



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 22, NO. 21

NEW YORK, N. Y., MONDAY, FEBRUARY 1, 1943

TEN CENTS

10 New Air Jobs Exempt

CBS Boosts Budget; Yankee Doubles Stock

Substantial increase in the network budget for carrying out definite plans of expansion and greatly increased revenue was approved Friday by the Board of Directors and the Executive Committee of the Mutual Broadcasting System at the conclusion of their two-day meeting in Chicago. The decision to vote the fund increase was passed by the Board and the Executive Committee on a definite program

(Continued on Page 3)

Buy More War Bonds And Stamps

J. vs. AFM Case High Court Next Week

Washington Bureau, RADIO DAILY—Washington—The Department of Justice appeal from the Chicago decision in the anti-trust suit brought against the AFM by Thurman Arnold will not go to the Supreme Court next week, it has been learned by RADIO DAILY, and no decision as to whether the appeal will be allowed is expected for at least a week after granting of the appeal is concluded, however.

(Continued on Page 7)

Buy More War Bonds And Stamps

Dunlop Commercial Rep. CBC Sales Department

Monto—W. John Dunlop has been appointed commercial representative for the CBC Commercial Department. He replaces W. R. Johnson who recently joined the RCAF administrative staff as a Pilot Officer. Dunlop joined the CBC Station Relations Division in October, 1939 and

(Continued on Page 2)

Gunless-Cowboy

Portland—On his way to make a personal appearance at an Infantile Paralysis Fund meeting at New Britain in his cowboy outfit, Pappy Howard, WNBC's director of rustic rhythms was robbed of his entire costume and had to appear in a suit. The light-fingered rustlers will find that their loot consisted of a black wardrobe bag, cowboy boots, spurs, and fan mail.

Coming Up!

Washington—Douglas Meservey, acting chief of the OWI domestic radio bureau, asks that broadcasters be patient with the bureau while waiting for their discs of the new "Uncle Sam" series, scheduled to start on nearly 800 stations today. The discs were mailed from Hollywood 10 days ago, he said, but the floods and storms in the West have delayed delivery to a number of stations.

BMI Expansion Plans; Reduces Jan. Fees 30%

Broad plans for 1943 expansion are revealed by BMI, including additional services to its licensees such as amplified station relations, increased script service and a new 100,000 entry-index to be issued shortly listing all BMI compositions. Coincident with the expansion policy is the announcement of a 30 per cent reduction in the

(Continued on Page 7)

Buy More War Bonds And Stamps

CBS "School Of The Air" Plans Board Meet Feb. 5

The National Board of Consultants of CBS' "School of the Air of the Americas" is to hold its first meeting of 1943, Friday, Feb. 5. Headed by Dr. William C. Bauley, Professor Emeritus, Teachers College, Columbia University and Secretary of the Society for the Advancement of Education, the national committee

(Continued on Page 6)

Station And Program Managers Okay Also News Editors; List 7 Groups Of Essential Manpower

Georgia's CWT Move No Bargain To Radio

Networks which feed programs to 15 out of the 28 stations in the state of Georgia are hastily re-arranging schedules where they are required by either the station in some cases, or the client following the sudden move by the legislature to change its clock from Eastern War Time to CWT which moves time back an hour throughout

(Continued on Page 4)

Buy More War Bonds And Stamps

NRC Closes N. Y. "Clinic" Road Tour Opens Today

NBC's Second Annual War Clinic closed its sessions Friday afternoon at the Waldorf Astoria Hotel with discussion groups in four sections. Group discussions were held on the subjects of promotion and publicity.

(Continued on Page 3)

Buy More War Bonds And Stamps

St. Louis Adv. Club Honors Local Radio Pool

St. Louis—Executives of seven radio stations in St. Louis who recently formed a "talent pool" presented a panel discussion of radio broadcasting at the St. Louis Adver-

(Continued on Page 2)

Washington Bureau, RADIO DAILY—Washington—Ten new jobs in domestic and international broadcasting are included in the newly revised Occupation Bulletin No. 27, which includes all jobs in the communications field considered essential by the Essential Activities Committee of the War Manpower Commission. Notification went out to State Selective Service Directors and to all

(Continued on Page 5)

Buy More War Bonds And Stamps

WJWC Quits Operation First Large Casualty

Hammond, Ind.—Suspension of operation of WJWC, formerly WHIP, of this city, owned by Hammond-Calumet Broadcasting Corp., has been announced by John W. Clarke, who, in a letter to the FCC, also surrendered the regular operating license. The station uses 5,000 watts, on 1,520 kilocycles. Operations will cease in the near future.

Clarke's letter, addressed to Chair-

(Continued on Page 6)

Buy More War Bonds And Stamps

Ballard & Ballard Sets "Renfro" On Split-Net

Ballard & Ballard Co of Louisville, Ky., effective tomorrow will launch its initial campaign over CBS. The client will sponsor "Renfro Valley

(Continued on Page 2)

★ THE WEEK IN RADIO ★

... Radio Does Its Stuff

By BOB LITZBERG

RADIO, as a news and propaganda medium, was called upon to do its most momentous job last week and came through with flying colors. An entire world was informed earlier in the week of an important announcement; radio transmitters brought that news to the world. The meeting of President Roosevelt and Winston Churchill at Casablanca was heralded by a barrage of unprecedented broadcasts by both domestic and international transmitters. Before news

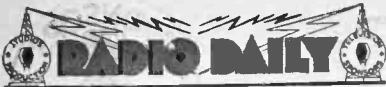
print was dry, the entire world knew of the meeting and radio was again credited with a tremendous job.

The government's suit against James C. Petrillo and the American Federation of Musicians will be continued in another week, following the Chicago Federal Court's decision last Monday not to dismiss the anti-trust suit. Meantime an agenda for the semi-annual meeting of the AFM board of directors to be held today

(Continued on Page 2)

Quotes

New Haven—Immediately after Bill Hanrahan completed an announcement over WELI extolling the life-giving qualities of bread for a sponsor, a minister from the New Haven Council of Churches introduced the following quotation: "Man doth not live by bread alone." Hanrahan says another quotation says that "bread is the staff of life."



★ THE WEEK IN RADIO ★

Radio Does Its Stuff

(Continued from Page 1)

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FINANCIAL

(January 29)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, Crosley Corp., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, Hazeltine Corp. Includes High, Low, Close, Net Chg. columns.

OVER THE COUNTER

Table with columns: Farnsworth Tel. & Rad., Stromberg-Carlson, WCAD (Baltimore), WJR (Detroit). Includes Bid, Asked columns.

WALB Hearings Today; Postponement Is Refused

Washington Bureau, RADIO DAILY Washington—Hearings on the application of WALB, Albany, Ga., for license renewal, a frequency shift and assignment of its license from the Albany Herald Publishing Co. to the Albany Herald Broadcasting Co., will be resumed today as the result of a denial of Commissioner C. J. Durr for postponement from today to March 15.

was being planned. Last week also saw the return of dance band remotes to the networks, following the settlement of a strike against two Pittsburgh stations, which led to the cancellation of such broadcasts on both CBS and the Blue Network... In Washington a revised version of last year's Sanders Bill calling for the separation of the public and private communication activities of the Federal Communications Commission was entered in the House of Representatives.

Savings of more than \$2,000,000 annually by the networks as a result of the reduction of telephone rates on leased wires was estimated by the FCC; the Commission also brought out the fact that, with the reduced rates, full network service could be extended to all presently unaffiliated stations at a cost of only slightly over a half a million dollars... The Institute of Radio Engineers, at a meeting in Washington, D. C., were told by FCC Chairman Fly that American radio engineers were key men in the present world controversy; Fly's address was carried over CBS and was heard by another IRE sectional meeting held in New York.

FCC activities: Continuing its policy of keeping radio going despite the shortage of replacement parts, the FCC issued its list of available equipment, which was compiled through questionnaires sent to broadcasters and which resulted in a list totaling 1,110 pages of new and used equipment. The hearings in the "WBAX case" were continued. The Commission granted WINS, New York, a special service authorization to operate unlimited time... Advertising agen-

cies, via committees of the Association of National Advertisers and the American Association of Advertising Agencies asked the Treasury Department to clear up complications in the Victory Tax as applied to radio performers. The latter organization also filed a brief with the Supreme Court in opposition to the FCC chain broadcasting rules; the network's suit against the Commission's rules is scheduled to be continued on Feb. 10; the FCC last week set April 1 as the effective date of the new regulations.

The existence of a "post-war division" was officially admitted by CBS... The Commissioner of Internal Revenue advised the NAB that the value of broadcast time given the government does not represent a payment to the government for purposes of tax deduction... New business announced last week included the entrance of a new vitamin product by Standard Brands into the spot market, the signing by the Blue Network of the Schenley Import Corp. for a show to feature Alec Templeton and the placing of approximately \$200,000 worth of business by WMCA, New York... Dan Golenpaul, owner of the "Information Please," was refused by the New York Supreme Court his request to prevent the current American Tobacco teaser campaign; Golenpaul had claimed that the insertion of a slogan on his program was in bad taste and reflected on the show... The Canadian Broadcasting Corp. issued regulations for the use of electrical transcriptions during evening hour programs... NBC held its second annual War Clinic, which was attended by affiliates in 11 Eastern states.

cies, via committees of the Association of National Advertisers and the American Association of Advertising Agencies asked the Treasury Department to clear up complications in the Victory Tax as applied to radio performers. The latter organization also filed a brief with the Supreme Court in opposition to the FCC chain broadcasting rules; the network's suit against the Commission's rules is scheduled to be continued on Feb. 10; the FCC last week set April 1 as the effective date of the new regulations.

St. Louis Advt. Club Honors Local Radio Pool

(Continued from Page 1) tising. Club's meeting, which featured a Radio Day last week. With Arthur Casey, program director of KMOX, as master of ceremonies, a representative of each station spoke on separate phase of the radio industry. Those who made the presentations were: Nicholas Pagliara of WEW; C. L. Thomas, KXOK; Robert Convey, KWK; Michael Henry, WTMV; David Pasternack, WIL, and Merle Jones of KMOX. George Burbach of KSD, concluded with a "discussion of unity in the industry as it is reflected in the relations now existing between St. Louis broadcasters."

Dunlop Commercial Rep. Of CBC Sales Department

(Continued from Page 1) before joining the CBC, he was on the administrative staff of the University of Toronto, Department of Extension from 1936 to 1939 where he had charge of Extra-Mural classes as well as University of Toronto publicity.

Ballard & Ballard Sets "Renfro" On Split-Net

(Continued from Page 1) Folks," a serial drama, Tuesdays through Fridays from 8:15-8:30 a.m., EWT. For "Ballard's Obelisk" Flour, the program will be broadcast over 18 stations of the Columbia network. In its station lineup, the client, through Henri, Hurst & McDonald, Inc. has taken stations in CBS's Southeastern Group, South Central Group, and the entire Florida Group.

COMING and GOING

NILES TRAMMELL, president of NBC, left yesterday for Richmond, Va., for the second in a series of seven "War Clinic" meetings with network affiliates. Also in the group leaving yesterday were: ROY C. WITMER, vice-president in charge of sales; JOHN F. ROYAL, vice-president in charge of international broadcasting; CLARENCE L. MENSER, vice-president in charge of programs; NORAN E. KERSTA, manager of the television department; DR. JAMES ROWLAND ANGELL, public service counselor; O. B. HANSON, vice-president and chief engineer; WILLIAM S. HEDGES, vice-president in charge of stations; SHELDON B. HICKOX, Jr., manager of the stations department; JOHN MCKAY, manager of the press division; C. B. BROWN, sales promotion manager, and FRANK M. RUSSELL, vice-president.

WILLIAM A. RIPLE, commercial and sales promotion manager of WTRY, Troy, N. Y., outlet of the Blue Network, visiting late last week at Rockefeller Center.

ROBERT L. KENNETT, program manager of WHAS, Columbia outlet in Louisville, Ky., was in town Friday on station and network business.

LT. COMM. I. C. POLLACK, of the Royal Canadian Navy, formerly a prominent figure in the radio field of Canada, visiting in New York for a few days.

JOHN CHARLES THOMAS back from Rochester, Minn., where he made a single concert appearance, fulfilling a promise made when illness forced him to cancel a previous engagement.

STANLEY W. BARNETT, station and sales manager of WOOD-WASH, Grand Rapids, Mich., is expected in Chicago this week on a short business trip.

PARKS JOHNSON and WARREN HULL today are at an unnamed port for the broadcast of tonight's "Vox Pop" program from an aircraft carrier of the U. S. Navy.

J. E. "TED" CAMPEAU, general manager of CKLW, Windsor, Ont., a visitor to Chicago on station business.

Ludlam Gets OWI Post

Washington—George Ludlam has been named chief of the special assignments section of the OWI Domestic Radio Bureau, it was announced this week-end by Douglas Meserve, acting chief. Ludlam, who has been assistant radio chief for OCD for the past six months, succeeds Leonard Levinson, who gave up the job because of ill health. The new chief was a free-lance script man for some time, and was also attached to NBC for some time.

Stork News

Royden Freeland, studio engineer at WKY, Oklahoma City, is father of a boy, Royden, Jr.

W P E N Philadelphia 5000 WATTS • 950 ON THE DIAL Affiliated Station of the Atlantic Coast Network

The United States Treasury ILLION, N. Y. HOME OF REMINGTON ARMS (DuPont) & REMINGTON RAND T A W A R D SECOND IN THE WHOLE NATION TO ILLION, N. Y. SATURDAY, JANUARY 23, 1943 AND UTICA, N. Y. ONCE MORE RECEIVES THE DISTINCTION OF THIRD (in New York State) SPOT CITY for MARCH 1943 with an index of 114.3 and 6.05 MILLION in RETAIL SALES— W I B X "The Middle Link in Columbia's Chain from the Hudson to Great Lakes."

NAB Names Members of Labor Exec. Board

Washington—Membership of the labor executive committee was announced Friday by the NAB. Nine members, including two alternates, representing NBC and CBS, were named. They include Ralph R. Brunson, KJBS, San Francisco; Martin R. Bell, WFAA, Dallas; John H. WCBM, Baltimore; W. E. Minson, WAAF, Chicago; Henry Johnston, WSGN, Birmingham; H. Thomas, KXOK, St. Louis, and H. MacDonald, NBC, New York. Alternates are Ernest de las Ossa, CBS and Frank White, CBS.

Supreme Court May Reopen Gov't-RCA Case of 1932

Washington Bureau, RADIO DAILY
 Washington—The Supreme Court is now considering an appeal by the government from the decision of last November by the United States District Court for Delaware, in which that tribunal ordered the continuance of a consent decree arrived at a number of years ago by the government and RCA on the matter of radio sales and communications agreements entered into by RCA. The decree was arrived at in November, 1932, after two years of litigation following monopoly charges brought in May, 1930.

Mutual Increases Web Budget; Yankee Network Doubles Stock

(Continued from Page 1)

outlined by Miller McClintock, Mutual's new president. This was the first Mutual Broadcasting System meeting since the recent election of McClintock to network presidency.

McClintock announced at the conclusion of the sessions that the General Tire & Rubber Company, new owner of the Yankee network, had accepted the Mutual network offer of additional stock and had brought the Yankee network's holdings up from six to thirteen and one-half shares. William O'Neil, president of the General Tire & Rubber Company, was present at the meetings.

It was also revealed that station WIP, Philadelphia, exercising its option became a Mutual network stockholder to the extent of six shares as of Jan. 1.

AT&T Reductions

Negotiations recently completed by the FCC and the American Telephone & Telegraph Company to reduce charges on long lines, were viewed by the Board of Directors as offering the network a great opportunity to improve its service, McClintock stated. Accordingly, the Board approved plans whereby economies effected through the line charge reductions will be applied to improving the operation and service of the entire network, he added, declaring that the

reduction will be extremely helpful to Mutual because of the network's wide and extended operations throughout America. "These planned economies," he said, "open new opportunities for wider expansion of policy of providing the best service to its stations through the nation."

War Activities

Among other important developments at the meeting were plans for expanding Mutual's activities in co-operation with the entire radio industry and the Office of War Information and other Government war effort agencies for the successful prosecution of the war on the home front. The meetings of the Executive Committee were presided over by Chairman W. E. Macfarlane, WGN, Chicago. Meetings of the board were presided over by Chairman Alfred J. McCosker of WOR, New York.

Members of the Executive Committee in attendance included: Messrs. Macfarlane, and McCosker, McClintock, H. K. Carpenter, WHK-WCLE, Cleveland, John Shepard, III, Yankee network and Theodore C. Streibert, WOR, New York.

Representing the Board of Directors were McCosker, Macfarlane and McClintock, E. M. Antrim, WGN, executive secretary-treasurer, Hope Barroll, Jr., WFBR, Baltimore, H. W.

NBC Ends N. Y. 'Clinic' Starts On Tour Today

(Continued from Page 1)

programming, engineering and management. Various officials of the company presided at the individual discussion groups.

A closed breakfast for representatives of affiliated stations only was held Friday morning.

After the breakfast, Niles Trammell, president of NBC, spoke to the meeting. Following Trammell's talk, an open discussion was held on various topics of interest to the members. Special attention was paid to NBC's expanding news coverage, including shortwave pickups.

At the luncheon session, William S. Hedges, NBC vice-president in charge of stations, spoke to those present on "An Enlightened Public Relations Policy for Broadcasting Stations."

The NBC War Clinic delegation left last night for Richmond, Va., where the next session will be held at the Hotel John Marshall today and tomorrow.

Batchelder, WFBR, Baltimore, J. E. Campeau, CKLW, Detroit, H. K. Carpenter, WHK-WCLE, Cleveland, Herman Fast, WKRC, Cincinnati, Ben Gimbel, WIP, Philadelphia, I. R. Lounsberry, WGA Buffalo, William O'Neil, John Shepard, III, Theodore C. Streibert, Fred Weber, general manager, and Lewis Allen Weiss, Don Lee network.

**W I N S
 N E W Y O R K**

IS NOW

ON THE AIR

EVERY NIGHT UNTIL MIDNIGHT

1000 on Your Dial

28 West 44th Street, New York, N. Y., BRyant 9-6000

Georgia's CWT Move No Bargain To Radio

(Continued from Page 1)
the state. Passed quickly by the legislature, Governor Ellis Arnall signed it immediately and the new time went into effect late last week. Although government agencies operating in the state will continue for the time being at least on EWT, broadcasters will have no alternative but to operate on CWT basis. Some divergence of opinion is at hand as to whether the change and law is legal and it is expected that nothing will be done by Congress which last year put the country on war time, unless specific complaints are made. Its effect on interstate commerce is being considered, however.

"Blondie" An Example

Meanwhile various changes were necessitated by networks in New York feeding programs south. While it is proving a nuisance, it is believed the traffic departments will work everything out okay. Fly in the ointment may be a sponsor here and there who wants his show in the state the same time as it leaves the key outlet.

CBS for instance will have its first re-arrangement with the "Blondie" program tonight. As an example what happens, in this case, four stations will take the repeat show which is 10:30-11 p.m., EWT, and heard originally at 7:30-8 p.m. It originates on the coast and is heard over 114 outlets. The four stations taking the repeat are WGST, Atlanta; WMAZ, Macon; WRBL, Columbus and WGPC, Albany. Two other outlets are taking the early show which brings it into their respective towns one hour earlier than in New York, for instance since the time is set back. Thus "Blondie" which is sponsored by R. J. Reynolds Tobacco for Camels and Prince Albert pipe tobacco, will be heard over WRDW, Augusta and WTOG, Savannah, at 6:30-7 p.m., CWT, according to Georgia.

Problem For All Webs

Switch in time has made it tough for some Georgia stations due to local commitments based on certain time. For this reason the four stations taking the "Blondie" repeat will be playing it at 9:30-10 p.m. locally as against the 10:30-11 p.m., EWT, in other states.

Other networks have similar problems which are being worked out and so far it is not considered too bad.

RADIO COMMERCIAL COPYWRITER

Just received honorable discharge from U. S. Army and seeks connection with major advertising agency, network or station. Background includes radio, publishing and motion picture experience. Specializes in writing and production of transcribed dramatic spots. Can double also in space copy. Write Box 104,

RADIO DAILY

1501 Broadway New York City



A Reporter's Report Card . . .!

● ● ● ELEANOR ROOSEVELT: As soon as it was announced that the President was in Casablanca, Zac Freedman cracked that 10,000 guys tried to grab his room in Washington!...DINAH SHORE: The gal who will portray Helen Morgan in the Warner film of the latter's life is her niece, Rena Morgan—a brunette, who wears her hair a la Veronica Lake. ...VICK KNIGHT: Understand those reports about your leaving the Biow agency are just so much eyewash, and as a matter of fact, you're merely vacationing now up in Palm Springs....WM. GOETZ: The fact that your "Immortal Sergeant" will be heard on the CBS "Playhouse" Friday from Hollywood, with the same cast as in the picture, is accepted as a sign that you are relenting in your radio ban....CHARLES MARTIN: We hear you'll be Paulette Goddard's house guest during your stay on the coast?....ED WYNN: A sponsor wants to team you up with Groucho Marx for a west coast series when you go out there to do "Show Time"....AMOS 'n' ANDY: Is it true that you may go half-hour weekly now that your sponsor has bought that Wednesday night spot?....TED COLLINS: Henry J. Kaiser is naming a ship in your honor because of your outstanding civilian defense work.



● ● ● HARRY HORLICK: A. & P. starts a new series via CBS Feb. 17th with a Washington commentator as master of ceremonies and pickups from various army camp kitchens, with emphasis on food....HELEN BRODERICK: When Kate Smith airs from Atlantic City this week for the Army Air Force, one of the men from the ranks will be her guest. He is your son, Broderick Crawford....OWI: Mary Margaret McBride's Home Front Forum programs on NBC are good morale builders....PHIL SPITALNY: Metro wants you and your "Hour of Charm" gals for a film called "Co-eds"....MORTON GOULD: Understand you're taking over Alfred Wallenstein's Mutual show for one shot Feb. 9th and that the entire program will be made up of your own compositions....PHIL BAKER: Ward Wilson, who used to be your "Beetle," is doing okay in radio as an actor on such shows as "Mr. D.A."....MARK WOODS: Your new director of special events on the coast, handling all those big Hollywood tie-ups, is Maury Rider, of Seattle....DOROTHY LAMOUR: Rumor has it that you will become a soldier boy's bride.



● ● ● ORSON WELLES: Unless your back ailment heals up pronto, we hear you may take a long vacation to get back in shape....SONJA HENIE: Were you looking for new talent the other day at the Rockefeller Rink?....MEYER DAVIS: We got a laugh out of that yarn about your "monopoly" of bands in Florida. Last year you had 22 bands there. This year you've got one....GOODY ACE: Your sponsor is so satisfied with the results radio has brought that an additional series is being considered....KATE SMITH: For a gal who was so sick so recently, you certainly are getting around. You'll guest on "Radio Reader's Digest" Feb. 14th and in March you'll go west for "This is the Army"....BOB HOPE: That piano you gave to the San Diego Naval Hospital for Xmas is being tagged "The Hope Diamond"....DOLORES DEL RIO: Cedric Gibbons and Hazel Brooks are shopping for a wedding ring....TOMMY RIGGS: Your music-maker, Felix Mills, has just turned his trophy-winning yacht over to the U. S. Coast Guard....GEO. BURNS: Your Gracie isn't so dumb at that. Next summer she intends to cross sword grass with ordinary grass so that when the wind blows, the lawn will cut itself. Incidentally, are you two finally coming east in March?....MAX MARCIN: Everett Sloane has one of the leads in the new Max Gordon show, "Men In Shadow."



—Remember Pearl Harbor—

Dominant **NBC** Basic Station
In This Area



1150 KC • Wilmington, Delaware

PRODUCING SALES CONSISTENTLY

Listener loyalty produces sales for advertisers. WDEL covers the booming industrial and agricultural market—(Delaware, southern New Jersey, parts of Maryland and Virginia)—maintains loyal morning-to-night audiences with its outstanding NBC basic network shows and local programs keyed to the section.

5,000 Watts day and night, WDEL can sell profitably for you at surprisingly little cost—write direct or to:

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

10 More 'Essential' Posts in New Bulletin Of WMC

(Continued from Page 1)

board in the nation late last year. In addition to most of those jobs listed in previous lists, station program directors, and other jobs are included. Inclusion of these jobs came about as a result of Federal authorities in the field, who had a series of conferences with the WMC after they pointed out that it was the policy of the Essential Activities Committee of the WMC to list only those jobs essential to the broadcast industry. Recognizing the fact that radio is not only a means of providing information to audiences and support, but also a means of breaking the jobs into seven separate groups. The new index breaks the jobs into seven separate groups. The new index breaks the jobs into seven separate groups. The new index breaks the jobs into seven separate groups. The new index breaks the jobs into seven separate groups.

