staff, left both his beard and the station to join Uncle Sam's fighting forces.

RAY HASENHEYER, bass violin player at WFBL, Syracuse, is now in the armed forces and any bass playing he'll be doing now will be under Uncle Sam's baton... Big JIM HOGAN, leaves his traps and drums behind for the nonce to take up new duties with the U. S. Army.

PERRY HYLER, formerly of the audience mail department of KDYL, Salt Lake City, is now in the army.

HARRY HUTCHINSON, engineer of KVOO, Tulsa, has joined the Navy.

GEORGE A. HARDER, of the Westinghouse Radio Stations, Inc., has answered the country's call to the colors, and is now in the armed forces.

JACK LEONARD, who formerly sang on the Columbia network and with Tommy Dorsey's orchestra, was promoted from Sergeant to Staff Sergeant at Fort Dix, where he is serving with the 1229th Reception Center.

VIRGINIA A. CONNER, of the program department, and JANE DURBIN, mail room chief, are the latest members of the KYW, Philadelphia, staff to join the WAAC's. The station's total of former employees in the WAAC's is now five.

AL ZINK, senior announcer and special events commentator of WGY, Schenectady has been called to the armed service and is taking his basic training at Fort Dix... John Carnell, one of the station's first contributions to the armed forces was recently commissioned a second lieutenant.

FREAD PRIEST, and WILLIAM CHAMBERS, former control board engineers of WJNY, Watertown, N. Y., left recently for Camp Crowder, Mo., after being called to active service in the U. S. Army Signal Corps.

WILLIAM D. PABST, manager of KFRC, San Francisco, has been commissioned as a Lt. in the U. S. Navy, and reported for duty at Quonset Point, R. I., on Dec. 17.

### Jack Lowe to WWDC

Jack Lowe, is the most recent addition to the announcing staff at WWDC, Washington, D. C. Before joining the station, Lowe, had been affiliated with many eastern broadcasting outfits and for some time was associated with Bob Emory at WOR in the production of "Rainbow House."

### Five-A-Week For Sinatra

Frank Sinatra, young singing star of the CBS Thursday night musical, "Reflections," starts his own five-a-week program, "Songs by Sinatra," on the network Monday, Jan. 4. (WABC-CBS, 11:15 to 11:30 p.m., EWT). The program will be heard Mondays through Fridays.

### Drugs:

\*Ironized Yeast  
\*Monticello Drug Co.—666

### Religion:

Baltimore Gospel Tabernacle  
Rev. Donald Grey Barnhouse—10th Presbyterian Church  
Brookdale Baptist Church  
Wayside Evangelist Church

### Retailers:

Simon Ackerman Clothes  
\*Adam Hat Company  
\*Beau Brummel Ties  
\*Bulova Watch Company  
Busch Kredit Jewelry Co.  
Oppenheim Collins & Co.  
Sachs Quality Furniture Inc.  
Ben Tucker's Hudson Bay Fur Co.

### Tobacco:

\*Hum & Maple Tobacco Corp.

### Miscellaneous:

American Service Plan  
Book Giveaway Plan  
Book Presentations  
Brooklyn Daily Eagle  
Childoff Studios  
Chamberlain Technical School  
\*Doubleday Doran Co.  
Franklin School of Dancing

### Hercules Welding School

Martin J. Pollack Inc.—Soldier's Souvenir Handbook

\*McFadden Publications—True Story Magazine  
New York Post  
New York Tunnel Authority  
Stevens Buick Co.

WINS advertisers who are among the newcomers to radio follows:

American Service Plan  
Beau Brummel Ties  
Book Giveaway Plan  
Book Presentations  
Childoff Studios  
Corso Restaurant  
Chamberlain Technical School  
Franklin School of Dancing  
Hercules Welding School  
Hotel Sheraton  
LaMont Forbes—La Cumba Cordial and Cocktail  
Martin J. Pollack Inc.—Soldier's Souvenir Handbook  
N. Y. Tunnel Authority  
Oppenheim & Collins  
Pepperidge Farms—Bread  
Sunbrook's Shows Inc.

Among the newcomers to the station, greatest number, 30, was in the amusement and restaurant categories.