Jobs Listed

Jobs listed in the new bulletin include: radio broadcasting; radio communications; (radio telephone and telegraph); and television service. This includes those persons who are directly or through the various operating departments of a station. It also includes assistants who are directly responsible to the various operating departments of a station. It does not include any directors or assistants who are engaged in sales, promotional, clerical and other non-broadcasting aspects of a network. This includes radio communications technicians (all around). This includes professional or technical personnel who are engaged as engineers in the various research phases of this industry regardless of educational background. This includes draftsmen, design engineers, radio communication (instruments and repair). This includes radio communications technicians (all around). This includes training program (radio communications). (This title covers those persons engaged in the instruction of their skill and experience, as detailed as instructors serving in an established training program).

- Instrument maker (all around).
- Machinist (all around).
- Maintenance mechanic (domestic or international broadcasting, and radio communications).
- Manager, employment or personnel.
- Manager or superintendent, radio communications system or station. (This title covers those persons who are actively engaged in supervising directly, or through subordinates, various technical and operating departments of a system or station in the radio communications industry. This title covers, also, assistants who are directly responsible to such managers for the efficient functioning of the various technical and operating departments; it does not cover managers or their assistants concerned with promotional, sales, legal, clerical, tax, rate structure, or other segments of a non-operating character).
- Managing editor, news, special events or public affairs (domestic or international broadcasting).
- Mechanician, radio communication equipment.
- News editor (domestic or international broadcasting).
- News editor-announcer (international broadcasting).
- Plant maintenance and operations supervisor (radio communications).
- Program director (domestic or international broadcasting).
- Radio broadcast technician (all around) (domestic or international broadcasting) radio communications technician (all around).
- Radio telegrapher (this title covers radio telegrapher of both stationary and mobile radio services).
- Radiophoto operator.
- Rigger radio (radio communications and international broadcasting).
- Station manager (domestic or international broadcasting).
- Storekeeper chief (radio communications).
- Television engineer.
- Traffic manager (domestic or international broadcasting).
- Traffic supervisor (radio communications).
- Translator (international broadcasting, shortwave monitoring services, or radio communications).

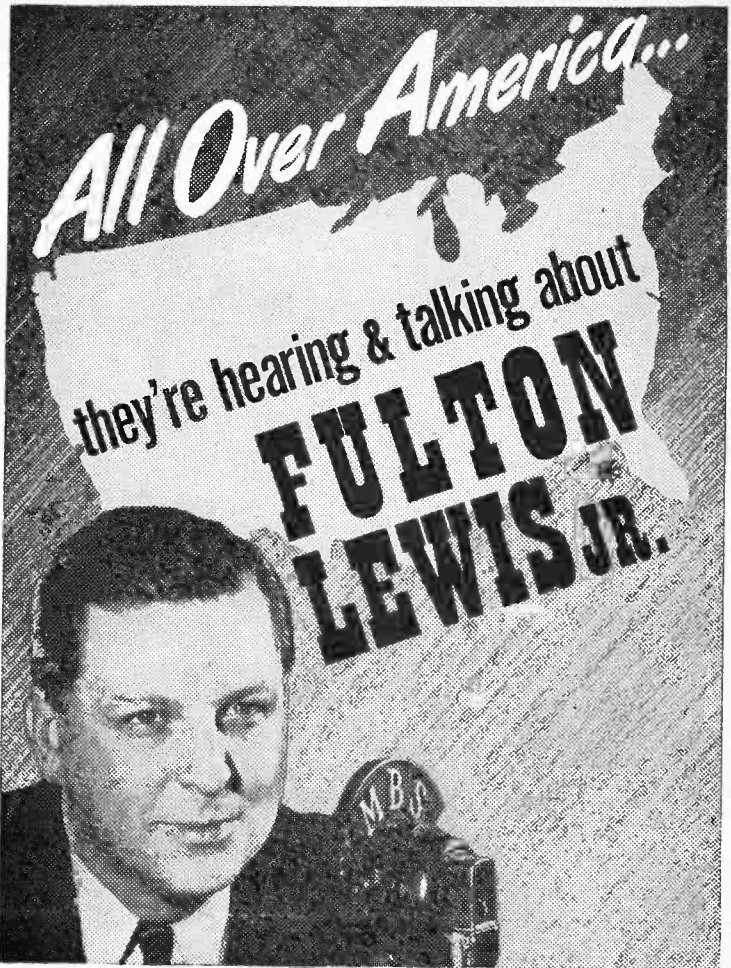


PEOPLE WHO PREFER FRIENDLY SERVICE USE

Postal Telegraph

CHARGES FOR TELEGRAMS PHONED IN APPEAR ON YOUR TELEPHONE BILL.

WANTED
 concerning radio station in South, preferably Florida. Immediately giving full details.
 RADIO DAILY, Box 105
 New York City



* WASHINGTON'S FAMED COMMENTATOR

Now on 180 Mutual Stations

★ AVAILABLE

FOR SPONSORSHIP IN YOUR CITY

Fulton Lewis, Jr., is destined to be Radio's "big name" of the year! His keen analysis of the news—his sensational "scoops"—his exclusive information—each day over 180 Mutual Stations from coast-to-coast are gaining thousands of new listeners. Here's an outstanding feature that means RESULTS for every sponsor—63 of them (on 121 stations) promoting and selling 55 different products and services—a greater variety of sponsors than any other radio personality! Get busy now and sell Fulton Lewis, Jr., in your town—he is yours to sponsor right now at only your one time quarter hour rate per week! Wire, phone or write WM. B. DOLPH, WOL, WASHINGTON, D. C.

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

CBS "School Of Air" Sets Board Meet Feb. 5

(Continued from Page 1)

composed of leading educators from all parts of the country are to meet with CBS Director of Education, Lyman Bryson and Leon Levine, broadcast director of "School of the Air of the Americas" for a discussion of 1943-44 radio plans.

Board Members to Attend

Members of the National Board of Consultants who will attend this first of two scheduled meets include: Roy Chapman Andrews, honorary director of the American Museum of Natural History and guest speaker on the program's "New Horizons" series; Katy V. Anthony, president of Department of Classroom Teachers of the National Education Association; Regina C. M. Burke, Associate Superintendent of Schools, New York City; Dorothy Cadwallader, President, Association for Arts in Childhood, Trenton, New Jersey; William G. Carr, Secretary of the Educational Policies Commission, Washington, D. C.; Paul E. Elicker, Exec.-Sec'y, National Education Association, Washington, D. C.; Belmont Farley, Director of Public Relations and Co-ordinator of Radio of the National Education Association, Washington, D. C.

War Dept. Executive Expected

Also Florence Hale, Editor of the "Grade Teacher," Darien, Conn.; Major Harold W. Kent, Radio Branch of Public Relations Bureau of the War Department; Charles H. Lake, Superintendent of Schools, Cleveland; Morris Meister, President of the American Science Teachers Association, New York City; Jane E. Monahan, Chairman, Radio Committee, Department of Elementary School Principals, National Education Association, New York City.

The meeting is to take place in Studio 10, CBS Building, 485 Madison Avenue, New York City.

"School of the Air" now in its thirteenth year is designed this wartime year to perform a double service. Its first and customary use is to supplement the regular classroom work of teachers and pupils. The second service performed by the five-time weekly programs is to promote understanding among children of the causes of the war and show them what part they can play in winning it.

Recognized By OWI

In order to connect the program fully with our total war effort, the Office of War Information, a few months ago, designated it as an official news channel and all important youth information is relayed through this medium.

"School of the Air of the Americas," heard Mondays through Fridays, is broken into five different categories, "Science at Work," "Music on a Holiday—Music for Victory," "New Horizons," "Tales from Far and Near" and "This Living World." (WABC-CBS, 9:15-9:45 a.m., EWT; 2:30-3 p.m., CWT; 9:30-10 a.m., MWT; 1:30-2 p.m., PWT)

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 Jan. 21-27, 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)
I Had The Craziest Dream (Bregman-Vocco-Conn)		1171	1043
Moonlight Becomes You (Famous)		1109	539
There Are Such Things (Yankee)		999	1409
Why Don't You Fall In Love With Me (Harms)		891	597
Brazil (Southern)		773	986
You'd Be So Nice To Come Home To (Chappell)		757	583
Moonlight Mood (Robbins)		675	603
This Is The Army Mr. Jones (Army)		664	376
I'm Getting Tired So I Can Sleep (Army)		616	627
Dearly Beloved (Chappell)		584	536
When The Lights Go On Again (Campbell-Loft-Porgie)		533	632
I've Heard That Song Before (Mayfair)		525	140
Touch Of Texas (Southern)		518	762
Army Air Corps (Fischer)		508	314
Please Think Of Me (Witmark)		487	380
For Me And My Gal (Mills)		481	287
Three Dreams (Remick)		468	664
Can't Get Out Of This Mood (Southern)		412	175
Constantly (Paramount)		312	436
I Just Kissed Your Picture Goodnight (Crawford)		304	311
Daddy's Letter (Berlin)		300	127
That Soldier Of Mine (National)		279	222
Mister Five By Five (Leeds)		259	509
Pennsylvania Polka (Shapiro-Bernstein)		242	207
Out Of This World (Remick)		229	296
There Will Never Be Another You (Mayfair)		223	156
Rose Ann Of Charing Cross (Shapiro-Bernstein)		218	414
I Left My Heart At The Stagedoor Canteen (Army)		211	245*
Hip Hip Hooray (Robbins)		210	498
I'd Do It Again (Santly-Joy-Select)		210	285
Take It From There (Miller)		209	121
If I Cared A Little Bit Less (Feist)		207	117
Ev'ry Night About This Time (Warock)		202	128
Weep No More My Lady (Dorsey)		192	309
There's An F.D.R. In Freedom (Nationwide)		190	
When The Shepherd Leads The Sheep Back Home (Bregman-Vocco-Conn)		190	
This Day (Jewel)		188	
As Time Goes By (Harms)		177	144*
Savin' Myself For Bill (Chappell)		173	
Are You Spoken For (Bregman-Vocco-Conn)		168	
Hold Your Hats On (Sam Fox)		165	
It Can't Be Wrong (Harms)		164	154
White Christmas (Berlin)		156	134
Ten Little Soldiers (Lincoln)		149	212*
That Old Black Magic (Famous)		147	237
I Got The Neck Of The Chicken (Southern)		141	179*
By The Light Of The Silvery Moon (Remick)		137	156
Manhattan Serenade (Robbins)		125	166
You Were Never Lovelier (T. B. Harms)		119	130
I Don't Believe In Rumors (Broadcast Music)		116	

(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.

WJWC Quits Operation First Large Casualty

(Continued from Page 1)

man James Lawrence Fly of the FCC, follows:

"As is evidenced by our conversations and your public discussions, you are familiar with the difficulties of the small stations operating under the present wartime conditions. Likewise, you are familiar with the handicap of sufficient coverage and the difficulties in overcoming insufficiency. We have discussed the problem of carrying on in the face of constant and regular operating losses. In connection with these discussions, we have considered our possible duty of continuing the service, regardless of cost.

License Expires April 1

"While the public of Chicago is now receiving the type and kind of service which we intended to give that public, we have reached the conclusion that the service now received by the public from other existing facilities will be adequate under present conditions, particularly when it is supplemented with programs which our major client is planning to present on other stations. Therefore, after serious and careful consideration of all factors, we have determined to surrender the regular operating license of station WJWC together with the special service authorization, both expiring April 1, 1944, as soon as is consistent with fair and reasonable treatment of interested.

"It is contemplated that the Hammond-Calumet Broadcasting Corporation will be kept alive and we hope when the time is propitious, to again ask the permission of the Federal Communications Commission to be granted a license and re-enter the service of the public in our area. It is our intention to offer the physical facilities of the station to any agency which the government may direct or authorize for use of the equipment in furtherance of the war effort.

"Permit me to express my deep personal appreciation of the understanding kindness and consideration which you, the members of the Commission, and the staff have always shown me.

Announcement a Surprise

WJWC, established in 1937, was taken over some months ago by an organization headed by Marshall Field and the Chicago "Sun" had bought the station. It would develop it as a radio newspaper. Clarke's announcement came as a surprise in local circles and marks the first wartime casualty of a small station in the area.

WAGA Appoints Headley-Reed

Atlanta—Charles A. Smithgall, general manager of WAGA, Network outlet in this city, has announced the appointment of Headley-Reed Company of New York as national representatives of the station effective Feb. 1.

QUEST-ING

HAYWORTH and RAY MIL... an adaptation of "The Wife... Flyer," on the "Screen Guild... today (WABC-CBS, 10

(THE GREAT GILDER... PEARY, UNA MERKEL... BLAH BONDI, in an adapta... "The Showoff," on the "Lux... heater," today (WABC-CBS,

PH COTEN, in an adapta... To the Shores of Tripoli," on... "Cavalcade of America," today... NBC, 8 p.m.).

HA HUNT, on "Stars Over... od," today (WABC-CBS, 10:30

THE DAVIS, WALTER HUSTON... SUNDERLAND, in an adapta... "Dodsworth," today (WABC... p.m.).

URT ERWIN, on the "Cresta... arnival," Wednesday (WOR... a: 9:15 p.m.).

vs. AFM Case
High Court Next Week

(Continued from Page 1)
Director General Charles Fahy... that "terms or conditions... employment" may not properly... the musicians' demands in... If the dispute is found to... one of "terms and condi... employment," the govern... no legal right to interfere... that the issues involved... FM case go beyond previous... involving standby labor, Arnold... court that a "completely... ve" and unnecessary charge... ded by AFM and "aimed... elimination of smaller net... and smaller radio stations... ing to an earlier case which... the principle that a com... between a labor and a non... up may be illegal, he de... at the AFM "seeks the aid... networks to handicap and... independent stations which... programs from the networks;... combination with manufac... phonograph records and... transcriptions to prevent... radio stations and net... om acquiring such records... prevent small amusement... om buying such records... eliminating competing forms... l production; and third, the... ks a combination with the... to eliminate amateur per... from the air."

WANTED
FOR SECOND CLASS ENGI... EXPERIENCE UNNECESSARY... SALARY.

Jamestown, N. Y.

BMI Sets Expanded Services;
Cuts Jan. License Fees 30%

(Continued from Page 1)

January license fees which are due Feb. 20.

Another angle on the expansion policy is a project for a series of BMI two-day meetings with various program managers invited to New York in the mutual interest of both the respective stations and BMI. This move is hailed as a significant and far reaching development in station relations and is expected to bring together 20 program managers who have been selected via a scientific sampling system. All expenses of those invited, will be paid by BMI.

In a letter sent to licensees by Carl Haverlin, BMI vice-president attention is called to the increased service and reduction in the January fees. This letter reads in part:

BMI Letter

"BMI enters 1943 with broad plans for the expansion of its service to licensees... Already launched is a new project of inviting program managers to New York, as BMI guests, for two-day meetings in the mutual interests of the station and of BMI. Preliminary meetings already held have indicated the great value of these contacts. Roy Harlow, long program manager of he Yankee and Colonial Networks, has been engaged by BMI in connection with this work.

"Despite these added activities, increased revenues from new licensees and economies from the streamlining of the organization make it possible to effect reductions in cost for all BMI licensees.

"You will recollect that all license agreements since the beginning of BMI consistently provided that the license fees agreed to be paid are maximum, subject to reduction by BMI's Board of Directors. Licensees have already enjoyed substantial reductions under previous contracts.

"The Board of Directors has now

voted a reduction of 30 per cent in the January fee, which is payable on February 20. This means that you will figure out your January payment, payable on February 20, in the same manner as usual; but will make a 30 per cent reduction in the final figure before making payment. We ask that you promptly notify your Accounting Department of this deduction.

"Because it is necessary that we leave our financial position sufficiently flexible so that we can continue to render maximum service to you, the Board of Directors is determining reductions on a monthly basis. This reduction should not, therefore, be considered a precedent for the future, and you should continue to pay on the contract terms without reduction unless you receive specific notification to the contrary. You may be sure that no reduction will be made which will affect the service which you are receiving from BMI."

Tompkins Tested Plan

Regarding the increased activity on station relations, it is pointed out that Merritt E. Tompkins, vice-president and general manager of BMI tested the plan carefully before advising its adoption. In this respect, Tompkins arranged two preliminary meetings from two groups of program managers chosen at random in the Eastern territory and they proved highly successful.

The plan has two broad aims—to inform BMI more completely of station problems and suggestions and, of equal importance, to give the station men at first hand the full scope of BMI's catalogs and services. Affiliated publishers are also afforded an opportunity of meeting station personnel for discussion of mutual problems.

Some comment, drawn at random

AGENCIES

WILLIAM R. BAKER, JR. has been elected executive vice-president of Benton & Bowles, Inc. Baker joined Benton & Bowles in 1933, having previously been associated with Batten, Barton, Durstine & Osborn. He has been a vice-president of Benton & Bowles since 1935, and for a number of years has been in active charge of the agency's General Foods accounts.

ALVIN G. BRUSH, chairman of the board, American Home Products Corporation, announces the appointment of J. Walter Thompson Company to direct the institutional advertising of American Home Products Corporation. PENNSYLVANIA CENTRAL AIRLINES CORP. also has appointed J. Walter Thompson Company to handle its advertising. Anson Lowitz is account representative.

ITALIAN AND FRENCH WINE CO. are launching a campaign featuring their Old Friar Wines in the cities of Buffalo, Rochester, Niagara Falls and Syracuse. Ellis Advertising Company, of Buffalo and Toronto, handles the account.

THE JOSEPH KATZ CO., has announced the removal of its Baltimore offices to 8 South Street.

from the men and women who attended the preliminary meetings are: "A result of the meeting, among other benefits, was to simplify my music files and to save my station money.

"I really can't tell you how informative, educational and interesting the meeting was and how much I profited by it.

"The get-together was most helpful. As close as we have been to BMI since its formation I was not familiar with a great many of your operations."

Program Managers To Be Invited

BMI will work through the general managers of the stations selected each month in presenting its invitations to their program managers. Those attending the test sessions were:

Herbert C. Rice, WKBW; James C. Begley, KYW; A. O. Coggeshall, WGY; Charles Siverson, WHAM; James T. Milne, WELI; Sam Lawder, WINX; Miss Marie Wilk, WWSW and Walter Haase, WDRC.

Also Thomas C. McCray, WTIC; John Lee, WOKO-WABY; Tod Williams, WSPD; William J. Adams, WCHS; George C. Biggar, WLW; Jack Stapp, WSM; John Wahlstedt, WHB; Al Hollander, WIND-WJJD; William McGrath, WNEW; Miss C. A. Porreca, WOV and Edward J. Lord, WLOF.

NETWORK SONG FAVORITES

(Continued from Page 6)

FAVORITE STANDARDS OF THE WEEK

Table with columns: SONG TITLE, PUBLISHER OR COPYRIGHT OWNER, ACI. Includes songs like 'Smoke Gets In Your Eyes', 'I Know That You Know', 'Blue Skies', etc.

PATRIOTIC

Table with columns: Song Title, ACI. Includes 'Anchors Aweigh', 'Marines' Hymn', 'Caissons Go Rolling Along', etc.

Note: If an old song is being currently "exploited," it is included in the regular ACI listing.

W M BLUE NETWORK Plattsburg, N. Y. CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET George P. Hollingbery, Rep.

★ ★ Coast-to-Coast ★ ★

LINCOLN DELLAR, has been given leave of absence from post of general manager of KSFO, San Francisco (The Associated Broadcasters) to accept a position as chief of the Radio Division of the Pacific Bureau of the Overseas Branch of the OWI with offices in San Francisco. His position will be taken over by Edward J. Jansen who comes to the station from KTBI, Tacoma. Dellar will retain his title with the organization during his leave of absence and will return to the post after the war.

Wilson Pace has left his duties as chief audio engineer of WFBC, Greenville, S. C., to accept a position teaching advanced radio classes for the U. S. Army Signal Corps at National Defense Training Center at Washington, D. C. Richard Lubin, of the control staff has taken over the chief position and Robert Webb, new to radio, has been added to the technical staff.

Betty Jane Tyler is keeping busy these days. This week she will play the part of a little girl on the "Aunt Jenny" show, heard over CBS. And demonstrating further versatility she played the part of a young boy on the Ave Maria Hour, a transcribed series.

George R. Hahn, executive of KSOO, Sioux Falls, S. D., has been elected potentate of El Riad Shrine. Hahn, at 37, is the youngest potentate the organization has ever elected in the 55 years of its existence, and one of the youngest to have ever held such high office in the Masonic order.

The Voice of Young Democracy, radio forum conducted among New York public school youngsters nine to sixteen years of age by Youthbuilders, Inc., has moved from WNYC to a 3:03 spot on WMCA, Sunday afternoons. Moderator for the forum is Dr. Frank Kingdon, and subjects scheduled for discussion by the youngsters in the next few weeks include: Should There Be a World Government After This War? Can We Distinguish Between Nazis and Germans? Should the United States Try to Apply the Four Freedoms Everywhere?

KDYL, Salt Lake City, has recently completed an auxiliary announcers booth. Booth was installed to relieve the congestion arising from the large number of locally-produced programs being aired from the regular studios.

Several promotions and shifts in the KPO, San Francisco, staff have taken place recently. Effective today Ray Buffam becomes the new program manager, replacing Robert R. Seal. Added to his already numerous duties, Floyd Farr, takes over the post of assistant program manager. Effective immediately, Fay Pattee Smith becomes traffic and sales traffic supervisor, with Mary Jane Porter as assistant sales traffic supervisor.

Sam Feslinger, studio control operator at WLIB, N. Y., has resigned to join the OWI engineering staff. Announcer Dick Allen, a member of the Army Signal Corps Reserve, has submitted a plan for the training of women in radio communications which is being given consideration by the Melville Radio School of N. Y.

"Sport Shots" a daily feature aired over WIP, Philadelphia, featuring the sports commentator Stony McLinn, is bringing to the "mike" several prominent former greats of the sport's world. In quick succession McLinn will present the old-time "A's" pitcher Chief Bender, Billy Knox, former world's champion bowler, and of the present day sport world, Al Severance, the Villanova basketball coach.

WELL, New Haven, through its remote facilities broadcast the ceremonies attendant on the Government award of the Army-Navy "E" flag and "E" insignia to the employees of the Henry G. Thompson & Company on Saturday, Jan. 30 at 12:00 noon, EWT. Governor Raymond E. Baldwin, Congressman Ranulf Compton, Mayor John W. Murphy, and several Navy and Army officers scheduled to speak were introduced by Superior Court Judge Carroll C. Hincks, who acted as master-of-ceremonies.

The Berkshire Knitting Mills will use the WCAE, Pittsburgh, program, "Polly Entertains," Monday, Wednesday, and Friday from Feb. 1, to April 1. The show is a woman's participating set-up. Bisceglia Brothers will sponsor Norman Twigger and the News, from 6:15 to 6:30 p.m., Monday, Wednesday and Friday.

The publicity department of WLW-WSAI, Cincinnati, is now located in spacious new offices in Crosley Square. The move was completed last week from temporary quarters in the same building.

An unusual tribute was paid to the Hyman Altman's recently to mark Altman's 13th year as director of the Jewish Hour over WJLB, Detroit. When the Altman's refused personal honors, the Jewish National Fund

Council of Detroit started a movement to plant a grove of trees in their honor in Palestine. As a result of the movement 1,200 trees have been set out in a grove that has been named after the Altman's. To date they have sold more than \$150,000 worth of War Bonds on the Jewish Hour in the last few months.

In celebration of the President's Birthday, WBNX broadcast from the Central Plaza Hotel. Appearing at the celebration was Sophie Tucker, George Jessel, Harry Hershfield, Block and Sully, Nino Martini, Benny Rubin, George Price, Menasha Skulnick, Itzik Feld, the "Sunshine Girls," Fred Mendelsohn and the station orchestra. The broadcast was sponsored by the Jewish radio, stage, and Press Committee of the National Foundation for Infantile Paralysis, and it was emceed by Abe Lyman, station producer. President Roosevelt's talk on "America Salutes the President's Birthday" broadcast was cut in during the WBNX program.

Hugh Guldi of the WINX, Washington, D. C., announcing staff has been appointed head man of the announcing staff. He was formerly with WRNL, Richmond. Howard Stanley of the announcing staff has been switched to promotion.

WBEN, Buffalo, is bringing to their microphone three nationally known medics who will participate in the discussion of "The War and Disease" during the University of Buffalo Forum that is scheduled to be broadcast tonight at 10:30 p.m. The men of medicine are Drs. Ray Lyman Wilbur, chancellor of Stanford University and President of the American Social Hygiene Association; UDO. J. Wile, and Earl D. Osborne, of the University of Buffalo.

The New York State Savings Banks have renewed their contract with WWNV, Watertown, N. Y. Their contract calls for daily commercial broadcasts by Anne Alicia Jones, women's program director on her morning program "Meet The Ladies."

WNAX, Sioux City-Yankton recently completed a county by county breakdown of mail for their client, the Manchester Biscuit Company on their 3-day-a-week Waldorf "Stump-Us" program. The result showed 13,013 pieces of mail in 13 weeks.

The voice of Walter Sickles, program director of WWSW, Pittsburgh, will be heard in the movie houses of ten thousand cities from coast-to-coast. Included in this number are the army camps and cinema houses in the British Isles. Sickles is the narrator of the short subject made for the Allegheny Ludlum Company and the United States Government, titled "Men Working Together."

Barry Wood, singing star of "Your Hit Parade" aired over the CBS network, has given a year's scholarship to the

Feagin School of Dramatic Art for drama and radio training. The scholarship will be given to the winner of an audition which will be judged by producer Herbert Pemberton, Helen Mencken, star "Second Husband," heard over WABC, CBS, and a representative of the school itself.

WWL, New Orleans, aired awards given to Ted Fio Rino last week. Students of South Louisiana College chose the orchestra as the band of the year, and college prexy conferred upon him an honorary doctor of music degree.

Warren Robinson, musical director of CFCH, North Bay, has been transferred to CKGB, Timmins, Canada. Sol Dashi formerly of CJKL, Kirkland Lake, is now operator with CKWS, Kingston, the CBS basic outlet.

Through the facilities of WGN, Chicago, William H. Johnson, superintendent of Chicago public schools, a graduation message delivered simultaneously to commencement students in 332 Chicago elementary schools. The unique broadcast carried by WIND at 1:30 p.m. CWT, Thursday, Jan. 28. An estimated 12,522 students heard the broadcast.

Danny Dee has replaced Ben Brannen conductor of "Yawn Patrol," WGN's early morning program, 7:30-8. Style has been changed slightly with the change of pilots. Whereas Brady maintained an ad lib style of program, Dee has organized the material to feature a did know, household hints, and other moments.

Esther Christian, formerly of KBL Butte, KFPY, Spokane, and KID Lewiston, Idaho, this week replaced Helen Faulkner as traffic manager, KGVO, Missoula, Montana. She turns to radio after several years absence.

Quaker Oats 5-Min. Show Makes Debut Over CBS

Quaker Oats Company announced Friday that it would sponsor "Aunt Jemima" over 35 stations. The new "Aunt Jemima" program will be broadcast Sunday afternoons from 2:55 to 3:00 p.m. A five-minute variety show, the program features Aunt Jemima, sextet of Old Plantation singers. Three years ago The Quaker Oats Co. and Sherman K. Ellis & Co. agency handling the account, were experimenting with a five-minute radio program for Aunt Jemima. The tests were conducted on various stations and when proved successful additional cities were added. The result of the client's and agency experiments now emerge as a new feature.

First program of the new series heard yesterday.

1943 BIRTHDAYS

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

February 1

- | | |
|------------------|------------------|
| John L. Anderson | Wilma Ebsen |
| Frank Engle | Clark Gable |
| James P. Johnson | Betty Lawford |
| Ed Lowry | F. A. Mills |
| Arch Morton | H. M. Overstreet |
| | Helen Walpole |



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 22, NO. 22

NEW YORK, N. Y., TUESDAY, FEBRUARY 2, 1943

FEB - 5 1943 TEN CENTS

Dies Finds 3 FCC "Reds"

Cox WALB Attorney, FCC Hearing Indicates

Washington Bureau, RADIO DAILY
Washington—Evidence that WALB, Albany, Ga., "has never at any time" had any legal representation in Washington other than that provided by E. E. Cox, Georgia Democrat, placed in the record of the hearing on WALB's application for a license renewal, frequency shift and assignment of license yesterday. WALB counsel, DeLacey, of Albany, charged that it was fraudulently and illegally obtained. FCC Attorney, Marcus Cohn, sub-

(Continued on Page 6)

Veteran Wireless Group Set Annual Dinner Feb. 11

Ceremonies at the 18th annual dinner of the Veteran Wireless Operators Association, at which communications officers of the several armed forces are to be honored, will be broadcast Thursday, Feb. 11 (NBC, 7:15 p.m., EWT) from the Hotel Marlborough. Plaques are to be awarded to Major General Dawson Olmstead, Chief Signal Officer, U. S. Army; Colonel A. W. Marriner, Communication-

(Continued on Page 2)

Lockheed Guest Policy For "Ceiling Unlimited"

Policy of top-flight guest stars will be inaugurated by Lockheed & Vega Aircraft Company for their "Ceiling Unlimited" series on Monday night on CBS to fill the spot vacated by Tom Welles as of Feb. 8. Program which is heard at 7:15 p.m., EWT will feature the new policy with Ronald Reagan.

Marine Artist Sez—

New York—As one of her morning guests last week, Frances Scott and the undersea painter, Lucie Palmer, an artist who works under water clad in a bathing suit and helmet, and does coral formations, fish, etc., with a palette and life. When asked by Frances that she would like to paint most undersea, Miss Palmer retorted, "The Japanese Fleet!"

Musta Been Okay

Boston—The Carnegie Hall repetitive teaser slogan which had the New York courts jittery over its aesthetic and ethical qualities had a repercussion at WEEL Saturday night. During the "Hit Parade" program announcer Phil Goulding took the station's identification tag in stride with, "The best listeners of all tune to WEEL. Yes, the best listeners of all tune to WEEL." Boss' felicitations followed.

Coast "Plus Market" Continues To Climb

West Coast's "plus market" continues to grow, with the latest recapitulation of shifting population due to war work being some 200,000 migratory workers living in trailers according to Jessie Locke Moffett, representative for Crossley, Inc. on the Coast. Survey of the trailers revealed that this transitory market shows 95 per cent have radios and the

(Continued on Page 6)

Certify 261 Students In Radio-Prize Debates

Dr. William F. Pierce, chairman of the board of trustees of the American Economic Foundation and former president of Kenyon College, announces that a record number of 261 students from 140 colleges have been certified by their colleges for the Second Series of National Intercol-

(Continued on Page 2)

CBC Head Sets Up Standard For Commercials And Scripts

Sister-Act Injunction Denied In Supreme Court

Supreme Court Justice Bernard L. Shientag, has denied the injunction of the Andrews Sisters, singing trio, to restrain the Andrews sisters, dancers, from the use of the name "Andrews Sisters." The court, however, granted the motion of the Andrews sisters, singers, to dismiss

(Continued on Page 2)

Texas Congressman Names Dodd, Jr., Schuman And Dr. Watson; Evidence Supporting Charge Unimpressive

AFM Board Convenes; Disk Action Next Wk.

First session of the Winter meeting of the Board of Directors of the AFM got under way yesterday, with discussions running into the 8 p.m. hour, James C. Petrillo, presided, but indicated nothing by way of the recording situation had been done. Spokesman for the union reported that "there were many arguments on

(Continued on Page 2)

Nat. Confectioners' Assn. Sets 13-Week Web Program

National Confectioners' Association will sponsor a 13-week series of programs, starting Feb. 14, under the heading, "The Council on Candy as Food In the War Effort." Show will be aired via NBC, Sunday afternoons, at 3 p.m. Ernest K. Lindley, chief

(Continued on Page 2)

Baukhage Sold In N. Y.; Now Has 56 Sponsors

Grove Laboratories, Chicago, has bought "Baukhage Talking" on WJZ, making a total of 56 local sponsors for the news program featuring H. R. Baukhage from Washington, D. C. In

(Continued on Page 5)

Washington Bureau, RADIO DAILY
Washington—Three FCC employees were branded as "Reds" yesterday during the course of a long, impassioned speech on the floor of the House by Congressman Martin Dies of Texas, chairman of the House Committee on Un-American Activities. Wm. E. Dodd, Jr., whose salary is \$3,800 per year, and Frederick L. Schuman, the Commission's chief political analyst at a salary of \$5,600, were named, along with Dr. Goodwin B. Watson, chief foreign broadcast analyst, whose post occasioned a long

(Continued on Page 3)

Radio-Tele Income Tax \$6,075,000 For 1940

Washington Bureau, RADIO DAILY
Washington—Income tax, including income defense tax, paid by radio and television to the U. S. Treasury Department during 1940 totalled \$6,075,000, it has been revealed by the Department, which stated that the tax

(Continued on Page 2)

Flory Foreign Manager Of UP Outside Service

Appointment of Harry R. Flory as Foreign News Manager and Director of Communications of the United Press was announced yesterday by Joseph L. Jones, vice-president in charge of the UP's foreign department

(Continued on Page 2)

Potent Stuff

Greensboro, N. C.—"Is there a thief in the audience?" WBIG asked in effect when the station sent out its first appeal to a thief. The appeal was, "For Pete's sake, don't eat that food!" The thief had lifted a package of food belonging to an exterminator, who informed the police who in turn told the station. The food was saturated with arsenic.

(Continued on Page 3)



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JOHN W. ALICOATE : : : Publisher

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FINANCIAL

(Monday, Feb. 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	132	131 3/4	131 3/4	- 1/4
CBS A	17 3/8	17 3/8	17 3/8	0
CBS B	17 1/2	17 3/8	17 3/8	0
Crosley Corp.	10 1/4	10 1/4	10 1/4	0
Gen. Electric	34	33 3/4	34	0
Philco	16 1/8	16	16	0
RCA Common	6 1/2	6 3/8	6 1/2	+ 1/8
RCA First Pfd.	63	63	63	+ 1/8
Stewart-Warner	83 3/8	83 3/8	83 3/8	0
Westinghouse	88 7/8	88 1/2	88 5/8	- 1/8
Zenith Radio	23 1/2	23 1/2	23 1/2	+ 1/4
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	19 1/2	19 1/2	19 1/2	0
OVER THE COUNTER				
Farnsworth Tel. & Rad.				4% 4/8
WCAO (Baltimore)				17 20
WJR (Detroit)				21

AFM Board Convenes; Disk Action Next Week

(Continued from Page 1)
both sides, and that many preliminary matters were brought up." He indicated that the board would not get to the meat of the recording situation until next week sometime. Also that once the lesser items are out of the way, full time would be devoted to the disk situation, and any important decisions will be made public as soon as possible.

Dept. Store Renews WSAI

Cincinnati—Alms and Doepke, one of Cincinnati's largest department stores yesterday signed its fifteenth consecutive 13-week renewal with WSAI for a daily 15-minute program featuring Rita Hackett as commentator of the program known as "Vogues and Values."

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.

Sister-Act Injunction Denied In Supreme Court

(Continued from Page 1)

the counterclaim of the dancing Andrews sisters, charging the trio with conspiracy, but granted the dancers the right of serving amended papers.

The justice in reviewing the case after hearing arguments declared that, "An allegation of conspiracy does not constitute a cause of action unless there is sufficient proof to substantiate such a claim."

In the counterclaim, the dancing team alleged that the singers conspired with their agent, Lou Levy and the General Amusement Company who were named party defendants.

The dancers charged the defendants with attempting to force them from continuing the use of the billing "The Andrews Sisters," and that they were also hindered from securing bookings.

The dancers claim that they have used the name "Andrews Sisters" since 1930 and that the singing trio, did not come into their popularity until late 1937 by singing the song "Bei Mir Bist Du Schoen."

Nat. Confectioners' Assn. Sets 13-Week Web Program

(Continued from Page 1)

of "Newsweek's" Washington Bureau, will be a regular commentator on the show which will originate from Washington. In addition, program will contain public service material, reportedly prepared by OWI, though the OWI's regional office here was unable to identify the project. Prominent Washingtonians will be invited to appear on the program as guest speakers.

Arrangements for the broadcast series were made by Joseph W. Hicks, public and industrial relations counsel of Chicago. Chicago office of Batten, Barton, Durstine & Osborn, Inc. is servicing the account.

Flory Foreign Manager Of UP Outside Service

(Continued from Page 1)

ment. Flory will supervise service to more than 500 newspaper and radio clients outside continental United States.

He will direct a 24-hour flow of news through New York to 567 United Press clients abroad, publishing and broadcasting in approximately 25 languages, this despite loss of 150 foreign clients because of the war in enemy and enemy-occupied countries.

WCOL Joins Blue

WCOL, Columbus, Ohio, has become affiliated with the Blue Network as a member of the basic network, making a total of 148 Blue affiliates. The station is owned by WCOL, Inc., of which Kenneth Johnson is president, and operates full time with 250 watts on a frequency of 1230 kilocycles.

Certify 261 Students In Radio-Prize Debates

(Continued from Page 1)

legiate Radio Prize Debates soon to be held under the auspices of the American Economic Foundation with the cooperation of the Blue Network. This compares with 178 students participating in the preliminary phases of the First Series debates held last year. The American Economic Foundation conducts the "Wake Up, America!" program heard every Sunday afternoon over the Blue Network.

Students are certified to take either the affirmative or negative side of the debate question, which is: "Should American Youth Support the Re-establishment After the War of Competitive Enterprise as Our Dominant Economic System." Contestants are now submitting 500-word arguments from which 16 best affirmatives and 16 best negative arguments will be selected by judges.

The judges are: Professor Rupert L. Cortright, Associate Professor of speech, Wayne University; Dr. Kenneth G. Hance, Department of Speech, University of Michigan, and Dr. F. B. McKay, Head of the Department of Speech, Michigan State Normal College. All are prominent members of the National Association of Teachers of Speech.

Eight Local Radio Debates

The writers of the selected arguments will qualify to take part, at the expense of the Foundation, in 8 local radio debates over local stations of the Blue between Feb. 15 and March 15. At the local debates, a first prize of \$50 goes to the best speaker, and a second prize of \$25 to his opponent, these two prize-winners qualifying for further competition.

The nation-wide contest is to end when the four finalists will be brought to New York for appearance on Sunday, April 18, on the "Wake Up, America!" Radio Forum 3:15-4 p.m. (EWT) WJZ. A nation-wide panel of listening judges will select the two best speakers who will receive respectively a first prize of a \$1,000 War Savings Bond (Series E) and \$250 cash and a second prize of a \$500 War Savings Bond (Series E) and \$125 cash, provided by the American Economic Foundation.

Radio-Tele Income Tax \$6,075,000 For 1940

(Continued from Page 1)
is based on a net income of \$26,746,000. Combined receipts from radio and television during the year were \$153,273,000.

THIS LITTLE BUDGET WENT TO



WOL BOSTON MASS.

COMING and GOING

KEN CHURCH, general manager of WKRC, Cincinnati, is in town for conferences with the New York representatives of the station.

BOB HAWK, quizmaster on the "Thanks to the Yanks" program heard over CBS, goes out to Long Beach today to put on a show for the men in training at the Naval Receiving Station.

JOE HASEL, WJZ newscaster now a member of U. S. Army, visiting yesterday at the headquarters of the Blue Network.

MEL ALLEN is back at CBS after a trip to Toronto for the Canadian Army broadcasts.

DAVID H. ROSENBLUM, owner and manager of WISR, Butler, Pa., is spending a few weeks in Miami. He will return to the station around Lincoln's Birthday.

JOHN MAYO, sales manager of Associated Record Program Service, has returned from an out-of-town trip of about three weeks.

MERLE S. JONES, general manager of KMOX, St. Louis, and WENDELL CAMPBELL, sales manager of the station, have returned from a business trip to Chicago.

A. J. McFARLAND, president of the Wheeling Steel Corp., whose programs are heard on the Blue Network, paid a call yesterday at the Rockefeller Center headquarters.

ALFRED WALLENSTEIN, conductor of the "Sinfonietta" on Mutual, will leave following tonight's broadcast for the West Coast, where he will conduct several concerts.

CHARLES HARRIS, of WGRC, Louisville, Ky., in Cincinnati last week on a short business trip.

Veteran Wireless Group Set Annual Dinner Feb. 11

(Continued from Page 1)

tions Chief of the Army Air Forces Captain E. M. Webster, Chief Communications Officer of the Coast Guard, and Captain Carl F. Holden, Director of Naval Communications. A special medal will also be awarded to General Follett Bradley, Commanding General of the First Air Force at Mitchell Field. The presentation awards will be made by William J. McGonigle, president of the Veteran Wireless Operators Association.

The object of the annual dinner is to honor those who have done most for the status of radio communication during the past year. Previous winners of VWOA awards include David Sarnoff, president of the Radio Corporation of America, and James Lawrence Fly, chairman of the Federal Communications Commission.

What about WOL?

It covers Washington 24 hours a day with 1000 watts

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

Three FCC Members Called "Red" By Dies

(Continued from Page 1)

In the granting of FCC funds last year.

He was charged with having been secretary of the American League for Peace and Democracy, while Schuman among other things, was recalled as signatory of an appeal to professional people to "join the struggle" against capitalism under the leadership of the Communist Party. The Texan did not again deny the evidence against Watson but maintained that since his revelations, his salary has been raised from \$6,000 to \$6,500.

The name of William B. Lewis, assistant director of the domestic office of OWI, was also brought up, though no charges were made against him. Dies mentioned that Lewis who was CBS vice-president in charge of programs before coming to Washington, was the recipient of a telegram from Morris Rosenblatt, Co-ordinating Committee for Democratic Action.

R. Keith Kane, OWI intelligence officer also was named in this connection, while specific charges of Communist sympathy or affiliation were made against Henry G. Alsberg, staff writer, and David Karr and Joseph Facci, foreign language specialists, all paid \$4,600 per year by OWI.

"Pop" Crossley First in Participation Category

"Pop" has scored first among radio participation shows as reported in the latest Crossley ratings for the past two weeks. The show which is the oldest audience participation program still on the air, up a 19.9 to move ahead of "It or Leave It," which has taken first place for a while and which is down 8.5 this time. "Truth or Consequences," which enjoyed the top spot for a long stretch, is now in third place with 18.1.

The programs in the audience participation category in the order of their ratings are: "Information Please," 16.9; "Battle of the Sexes," 14.1; "Dr. Q," 13.3; "We, the People," 11.6; "Answers to the Yanks," 9.0, and "Quiz Show," 7.3.

"Pop," which airs Monday nights at 8 p.m. over CBS, is in its 11th year, eight of which have been on the network.

WBX NEW YORK
 THE MOST INTIMATE AND EFFECTIVE PROGRAM APPROACH TO AMERICA'S LARGEST MARKET
100 WATTS Directional
 FOR METROPOLITAN NEW YORK

PROMOTION

Capital As Industrial City

Washington, D. C., is not often thought of as an industrial city, but WJSV, Washington, in a promotional tie-up compares the capital city with an industrial center.

In a seven-page booklet, recently published by the station as promotion piece, the fact that Washington can be linked with industry is brought out. The front cover of the booklet shows a picture of Washington, with many of the nation's well known buildings in the foreground. Superimposed on the picture are numerous factory smokestacks creating the illusion of heavy industry. The caption of the cover, "Look at 'Industrial' Washington" indicates the motif of the entire promotion.

Highly colored red pages carry drawings of various phases of government agencies which are housed in buildings so vast that a numerical comparison may be made of government employees as against the number engaged in any industry.

It is well known that Washington is highly over-crowded, but the actual number of new-comers to the city reaches the figure of 180,000; the people are workers although they do not run lathes or tend blast-furnaces. The station points out that these new workers are part of a greater mercantile market which can be reached by radio, and as the promotion suggests, through WJSV's 50,000-watt sales-voice.

Five government agencies are represented in the booklet. They are the 4,000 workers in the U. S. Civil Service Commission, which forms the country's largest personnel department. This staff represents a payroll of \$650,000 each month. The Government's General Accounting Office lists 7,500 employees with a monthly payroll of \$1,250,000. The other agencies are the Government Printing Office, with 7,800 employees represented by a monthly payroll of \$1,500,000; the Bureau of Engraving, with 7,900 employees with a monthly payroll of \$1,400,000; and the 46,800 of the Navy Department with a \$8,500,000 monthly payroll.

The promotion stresses that these agencies are only a fraction of the greater total. Using the described agencies as a basis, the rest of Wash-

Starts New WMCA Show

Maxine Keith, who already has one show on WMCA, titled, "From Me to You," started another one yesterday, styled after the Henry Morgan (Bud Hulick) recorded production on WOR. Now on twice a day, Miss Keith's second stint is headed "So What" and will air daily, Mondays through Fridays from 6:45-7 p.m., in direct competition with the WOR program. Both her shows are sponsored by Sachs Quality Furniture which added the evening series after Miss Keith achieved good audience reaction to her one-woman anti-plug-ugly crusade which did not spare even her own sponsor's commercials.

WPAT's War Effort

In a written report issued by WPAT, Paterson, N. J., explains fully the development and exploitation of what the station has done regarding the war effort without mentioning the time allotment given over to announcements and programs which are aired in cooperation with the OWI, the Treasury Department, and various other government agencies, in addition to the branches of the service.

The bulk of the report is concerned with the original programming done for the war effort and the results obtained.

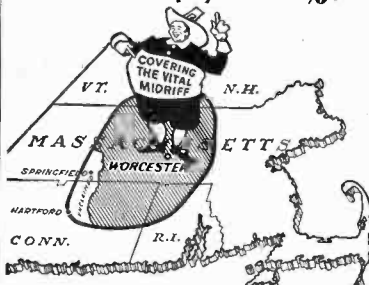
Attention is centered on the programs "Victory Bond Wagon" which has brought into the Treasury Department \$1,544,650 in the sale of bonds and stamps; "Cavalcade of Jeeps" which hopes to turn over the equivalent in money of one or more jeeps a month; "The Soldiers and War Workers' Victory Parties" which is open to admission to soldiers free, and to war workers carrying proper identification and five packs of cigarettes. At these parties prominent names in the show-world have contributed their time and talent. Other programs are "North Jersey War of Production" and "North Jersey Industry Enrolls." The first of these two latter programs was devised to make New Jersey women war-plant-job conscious, and the latter a dramatic series heard on alternate Sundays, it is an institutional program, sponsored by the Botany Knitting Mills, which embraces all industries of North New Jersey and dramatizes the vital part the workers are playing in the war effort.

Although the station is young, the report focuses attention on the results obtained by its efforts.

Washington employees represent an income as important as any other city known for the number of industrial employees.

WJSV, through its promotion, claims that because of its correct use of programming and because of its power, advertisers have bought more time with them than with any other Washington station.

War orders have boosted the industrial payroll 55%.



WTAG WORCESTER

When you buy time—BUY AN AUDIENCE

CBC Sets Standard For Ad Copy-Scripts

(Continued from Page 1)

into a mixed company of adults and children as a subject of ordinary conversation."

"The distinctive character of radio," Dr. Thomson stated, "has determined the adoption of this ruling. Radio is principally a medium of communication directed into the Canadian home; the family circle is the normal listening group. We have therefore to maintain canons of good taste that are in line with the finest standards of home life."

Dr. Thomson, who last week took a stand on ET (RADIO DAILY, Jan. 28), pointed out that under the Canadian Broadcasting Act, the corporation is empowered "to make regulations to determine the proportion devoted to advertising in any programs broadcast by stations of the corporation or by private stations, and to control the character of such advertising."

The CBS's general manager strongly recommended that to maintain high standards of Canadian broadcasting all private stations adopt this standard for their guidance in accepting advertising material.

NBC Appoints Jordan As Religious Director

Appointment of Dr. Max Jordan to serve as NBC director of Religious broadcasts was announced yesterday by Dr. James Rowland Angell, NBC's Public Service Counselor. Dr. Jordan will continue to act as assistant to Dr. Angell with special assignment of research work in connection with the Inter-American University of the Air.

Miss Buelow Joins NBC

Lee Buelow, script writer for the World Broadcasting Company, has joined NBC in the transcription department, doing writing and production.

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

BETTY RHODES, star of Mutual Don Lee's "This Is The Hour," has just completed her second personal album of recordings made for the War Department's English-language short-wave broadcasts.

The recent KNX series "Democracy's Workshop" received high tribute the other day in the form of a request from the U.S. Office of Education to distribute the program scripts through the Office's national exchange. The series was devised to report accurately to the taxpayers of Los Angeles County on the county's school activities.

Frances Farmer Wilder, director of education for the Columbia Pacific Network, originated the programs, which were written and produced by Chester Huntley of the KNX-CBS special events department.

Second album included the special request number of "I Don't Want to Walk Without You, Baby," which Miss Rhodes introduced in her Paramount picture "Sweater Girl."