## Define Radio's Set-up Anent 5% Victory Tax

(Continued from Page 1)

age show contractors, or whoever bears the employer responsibility be required to make deductions withholdings at 5 per cent right at the start without waiting for the former or musician (employee) reach his \$624 allowance first. Dep stated that on one time shots, as guest appearances or bit parts there will be 5 per cent deduction on earnings in excess of \$1.71. individual is performing on a 13 w basis, etc., employer will go on principle of 5 per cent on income over \$12 a week. If performer work a half dozen shows a week, each employer must make the deductions.

### Refunds Provided

If at the end of the year, a performer's gross income is less than \$624, he will be given a refund of these Victory tax deductions.

Performers and musicians, page show producers and others who are in the independent contractor category, and who are not subject to the weekly or monthly pay period deductions, will have to pay the Victory Tax in lump sum in March when filing regular income tax returns.

Everyone with a gross income of \$624 in 1943, will have to file a Victory Tax return which will be combined with the regular income tax report. If an individual has been both an employee and independent contractor he will subtract from his year end Victory Tax the deductions withheld by sponsors and employers. If the amounts withheld are greater than the Victory Tax as computed at the end of the year, individual should apply the excess to his regular income tax, and if after that he still has money due him, the government will make the refund.

### AFRA Much Concerned

Because of the free-lance character of most of performing jobs in radio and because of the multiple employment set up, trade will have to keep another mess of records, only this time will make the headache even more widespread among performers as well as sponsors, agents, etc. Performers will have to keep records of every job and amount of Victory Tax deducted. Those in the employee category will have to supply evidence of their employ with a statement of deductions made.

Victory Tax, plus the ceiling on wages is giving AFRA much concern. Union is anxious to obtain least complicated process and standardize for entire trade as law affects members. Union is studying the problems and will probably issue a guide for its members soon.

### Special Bond Show On Blue

Gladys Swarthout, Ilka Chase, Robert Patterson and Herb Shriner will be heard tonight on the Blue Network in a special War Bond program produced for the U. S. Treasury by Herb Polesie. The full-hour broadcast is scheduled from 8:30-9:30 p.





## STOP AND THINK, LADY,

... before you buy another new dress! It's awful pretty, can't blame you for wanting it. But what about Johnny? He's out there, somewhere in the Pacific. Has he got all the fighting equipment he needs to lick those tricky so-and-so's?

How about another round of ammunition? Think what it might mean to Johnny. Suppose he doesn't get it just when he needs it? You wouldn't need the new dress then. You wouldn't be stepping out with him again.

War Bonds buy your fighter the tools he's got to have to do his job. It's our job to give 'em to him. So put every cent of your extra money into War Bonds. Buy 'em through the Pay-Roll Savings Plan. At least 10% of your salary every pay day. Not 6%, or 7%, or 8%—but at least 10%. And *more*, if possible.

Many Americans who *ought* to be buying War Bonds through the Pay-Roll Savings Plan every pay day, *aren't*. They just

haven't yet STOPPED to THINK what it means to Johnny.

Don't be like that, lady. Invest your 10% with Uncle Sam—pay day after pay day. You'll get a big kick out of it. Knowing that you, personally, are sending Johnny the guns, planes, bombs, tanks—whatever it is, he needs!

### WHAT YOU SHOULD DO:

If you are . . .

1. Already investing 10% of your pay in War Bonds through the Pay-Roll Savings Plan—boost that 10% if you can.
2. Working in a plant where the Plan is installed, but haven't signed up yet—sign up tomorrow.
3. Working in a plant where the Pay-Roll Savings Plan hasn't been installed, talk to your union head, foreman, or plant manager—and see if it can't be installed right away. The local bank will be glad to help.
4. Unable to get in on the Pay-Roll Savings Plan, for any reason, go to your local bank, or wherever Bonds are sold. They will be glad to help you start a Plan of your own.

# “TOP THAT 10% BY NEW YEAR'S!”



BUY U. S. WAR BONDS  
THROUGH THE  
PAY-ROLL SAVINGS PLAN

This advertisement is a contribution to America's all-out War effort by  
RADIO DAILY







# Coast-to-Coast



**W**DRC, HARTFORD, has worked out a novel system to keep its staff of announcers acquainted with what's going on in the world. A library of the most recent editions of news magazines and other publications with articles of current interest has been set up in a corner of one of the studios. In addition to reading the daily UP news report, each announcer is expected to read the background magazines to acquaint himself with all features of the news.