"This Is The Hour" is heard in the United States and Canada on Saturdays, with KHJ releasing the program at 8 p.m., PWT.

Agnes Moorehead, who so capably portrays "Marilyn," the housekeeper, on the Lionel Barrymore program, is now playing "Mrs. Dithers," another comedy role, on the "Blondie" show.

Walter Tetley, who portrays Leroy, the nephew in NBC's "The Great Gildersleeve," has a featured role in the soon-to-be-released movie, "Eyes in the Night."

George L. Moskovics, sales promotion manager for KNX and Columbia Pacific Network, addressed a meeting of the Fresno Rotary Club, Monday, Feb. 1. Subject of his talk was "Radio's Place in the Advertising Picture Under War Conditions."

Harry Maizlish, KFWB head, returned from a three weeks' visit to New York, and immediately went into a huddle on near future plans.

John Swallow, NBC coast program manager, off to San Francisco over the week-end, followed by Hal Bock, who left Monday, for a week's stay in the northern city for conferences with KPO's news press manager Louise Landis, and Ray Buffum.

Don E. Gilman, vice-president in charge of Blue Net's western division, planned to Phoenix, Arizona, for a one-day visit with KTAR officials. He planed back to Hollywood Thursday.

The first radio appearance to be made by Veronica Lake since the screen star bade "good-bye" to her appendix will be with the Burns and Allen show, Feb. 16.

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



Memos Of An Innocent Bystander. . . !

● ● ● Sonja Henie, who started out on the plump side, has gotten so thin that the medicos have ordered her to put on ten lbs.—or else. . . Mannie Sachs, the Columbia Record man, hospitalized with a serious tooth infection. . . Irving Berlin played in the L.A. opening of "This Is The Army" with a 101 fever plus a sore throat. . . Theater managers hollering at movement in East to close all movies one and two days a week. . . Gene Krupa's band reported doing better business than ever. . . Reason Gov. Dewey cancelled his "sponsor" appearance on the "Stage Door Canteen" the other week was because the Sing Sing executions took place at the exact same time—and he's required to be available. . . Rival showmen insist Billy Rose won't receive that assignment to put on a gigantic show for Navy Relief. . . Henry King and the songpluggers' union have kissed and made up—and now the boys are allowed to bother him again. . . Sign of the Time: Local tailor has received an order for a thousand dollar vicuna coat—and it isn't lined with war bonds either! . . . Geo. Jessel did a number, "I Lost My Watch at the Stage Door Canteen" on that program last week in the hope that the listeners would repeat their stunt of sending pennies with time pieces.



● ● ● Now that the Camel Caravan has shifted its tag to "Comedy Caravan," it's only fitting to point out that the Esty radio dept. has been quick to recognize how essential comedy is these days in keeping war-frayed minds on even keel. All their shows are geared for laughs. . . Jackie Kelk thinks that Hitler is beginning to get that war-begone look. . . Our old buddy and ex-associate, Norman Weiser, has completed his training at OCS in Miami and is now taking a further course at Harrisburg, Pa. Jimmy James is one of the instructors there and in the class are Lts. Burgess Meredith, Gilbert Roland and Erik Rhodes. . . Sylvia Hahlo, theatrical agent, has joined NCAC as its rep for the legit theater. Look to see radio biggies getting more and more stage roles. . . Ironic Note: Feb. 12th, the starting date of Lucky Strike's new show from which Barry Wood withdrew, is Barry's birthday. . . John Murray Anderson calls Sue Ryan "Beatrice Lillie and Fannie Brice rolled in one." We raved about her over a year ago when she was still in vaudeville—but the local talent scouts couldn't be bothered coming over to the Strand. Now they'll have to pay "Ziegfeld Follies" prices to see her!



● ● ● Ted Collins invited to lecture at Dartmouth on "Radio and the War" . . . Tony Leader off for more flight training at Southeastern University, Martinsburg, West Va. . . Nan Wynn will rate a three-page picture spread in the March 2nd issue of "Pic" . . . Frank Forrest renewed on "Double or Nothing" for the 12th consecutive time. . . Is Milton Berle auditioning a show for Campbell's? . . . It's a boy at the Sandy Bickarts. He's with CBS short-wave. . . Two assistant managers at the Radio City branch of the National City Bank are named Burns and Allen! . . . Ted deCorsia landed the Perlmutter role in the new "Potash & Perlmutter" series. . . Billy Mills, seriously ailing with an ear infection, has left the "Great Gildersleeve" show. Doctors have ordered him to rest in the desert following his weekly stints on the Fibber McGee stanzas. . . Paul Dudley, executive producer and writer of the Spotlight Bands show, will ditto on the Morton Downey show, giving him a total of eleven shows weekly. Who does he think he is—Orson Welles! . . . The Don Dunphys (she was Muriel Keating) are expecting a little announcer.



—Remember Pearl Harbor—

San Francisco

AFTER a month on sustaining basis on KGO, Blue web outlet in San Francisco, the radio comic strip, "Terry and the Pirates," went on a sponsored basis Feb. 1 under the banner of Quaker Oats Co., in the interest of the cereals Puffed Wheat and Rice Sparkies.

A scheme of cooperation between Farmer's Digest and Woman's Magazine of the Air, both heard over KPO in San Francisco, has been evolved by manager John Elwood. Under the plan Jane Lee, home economist and conductor of the femme program, will make weekly appearances on the farmers' show, to bring news and tips particularly intended for farm housewives. Henry Schact, chief of the farm show, likewise will appear on Miss Lee's program, explaining the food problems to dialers.

George Taylor, KSAN program director, is recovering from injuries received in an auto accident. . . Les Malloy, veteran announcer at KSAN, has begun a new night-time show, "Swing Shift Matinee," featuring gossip, news and records, from 11:05 p.m. to 1:15 a.m. . . Nationally-known Dr. A. V. Michelson, formerly heard on the coast-to-coast "Hebrew Hour," is now heard five nights weekly on KSAN in San Francisco.

Merle Peterson, KJBS technician, has left the 'Frisco station to become a radio electrician in the Navy, with a warrant officer's rating. . . Eddie Taber, KJBS' round-the-town gossip, has joined the Air Corps, but will do a semi-weekly chit-chat on night clubs and theaters for the station until sent to duty outside the San Francisco area.

To further increase interest in its programs among school superintendents, classroom instructors, Parent-Teachers Assn. groups, and various women's clubs and civic organizations of northern California, KQW local CBS outlet, has compiled summarized calendar of all its cultural and educational programs. Set up on KQW's 2-color promotion letterhead, the calendar indicates dates and broadcast times such airshows heard over KQW as Columbia "School of the Air," "Invitation to Learning," New York Philharmonic Symphony, "Great Moments in Music," Cleveland Symphony, "Report to the Nation," Orson Welles' "Celebrating Unlimited," Ed Murrow, William L. Shirer, "People's Platform," "Radio Reader's Digest," and the "First Line." The calendars are mailed to a large list of names, and also are free for the asking.

RADIO ARTIST ?
Call
LEXington 2-1100
FIRST AND FOREMOST

GUEST-ING

ETNA MOORE, MONA NO... and HELEN RUSK... shipyard workers... RODRIGUEZ, TED... and JAMES LYNCH... of the Merchant Marine... today (NBC, 9 p.m.).

WV SAPERTON, on the "Key... Concerts" program, today (CBS, 3:30 p.m.).

ND LOWE, on the "Only... program, today (WABC... p.m.).

FLANNER, formerly com... in Paris for the magazine... on the "Living Art"... today (WABC-CBS, 4:30

JAMES McANERY and... CHARLES K. DAY, of the... Air Corps, and JOHN... of the Merchant Marine... Presents Ginny Simms... WEA-F-NBC, 8 p.m.).

EW FARRELL, soprano, on... "Casta Blanca Carnival," to... (WOR-Mutual, 9:15 p.m.).

OPHE MENJOU, on Eddie... "Time to Smile," tomorrow... (NBC, 9 p.m.).

EMUEL Q. STOOPNAGLE,"... Sammy Kaye program, to... (WABC-CBS, 8 p.m.).

JOSEPH H. BALL of Minne... LEO WOLMAN, former pro... economics at Columbia Uni... CLINTON GOLDEN, of the... Steel Workers of America, ... FINK FENTON, director of... on for the AFL, discussing... There Be Stricter Federal... of Labor Unions," on... Town Meeting of the Air,"... (WJZ-Blue Network, 8:30

DIAND SCHAEFER, founder... conductor of the Indianapolis... as guest director on that... on's program, Thursday... (CBS, 3:30 p.m.).

AKER and PETER LORRE,... Stage Door Canteen," Thurs... (CBS-CBS, 9:30 p.m.).

HARRY BAKWIN, associate... of pediatrics at New York... discussing "Child Health... me," on "Highways to... Thursday (WABC-CBS, 4:30

WANTED... riter for NBC-affiliated radio... on large Mid-West city. Give... age, draft status and present... ox, 107, RADIO DAILY... New York City

WAR-PROGRAM IDEAS

"Headlines For Juniors"

A new educational program for use in the public schools of Syracuse, "Headlines for Juniors" will be broadcast from 9:05-9:10 a.m., Monday and Thursday mornings over WFBL, Syracuse.

With Horace M. Roberts, principal of Seymour School as news analyst and broadcaster, the program will translate two or three current headline news stories into the vocabulary and idiom of the school child.

In Syracuse pupils of the 4th, 5th and 6th grades will listen to the broadcast in their classrooms. After the broadcast the pupils will have a discussion period with individual teachers reviewing the current events covered.

Invitations have gone out to 250 district schools in the Syracuse area to join with the Syracuse schools in using the program to attempt to clarify some of the misconceptions of the war gathered by the youngsters hearing and reading news prepared for adult listeners. The program is under direction of the Syracuse Board of Education.

"Rationing Calendar"

With rationing becoming more and more a part of the American scene WBT, Charlotte, has inaugurated a

Baukhage Sold In N. Y.: Now Has 56 Sponsors

(Continued from Page 1)

behalf of Bromo Quinine, Grove will sponsor the Monday, Wednesday and Friday broadcasts on WJZ by the commentator, heard Monday through Friday from 1 to 1:15 p.m., EWT, on the entire Blue Network. Russel M. Seeds Company, Chicago, handles the Grove account.

Wesson Oil & Snowdrift Company, New Orleans, La., will launch a campaign on WJZ, Feb. 15 for Wesson salad oil. Wesson will use 15 one-minute transcribed announcements weekly for 13 weeks through Kenyon & Eckhardt, New York.

Hi-V-Vitamins, New York, has begun participating in "Ed East in Breakfast in Bedlam" on WJZ. The company will participate twice weekly for 13 weeks through Applied Merchandising, New York.

MacLeish Quits OWI

Washington—Archibald MacLeish, poet and librarian of Congress, resigned last week-end as assistant director of the OWI to devote full time to his duties as librarian. The press of his duties at the library was given as the reason. "Not only did he lay much of the foundation on which the OWI was built" said Elmer Davis in commenting upon MacLeish's resignation, "but his services to this office in the seven-and-a-half months of its existence have been enormously valuable."

new program that will aid the housewife in overcoming the intricacies and perplexing aspects of the rationing system.

The program, WBT's Rationing Calendar, is presented each weekday morning as part of "Grady Cole's Time" and is being aired in cooperation with the War Production Board and will give radio listeners complete and up-to-date information about all types of rationing, coupon expiration dates, and other information regarding the rationing program.



Re Navy Life

A new program, depicting the many phases of Navy life, is the latest attraction to take to the airlines from CKLW, Windsor, Canada. The new program is slated to start Feb. 4, at 9:30.

Called "Fighting Navy," the show will give a full and authentic picture of life in the Royal Canadian Navy. The present formula calls for a balanced presentation of laughs, love interest, music and the simple unembellished picture of sailors being sailors.

The new series is sponsored by the British-American Oil Company, who are at present making time available each week to Service Clubs and other organizations engaged in war work.

Director Sills Resigns Post With Biow On Coast

West Coast Bureau, RADIO DAILY

Hollywood—Ted Sills resigned from the Biow Co. in Hollywood, effective yesterday. Sills, well-known in radio and motion pictures as a director-writer, came to the Biow Co. late last summer with Vick Knight as an associate. He is considered partly responsible for the amazing jump in the ratings of the agency's popular "Take It Or Leave It" show with Phil Baker. Since he took over supervision of the program in New York and Hollywood, the ratings have jumped from 12 to 22.4. He recently produced and directed the "Take It Or Leave It" show that originated from here when comedian Eddie Cantor subbed for the ailing Baker.

Sills originally worked on the Philip Morris-Ginny Simms show with producer Knight in the show's early stages. Then switched over to produce and direct a new format of "Crime Doctor" that was to star Brian Donlevy. But home office complications prevented shift of "Doctor" to the coast.

Instead, Sills produced and directed a new dramatic serial idea written by Knight, "The Rumor Buster," starring Brian Donlevy, which Philip Morris okayed as a replacement, but was nixed as "too powerful."

Sills and ailing wife are going to Palm Springs for a few days' rest, and upon his return will announce his new association.

AGENCIES

H. V. KALTENBORN, commentator on NBC, will be guest speaker today at the Celebrity-Forum Luncheon of the Advertising Club of New York.

WILLIAM I. ORCHARD, of BBD&O, this week inaugurates his course on Advertising Copy at Columbia University. Classes will be conducted for a period of 16 weeks, convening on successive Tuesdays. Weekly assignments are given to students attending the course, which Orchard has conducted for several years.

WARREN BROOKS, production manager of J. M. Mathes, Inc., has been appointed an account executive. CHARLES TOMLINSON has succeeded to his production post.

JACOB F. WEINTZ has been named vice-president, and GEORGE J. BOLINT, secretary-treasurer, of "Tide."

MacFARLAND, AVEYARD, INC., has been named to handle the advertising and promotion of the "Saturday Evening Post," effective with the issue of Feb. 13. A. E. Aveyard will be account executive in charge.

"THE VICTORY DINNER," name given this year to the annual affair of the Bureau of Advertising of the ANPA, will be held April 22 at the Waldorf-Astoria as a feature of the yearly convention of the association.

C. SCOTT FLETCHER, director of field development with the Committee for Economic Development, will deliver an address today at the weekly luncheon of the Sales Executives Club of New York. It will be held at the Hotel Roosevelt.

Wedding Bells

Annemarie Ehlers of the WFIL, Philadelphia continuity department will shortly become the bride of Robert Sefcik of Detroit...Bernie Barth, of the announcing staff, will marry Kathleen Doran of Sturgis, S. D., in June...Anita Lewis, secretary to Anice Ives who conducts "Everywoman's Hour," were married Sunday, Jan. 31.

Advertisement for WCOP radio station. Includes the slogan 'WHAT'S WHAT IN BOSTON', a logo with a figure holding a scale, and the text '41—WCOP has a plan and program to fit your very needs... asking. REPRESENTED BY HEADLEY-REED CO. BELONGS ON YOUR SCHEDULE'.

Cox WALB Attorney, FCC Hearing Indicates

(Continued from Page 1)
mitted as evidence 111 documents, including the much discussed Cox checks.

Far more interesting than the checks, however, was a photostatic copy of the report of a conference held last March between C. D. Tounsley, secretary-treasurer of the Albany Herald Publishing Co., WALB licensee, and Attorney C. Russell Rowell and Charles E. Clift, of the FCC. This document, signed by all three participants, revealed that Cox has been sole counsel for the station in Washington during the period of several applications for frequency changes, power boosts and other matters.

Telegram Introduced

While one of the applications was pending, in 1940, even before the station had begun broadcasting, Andrew Ring, former Commission engineer, testified last month that Cox had displayed "extraordinary interest" in the matter. A telegram from Cox to Ring telling the latter to see to it that the case was heard at once was introduced at that time. The report of this meeting shows that on Nov. 3, 1941, the Albany Herald Publishing Company awarded a power of attorney to Hugh C. McCarthy to represent WALB in proceedings before the FCC relative to an application by the Seaboard Broadcasting Corporation for a new station in Tampa, Fla. McCarthy was then, and was at the time of the conference, on Cox's payroll, as his secretary. His services, according to the evidence, were provided to WALB through arrangement with Cox, and Cox was retained as counsel.

Cox Making Probe Plans

The report points out that this assignment (the intervention in the Tampa application) "was handled for Cox by Cox's employee, McCarthy. On Dec. 12, 1941, a bill of approximately \$240.00 was submitted to WALB by McCarthy. This bill was not paid by WALB because of the fact that services provided had already been covered under an arrangement with Cox. Cox joined in this understanding that McCarthy was not to receive payment for his services for WALB because of the fact that McCarthy was employed by Cox."

In the meantime Cox is proceeding with his plans to investigate the FCC, and told RADIO DAILY yesterday he expects to name counsel and other committee personnel this week. The committee, which includes Reps. Magnuson, Wigglesworth, Hart and Miller as well as Cox, who is chairman, has determined to seek \$60,000 to carry on the investigation.

Brady Show Now Half Hour

Ben Brady, who does "And So to Brady" on WEAF Mondays through Fridays, will hereafter be heard for a half-hour instead of the 20-minute spot he has been occupying. New time is from 12:15-12:45 p.m.

WORDS AND MUSIC

By HERMAN PINCUS

A NOTE reaches this typewriter tantalizer to the effect that after but three remote broadcasts by the Townsman over MBS, business at the Hotel Sheraton's Satire Room, last week more than doubled any previous week in that room's history. But why tell us? We've always believed that advertising via radio is tops.

★ ★ ★

Barney Briskin, motion picture executive, now in the east on production details for the forthcoming film "Stage Door Canteen," taunted Marian Shockley, an officer of the American Theater Wing Stage Door Canteen, on the large percentage of amateur armchair detectives who fail to guess the solutions on the Ellery Queen broadcasts, in which Marian plays "Nikki Porter." Marian challenged Briskin to sit in as guest arm chair detective on last week's show. The percentage of "failures" increased.

★ ★ ★

John Redmond, president of the Songwriters' Guild of America, showed us letters of appreciation from members of that organization, who are now in Uncle Sam's Fighting Forces, thanking the "Guild" for those Christmas Gifts. Nice work, John.

★ ★ ★

Add Nice Work: The Music War Committee formed by music publishers, rates a "coast-to-coast" plug for its swell job of collecting books and magazines from singers, orchestra leaders, songwriters and songpluggers (oops, we mean professional contact men) which are sent to men in the service. "Book corners" have been established in the professional departments at Shapiro-Bernstein and Santly-Joy.

★ ★ ★

Hal Saunders, whose orchestra is featured at the Belmont Plaza's Glass Hat Room, claims that three of his musicians are men who formerly played with the Boston Symphony Orchestra, Chicago Civic Orchestra and the Philadelphia Philharmonic Orchestra, respectively. Hmm-mm-m. already changing "Glass" to "High."

★ ★ ★

On a recent broadcast of NBC's "Waltz Time," the sound effects monitor did not have the required gadget used to make the "pop" sound for the song "Pop Goes the Weasel." The conductor of the orchestra asked for a volunteer who could make that sound by snapping his finger against the inside of his cheek. The musician, who supplied this completely-unmusical sound effect was Frederick Fradkin, violinist and former concert-master of the Boston Symphony Orchestra.

★ ★ ★

Earlier this week at the regular weekly luncheon of the Radio Executives' Club, we had the pleasure of sitting next to charming Frances Scott, conductress of the NBC's "Let's Play Reporter" show. In the ensuing discussion, we talked about the importance of ready wit, on the part of emcees of quiz and similar radio shows, to eliminate as much as possible "dead air." "To coin a phrase," said we, "artists like Fred Allen, Jack Benny, Ralph Edwards, Phil Baker, Bob Hope and last but not in the least, yourself, have developed a sixth sense which we could call 'presence of tongue'. Just as we had finished that sentence, the waiter brought the main course of the luncheon, 'Tongue and Beans.'" Now my problem Mr. Anthony, is this. Do you think that we qualify for a mental-telepathist job?

★ ★ ★

Allen Funt, the producer of "Funny Money Man," heard on NBC, just phoned to report a most singular happening. He gave an audition of a new show entitled, "Keep the Home Fires Burning," for an agency and after the hearing, Funt learned that the sponsor was Home Fire Insurance Co.

★ ★ ★

Have a chuckle: Hal McIntyre, the ork pilot, knows a radio quizmaster whose wife just presented him with a question-heir... Ethel Smith just met a conceited radio actor who wants to join the Navy to let the world see him.

Coast "Plus Market" Continues To Climb

(Continued from Page 1)

average persons per family is 28 per cent.

Incomes of between \$1,500 and \$3,900 is shown by 76.6 per cent of the trailer dwellers while 10.5 per cent have incomes in excess of \$4,000 annually. Average listening is five hours daily.

According to Arthur J. Kemp, CBS West Coast sales head, now in the East on a business trip, this tabulation again proves the Pacific Coast states to be the ideal territory for the "test-tube" type of program backed by CBS west of the Rockies. Heavy industry, due to the Kaiser shipyards setting up their own steel mills, is on the Coast for the first time and there to stay. Thus, Kemp sees no letdown in the value of the Coast market after the war.

Again pointing out the hundreds of thousands of new people with buying power apart from the huge trailer population, Kemp said the value of the market is being recognized by new and old sponsors every day, with such business including Studebaker as an example. This motor firm, on behalf of its dealers recently bought a 15-minute show six times weekly over the Don Lee network.

Program Trend

Kemp also found a trend toward programs in spot and regional network clients as against the announcements and other recorded shows. The only place in the country says Kemp where all four networks are available on a regional basis makes it an ideal place to test a program. His own organization, said the sales manager is specializing on programs which are put on as a sustaining allowance made for possible change on the part of agency or client. The effort is made to set the shows up, though in final and complete form rather full leeway if left for the expected cuts or additions, etc.

Currently the CBS West Coast production and program departments tested 15 programs of varied nature ready to start anew for the buy or continue on its merry way as it is. These programs have been built to show a fair rating such as 7.3 with the expectation that the extra money put into the show by the client changes made, will give the sponsor a start and possibly work his show up to a rating of 12.0 or more.

Atlantic Coast Net Enters Peabody Awards

Atlantic Coast Network has submitted an entry in the network educational program classification of Peabody Awards. Presentation, titled, "Third Horseman" and written by Joe Bates Smith, is a 15-minute dramatic script which the network aired Nov. 13 preceding a series of programs produced with the cooperation of the Office of Defense, Health and Welfare Services. Drama portrays the ravages of pestilence disease resulting from war.

Cuhel Sees Radio In Australia Set Back As A Result Of War

Commercial radio in Australia is a hit and miss setup at about the same level of progress as commercial radio was 15 years ago in this country, according to Frank J. Cuhel, returned correspondent. Major factors contributing to this condition are government ownership and priorities on telephone lines; loose structure of commercial networks because stations owe affiliation, first to the Australian's counterpart of BBC; and a consistent selling job on radio as an advertising medium. Cuhel, Mutual's Australian correspondent, who but recently returned to this country, in discussing the subject of commercial radio in Australia, with RADIO DAILY, added to the above summary that the influx of American goods, via OWI, was having a beneficial effect on native production, that the post war would witness an increase of radio set ownership, a forecast of better organized commercial radio.

Schedules Not Guaranteed
Prime time radio in Australia is not conducive to radio advertising because certainties of schedules are not guaranteed, he explained. To get much ado or notice, the government or ABC can command what telephone lines the commercial stations might be using to feed their programs and all programming goes through the night. Since all official announcements, whether spot news, advertising or even programming, are given priority over all else on the air in Australia, commercials are interrupted or dropped or delayed by the national radio authority. Another obstacle is the strict and rigid censorship exercised over every word or musical phrase planned for broadcast. Every broadcast musical menu must be submitted to the government for approval before broadcasting. Regulations apply to the commercials as well. Censors sit in on most broadcasts which have to be recorded for the government's opinion, the only diligent effort being made to produce high quality programs and market them to advertisers is being done by the

Australian office of J. Walter Thompson. The networks themselves, of which there are two commercial ones supplementing ABC's non-profit setup, exert small energies in the direction of programming or production, content with setting up musical units, primarily recorded.

The two commercial networks, he reported, consisted of the Major Network wherein the primary stockholder is Amalgamated Wireless (PTY) Corp. of Australia, and the MacQuarrie Network. A generous estimate, he said, would attribute 25 stations to the first and 20 to the second. However, he made a point of reporting that affiliation outside a half dozen of the major stations was something which could not be guaranteed, and that broadcasting was haphazard in the hinterlands.

Little Sponsored Newscasts
Sponsored news broadcasts, as is popular in this country, is unheard of in Australia where the news is supplied by BBC. American news reports are not held in high esteem. The American version of the news analyst and commentator is ill paid and is, for the most, an unknown. Custom of building up a personality or name as a commentator is not the Australian vogue where a commentator is paid, usually, \$17.50 for a five-minute broadcast. There is no such thing as regularity of periodicity for programs either, so that it is impossible to try to build up an audience for a show. A commentator or program might appear on a Wednesday evening one week, and a Thursday evening the following week.

Much of the local production for commercial purposes is a poor imitation of the American format, whether it be an "Information Please" or a soap opera. Local producers and flesh peddlers have been beefing of late, about the competition from the recorded OWI shows featuring Bob Hope, Fibber McGee and Molly, and others.

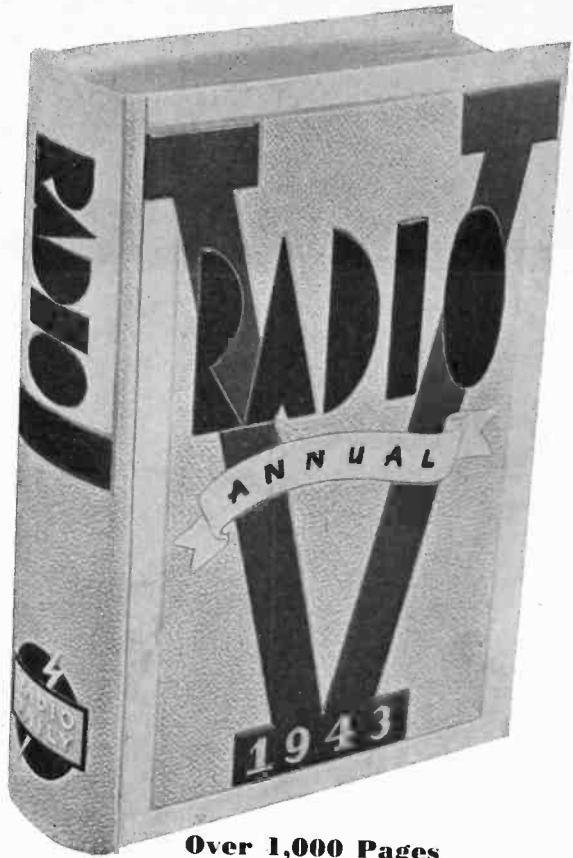
Major advertisers on the networks are Australian offices or branches of American accounts, with food stuffs, soap products and household items comprising the biggest spenders, in Cuhel's estimate.

Refuses "C" Cards No-Selling Radio Men

Washington Bureau, RADIO DAILY
Washington—Although requests received from OWI as well as OWI for relaxation of its gas rationing regulations to permit the sale of "C" cards for radio workmen, the OPA committee refused to reconsider last week. NAB representatives met Friday with Richard Lipp, eligibility chief, to prove the need for pre-emption for the industry generally for temporary remotes. Whether the committee's decision is not yet known.

DuPont, Via Shortwave, Talks To Troops Abroad

Many new and vital materials will be available for industrial needs after the war, Lammot du Pont, chairman of the board, E. I. du Pont de Nemours & Co., declared Sunday in a special address to American fighting forces overseas. Du Pont was heard over shortwave station WBOS and was the fourth speaker in a series presented by the National Association of Manufacturers in corporation with NBC. Object of the series is to acquaint American fighting men with the story of how American industry is making preparations for the post-war period.



Over 1,000 Pages

The RADIO ANNUAL for 1943 will soon be on the desks of Radio Executives all over the country.

Radio Annual given complimentary with a subscription to Radio Daily—\$10.00 a year.

★ ★ Coast-to-Coast ★ ★

A four-page house organ, published monthly by KMOX, St. Louis, called "The KMOX Mike" is a recent development. The publication includes stories and photographs of the CBS network shows as well as station produced programs. Listing of new programs and their broadcast time are included as is a complete list of sponsors, and a daily schedule of newscasts.

Ken Rapieff, the WICC, Bridgeport, sports announcer begins a six-time-a-week commercial sports review Feb. 1, for a national men's clothing firm. The program, known as the "Woodrow Sports Review" will present a resume of state-wide sporting news.

Helen Hope is keeping her eye on the touring shows that turn up in Holyoke. Her latest guest on the WHYN, "mike" was Nancy Kelly, who is touring in the "Guest in the House."

Marilyn Highlander, recently graduated from the University of Iowa Radio School, has joined the staff of WGBR, Goldsboro, N. C., as traffic director. She will also be heard daily in new Women's feature, "Moment's With Marilyn," under air name of Marilyn McKay. Also new to station audiences is Elbert "Tiny" Hutton who has joined the announcing staff.

Chemicals, Inc., has begun a three-times-a-week news broadcast over KNX, Los Angeles, from 3-3:05 p.m. (PWT) for their product, Vano. Using Jack Slattery, the program is broadcast each Monday, Wednesday, and Friday. This news broadcast supplements Chemicals, Inc.'s sponsorship of Deane Dickason's Sunday night commentary over the Columbia Pacific Network.

The latest addition to the WNBC, Hartford, continuity staff is Mrs. John M. Gilbert II. She was formerly connected with WBKR, Pittsfield.

WDRG, Hartford, has stream-lined its afternoon schedule so that music and news is the order of the day from 3:15-6 p.m. Record shows, the WDRG string ensemble, five-minute news programs, and various sponsored musical shows are included in the new schedule.

The new weekly series, "She Troops to Conquer" the WIP, Philadelphia, exclusively produced show, devised by the U. S. Army Recruiting and Induction stations of Philadelphia for WAAC enlistments continues every Thursday at 7:30 p.m. A program feature is the presentation of stage notables currently appearing in the city. So far Boris Karloff, Ernest Cossart, and Lynn Phillips have appeared.

"Civilian Soldier," the Mullett-Kelly Company presentation, heard over KDYL, Salt Lake City, was recently extended to a half-hour airing. The extension marked the awarding the weekly flag of merit to the Remington Arms Company employees who handle production of the Utah Ordnance Plant. George Provol, program director, handled the radio end of the drive to collect used athletic equipment for the smaller army camps in the Salt Lake City region.

Glenna Calloway, network thrush, has been signed on the dotted line for a daily program of popular songs, playing her own accompaniment. Show is aired at 12 noon, over WSIX, Nashville, and is sponsored by the American Bread Co. for Holsum Bread. This is the third program that the company is sponsoring over the Nashville station.

Richard W. Davis, general manager, of WNBC, Hartford, announced that the General Motors Corporation renewed its transcribed program "Victory Is Our Business" for another 13 weeks. The program is heard every Friday from 1:30 to 1:45 p.m. and features Lowell Thomas who interviews GM employees.

In connection with the first of series of Gas Warfare Schools to be conducted by the Ohio State Guard, Adjutant General Donald F. Pancoast and Colonel E. W. Brannon, appeared before WMRN, Marion, to explain the cause for, the purpose of and methods of operation of the Gas Warfare School.

Ed Mason, WLW, Cincinnati, farm program director, is making plans with the chairman of the Agricultural War Boards of Kentucky, Ohio and Indiana to send representatives to appear on "Everybody's Farm Hour," heard six days weekly from the nation's station. On each of three Saturdays during the month, a member of one board will be guest speaker. He will summarize his board's activities, and outline and interpret for the farmer recent Department of Agriculture recommendations and their effect on farm production.

The Women's Federated Clubs of Western Montana in resuming their weekly series of programs on KGVO, Missoula, Montana, for the 1943 season, have set up an informational series on Community War Activities. In former years, the program has laid stress on cultural activities in the community.

George Good, a newcomer to radio, is the WTNJ, Trenton, news commentator. He is heard every evening at 5:30 p.m. Walter Lewis, program director, and former basso of the Philadelphia Opera Company, recently gave a concert at the Bordentown Industrial School. In a short time the station will open a modern recording studio. The studio has been equipped with the latest technical devices and were supplied by Western Electric and Fairchild.

KYW, Philadelphia, created some more good will for the station by airing the Roosevelt-Churchill Casablanca meeting to service men at the Bellvue-Stratford Hotel. As a special service the Westinghouse station ran lines to the hotel to bring the news direct to 500 service men attending a special concert. Complete press service reports were delivered to two Philadelphia movie houses for display in the lobbies.

Eddie Albright, KHJ-Don Lee, Mutual, Los Angeles, literary director, heard each morning on "People and the Day," is now co-commentator on the network series, "America At War," heard Sundays, 9:45 to 10:00 a.m. PWT. He will be heard with Harrison Wood, originator of the program. Verne Crawford, formerly of WFIL, Philadelphia, has been appointed to the announcing staff.

WJHP, Jacksonville, Fla., is the station to sell the "Mystery Club" was sold for a Monday, Wednesday, Friday airing, and is sponsored by the Jacksonville Gas Company.

As part of the Infantile Paralysis Campaign, WEST, Easton, will have two promotions to aid the campaign. Peggy Lynn, of the "Listen and Learn" program, used a map listing the distance from Easton to Washington, a distance of 196 miles, and every dollar sent in, advanced the March Dimes Flag one mile nearer to Washington. The object was to get a flag to the White House by June 1, which was achieved. The other promotion was the utilization by John Pierce, of the "Wheel of Fortune" program, who filled a gallon jug with dimes which was also sent to President.

After a successful experiment, WGN, Chicago, with a 15-minute, three-a-week radio program. Metro-Goldwyn-Mayer has contracted for a similar program with WWJ, Detroit. Herschfeld is the emcee of the program. Her columnist on the Detroit News, station commentator. Program, the "Lion's Roar" will be broadcast 6:15 to 6:30 p.m., CWT, on Tuesday, Thursday and Saturdays. Deane Dickason, of New York handles account.

TOMORROW-12:30

Luncheon of the

RADIO EXECUTIVES' CLUB

OF NEW YORK

at the Loyale

521 Fifth Ave., New York City

"HOW THE BEST OF U. S. RADIO ENTERTAINMENT GOES WITH OUR TASK FORCES ON EVERY BATTLE FRONT."

SPEAKERS

MAJOR IRVING FOGEL—C.O. in N. Y. of the Special Service Division.

LT. COL. TOM LEWIS—C.O. of Radio Dept. of the Special Service Division.

Come on down. All radio people welcome—every Wednesday 12:30. Bull Ring Bar. Members \$1.00—Guests \$1.50.

1 9 4 3 BIRTHDAYS

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

February 2

- Jerome Eckenrode
- Paul G. Gumbinner
- Arthur Billings Hunt
- Benny Rubin
- Cal Tinney
- Veronica Wiggins

Talent Seen 'Unessential'

Davis Finally Set for Radio Schedule

Washington Bureau, RADIO DAILY
Washington—Elmer Davis, former news-caster now director of the Office of War Information, will return to air shortly in a series of 15-minute talks on war news, both on home and foreign fronts. Davis repeatedly stated that he hoped to be able to go back on the air, and to do so as soon as he could find the time.

General CBS Reporters Assignments Abroad

Elmer Daly, CBS correspondent on "Report to the Nation" and "World Today," will go to London on a general shifting of network reporters announced yesterday. Elmer W. White, Columbia's director of public affairs. Daly will be replaced on the two news program by Elmer Edwards.

Staging Salute To NBC's War Clinic

Philadelphia—WLW will broadcast a "Salute to NBC" from 7:25 to 8:45 p.m., tonight in honor of the NBC executives who will be in Philadelphia today and tomorrow for the annual War Clinic. The show will feature Jim Bachus, dramatic actor, who flew in from New York.

Definition
Philadelphia—Realism is the key-phrase of Army Colonels in their explanation of draft classifications. Al Stevens, WFIL announcer, explained his draft classification yesterday morning as 4-H, he gave an explanation. Said Col. Stevens: "It means keep your feet and on your draft card, your feet on your tombstone and hope for the best."

Can They Do That?
Along with Barry Wood, none other than "Speed" Riggs leaves the Lucky Strike "Hit Parade" show on Saturday night. Riggs is the auctioneer who does the chant on the show and his draft board has forwarded him one of those special invites. F. E. Boone, now on the Coast with the Kay Kyser show will come to N. Y. as replacement.

Await Dewey Move On Milk Advt. Budget

Albany—Fate of the state milk publicity campaign, which utilizes some \$300,000, annually, mostly for radio spot announcements, was still clouded in doubt after Governor Thomas E. Dewey's budget recommendations were submitted to the legislature Monday night. Governor Dewey did not reveal his own stand personally but his message did indicate that he did not believe the legislature would reimpose the tax on milk producers.

Stations Slow In Sending Finance Reports To FCC

Washington Bureau, RADIO DAILY
Washington—The FCC still lacks the special financial reports from a number of stations which were asked to submit these to provide the Commission with evidence on which it could act.

WOR's Daily Program Setup Works With But One Serial

Three Radio Advertisers Concerned With FTC Biz

Three firms have been charged by the Federal Trade Commission with misrepresentation in the use of radio and radio continuities for the purpose of advertising their products. L. J. Thomas, trading as the Vogue Company and as Vogue Eliminator Company, 7759 South Halstead Street, Chicago.

WMC Official Indicates Only Positions Necessary To Broadcasting Exempt; Complete Job List Due Soon

WOW Lists Receipts In Suit To Halt Lease

Omaha—WOW here had gross receipts of \$652,303 in 1942, disbursements of \$364,865 and a net of \$287,437, according to information filed by the Woodmen of the World Life Insurance Society in an answer to the district court suit to prevent leasing of the station to Radio Station WOW, Inc., a new organization.

Sec. Wickard First Guest In Co-Op. League Series

Secretary of Agriculture Claude Wickard is tentatively penned in as the first guest on the transcribed series which Cooperative League of USA is launching, finally, next week. His subject will be food. Others lined up include...

"Missing Heirs" Owners Sue For Infringement

The producers and owners of the radio program, "Port of Missing Heirs" have filed suit in Federal Court yesterday against the owners and operators of the station.

Washington Bureau, RADIO DAILY
Washington—Actors and other talent are certain to be added to the list of unessential jobs, a WMC official said yesterday, shortly after release of the list of about 60 positions already declared non-essential. It appears, thus, that only those jobs listed as necessary to the broadcasting industry (RADIO DAILY, Feb. 1) will entitle their holders to draft deferment.

N. J. Outlets To Mull Setting Up Council

To consider the formation of a New Jersey Radio Council, excess from that state's leading stations will meet with leaders of state civic and educational organizations, next Monday, Feb. 8, in a morning and luncheon session to be held in the auditorium of L. Bamberger & Co., Newark, N. J. Stations to be represented include...

Nat. Oil Set For WJZ; Vicks Signs Renewal

National Oil Products Company, Harrison, N. J., will launch a campaign for Admiracion shampoo on WJZ, Feb. 23. Through Charles Dalrymple...

Real Mystery

Goldboro, N. C.—The telephones at WGBR were jammed recently when the Mutual line amplifier picked an inconvenient time to lay down for at that moment "Bull Dog Drummond" skidded off the road and went sailing into space over a 200 foot cliff. Listeners wanting to know the result called station people, who couldn't tell for they didn't know themselves.

(Continued on Page 2)



Vol. 22, No. 23 Wed., Feb. 3, 1943 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

(Tuesday, Feb. 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	131 1/2	131 1/2	131 1/2	— 1/2
CBS A	17 3/4	17 1/4	17 3/8	— 1/8
Crosley Corp.	10 1/4	10 1/4	10 1/4	—
Gen. Electric	34 3/8	34	34 1/4	— 1/8
Philco	16	15 1/2	16	— 1/2
RCA Common	6 3/4	6 1/2	6 3/8	— 1/8
RCA First Pfd.	62 3/8	62 1/2	62 5/8	— 3/8
Stewart-Warner	8 3/4	8 3/8	8 3/8	—
Westinghouse	89	89	89	—
Zenith Radio	23 3/4	23 1/4	23 3/4	+ 1/4

NEW YORK CURB EXCHANGE

Nat. Union Radio	15-16	7/8	7/8	-1-16
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OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	4 5/8	4 7/8
Stromberg-Carlson	7 1/8	8 1/8
WCAO (Baltimore)	17	20
WJR (Detroit)	21	..

Stations Slow In Sending Finance Reports To FCC

(Continued from Page 1)

may work toward the stimulation of advertising for those stations whose operations were in the red last year. As a result, Chairman James Lawrence Fly said yesterday, "we are not yet to the point where we can give the sort of analysis that we want to."

A follow-up letter went out to stations which have not yet filed returns last week, Fly said. His job in this matter, he said, is "simply to help the stations in any way I can—and to help the advertisers in getting their teeth into the problem. I do hope to stimulate some responsible advertising in the field of the small and remote stations, offering all possible aid and what ever information the Commission might have of value."

Fly made it plain, however, that the Commission wants to help without in any way "intruding on the business transactions that may be involved."

Rodney Made V.P.

T. Rodney Shearer, production manager, has been made a vice-president of the A. C. Nielsen Co.

Sec. Wickard First Guest In Co-Op. League Series

(Continued from Page 1)

up include Ex-Senator George W. Norris whose topic will be power in the future; Senator George D. Aiken (Vt.), on new agriculture; Frank Lloyd Wright, architect, on housing, and Charles W. Eliot, director of the National Resources Planning Board, Washington, D. C., on jobs in the future. First installment of "Here Is Tomorrow," which will air Sunday, February 14 on 30 stations (WQXR, New York, outlet at 5:30 p.m.) will be in the nature of a prologue and will not feature a guest.

Because of the original controversy over the issue of the Co-ops going on the air commercially, the dramatic scripts as well as the commercials are being submitted to NBC, CBS and Westinghouse Radio Stations, Inc. as well as the OWI for approval. Check by the government agency is natural development since much of the material for the post-war topics is supplied by government departments and with the general blessing of Washington bigwigs assigned to the far-sighted planning. Rep. of Atherton & Currier, agency handling the series, indicated that the commercials would be straightforward spiels selling co-operative form of enterprise. Plugs will include offer of a free pamphlet also.

Talent on the dramatic production lists names for the first few productions, though salary figures, as yet are pretty close to scale. Productions made thus far, include Will Geer, Frank Lovejoy, Alan Hewitt, Sylvia Leigh and Ed Cullen. To meet the problem of music for bridges and background, Clinton Johnston, director has engaged the Master Singers, a sextette which via humming and other techniques has enabled the new series to overcome the restrictions set by the Petrillo ban on instrumental music for transcriptions. Recording job is being handled by Columbia Recording.

"Missing Heirs" Owners Sue For Infringement

(Continued from Page 1)

producers of the musical comedy show, "Something For the Boys." The complaint filed alleges a copyright infringement and seeks an accounting of profits and damages. No amount was named.

The plaintiffs, James F. Waters and Alfred Schebel, named as defendants 20th Century-Fox Film Corporation as owners, Michael Todd as producer; Herbert and Dorothy Fields as authors, and as party defendants, Ethel Merman, Allen Jenkins, Jed Prouty and Paula Lawrence, stars of the musical.

The complaint alleges that the radio program, through its investigators, has uncovered 270 heirs and has returned to them \$1,500,000. It is specifically mentioned in the complaint that the musical comedy is based on that portion of the radio program dealing with the investigators uncovering potential heirs.

"Missing Heirs" has been on CBS for some years.

Three Radio Advertisers Concerned With FTC Biz

(Continued from Page 1)

Chicago, engaged in selling a radio device designated "3 in 1 Radio Tuner," for attachment to radio receiving sets for the purpose of improving reception, has stipulated with the Federal Trade Commission to desist from representing that by the attachment of the device to a radio receiving set, interference in the reception of radio waves, caused by electrical appliances, will be eliminated.

Against the J. H. Camp & Drug Profits, Inc., Ravenswood, Va., engaged in the sale and distribution of certain preparations containing drugs designated "Phalene" and "Burtone" recommended for the treatment of various ills of the human body the Federal Trade Commission issued a complaint charging misrepresentation. The charge is that in radio continuities and other advertisements the preparation "Burtone" is alleged to have been represented as a safe remedy and laxative that can be taken without harm to the user. The company is charged with failing to reveal that both preparations "Burtone" and "Phalene" are irritant laxatives and are potentially dangerous when taken by one suffering from appendicitis, and their continued use may result in gastrointestinal irritation.

The hearing of the Cummer Products Company, Inc., of New York is set for today at 9:00 a.m. in the Hearing Room, Federal Trade Commission, Washington. The firm is charged with misrepresenting their product, a white shoe cleaner.

WLW Staging Salute To NBC's War Clinic

(Continued from Page 1)

for the broadcast; bits from history-making NBC programs will be woven into the program, including parts from Bert Sillen's broadcast from Manila the night of Dec. 7, 1941; Captain Eddie Rickenbacker's first broadcast after his rescue and a part from the "Murder of Lidice," an original verse narrative written by Edna St. Vincent Millay which starred Paul Muni.

The station's concert orchestra will provide the musical background, and Charles Lammers will handle the program's production.

Several CBS Reporters In Assignments Abroad

(Continued from Page 1)

ent in Cairo, will return to New York for a vacation and will be replaced in the Egyptian capital by Farnsworth Fowle, who has been stationed at Ankara, Turkey.

William J. Dunne, chief of Columbia's correspondents in the Far East, who has been reporting from Australia, also will return to New York and his duties "down under" will be taken over by George Moorad, press representative of the American Red Cross.

COMING and GOING

PHILLIPS CARLIN, vice-president of the Blue Network in charge of programs, is expected back from Chicago today.

ART KEMP, West Coast sales manager for CBS, off for Boston on a short business trip. Will return late tomorrow or Friday.

ELMORE B. LYFORD, of the NBC stations department, in Cincinnati today and tomorrow.

JOHN T. CAREY, sales manager of WIND, has arrived from Chicago for conferences with the New York representatives of the station.

JAMES B. ROCK, general manager of KDKA, Pittsburgh; JACK S. DE RUSSY, sales manager and TED KENNY, acting chief engineer, are in Chicago for special NBC meetings.

GUY CUNNINGHAM, sales promotion manager of WEEL, Boston, in town yesterday and today at the CBS headquarters.

BONITA GRANVILLE and H. B. WARNER, featured in the film, "Hitler's Children," are in St. Louis to play in a half-hour dramatization of the film tonight on KMOX.

QUINCY HOWE is in Washington, D. C., at which point he will broadcast tonight's newscast over CBS.

JOSEPH C. BURWELL, president and station manager of WMBZ, Uniontown, Pa., is expected today or tomorrow for talks with the New York reps.

HAL MEYER, station manager of WSRB, Stamford, was here from Connecticut yesterday at station business.

WILLIAM SCHUDT, JR., eastern division manager in the station relations department, CBS, has returned from a short trip to Cincinnati and the West Virginia territory.

C. L. MCCARTHY, general manager of KGO, Columbia outlet in San Francisco, is here from the West Coast.

E. H. SHOMO, WBBM's eastern sales manager, is in New York. Visited yesterday at headquarters.

EDWARD J. FREY, manager of WBRY, Wabury, Conn., outlet of CBS, in town yesterday on station and network business.

Nat. Oil Set For WJZ; Vicks Signs Renewal

(Continued from Page 1)

las Reach, Newark, National Oil will sponsor three transcribed station breaks weekly for 13 weeks.

Vick Chemical Company, New York, has renewed for 13 weeks effective March 30, the program of Bing Crosby records on WJZ. W announcer Glenn Riggs, the 30-second five-minute program is heard Monday through Friday at 6:40 p.m. by Morse International, New York, is agency.

NOT JUST MONROE COUNTY

but WHAMland

900,000 radio homes it a better buy.

Wham

ROCHESTER, N. Y.

Has'l Rep. George P. Mallory
50,000 Watts... Clear Channel
Time... NBC Blue and Red
The STROMBERG-CARLSON

"Essential" Listing Expected For Talent

(Continued from Page 1)

3-B. What happens now is that 3-B's will be considered by their boards in the following order: first, those with collateral dependents, men with wives, men with wives and children and men with children and no wives. As each individual comes up for consideration, he will be placed in either 1-A or 2-A, meaning available for military service or necessary essential civilian activity. Although each case is to be decided by the local draft board, it is likely that many men in jobs not considered as essential will be placed in

To List Three Categories

The WMC will in the near future issue a breakdown of the list of 35 essential activities it released late last year, grouping those of prime importance, those less important and those which barely merit the "essential" listing. It is likely, although there is no assurance, that broadcasting will come under the second classification. If this is the WMC decision, broadcasters will retain their preferred position in the labor setup, though their manpower needs will coordinate to those of the prime

Already there has been discussion of the possibility that many jobs for whom dependency has not been the one factor which kept them out of the army, will attempt to find themselves war jobs before the April 1 deadline and try to carry on their radio commitments during off-duty hours. It is unlikely WMC would object to this prac-

Wilson Heads N.Y. Office of Wm. G. Rambeau Co.