Direct descendants of the first settlers of Camden, Maine, whose forebears built ships as early as 1794, were among the WLBZ, Bangor, listeners on Christmas Day who heard Dickens' "A Christmas Carol" presented by The Camden Shipbuilding & Marine Railway Company. The hour-long program was an NBC Thesaurus special issue. Commercial copy used was historical with a plea for more men to help build ships at Camden.

As a prelude to the NBC coast-to-coast "editors' roundup" New Year's Eve, WTAG, Worcester, listeners will hear an address by George F. Booth, station owner and editor and publisher of the "Worcester Telegram and Gazette".... WTAG and network personalities and programs are covered in a new column. "Radio Ramblings," started this week in "The Worcester Telegram," station affiliate. Column is authored by Paul Larkin, on the newspaper's editorial staff for the past ten years. Larkin has also been associated with the "Daily Oklahoman," "The Fort Worth Star Telegram," and "The Rocky Mountain News."

## 1942 BIRTHDAYS

|   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |
|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|

### December 31

Bradford Brown Lester Gottlieb  
Zeke Canova John Kirby

### January 1, 1943

Hughie Barrett Ted Cott  
Rae Elbroch Frank Kettering  
A. E. Mickel Boris Morros  
Julio Ochiboi  
Edwin Franko Goldman

### January 2

Bill Bradley Margie Dunaway  
Bernardine Flynn Abner J. Greshler  
Bill Malo John McCormick  
Everard Meade James Mellon  
Lee Montgomery

### January 3

Maxine Andrews Lanny Grey  
Mary Guldin Earl Harper  
Lauretta Hopton Herbie Kay  
Andrea Marsh Freddie Rich  
Ned Sparks

In order to more closely identify the distaff personalities scheduled to appear on future broadcasts the WHN, N. Y., program "The Nation's Press Women Speak" has been changed to "Women Correspondents Speak," effective with the broadcast of Dec. 31. Participating then will be Virginia Pasley, N. Y. Daily "News"; Loranica K. Francis, L. A. "Times"; Isabel K. Griffin, New England papers—all of the Washington Bureaus of these publications. Page Caroline Huidekoper, columnist of the Washington "Times-Herald" will also be heard. Speakers will pick what they considered the top news headline story of 1942 and tell why.

The third inauguration of Governor Saltonstall will be broadcast by WBZ, Boston, on Thursday afternoon, Jan. 7, at 2:30 p.m. The ceremonies will take place in the House of Representatives at the State House and will be followed by Governor Saltonstall's inaugural address and message to the Great and General Court of Massachusetts.

Four of the Columbia Pacific Network's top news analysts, Harry Flannery, William Winter, Nelson Pringle and Chester Huntley, were selected to do special broadcasts on the "CBS World News" program December 28, 29, 30 and 31. These programs will not be heard on the Pacific Coast due to other scheduling commitments; the broadcasts will constitute an introduction for Eastern listeners to these local commentators.

Jimmy Miller, Jerry McConnell's expert accompanist on his "Memory Songs" program, aired over WWSW, Pittsburgh, every Tuesday and Thursday at 4:45 p.m. for a quarter of an hour, has his own program now. Jimmy will be heard on "Piano Moods" on W47P, station's FM component, each Wednesday at 12:30 p.m. "Piano Moods" is a program of sheer music and will be made up of Miller's ad-libbing at the keyboard.

This is a case where dividends were paid off on OWI messages. Women's Editor, Saralee Deane, of WSBA, York, Pa., listened to the admonishing message of "Stay Where You Are For Christmas" just preceding her program. "War Is a Woman's Affair," and to the announcement of a War Bond appeal following her newscast. Heeding the messages she didn't go home for Christmas and sold her train tickets. With the refund she bought bonds. Dividend was that she now serves as war program manager.

Russ Long, announcer for WCSC, Charleston, S. C., and United Press correspondent has been made program director replacing Charles McMahon, who has accepted a position with WCPO, Cincinnati. Long will also become Esso Reporter.... Thomas L. Means, in addition to his duties as promotion chief, becomes traffic manager.... Helen Marlowe leaves her copy-desk to become a full-time announcer, bringing to three the number of full-time women announcers.