Pat S. Wilson has been named head of the New York office of the William G. Rambeau Company, destination representatives. For the past year and a half, Wilson was associated with Radio Advertising Corporation and prior to that was in the New York office of United Press. Before joining United Press, he was with the Radio Sales Chicago for five years.

★ PROMOTION ★

Advt. Reaction

William H. Weintraub Co., Inc., advertising agency, is completing an advertising campaign to be conducted as an attention caller for the new Cresta Blanca radio program on MBS.

On Jan. 13, 128 newspapers in 68 cities throughout 27 states carried 300 lines of display advertising announcing the new radio program headed by George S. Kaufman, Oscar Levant, Morton Gould's Orchestra and guests. Same advertisement was repeated each Wednesday up to and including today.

Reaction to the advertisement, placed in behalf of Cresta Blanca Wines (Schenley Import Corp.) was noted on Jan. 14 in a survey conducted by Charles E. Hooper. The survey indicated a rise of five points in survey rating, or approximately 4,000,000 additional listeners over the broadcast of Jan. 6. The advertisements have been responsible to an extent for a steady rise since.

Total lineage for the entire campaign was 153,600. Final ads of the current campaign will appear in the

WJMC's Bond Drive

The War Bond promotion show that WJMC, Rice Lake, Wisconsin, is offering in behalf of the war effort incorporates a novel feature which is making an impression on the War-Bond buying public.

Each Sunday afternoon from 3:30 to 4:00 p.m., CWT, the station's "Bond Time 'Victory Hour'" is aired in collaboration with the Rice Lake Junior Chamber of Commerce. The program is originally given for the "jacees" but therein is incorporated a salute to the Civil Air Patrol which is giving free plane rides to U. S. War Bond buyers. Listeners are invited to go to their nearest bank, buy a War Bond in any denomination, and receive a ticket good for a free plane ride the following Sunday.

Permission has been received by the Civil Air Patrol for planes to land and take off from the lakes in each of the four towns in the area where the rides are given.

128 designated newspapers on Wednesday, Feb. 3.

Lord Of WLOF Testifies At FCC-WALB Hearing

Washington Bureau, RADIO DAILY

Washington—Because Edward J. Lord, former manager of WALB, Albany, Ga., and present manager of WLOF, Blue Network outlet in Orlando, Fla., kept full records of the station's business, he was threatened yesterday with larceny proceedings by De Lacey Allen, WALB attorney. The threat came during cross-examination of Lord by Allen, with the attorney stating that he will seek to have Lord indicted for larceny by a Georgia grand jury.

This threat brought heated retort from the FCC attorney, Marcus Cohn, that Allen was merely seeking to intimidate the witness and examiner. Don Harris indicated later that he felt the same way, when he criticized Allen for the threat. The clash occurred during the hearing on WALB's application for license renewal, shift of frequency and assignment of the license from the Albany Herald Publishing Company to the Albany Herald Broadcasting Company.

The FCC subpoenaed Lord's records dealing with WALB, and it turned out that Lord had some copies of letters to which he had access while serving as station manager but which were not addressed to him. He did not volunteer any of this information however, and surrendered it only when it was subpoenaed. One of the documents which went into the record yesterday, was Lord's copy of a letter written by Rep. E. E. Cox, to H. T. McIntosh, WALB head.

The letter described conversation Cox had with FCC Chairman James Lawrence Fly on behalf of WALB and concluded with a postscript to the effect that "we are going to get" the extra power sought.

Beach Asst. To President Of Benton & Bowles, Inc.

Edward R. Beach joined Benton & Bowles, Inc. on February 1 in the newly created post of assistant to the president, it has been announced. For the past 10 years, Beach has been with Procter & Gamble—serving successively in the sales department, as advertising and promotion manager of certain brands, and finally as head of the copy section of all Procter & Gamble brands.

In addition to his work in this country, Beach has been sent abroad by Procter & Gamble at various times to work on the advertising and promotion of their English and Cuban subsidiaries.

WOLS Joins Blue

WOLS, Florence, S. C., has become affiliated with the Blue Network as a bonus outlet to the Southeastern group, making a total of 149 Blue affiliates. WOLS is owned by the Florence Broadcasting Co. and operates full time with 250 watts power on a frequency of 1,230 kilocycles.

WOW Lists Receipts In Suit To Halt Lease

(Continued from Page 1)

John Rine to set an early date for trial, suggesting the middle of February, since the lease already has been completed. They said it was of "extreme importance" to the defendants that the trial be held as soon as possible.

Dr. Homer H. Johnson of Lincoln, a member of the society, brought the suit and the answer filed contends he does not have legal capacity to do so and that only the Nebraska attorney general and insurance commissioner have such capacity. The answer states the society feared the station and its earnings might be taxed and that the immunity of the society itself to taxes might be jeopardized if it continued to operate the station.

Receipts Showed Rise

The answer reported that WOW's gross receipts for the previous five years showed a steady rise from the gross of \$450,511 in 1937 but that the net fell off, comparatively during 1938, '39 and '40. In 1941 the gross was \$581,297 and the net \$212,807.

The answer denies the plaintiff's allegations that the transfer was not for the best interests of the society, that the consideration was inadequate and that members of the new corporation—Radio Station WOW, Inc.—are known to favor sale of the Nebraska Power Co. to the Consumers Public Power District and would use the station to promote the sale.

Jim Kane In New York

James Kane, recently Western Division Publicity Director with headquarters at WBBM, Chicago, has returned to New York as an assistant of George Crandall, CBS Director of Publicity. Kane begins his new duties immediately. Shepard Chartoc, formerly of the Tom Fisdale organization replaces him in the Chicago offices.

the BEST and the MOST FOR YOUR DOLLAR

WNBC

In America's INDUSTRIAL ACTIVE HARTFORD

500 WATTS BASIC BLUE

THE Philadelphia Story IN RADIO 5000 WATTS

950 on the Dial

WPEN

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

JACK O. GROSS, who recently acquired station KFMB at San Diego, in town for a few days of setting up business for the new station.

The Macs open in Oakland for a week's run Feb. 4, with another appearance scheduled in San Francisco at the Golden Gate Theater starting Feb. 25.

Hal Bock, NBC Hollywood publicity head, trotting around with a new pipe that makes any other in his large collection feel like looking around for a new owner...if they can feel?

Shirley Dinsdale and her talking doll, "Judy Splinters," seem headed for a regular schedule of talk-fests for a western sponsor on the air.

Hal Peary, "The Great Gildersleeve," did the star honors on the Lux Radio Theater broadcast of Feb. 1, in "The Show-Off."

Sam Pierce, Lennen & Mitchell agency producer, and Chuck Lewin, Blue Network producer, both receiving plaudits for the fine showing of the fifteen-minute Gracie Fields show, which they produce.

Panel Box Short-Circuits But Rubin Show Goes On

A short circuit in a panel box backstage at CBS Playhouse No. 3, 53rd Street and Broadway, last night failed to interrupt the Benny Rubin sustaining program heard from 10-10:30 p.m.

Occurring at 10:25 p.m., House Manager John Wallum instructed Don Campbell, head usher, to inform the fire department. Five minutes later, at the close of the program, Rubin spoke to the audience of more than 400 persons, saying that the slight odor of smoke was indicative of no danger and suggested that they file out in good order, which they did. In any event, the usual fireproof curtain which the theater is equipped, would have afforded protection to the spectators. It is possible that part of Rubin's talk to his "very nice audience" went out over the air.

The situation was quickly remedied, and at 11:30 p.m. Sammy Kaye was using the stage to rehearse his program.

LICENSED OPERATOR WANTED

Call or Write **WDRG,** HARTFORD, CONN. BASIC CBS.



Notes From A Ringside Seat...!

● ● ● When Orson Welles first went to Hollywood, he went there with the idea of making "Pickwick Papers" with the bulbous-nosed W. C. Fields. The latter, however, was off cavorting in greener pastures and Welles became involved with "Citizen Kane." Now the boys have finally gotten together and are huddling over "Pickwick Papers," which 20th Century will probably take over...Lou Costello talking about opening a 52nd street hot spot called Costello's Band Box...Rudy Vallee, anxious to remain on the Hollywood scene, reported very nervous about impending N.Y. transfer...Dick Leibert, who says that great aches from little (a)corns grow, has formed a new music publishing outfit called "Cinema Songs" with Geo. Blake...Ed Byron around Radio City this week with his new captain's bars...The origin in the Irving Berlin-Ezra Stone discord is in the billing Ezra took for himself...Some of the mags of a big group reported folding...Another reported reducing its print order by a million copies and still another by 100,000 copies... "Mayor of the Town" listing in the papers changed to Lionel Barrymore. Reason was a lotta people figured it was LaGuardia out attacking bingo again.

★ ★ ★

● ● ● Gary Cooper will sing in his next flicker. He'll give out with "Praise the Lord," etc...Freddy Vosberg back at his Treasury Dept. desk after a bout with the flu...New song hit, "Daddy's Letter," sold 20,000 copies after its first rendition on the air... Charles Carroll, former leading man on Joan Blaine's "Valiant Lady," and still leading man in Joan's heart, now a tech sergeant in the army... Dave Golden, former Treasury Dept. scripter, now free-lancing. He's prepared several shows for Capt. Tim Healy... Del Peters has joined Bill Gernannt in radio production... Sensational Crossley rise in the "Duffy" show comes as no surprise to this bystander who loves nothing better than eavesdropping when the "elite meet to eat." Last night's show was a piperoo and we're still laughing at the crack Finnegan's brainy kid brother (the black sheep) made to the guesting "Lone Ranger." After being introduced to the kid, the "Lone Ranger" asked him how he'd like to ride the trail with him, with his trusty shooting iron by his side, etc., etc. The kid looked up disgustedly and said: "Hey, Archie, who is this Denver Uncle Don?"... Jules Alberti, of the Treasury Dept. War Savings Staff, is now a member of Kaltenborn's 20-Year Club... Bob Lewis, just released by the Army after a two-month siege of pneumonia, and back in New York looking over the radio production picture. Considering several offers... Joe Rines, musical director of the Blue Network, is debuting with AMP's library service this week. The release consists of eight selections which were recorded not only before the Petrillo ban, but when Rines was still with WMCA. That is what is known as a back-log.

★ ★ ★

● ● ● Henny Youngman says the only guy with enough hot water these days is E. Flynn... Of the 60 G's Al Bloomingdale pledged to become co-producer of the "Follies," he put up about five thousand of his own coin. And he's already spent three times that entertaining the cast... Lyn Murray making up special arrangements of all the nursery tunes in preparation for the blessed event due soon in his family... Joan Smith, the model who turned defense worker, is the person who puts Henry Morgan in his most pleasant mood... When Jack Dempsey kayoed Lew Jenkins in the Brill Bldg. lobby on their last meeting about a month ago, he almost scored a strike on five song pluggers with Jenkins acting as the bowling ball.

★ ★ ★

Remember Pearl Harbor

"FOR THE BEST TUNES OF ALL" DON'T GO TO 'CARNARSIE HALL', BUT GO TO THE

FABIAN FOX BROOKLYN

Flatbush at Nevins

Where that

Warner Brothers' Hit

"YANKEE DOODLE DANDY"

with

JAMES CAGNEY

is now

in its Fourth Week

Hear those grand George M. Cohan songs.

See your daily newspapers for further details

Joe Lee Director of publicity Fabian FOX BROOKLYN Theatre

Block's 8th WNEW Anniversary

Martin Block will celebrate eighth anniversary of his WNEW plater program, "Make Believe Ballroom," this week, without party fanfare. Curtailment attributed the war.

GUEST-ING

NE BLAIR, on the "Tommy and Betty Lou" program, Friday (WAF-NBC, 10 p.m.).

RODERICK CRAWFORD, on the "Tommy and Betty Lou" program, Friday (WAF-NBC, 8 p.m.).

LEN O'HARA, HENRY DAVID and THOMAS MITCHELL, on the "The Immortal" program, Friday (WABC-CBS, 9 p.m.).

BOTT and LOU COSSON, on the "Comedy Caravan," Friday (WABC-CBS, 10 p.m.).

ZIMBALIST, violinist, as conductor on the program of the Philadelphia Orchestra, Friday (Mutual, 2:30 p.m.).

RUTHER, on "Information," Friday (WEAF-NBC, 8:30 p.m.).

KALKENBERG, actress and singer, on "Stars Over Hollywood," Friday (WABC-CBS, 12:30 p.m.).

DENISON, author of "America," on "Nellie's Presents," Saturday (WEAF-NBC, 10 a.m.).

ST. MORRIS, on "Armstrong's Theater of Today," Saturday (CBS, 12 noon).

Dewey Move Milk Advt. Budget

(Continued from Page 1) ... the revenue paying for the campaign itself and for other campaign expenses.

... a number of taxes, of which are affected by the Governor said of the milk tax that it is not expected that the milk tax will be reimposed. The existing tax should, it is estimated, reach the General Fund \$232,500, of which \$232,500 is to reach the General Fund by March 31, 1943, the remainder, \$232,500, being in the fiscal year ending in the fiscal year 1943.

... Governor Dewey's message

WHEN MINUTES MEAN MONEY—TELEGRAPH VIA Postal Telegraph

TELEGRAMS PHONED IN YOUR TELEPHONE BILL.

NEW PROGRAMS—IDEAS

"Open House"

As part of the station's campaign to change the fare of the daily radio listener, WCAU Philadelphia, is offering a new program, "Open House" in which mirth and melody are the predominating factors. The new show is aired daily Monday through Friday from 3:30-4:30 p.m., EWT and is the outcome of a discreet survey of listener desire.

"Open House" means just what the title implies. It is open to all forms of entertainment and is not anchored to any set formula. The program leans toward the unexpected or "surprise" elements in radio.

The station will use its entire roster of talent that has been collected during its intensive campaign to introduce new talent, new names and new faces to the WCAU audience. These people who are appearing on the show and who have been previously acclaimed by the local listeners will be linked—review fashion—into "Open House."

Music for this show will be supplied by Johnny Warrington and his orchestra, and from time to time "The Velvet Violins" will be featured.

Other musical soloists to air their specialties will be Jimmy Saunders, Marion Mason, Delores O'Neill, Bon-Bon, Elizabeth Hill, Gene Connolly and the Merry Malones.

In addition to the talent display the program will lean heavily toward guest stars, not alone of the stage, screen, night club and vaudeville fields but from every walk of life in Philadelphia. People in the news will be met—celebrities from the field of politics, the professions and just plain people.

To handle the diversity of the program requires the use of two masters of ceremonies, Ross Mulholland and Hugh Walton.

did not in any way commit the Executive to a pro or con stand on this highly debated subject, supporters of the milk publicity campaign made no secret of the fact that they were hoping he would urge its continuation somewhere in the budget message. In past years, Governor Lehman has mentioned in the message that he favored continuation in one way or another.

The present milk tax and publicity campaign will automatically expire June 30, 1943 unless the legislature specifically passes a bill extending the term of the campaign and appropriating the means for its continuation.

In this respect it is known that supporters of the bill are at a loss to understand the appearance of a "repeal bill" sponsored by Assemblyman McCarron and Senator Donovan, Manhattan Democrats. Supporters naturally will fight the repeal bill but maintain that no repealer is necessary, that the campaign will die a natural death if they cannot themselves pass enabling legislation for a continuance.

"Journeys Behind The News"

WHCU, Ithaca, has inaugurated a weekly 15-minute program for in-school use of pupils throughout central N. Y., in the fourth, fifth, and sixth grades, titled "Journeys Behind The News." Its purpose is educational; it interprets for the younger minds, in simple, understandable terms, today's events as they are taking place around the globe.

Each broadcast, on Friday 2:15 p.m., EWT, is under the direct supervision of W. Robert Farnsworth, Director of Radio in the Ithaca Public Schools. It consists of a preparatory period of review, touching on the people, geography, and topography of the region to be discussed in the day's lesson; then, having been provided with an individual map, the student follows the course of the day's discussion, as he listens to the broadcast and comments on the news, as taken from the wires of the United Press.

Letters from schools in the listening area report that teachers see it as a means of correlating audio- and visual-aids in modern teaching. It serves to demonstrate in a practical way, what radio can offer in the field of formal education,—it also brings the young person into closer relation with his radio.

C. of C. Tieup

WMBL, Macon, Ga., last week started a new series of programs featuring Lee S. Trimble, executive officer of the Macon Chamber of Commerce. Under the title of "Let's Talk Macon," Trimble combines "personality" stuff with news of the business trend in the Macon area. Scheduled for an early start is the new series co-operating with the local office of Civilian Defense which, each week will feature some phase of OCD.

Brokenshire To Capital After Lapse Of 20 Years

Washington—Norman Brokenshire, after an absence of 20 years returns to Washington to take over the morning show at WWDC.

Brokenshire will be on the air from 7:00 to 10:00 a.m. and in addition to his regular duties he will be the official spokesman for the Atlantic Coast Network from Washington.

NBC Shortwaves Guani

Last night's address by Dr. Alberto Guani, Uruguayan foreign minister and vice-president elect, before the Free World Association at the Hotel Roosevelt, was shortwaved to Latin America by NBC's International Division. The broadcast, beginning at 10 o'clock, EWT, was transmitted by WNLB, WBOS, WGEA, WGEO, and WRUW, and was rebroadcast throughout Uruguay by Radio El Espectador and its network of stations, all of which are affiliated with NBC's Pan American network.

AGENCIES

CONSTANCE McKENNA, copywriter, Ruthrauff & Ryan, Inc., New York, joining the Overseas Unit of the American Red Cross. Miss McKenna reports to Washington, D. C., and will be detailed for duty to the Overseas Clubs.

ART DIRECTORS CLUB of New York will sponsor its 22nd annual exhibition of advertising art at the New York Public Library, the work to be on exhibition during the entire month of June.

RADIO EXECUTIVES CLUB, at its luncheon to be held today at the Cafe Loyale, will have as speakers Lt. Col. Tom Lewis and Maj. Irving Fogel, both of the radio department, special service division of the U. S. Army.

BBC-CBS Exchange

CBS and the BBC launch an exchange series of thirteen programs titled "Transatlantic Call: People to People" next Sunday (WABC-CBS, 12-12:30 p.m., EWT).

The new series is designed to bring the two nations closer together and to tell the people of each country how their friends and allies are living, working and fighting.

Ronald Colman, acts as narrator on the American programs. Bob Trout, Columbia's correspondent in London, takes over the narrating job on the British broadcasts.

The programs will be alternated weekly and presented simply and directly in order to provide a maximum of understanding to both audiences.

Wedding Bells

Electa Robertson, traffic manager and program coordinator of WSAV, Savannah, was recently married to Howard J. Hoffman, formerly of New York, now serving with the 85th Coast Artillery Anti-Aircraft, U. S. Army.

WDRC CONNECTICUT'S PIONEER BROADCASTER \$16,050,000 That's Sales Management's estimate of Hartford's retail sales this month . . . 26.3% ahead of 1942's record February. It's an upward swing that keeps pace with the ever-increasing preference for WDRC. Basic CBS for Connecticut.

NEW BUSINESS

WFDF, Flint, Mich.: American Chicle Company, Long Island City, 5 night anns. weekly for 13 weeks, thru Badger & Browning & Hersey, New York; Doubleday, Doran & Co., Inc., New York, 3 five-minute programs, thru Huber, Hoge Co., New York; Eckhardt & Becker Brewing Co., Detroit, nine anns. weekly, 4 weeks, thru Martin Frank, Inc., Detroit; Lix Company, Detroit, five ten-min. programs weekly for eight weeks, thru Century Advertising Co., Detroit; Monticello Drug Co., Jacksonville, Florida, three anns. weekly for nine weeks, direct; Purity Bakers Corp., Chicago, 14 anns. weekly for 16 weeks, thru Campbell-Mithun, Chicago; Rexall Dealers (local) three five-min. programs weekly for 52 weeks, direct; Simon & Schuster Co., New York, seven five-min. programs weekly for 10 weeks, thru Northwest Radio Advertising Co., Seattle, Washington.

WOV, New York: Paramount Pictures, thru Buchanan & Co., eight 15-minute studio programs; Roxy Theater, thru Kayton-Spiro, 21 spot anns.; Sachs Furniture, direct, 260 10-minute studio programs; San Gabriel Wine Co., thru Emil Mogul, 312 transcribed anns.; Religious Service Kit, direct, 117 five-minute studio programs; New York Journal American, direct, nine spot anns.; True Story Magazine, thru Raymond Spector, five 5-minute transcribed programs; Block Drug Co., thru J. Walter Thompson, 156 one-minute spot anns.; Biscaglia Wine Co., thru Pettinella Adv., 312 one-minute spot anns.; Palumbo Cigar Co., direct, 234 one-minute spot anns.; Family Policy Service, thru Intercity Adv., 106 10-minute studio programs; Barney Clothes, thru Emil Mougul, 1716 one-minute spot anns.; National Shoe Co., thru Emil Mogul, 39 15-minute studio programs; Johnson & Johnson, thru Inselbach Agency, 39 one-minute transcribed anns.; B. Filippone & Co., thru Filco Adv. Agency, 312 30-minute studio programs.

**Canada Political Head
Renews Attack On CBC**

Ottawa—A new attack on CBC has been launched in the Dominion House of Commons by Gordon Graydon, newly chosen leader of the Progressive Conservative Party. When he came to attacking the government's failure to check the bureaucratic tendency on many of the war boards, Graydon turned his attention to the CBC.

He could not understand, he said, why the Board of Governors could not have gone outside its personnel to find a new general manager to succeed Maj. Gladstone Murray. He referred to the critical report of last session's special House committee and said he thought that because of that criticism the entire personnel of CBC should have resigned.

WORDS AND MUSIC

By HERMAN PINCUS

THE following happened in the city of brotherly love where anything can happen and frequently does. For instance did you hear one about the Philadelphia letter carrier who was shot because he was mistaken for @ lb ! * & (who threw that?) Well at least THIS story is new. Doug Arthur, WIBG program director, monogrammed ball, bowling shoes, etc., strolled into a local bowling alley for a little bowling practice. The captain of a bowling team asked Doug if he would fill in for a member of the team who didn't show up. Arthur agreed and rolled a solid 82 the first game and a smooth 124 the second heat. When asked by the captain if he was having an "off night," Doug answered, "not at all, you see I got this bowling outfit for a Christmas gift and this is the first time I ever tried bowling."

★ ★ ★

NBC's rural New England series "Snow Village," sounds so natural because every key man connected with the show was either born or reared "on hillocks green" (country to you city slickers). Arthur Allen, who portrays Dan'l and Grandsir, was born in Gowanda, N. Y., Parker Fennelly, "Hiram Neville," hails from Northeast Harbor, Me., William Ford Manley, author of the script, writes the series at his home in Madison, N. H., and Harold McGee, producer-director, grew up on a farm near Schenectady, N. Y.

★ ★ ★

Blue Barron, whose orchestra is heard every Sunday on the Blue Network for Paul V. McNutt's War Manpower Commission, is now the longest government-sponsored show on the air and to mark this honor, Songhits Magazine will present to the "Barron" an Award for Merit for "his musical contribution to the war effort" when his ork appears on the Fitch Bandwagon show this Sunday.

★ ★ ★

The most thrilled listener to Arturo Toscanini and the NBC Symphony Orchestra broadcast next Sunday at 5 p.m. will be Ferde Grofe, prominent American composer, who flew in from California to be present when the Maestro offers Grofe's "Grand Canyon Suite." The composition was inspired by a visit to Yellowstone and was introduced by Paul Whiteman and his orchestra Nov. 22, 1941.

★ ★ ★

Last May, Irene Beasley's original composition, "I've Got A Job To Do For Uncle Sam" was introduced on the "Army Hour" and has since been chosen by the New York Civilian Defense Volunteer Office, its official theme song. Henceforth, all broadcasts sponsored by CDVO will be initiated with a recording of the song, with Irene herself, the vocalist accompanied by Bob (Minute Man) Downey at the piano. We add "it couldn't happen to a sweeter girl."

★ ★ ★

When Segar Ellis, who is now Pvt. Segar Ellis, U.S. Army Air Forces, Ellington Field, Texas, had his orchestra around town, one of his greatest boosters was a songwriter named Al Koppell. What makes this an item is that both have just been elected to membership in Ascap.

★ ★ ★

Paraphilologicalipsililoquies: It wasn't so long ago that Ed Gardner, "Archie" on the "Duffy's Tavern" show, tried to land a job in Hollywood as scenario writer. To date he has offered from several film companies seeking his services—as an actor... Herb Polesies (Mildred Lovell) are the proud parents of a baby boy... Mel Powell, Benny Goodman's ace pianist, will join Captain Glenn Miller's orchestra when he is inducted into the Army... John Seymour, who portrays "Parker" on the "Mary Marlin" show, has joined the WOR announcing staff... Kate Smith will shortly begin a series of salutes to war plant workers on her noon-time "Kate Smith Speaks" program heard daily over CBS... Jerry Vogel's new song, "Coast Guard Forever," dedicated to the U.S. Coast Guard, is a heart-stirrer-upper.

★ ★ ★

To the Colors!

GLENN GLASSCOCK, former member of the KOA, Denver, engineering staff has been promoted to the rank of Lt. Commander in the U. S. Navy... LADENE VANCE, the guest relations staff is now member of the U. S. Navy... JEANNE CARTER, former staff member has been appointed to the Officer Candidate School of the WAAC.

RALPH DILLON, commercial manager of KSO-KRNT, Des Moines leaves the station this week for military service. He will be stationed temporarily at Camp Dodge in Des Moines.

BOB SEAT, promotion manager of KXOK, St. Louis, was called to active duty with the U. S. Army Air Force last week. He reported to Kelly Field, Texas, for specialized flight training.

THOMAS MAHONEY, office boy of the CBS publicity department leaves Columbia to join the U. S. Army. Reports today... RICHARD GOGGIN, producer of the musical program, "Personally It's Off the Record" has left the station to enter the Coast Guard. He is stationed at London.

LES LINDOW, former WCLB Pittsburgh, sales manager, has been promoted to the rank of Captain.

JAMES SOUTAR, chief draftsman and WALTER B. HERVEY, JR., calculation analyst of the research department, both of the Blue Network are slated to join the U. S. Army.

ED KUSHINS, staff announcer KROW, Oakland, left Jan. 21, to take up duties as a private in the Army.

WITH SEVERAL of its members already in the armed forces, two new staff members of WSLI, Jacksonville, Miss., JERRY KEITH and HERB MAGEE, are awaiting call. At present they are in the U. S. Army listed Reserve Corps, unassigned. U. S. Army Air Corps, waiting for training, respectively.

DAN McCULLOUGH has resigned from the announcing staff of WFLA and entered the navigation school of an airline company.

JAMES C. FIDLER, has been commissioned a 1st lieutenant in the meteorology department of the Navigation School, Hondo, Texas. He was formerly staff meteorologist WLW, Cincinnati.

Toscanini To Cleveland

Arturo Toscanini, conductor of NBC Symphony Orchestra, will be guest conductor of the Cleveland Symphony Orchestra on Feb. 13. Toscanini will conduct his 10th program of the current NBC Symphony on Sunday, before leaving for Cleveland.

He returns to the airwaves on Feb. 4 to conduct his final series of the current season.

Outlets To Mull Setting Up Council

(Continued from Page 1)

are WOR; WPAT, Paterson; Jersey City; WHOM, Jersey City; WBAB and WFBG, Atlantic City. Mrs. R. W. Cornelison, education chairman of the New Jersey Association of Women's Clubs, will be present. Dorothy Lewis, coordinator of Women's Activities of the NAB will be at the assembly, and assist in the organization of the Council. Later in the month, Mrs. Lewis will address the Canadian Association of Broadcasters in Toronto, during its conference, Feb. 15 to 17, at the King Hotel. Her topic will be cooperation of listeners with radio. She will meet, also, with Detroit leaders, and will be present for conferences on radio in New York. Next Wednesday, Feb. 10, Mrs. Lewis will speak on "Our New Freedom—Radio" in the John W. Walker auditorium, here, in a program presented by the Timely Club.

Annual roster and summary of the network's programs broadcast either on radio stations or over any network combination, has been instituted by Mr. Dorothy Lewis, Co-ordinator of Women's Activities, for the NAB. The book, when completed, will be a sequel to the Association's "Broadcasting News of America," and will be submitting material for the publication, should address copy to Dorothy Lewis at the NAB, Washington.

Memphis—The Middle Tennessee Radio Council, under the chairmanship of Mary Sneed Jones, has inaugurated two radio studies, one on the network's newscasts and the other on children's book review programs. The Tennessee Survey of juvenile radio programs will be under the direction of R. L. Thomas, elementary school principal of the State Department of Education. Martha Parks, State Department of Libraries, will conduct the program.

A Victor Campaign Planned For Mags-Radio

The most comprehensive advertising record promotion campaign in the recent history of RCA Victor is set with a full-color double-page spread in the February issue of "Life" magazine, it was announced by Jack Williams, record department manager. The RCA Victor's 1943 record advertising program will center around its new recording artists, according to Williams. The program calls for full-color, double-page spreads in "Life" magazine on a one-a-month basis; series of 30 full-page, full-color ads in "Time" magazine; one-page ads in "Collier's"; wide-area local concert program advertising; promotional displays in direct-mail record publications; and cooperation with local radio stations.

WOR's Daily Program Setup Works With But One Serial

(Continued from Page 1)

household hints; food dissertations; skits; special events; children's programs and satire.

So much for form. Quality and substance, which can often ameliorate less interesting formula, were not too well achieved throughout this display of an average day. The units were loosely assembled. The pace was too regular in a slow manner. Other than the natural attractiveness of the Philadelphia Orchestra in its lofty perch, and "Superman" in its class, there were no programs which contained any character or impressive strength to make them noticeable in a crowd. They were, for the most part, just acceptable, and mostly flat, lacking scintillating temper. None aroused the afternoon listener to a pitch which would seek a return engagement the following day or week.

Continuous dose of commercial spots everytime there is a pause for a printed ad which left no white space. These coupled with the required OWI pronouncements left little opportunity for any single plug to achieve recognition or a cordial reception. Frequency of recorded and transcribed shows robbed the program layout of flash, spontaneity and freshness, and left, instead, a musty air.

Specific review of programs would start with Boake Carter at noon. He has tempered his ire, and lost his crusading spirit, offering an innocuous text for the noon audience. He sounded worn by the chore he had to perform, and at its end, was as much relieved as was the dialer.

"Judy And Jane"

"Judy and Jane," a perennial soap opera, held pretty much to pattern as far as type is concerned. Transcription was a bit stilted. The live military band interlude at the next junction was well placed. Then the pace slackened again to a crawl during "Strictly Personal," a woman's program treating of trivia.

The quarter-hour transcription of the "Johnson Family" was poorly prepared for one thing, with the negro dialect so thick comprehension of the dialogue was impossible. That prevented the listener from picking up the thread of story continuity and caused the subsequent complete disinterest. "Martha Deane" displayed many characteristics common among her contemporaries who do not quite realize how inane they can sound laughing at themselves when their comments don't instill the same in the listener. They prattle and go, sometimes with the announcer and sometimes just with no one in mind. A giggle or laugh with no more persuasive quality than the brand dispensed during boring teas is hardly contagious or inviting on the air. "Martha Deane's" gasping for breath was too prominent on the mike, and may have been the result of a cold.

Philadelphia Symphony

Scheduling the Philadelphia Symphony orchestra in the afternoon

lends depth and substance to the program layout. It is as an oasis in the weekday's parched radio fare. However, spotting "Mutual Matinee" in immediate proximity did not set so well for either program, with the second one losing out considerably. "Matinee," a recorded musical show piloted by Jerry Lawrence, offered dance and light operetta (Gilbert & Sullivan) music.

"Food Forum"

The "Food Forum" presented a well-planned, tightly organized session. The air of authority projected by Dr. Eddy was not always convincing. He, nevertheless displayed a lot of showmanship in the presentation. It was a wide-awake session from the point of view of production, anyway.

Spotting a special feature—a war effort program from Buffalo, enabled the network to bring in a national name—Mrs. Anna Rosenberg, regional director of the WMC, in a program dedicating a woman's recruiting center. Timeliness and freshness of the insertion here were worthwhile contributions to the day's menu.

A return to recorded music with John Gambling at the next point was an easy enough swing. Only audible shortcoming was the load of spots thrown in this period to make it a hodge podge sort of affair. The indefinite character of this period ends abruptly with "Superman" at 5:30 p.m. Close on the heels of this classic, while kids are still huddled about the sets, the network inaugurated recently, "Junior Newscaster." Show was a let-down as a children's news and feature program. Original prospectus held out much by way of purpose and contents, but the broadcast failed to fulfill. The opportunity is so great, too, to fill a great need along these lines. Material is shallow even for juveniles.

Minute of Prayer

Injection of a one-minute prayer at 6 had a bolstering effect, though placed between two children's shows it loses out on wide audiences among adults. That "Uncle Don" next on the air, has continued to corner sponsors and audiences, is still amazing to this reviewer.

Nondescript recorded music, spots and news fill in the next gap, which remains, by virtue of these, a gap, and then where Henry Morgan used to reign is now Budd Hulick, at 6:45 p.m. Hulick's manner is less caustic, and in better taste. His bile is at low tide, and his aim appears to amuse, rather than stab. His script had a nice measure of humor which did not force itself upon the listener. The commercials, however, were written with a heavy hand, and though Hulick tried easing them off by his asides and interpolations, they were still wearing.

Plenty of News

The network's promoted emphasis on its policy of sprinkling news throughout the day, at half hour intervals does not measure up to anything extraordinary in reality. Be-

Davis Finally Set For Radio Schedule

(Continued from Page 1)

details are believed just about set. Some reports here had it that all four major networks will carry the Davis program, with transcriptions available to all other interested broadcasters. CBS last night announced that Davis would be heard on that network.

Davis will present, roughly speaking, a weekly round-up of the news, without using any news not previously released to press and radio. His interpretive remarks will doubtless be less frequent than was his wont while broadcasting for CBS, since he is now official spokesman for the U. S. Government. His taking the air marks the first time the Government has had an official radio voice—in fact, the first time any medium of communications has carried at regular intervals a direct message from an official Government spokesman, devoid of rewriting, editorial matter, etc.

Food Administration Expanding Air Activity

Regional office here of the Radio and Market News section of the newly created Food Distribution Administration, U. S. Department of Agriculture, recently scripted and produced a 25-minute dramatic experiment, "Dinner with the Bishops" which was tried out by WGY, as a means of getting vital farm data to the farmers. Transcription, it is planned, will be repeated, monthly, on other stations.

Increased production of script show on the basis of this experiment is being planned by Don Lerch, chief of regional division, to supplement its news bulletin services for both farmer and consumer programs.

Expansion of its broadcast activities has already been in effect in the Boston area where its branch office conducts two full time programs daily, six days a week, on WBZ and the Yankee network. Unit has also taken over the War Time Food Bulletin for radio, a wholesale market report service which formerly had been serviced by the OPA.

Stork News

John Bradford, WFMJ, Youngstown, Ohio, production man, and Seymour Raymond ran a close race toward fatherhood with Bradford winning it. At 10:10 he became the father of a 7-pound boy and five hours later Raymond became the father of a 6-pound boy.

cause the network indulges to such an extent in spot commercials, the program breaks are overburdened with small units of changing topics, whether they be commercial, OWI, or news. To eliminate the heavy traffic of spots, and still gross the necessary revenue, the station and network can only improve individual programs, and then have something that will sell.



Coast-to-Coast



WSAV, SAVANNAH, demonstrated its appreciation of talent by giving the post of war program director to Alberta Robertson, recent graduate and winner of the valedictory award from Armstrong College. She will continue with her duties as station continuity head... Mark Johnson has joined the station as an account executive. He succeeds Dr. John P. Dyer, who was recently appointed Regional Price Administrator of the OPA.

John Stebbins, former staff announcer on WDAY, Fargo, North Dakota, has joined KOB, Albuquerque, in the same capacity.

"Women Today" is the latest feminine program to be aired over WIBG, Philadelphia. Besides offering distaff news, the program carries reports from the Department of Agriculture advising the women which are the most advisable products to buy during the current week, both as to price and quality. Alan Freed handles the show which is aired daily at 9:30 a.m.

Les McCanne, secretary and assistant general manager of Stromberg-Carlson Telephone Mfg. Co., Rochester, New York, was this week elected chairman of the Sales Managers' Club of the Rochester Chamber of Commerce on one day, and the following day was elected vice-president of the Rochester Electrical Association.

Philip Goulding, WEEL, Boston announcer took over a new announcing spot with CBS, N. Y., Feb. 1. Before his association with the Boston station he was affiliated with WLLH, Lowell.

The first feminine studio technicians at WKY, Oklahoma City, are Carolina Watson and Patty Roberts, recent graduates of the NYA radio school at Tonkawa... Shirley Sadler has been added to the talent staff. She comes to the station from the Chicago office of H. W. Kastor & Sons, where she was in charge of traffic. She was the vocalist on the NBC show, "Tony Wons Scrapbook" for 52 weeks, and was also featured on "The Guiding Light." At WKY she is co-

starred with Michael Dowd, on a morning musical feature, "A Fellow and a Girl."

New "Voice of Central New England" on the WTAG, Worcester, airplanes is that of Earle Steele, latest replacement on station's announcing staff. Before joining the station Steele was associated with WPRO, Providence, and WTHT, Hartford, where he served as chief announcer for over a year.

Jane Burrous, full-time femme announcer for WCBI, Columbus, Miss., has had a local cast in rehearsal for two weeks for the premiere of the new dramatic series called, "WCBI's Little Theater of the Air." First presentation of the players will be a thirty-minute comedy, "Away From It All," featuring a local cast of eight. Before joining the station she did dramatic work and directed several productions for radio and the stage. She is a graduate of the radio and dramatic department of Mississippi State College for Women.

Two new programs hit the Philadelphia airlines this week over WCAU. Betty Hurd will present "Hurd in Hollywood," a hit-chat show of movie gossip which will be heard Monday, Wednesday, and Friday from 6:10 to 6:15 p.m. And nightly, Mondays through Fridays at 11:55 to 12:00 midnight, Robin Flynn will offer "Quote and Unquote," a daily roundup of opinion as expressed by the columnists in the Philadelphia newspapers... Katherine Clark, who currently presents "Today's News For Children," has enlarged her repertory to include a program "Today's News for Women," which is presented week-day mornings from 10:45 to 11:00 a.m.

WFOY, St. Augustine, stayed well ahead of the local daily in getting the news to the public the night of the release of the Roosevelt-Churchill meeting at Casablanca. The station through a previously arranged agreement with the management of the Matanzas Theater fed the broadcast to the theater audience. The hour of the release made it possible for the station to scoop the local afternoon daily by nearly 20 hours.

Eugene Konstantynowicz, director of Polish broadcasts over WJBK, Detroit, announced that the special entertainment held in Dom Polski Hall by the Polish program department netted \$631.00 for the President's Birthday Fund. Check for that sum has been turned over to the fund.

Walter J. Damm, general manager of WTMJ, Milwaukee, has been appointed a vice-president of the company and will continue as general manager of radio. Since the establishment of WTMJ in 1925, Damm has specialized in radio and is now in control of all the "Journal's" radio activities from Radio City, including frequency modulation and the development of television.

The program, "Let There Be Song," heard over WEVD, N. Y., and sponsored by Lever Brothers, has been renewed for a period of 15 weeks to advertise Spry. The broadcast is aired Monday through Friday at 3:45 p.m.

So far the Army, Navy, and the Marines have been visited by the Fred and Posey Jamboree, the WEZ, Boston, entertaining troupe. And now the Coast Guard has been added to the military lists. This evening, at 7:30 p.m. will find the Jamboree in front of a Coast Guard audience.

WCKY, Cincinnati, has turned sleuth in tracking down the authorship of a poem published as anonymous in "Poems I Have Liked" by Major Edward Bowes. It was established by William Dawes who read it on the "Pleasant Dreams" program that the poem, "The Measure of a Man" was written by Sgt. George Sweetnam of Fort Barrancas, Florida.

Anticipating the importance of the news broadcast scheduled 10:00 p.m., Tuesday, Jan. 26, WISN, Milwaukee worked out plans with two of the city's largest theater groups to enable the audiences to hear the important story. All these theaters halted their schedules long enough for the loudspeakers to bring them the highlights of the Roosevelt-Churchill conference.

Climax to the Denver B'nai B'rith Lodge War Bond Drive, was the KLZ, Denver, broadcast of the proceedings of the "\$1,000 per seat premiere" showing of Bob Hope's "They Got Me Covered" staged at the Orpheum Theater. Bud Thorpe, special events announcer, was at the mike of the broadcast. The Lodge presented Colorado's Collector of Internal Revenue with a check of \$2,700,000 for War Bonds.

Ro'lie Johnson, sports editor of WCCO, Minneapolis-St. Paul, acted as master of ceremonies and quiz-master recently at the annual party of the Twin City Retail Druggist Association. The quiz, a fifteen-minute program, was largely concerned with sports. Angle of the party was the program's transcription and rebroadcast later that night in place of Johnson's regular sports review show.

Robert Glass has been appointed commercial manager of WFBC, Greenville, S. C., replacing William H. Clews... Avesta Sutton has been added to the commercial staff.

WWNY, Watertown, takes a nominal bow for bringing a new musical offering to the airlines. Last Thursday for the first time, "Scherzo in E Flat Major," was played over the air. The playing of the composition was part of the weekly program of the 258th Field Artillery Band direct from Pine Camp. The composition was so new it hasn't been published yet and was played from manuscript. It is the work of Sgt. Robert A. Suk, assistant conductor of the band.

Ralph W. Nimmons, program director of WFAA-KGKO, Dallas, has announced the following program department changes: Ralph Maddox, production manager, has been promoted to assistant to the program director, but will continue to handle dramatic production. Karl Lambert continues as musical director, but has been relieved of the conducting assignment of the "Early Birds" show. Lambert will take over production of all station's musical programs. Wilbur Ard has been named assistant musical director and will handle the "Early Birds" baton assignment.

Walt Framer, radio veteran of twenty year's standing, and who up to the present date has been airing 30 commercial broadcasts a week on all five of Pittsburgh's stations, has joined the announcing staff of WBYN, Brooklyn, N. Y., and will also be associated with Cive Dura in the presentation of the station's "Keep Freedom Ringing" shows.

WFBC, Greenville, S. C., has added another all-soldier show to its roster of programs from the Greenville Army Air Base, the new series being a band concert by the 60th Air Force Band on Mondays, 2-2:30 p.m. The organization is composed of 27 pieces. Performance is aired direct from the theater stage through station's studio facilities on the base.

Sigmund Romberg, composer, and Don Ellington, conductor of one of the nation's leading Negro orchestras, will be heard on WTAG this week in two personal appearance programs arranged by Dewey H. Harris, program-production manager.

Les Mitchel, WBBM, Chicago, has been appointed assistant program director in charge of commercials effective Sunday Feb. 7. In his new position he will continue to direct "Romance of Helen Trent" set in "Midwest Mobilizers," and "Bill Trenton, C. D."

"Double Or Nothing" To Be Heard In Brazil

Eighty stations in Brazil will hear Mutual's "Double or Nothing" show over a shortwave broadcast Friday, Feb. 5, at 9:30 to 10:00 p.m. EWT, as a salute to our South American neighbor, and to Carnival in Rio.

Max Kozarin, Brazilian announcer will give a running translation of the show in Portuguese for South American listeners.

Guests on the program will include Bidu Sayao, the Metropolitan Opera Brazilian soprano, Dr. Oscar Cordeiro, Consul General for Brazil in New York and Danton Walker, New York columnist.

The program will mark the debut of John Reed King as the show's emcee, who replaces Walter Compton as of that date.

1943 BIRTHDAYS

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

February 3

- Helen Benner
- Mary Carlisle
- Charles J. Correll
- Dolly Dawn
- Carl Kroenke
- Jack Weldon
- Martin Block
- Nelson Case
- Irene Davis
- Nick Kenny
- John Shultz



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 22, NO. 24

NEW YORK, N. Y., THURSDAY, FEBRUARY 4, 1943

TEN CENTS

Canada Air-News Policy

Progressive Agenda For CAB Annual Meet

Toronto—A progressive agenda designed to standardize and unify the broadcasting industry in Canada will be presented at the annual meeting of directors and members of the Canadian Association of Broadcasters, Feb. 5 and 17, in Toronto, at the King Edward Hotel.

Highlights of the subjects to be discussed on the first day are as follows: 1—Standardization of rates and charges with a view to achieving uniformity and standardization at the convention; 2—Economic and authoritative methods of measuring station coverage

(Continued on Page 2)

McCray Takes Post in Office Of Censorship

Bufford—Thomas C. McCray, general manager of WTIC in charge of the program and news activities, has been granted a leave of absence from the station to join the broadcasting division of the Office of Censorship.

McCray has been with the Travelers Insurance Company, owners of WTIC, since 1920, and has been

(Continued on Page 2)

Columbia "School" Comm. To Discuss Music Plans

National Music Committee of Columbia network's "School of the Air Americas" meets Friday, Feb. 12, for discussion of plans for 1943 programs. Leading music educators who plan the "Music on a Victory—Music for Victory" Tuesday

(Continued on Page 5)

Serial Actors

"The Patriots," legitimate play currently on Broadway, now features three actors from the CBS serial, "Crime Doctor." Ed Jerome has just taken over the role of George Washington; Edward Johnson plays Thomas Jefferson and Hise Jameson portrays Alexander Hamilton. Jerome replaced Cecil Humphreys, who was injured by a fall on the ice.

Trustee

Edgar Kobak, executive vice-president and member of the board of directors of the Blue Network, this week was elected by the Engineers Club of New York as a trustee of that organization.

Capital Probe Moves Still Marking Time

Washington Bureau, RADIO DAILY

Washington—The special five-man House committee to investigate the FCC has not yet named counsel to conduct the investigation, and Chairman E. E. Cox does not expect the committee to get together before next week.

Various feelers have been sent out to local radio lawyers, it is understood, by "friends" of the committee, but none of the local men seems

(Continued on Page 6)

Opening Of OWI Exhibit To Be Carried Over NBC

Opening of elaborate OWI exhibits entitled "This is Our War," in Rockefeller Plaza, with representatives of the United Nations attending, will be broadcast, Friday, Feb. 12, at 12:30 p.m., EWT. The program will be heard in this country over NBC stations, and will be shortwaved throughout the world by all American short-wave facilities.

Under-Secretary of State Sumner Welles, Lord Halifax, Ambassador Dr.

(Continued on Page 2)

600,000 Discs Sent Overseas In First Six Months Of War

Harry James Winner In Martin Block Poll

Harry James came out winner in Martin Block's 14th semi-annual band poll which, completed yesterday, drew 182,505 ballots in five weeks of voting. A total of 140 bands received recognition by votes. First five bands in the final count and their voting scores are: Harry James 46,350; Glenn

(Continued on Page 2)

Legislator-Publisher Says Gov't Favors Radio When Issuing News; Demands Immediate Release To Papers

New WMC Draft Plan Opposed In Congress

Washington Bureau, RADIO DAILY
Washington—Mounting Congressional opposition to the WMC plan for drafting all men, regardless of dependency, whose jobs or age do not entitle them to deferment was seen yesterday, and several solons spoke out in opposition to the plan announced Tuesday by the WMC.

(Continued on Page 3)

Special Permit To KVOO; Other Activities By FCC

Washington Bureau, RADIO DAILY
Washington—KVOO, Tulsa, Oklahoma, was granted special service authorization by the FCC yesterday to operate on 1.170 kilocycles with 25 kilowatts night and 50 kilowatts until local sunset for the period ending

(Continued on Page 5)

CBS Memo On Georgia; Ohio Mulls Time Change

Ned Midgely, CBS sales department service manager, has forwarded to advertising agencies memoranda relative to the switch of the state of Georgia from EWT to CWT. Certain

(Continued on Page 3)

Montreal—Arraigning the Dominion government for allegedly favoring radio at the expense of the press in the release of news, Senator W. Rupert Davies, a Liberal, who is chief proprietor of the Kingston, Ontario, "Whig," protested in the Senate against the holding back of news from the newspapers in order to give a scoop to CBC. He urged that the government adopt a policy under which important news, when it develops, will "be given to the press immediately and not held back

(Continued on Page 3)

BBC Official Cites War-Effect On Shows

With England's entry into the war, and the resulting letting down of the bars on dramatizing and satirizing political heads of other nations, "a revolution in entertainment" swept British radio and film productions. The revolution has brought on a trend toward fact and away from fiction and escapist productions in

(Continued on Page 6)

Musicians Lose Suit Re Billy Rose Contract

N. Y. Supreme Court Justice Sidney Bernstein in a seven-page decision yesterday decided against Abe Lyman, orchestra leader, in his suit against

(Continued on Page 2)

Blood Bank

San Francisco—Seventeen members of KPO's staff visited the local Blood Bank in a body recently, each donating a pint of blood. The move was arranged by Lucille Kale of the sales promotion department, as a result of which the occasion was dubbed "KPO Day at the Blood Bank," and featured a special commentary by Bill Baldwin broadcast later from studio.