WJBK, Detroit, celebrated Christmas in its traditional manner by distributing an annual holiday bonus among its 100 employees. The station held open house for its staff and their friends in the Curtis Building studios throughout the afternoon and evening. James F. Hokpins, manager, A. H. Croghan, commercial manager, and Sybil Krieghoff, program director, were presented with gifts by the staff. A feature of the party was the unveiling of a large painting, the gift of WJBK's German-American hour sponsors, commemorating the station's sale of \$600,000 in war bonds in the last four months.

Ruth Berensten has been added to the staff of WHAM, Rochester, N. Y., as an announcer to do a regular "trick" 40 hours weekly. She is the first woman announcer in Rochester, but she is no stranger to the station's audience. For six years she wrote and acted in "Mrs. Thrifty Buyer" and performed on the Rochester legitimate stage. She started her "new job" Dec. 28.

Beginning with her Jan. 4, broadcast "Little Texas Daisy," yodelling cowgirl at WLAC, Nashville, Tenn., will have a sponsor. Starting on the fourth the cowgirl will do her early morning yodelling for the Chattanooga Medicine Company.... The Florida Citrus Commission has signed for six spots a week over a period of twenty weeks. Copy is aimed at the virtues of citrus fruits in combating winter colds.

With practically every available period for news sold, program director Edward Christ, of WFIL, Philadelphia, was up a tree when he planned to increase the newscast schedule. He got out of his predicament by inserting several small news spots into existing platter programs. Three news periods of five minutes each were added in the early morning. By contracting existing schedules he was able to give the early-morning-rising defense workers a chance to listen to the news while still enabling to listen to their accustomed music.

KDYL, Salt Lake City, and the Utah Theater marked the first anniversary of the station's news bulletin service to the screen of the theater each day. Inaugurated on December 15, 1941—just eight days after Pearl Harbor—the daily bulletins are fed by direct wire to the Utah Theater screen from the newsroom. The service is exclusive in the city. KDYL also maintains marquee loud-speakers at all other Intermountain Theaters in the city in addition to speakers in front of its studios on South Main Street. These are utilized for regular newscast service to the street crowds.

After a four week vacation, Waverly Root, news commentator of WINS, N. Y., will return to the airwaves Jan. 1, at 5:30 p.m. and every evening thereafter, Monday through Sunday.

Three RAF fliers signing themselves "Three Lonely Airmen," after hearing KSTP, Minneapolis, all-night "Overseas Special" at Base Weyburn, Sask., Canada, wrote the station and said they were making their first visit to the twin city and the U. S. over the New Year's holiday week-end and would the station be able to find someone who would show them around the city. This was mentioned on the air and brought a flood of requests to do the guiding. As a result every minute of the five day furlough will be feted and taken around by KSTP "Overseas Special" fans.

To date, 27 members of the staff KOA, Denver, have made voluntary blood donations to the Denver Red Cross Blood Bank. Virtually 80 percent of the station's personnel represented every department of the station in the donations.... Mrs. Roger Stevens, wife of the newly arriving British Consul in Denver, was recently interviewed by Lora Price, co-director of the Home Forum.

## Detrola Radio Firm Changes Ownership

Ownership of Detrola Corporation Detroit radio set manufacturer changed hands recently, when its entire stock holdings of John J. Ross and family were acquired by Strong Carlisle & Hammond Company, Cleveland, Ohio. The announcement of the change was made by C. Russell Feldmann, director and principal stockholder of the Cleveland firm which will operate the Detrola Corporation as a subsidiary company.

Joseph J. Stephens, of Cleveland vice-president and general manager of Strong, Carlisle & Hammond Company is the new president of Detrola Company.

John H. Ross, former president of the Detrola Corporation stated that ill health was his reason for selling the concern and that he intended to retire from business activities.

Other officers of the company were announced as follows: Roger Daughtery, vice-president in charge of engineering; W. Keene Jackson, vice-president in charge of sales. Other vice-presidents are William Alfs, Orlin F. Schweitzer, and Richard W. Wann. Lawrence V. Mersmith is treasurer; R. J. Nixon, secretary; and Russell P. Schmeitzel, assistant treasurer.

C. Russell Feldmann, George Zimmerman, Joseph J. Stephens, William A. Alfs, and R. J. Nixon are on the Board of Directors.

Feldmann, in making the announcement stated that the change would not affect the location or the activities of the company which is now engaged solely in the production of special equipment for the armed forces. The purchasing company has been long known to the radio trade as a distributor for Philco Corporation.