(Continued on Page 6)

RADIO DAILY



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M. H. SHAPIRO : : : : : Editor
MARVIN KIRSCH : : : Business Manager

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

FINANCIAL

(Wednesday, Feb. 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	132	130 7/8	132	+ 1/8
CBS A	17 1/2	17 1/4	17 1/4	- 1/4
CBS B	17 3/4	17 3/8	17 3/8
Crosley Corp.	10 1/4	10 1/4	10 1/4
Gen. Electric	34 3/8	34 3/8	33 7/8	- 3/8
Philco	15 7/8	15 3/8	15 3/8	- 5/8
RCA Common	6 1/2	6 1/4	6 1/2
RCA First Pfd.	63 1/4	62 3/4	63 1/4	+ 5/8
Stewart-Warner	8 3/8	8 1/4	8 1/4	- 1/4
Westinghouse	88 5/8	88 1/2	88 1/2	- 1/2
Zenith Radio	23 1/2	23	23	- 7/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	4 5/8	4 7/8
WCAO (Baltimore)	17	20
WJR (Detroit)	20	22

T. C. McCray Takes Post In Office Of Censorship

(Continued from Page 1)
supervising the program and news departments of the station since 1926. His duties with the Office of Censorship will include the censoring of shortwave material designed for export. He will be stationed in New York City.

J. H. Ryan, director of WTIC, who made the announcement yesterday, stated that McCray will report to the Washington office of the broadcasting division on Monday and will remain there for a short time before taking up his duties in New York.

States a prominent music publishing executive:

"If you require a person who has competent musicianship, considerable business experience and ability to handle not only personnel but personalities—here is the man!"

Conducted, composed and arranged music for network shows, also musical comedy and pictures. Arrangement Dept. Manager of well-known music publishing houses 15 years. Personal reasons necessitate out-of-NYC position.

Top-flight references from people you know. Write

Box 106, RADIO DAILY
1501 Broadway New York City
For Complete Resume.

Musicians Lose Suit Re Billy Rose Contract

(Continued from Page 1)

Billy Rose for breach of contract. The court decided on a point of law barring Lyman from suing in the Supreme Court. The breach of contract brought against The Billy Rose Exposition Spectacles, Inc., dates back to the N. Y. World's Fair at which time Rose had hired Lyman and his orchestra to play at the "Barbary Coast," Rose's extravaganza which failed.

Judge Bernstein in rendering his decision said, "Judged by that test it is evident that the issue sought to be tried here is res judicata and, consequently, that the defense interposed is a good and sufficient defense and a bar to the maintenance of the action."

Sues In Own Behalf

Lyman brought suit in his own behalf and as assignee of 14 musicians of his orchestra to recover damages of alleged breach of contract. The contract provided that Lyman and his orchestra were to play at Billy's Rose's "Barbary Coast" for the run of the show at the N. Y. World's Fair in 1940.

According to Rose the "Barbary Coast" was a failure and being such he closed it. Later he reopened the site as a Beer Garden. Rose contended that he gave Lyman the customary two-weeks notice before closing the show.

At an earlier date, through Local 802 of the AFM, Rose was sued for the \$10,000 escrow money that was put up as a guarantee. In that suit the courts decided against the AFM local.

Progressive Agenda For CAB Annual Meet

(Continued from Page 1)

and listener habits (Committee representing agencies, sponsors and broadcasters was appointed last year and will make a report on the subject); 3—Problem of handling government advertising for the various agencies promoting the war activities.

On Tuesday, a representative from the Priorities Branch of the Department of Munitions and Supply will discuss priority problems of maintenance and repair for the member stations. The question of manpower as it affects the broadcasting industry will be taken by a representative of the National Selective Service. Program rounds out the government angle with a report from G. W. Spiney, chairman of the National War Finance Committee and president of the Bank of Montreal, on the part broadcasting is playing in helping to put across the Victory Loans.

Meet will also go thoroughly into the adoption of a Canadian Association of Broadcasters Code.

Wedding Bells

Wedding bells will soon chime for Herb Chasen, advertising and sales promotion manager of WHN, N. Y. He will marry Phoebe Weinstein, of Harrison, N. Y.

Opening Of OWI Exhibit To Be Carried Over NBC

(Continued from Page 1)

Wei Tao-Ming and Senor Dr. Don Francisco Castillo Najera, Mexican Ambassador, will speak. Others attending the ceremony will be Lieut. Gen. Hugh A. Drum, commanding general of the Eastern Defense Commands; Vice-Admiral Adolphus Andrews, commanding the Eastern Sea Frontier; Mayor La Guardia; consuls-general of the United Nations, and representatives of other anti-Axis countries.

The Rockefeller Plaza display will be changed, from time to time, to emphasize various aspects of our war aims but the over-all display is expected to be maintained throughout 1943.

Highest Listening Level Noted In Hooper Survey

Highest level of listening to sponsored network programs since American entry into the war, was recorded by C. E. Hooper in its Jan. 30 report of national program ratings. Average rating is 12.6 which in Hooper's eight year record was topped only by reports early in 1940 during the Russian-Finnish combat and when Hitler invaded Denmark and Norway.

Report, which includes the 15 highest rated productions with Bob Hope still on the uppermost perch, noted too, that "Mr. District Attorney" and "Kay Kyser" had reached their all-time high with 28.3 and 24.5 respectively. "Red Skelton's" continuous lead in the after 10:30 p.m. group, also displayed a record rating of 40.7.

Harry James Winner In Martin Block Poll

(Continued from Page 1)

Miller, who has no band at the present, and is in the army, 38,401; Tommy Dorsey, 17,454; Jimmy Dorsey, 12,370; Vaughn Monroe, 12,008. The next five in this favorite band and popularity contest, in order of rank, are Charles Spivak, Benny Goodman, Woody Herman, Kay Kyser and Sammy Kaye.

Stork News

Hugh Feltis, of the station relations department of the Blue Network, is the father of a second daughter born recently to Mrs. Feltis at the Doctor's Hospital.

A Leading Radio Station needs a NEWS REWRITE-WOMAN

Let her write a compact chronology of her experience (which must include Radio) and submit specimen 5-minute and 15-minute scripts. Then we can talk turkey. Write:

RADIO DAILY, Box 109
1501 Broadway New York City

COMING and GOING

NILES TRAMMELL, president of NBC, is in Cincinnati for the third in a series of seven "war clinic" meetings with network affiliates. He was accompanied by ROY C. WITMER, vice-president in charge of sales; JOHN F. ROYAL, vice-president in charge of international broadcasting; CLARENCE L. MENSER, vice-president in charge of programs; NORAN E. KERSTA, manager of the television department; DR. AMES ROWLAND ANGELL, public service counselor; O. B. HANSON, vice-president and chief engineer; WILLIAM S. HEDGES, vice-president in charge of stations; SHELDON B. YICKOX, JR., manager of the stations department; JOHN McKAY, manager of the press division; C. B. BROWN, sales promotion manager, and FRANK M. RUSSELL, vice-president.

GORDON P. BROWN, president and chief engineer of WSAY, Rochester, N. Y., is in town for conferences at the headquarters of WBS.

MAI. EDWARD BOWES and the program tourage of his "Amateur Hour" are in Florida for the broadcasting of tonight's show from the U. S. Navy Air Base at Opalaka.

JOSEPH D. MAKIN, commercial manager of WMAM, Marinette, Wis., is back at the station following a short trip to Chicago.

L. S. TOOGOOD, president of the Chicago Recording Company, is in New York on agency and transcription business.

CARL BURKLAND, manager of WJSV, Wilmington, D. C., off for Chicago on a business trip.

THAD HOLT, president and general manager of WAPI, Columbia affiliate in Birmingham, Ala., has arrived for a few days on station business.

SILVIA LENSON, secretary to Ron Ferguson, head of the Blue Network script division, is in Florida on a month's leave of absence.

JOHN H. STENGER, JR., president of WBAK, Wilkes-Barre, and A. W. GREBE, office manager of the station, are here for talks with the New York reps.

JOSEPH C. BURWELL, president and station manager of WMBS, Columbia outlet in Uxton, Pa., arrived yesterday for a few days in station and network business.

BLUE BARRON, whose "Music of Yesterday and Today" is heard each Sunday on the Blue Network, is in Washington, D. C., to discuss special war messages to be heard on future programs.

BEN F. HOVEL, general manager of WSAU, Wausau, who was in Chicago last week, has returned to his Wisconsin headquarters.

BENNETT LAYSON, general manager of WDC, Washington, D. C., was here yesterday conferring with the local reps of the station.

CHARLES MARTIN, who left for Hollywood immediately following the airing of last night's WABC "Playhouse," will broadcast the program from the movie capital tomorrow.

T. S. MARSHALL, president and commercial manager of WOLF, is in New York from Springfield on station business.

Willkie On CBS Feb. 11
Wendell L. Willkie will deliver his address on Abraham Lincoln on CBS on Thursday, Feb. 11, eve of Lincoln's Birthday.

YOUR SALES TARGET

in Central Ohio's Richest Market

WRITE OR VISIT DIRECT FOR STATION DATA

Canada Legislator Hits Radio-News Policies

(Continued from Page 1)

take possible an evening or Sunday broadcast." Senator Davies, making his first address in the Senate, seconded the address in reply to the speech from the throne. He said it was significant that the address should be moved and seconded by Senators who are newspaper publishers. The mover of the address was Senator P. R. Dumblay, proprietor Montreal "La Presse."

Cites "Second Place"

Senator Davies said: "I trust I am asking too much for granted when I assume that those in high places have decided once again to give to the press of this country the place of honor which it once held in their own, and which it still holds in the eyes of the public."

The newspaper publishers of this country have not appreciated the second place to radio to which newspapers have recently been relegated. Those in authority who have important pronouncements to make to the people of this Dominion.

Newspaper publishers realize, as I believe every one realizes, that broadcasting over the air is here to stay. I realize that it is a quick and efficient way to spread spot news over this continent; but they do not realize that it is the best way for those in a position to give to the people of this country long and important messages which they desire them to read, mark, learn and inwardly digest.

Details Newspaper Increase

The place of newspapers as most influential factors in the dissemination of news is substantiated," Senator Davies said, "by an increase in newspaper circulations in Canada of between 10 and 12 per cent since the year 1938."

In 1920 there were 111 daily newspapers published in French and English in this country, with a total circulation of 1,681,326 copies. Today, dailies have a circulation of 2,364,000.

When we realize that the latest available figures give the number of newspapers in Canada at 2,660,000, it is not that even after allowing for duplication, there are less than 100 homes in this country which

PROMOTION

UP Reprint

Using a reprint of the front page of "Newsweek," which has been reissued in cut-out form and reveals the original ad that United Press used in an issue of the magazine, the UP in the reissue uses the ad as a promotion.

The promotion is reprinted from the January 25th issue of "Newsweek" and is being distributed in three pages.

The original issue of the magazine had for its cover a picture of American troops fording a stream. On the top half of the picture is the cut-out which reveals a photo of a helmeted figure and to the casual observer another soldier. Actually he is a Soldier of the Press, one of the ubiquitous number that are covering the war on all fronts. On opening the promotion the observer finds that this figure which is also a part of the cover, due to the cut-out, and which imparts the desired feeling of omniscience, is the foremost figure of the UP ad.

On the page opposite the ad UP points out that these Soldiers of the Press cover the world's fighting fronts, and arrows running across the page point out the fact again by bringing attention to the ad which shows a group of American troops making a landing with the War Correspondent in the vanguard. UP also highlights the significant fact that these correspondents face actual

WKBN "Results" Folder

The latest promotion piece offered by WKBN, Youngstown, singles out "results" as its theme. The promotion, a folder type, carries on its frontispiece an offset picture of a check from one of the station's advertisers and a caption which serves as a modified title stating that, "The man who signs the check wants Results." Both the check and the caption-title are displayed on a rust-colored background.

The middle section of the folder displays an offset photo of a letter from a sponsor congratulating the station on the "results" obtained by using the station for advertising its merchandise.

The second half of the middle section deals with the station's explanation of just what they mean by "results." In this particular instance the station is concerned with the sales results obtained by The Record Shop, a Youngstown concern which was able through radio advertising to keep its sales on a constant level. And it is further pointed out that WKBN is the only advertising medium this business concern ever used.

The back page of the folder contains a black and white offset of the CBS-WKBN "mike," and mentions the station's 5,000 watts by day and night and the 570 kcs.

fighting conditions in order to bring the news back home.

Jack Benny And Troupe Set Canadian Itinerary

Montreal—Jack Benny and four members of his radio show, Mary Livingston, "Rochester," Dennis Day and Don Wilson have completed arrangements to come to Canada to entertain the Armed Forces. They will be in Montreal Feb. 10; Ottawa, Feb. 11; Toronto, Feb. 12 to 14; Camp Borden, Feb. 15, and Toronto again on the 16th. In Montreal the Benny troupe will appear at the Forum and troops will be allowed to bring their wives and girl friends.

In Toronto, Benny will be the guest artist on the Sunday evening "Army Show" program.

do not take either an English or a French daily newspaper."

There was an increasing tendency on the part of those in responsible positions to use newspapers to whet the appetites of people for announcements to be made by the radio, Senator Davies contended.

Asks News Immediately

It is unfair to expect newspapers to build up an audience and then carry second-hand news which would lose three quarters of its effectiveness if it were not carried by the newspapers, he asserted.

"Is it too much to ask that when important news develops it be given to the press immediately and not held back to make possible a personal evening or Sunday broadcast?"

CBS Policy On Georgia; Ohio Mulls Time Change

(Continued from Page 1)

Sections of the state has switched while another part remains on EWT. Midgeley's letter to the agencies is to the effect that three affiliates in the cities of Albany, Atlanta and Macon will be on CWT and that the stations WGPC, WGST and WMAZ, respectively will have the CBS network programs piped accordingly.

Stations in Columbus, Augusta and Savannah will remain on EWT. These are respectively WRDW, WRBL and WTOG and will have their CBS commercial programs heard one hour earlier than formerly.

Columbus, Ohio—State legislature may okay a bill shortly to switch from EWT to EST (one hour slower). Since committees of both houses are in favor, it is expected that within a week the change may take place. Measure has an emergency clause making the new bill effective at 3 a.m., EWT on the first Sunday after passage. Federal and interstate agencies, as is the case with Georgia, will continue to operate on EWT.

Heads PA Denver Bureau

Paul Neilson of the New York staff of Press Association, Inc., radio subsidiary of The Associated Press, has been named chief of bureau of the Denver PA bureau. He succeeds Ken White, now in U. S. Army.

New WMC Draft Plan Opposed In Congress

(Continued from Page 1)

Senator John H. Bankhead, Alabama Democrat who chairs an Appropriations Subcommittee investigating the manpower situation, charging that if the armed forces take more than 11,000,000 men this year, nation will "be on the brink of starvation."

Bankhead's statement was occasioned by the remark made Tuesday by WMC Chief Paul V. McNutt that 10 of every 14 men between 18 and 37 will be in the armed forces by the end of this year.

More directly attacking the WMC policy, Rep. Paul J. Kilday, Texas, stated that WMC is "on dangerous ground" when it proposes to break up families on a wholesale basis. He stated that all single or childless men should be taken before Selective Service begins to work on family men with children. He brought before the House Military Affairs Committee a proposal that all single men be taken first, then married men, then married men with one child, then married men with two children, and so on.

Indications are that this measure will have considerable support from the Committee, with several members already having expressed their disapproval of the McNutt policy.

Kilday also suggested the passage of National Service Legislation, giving the WMC full power to direct workers as to what jobs they may hold. The government has at present no such power, and the threat of induction is a club only over men from 18 to 38 years old. After many weeks of dodging the issue, the Manpower Commission itself is also reported ready to ask such legislation.

CBS Program To Des Moines

"Spirit of '43," CBS program, will be heard this Sunday from the Cooks and Bakers School of Fort Des Moines, training center of the WAACs.

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

WHAT'S WHAT IN BOSTON

42—WCOP will give you more, dollar for dollar, than any station in the East . . . make us prove it!

REPRESENTED BY HEADLEY-REED CO.

WCOP BELONGS ON YOUR SCHEDULE

Los Angeles

By JAC WILLEN

AS a curtain raiser for a series of visits to defense plants, Eddie Cantor, addressed the workers in the Henry Kaiser Shipyards in Richmond, California, last Saturday. The comedian fired his opening gun, in a serious campaign, urging defense workers, individually, to devote maximum time to their assignments so their collective effort will speed up the flow of war materials.

KFI-KECA Writer Jimmy McKibben will report to Santa Ana today, for pre-flight training as an Air Cadet in the U.S. Army Air Forces. McKibben joined the KFI-KECA staff in 1937.

A "hot" time is in the brewing next Friday night when Los Angeles and San Francisco fire department members, and feminine members or their wives, meet via the airlines to vie with each other on the KHJ-KFRC "Quiz of Two Cities." The Quiz is heard on the two Don Lee stations at 6:30-7 p.m., PWT.

Chickens are the latest rural enterprise of Lum and Abner, cracker-barrel philosophers of the Blue and Keystone networks. Each has purchased eighteen laying hens to insure regular delivery of eggs.

Paramount studios last week renewed Cass Daley's motion picture contract until February of 1944, a year hence.

The handkerchiefs monogrammed "LR" which Shirley Mitchell is carrying at "The Great Gildersleeve" rehearsals don't mean she has changed her name. Fans sent her the "hankies" in recognition of her role of "Leila Ransom," Gildersleeve's heart interest.

Kay Kyser will divide the next few weeks among radio, service camps and film studios. Now working on his newest picture, "Right About Face," broadcasts and camp shows will be confined to fields within easy bus distance of Hollywood.

Truman Bradley's three-times-a-week news broadcasts for Soil-Off Manufacturing Co. have been renewed for another fifty-two weeks over the KNX-Columbia Pacific Network. Buchanan Company Agency handled the contract, through KNX account executive R. C. Lockman.

Val-Mery Resigns "Wing" Post

Antoinette Perry, Chairman of the Board of the American Theater Wing War Service, Inc., announced the resignation of Lorella Val-Mery as Director of Publicity, yesterday. Miss Val-Mery served the Theater Wing from Dec., 1941 to Jan. 22, 1943. At the request of the Board of Directors, Isadora Bennett has agreed to serve temporarily in this post.

AVAILABLE

Thirty-two year old man with 15 years experience in theatrical agency, managerial and publicity fields. Wants job with New York organization. Draft deferred. Write:

Box 108, RADIO DAILY
1501 Broadway New York City

MAIN STREET

OL' SCOOPS DAILY

Radio Is My Beat. . .!

● ● ● Income ceiling or no, the Screen Guild Players on CBS Monday nights will have no trouble whatsoever in lining up the highest-priced stars for future broadcasts. Among those tentatively booked are Bob Hope, Spencer Tracy, Katharine Hepburn, Hedy Lamarr, Victor Moore, Wm. Gaxton, Abbott & Costello, Jack Benny, Ann Sheridan, Claudette Colbert and Rudy Vallee. . . . Arthur Lake, who stars on "Blondie" on CBS, becomes a pappy in March. . . . Jean Holloway, who scripts the Lionel Barrymore show and who has been seriously ailing, soon moves to Hollywood for convalescence and permanent residence. . . . Lum 'n' Abner lose their announcer, Lew Crosby, to the army this week. . . . Lionel Stander going in the Air Corps. . . . John Kieran, the human encyclopedia, will make a series of movie shorts. Jack Oakie in town 'til March, then returns to the coast for a Sonja Henie pix. . . . The only change in the much discussed revision of the ending of Orson Welles' "Journey Into Fear" is the addition of a single unimportant scene at the very end of the epic. . . . Has Max Marcini been offered the next vacancy on the Parole Board? . . . Herb Shriner, who has a nose for news, and Lew Lehr, who has a nose for newsreels, play host next week on Comedy Caravan to Jimmy Durante, who just has a nose!

★ ★ ★

● ● ● This dept., which likes nothing better than handing out deserved posies, would like to single out Ed Fitzgerald for today's citation. Ed conducts the all-night show over WOR known as Moonlight Saving Time, a recorded session devoted to insomniacs, gin rummy players and persons with just things on their mind. And that's the point of this story. Ed is intelligent enough to realize that anyone staying up that late is troubled by one thing or another and is certainly in no mood to listen to jive. His bright patter and soothing musical selections offer the perfect antidote for the so-called wee hours.

★ ★ ★

● ● ● Judy Burks, of the Songwriters Protective Assn., is the first girl in the music biz (so far as we know) to join the WAACS. She was eager to get away from the songwriters—so the first query put to her by her superior officer was: "How can I get my song published! . . . What's all this talk about Irving Berlin divorcing the music firm bearing his tag? . . . Alice Hughes' scoops on her WMCA series proves that a good reporter is a good reporter regardless of the number of stations. . . . "Info, Please" auditioning announcers. . . . Direction on two of the bigger shows taken over by their writers—Jerry Devine on "Mr. D.A." and Jerry McGill on "Famous Jury Trials" . . . Hi, Lo, Jack and the Dame rating a repeat booking on the Fred Allen show this week. . . . Harry Frazee under the weather with neuritis. . . . Are they making "bootleg" records in Mexico? Joan Brooks has just nixed an offer to record south of the Rio Grande. . . . Wini Law sporting a new ring on the important digit. . . . In one appeal for the Infantile Paralysis Fund, Ed MacHugh drew \$350 in dimes, despite the fact that he had asked the listeners to send the coins directly to their headquarters. One special delivery envelope containing a dime came in with 46 cents postage due on it!

★ ★ ★

● ● ● When Ed Gardner went on as guest for the new Sammy Kaye show the other day, he was "paid off" with \$999—plus a smile valued at exactly one buck, received from Howard Kohl, personnel head of J. Walter Thompson agency. It all dates back to the days when Ed worked for the agency and could never get anything but a scowl from the afore-mentioned gent. Asked what his fee would be to go on the show, Ed stated \$1000—but was willing to shave off a dollar providing his former boss relaxed long enough to give him a smile!

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

"VICTORY IS OUR BUSINESS," the General Motors Sunday afternoon show conducted by Lowell Thomas, has been renewed on WGN, for 13 weeks. Account was placed through Campbell-Ewald Co., of Detroit. . . . John Holbrook's six-weekly 8:15 p.m. newscast has been renewed for 52 weeks by the Bond Clothing Co. Bond also has signed for 52 weeks for an additional 10:30 p.m. newscast on Sundays by Charles Irving. . . . Olson Rug Co., of Chicago is sponsoring "Strange Tales," a news oddities series written by Alexander McQueen, at 8:30 a.m. on Monday, Wednesday and Friday.

The initial goal of the Treasury Center—the sale of one million dollars worth of War Bonds—was reached on January 20, through the efforts of "The Bond Wagon," the three-a-week noon-time program, it has been announced by Norman B. Collins, state administrator of the Illinois War Savings Staff. Million-dollar goal was topped in less than four months, since "Bond Wagon" casts were started last October 19. Air show features top name bands and guest stars, all donating their time.

Harriet Hester's week-day "Home-maker's Hour" on WLS, Chicago, is being turned over every Thursday to the American Medical Association to aid that organization's campaign for better civilian health. The 1:30-1:55 p.m. program is titled "Before the Doctor Comes" and features Dr. W. W. Bauer, director of the AMA. . . . "Uncle Mal's Children's Stories," a new children's program, is now heard every Saturday morning from 9-9:15 over WLS. Conductor of the show is Malcolm Claire, emcee on the WLS Barn Dance.

One of the WJJD, Chicago features has changed its title and format. On Jan. 30, "Debaters Forum" became "People's Forum." The program, which previously offered debates between college groups, now presents discussions on Pan-American affairs and the "Good Neighbor" policy. Conductor of the Saturday morning show continues to be Leo J. Bartoline, Chicago attorney and member of the John Marshall Law School faculty. . . . Newest member of the continuity staff is Harriet Rosen, formerly with the research department of the University of Chicago and also connected with WSUI, Iowa City, Iowa.

THIS LITTLE BUDGET WENT TO



WORL
BOSTON
MASS.

QUEST-ING

OSPH E. DAVIES, former United Ambassador to Russia, and PET PENNY, chief petty officer U. S. Navy who escaped from prison camp, on the "Marching" tonight (WEAF-NBC, 10:30 p.m.).

ARICE KAY, on the "Stage Seventeen," today (WABC-CBS, 10 p.m.).

BERT L. RIPLEY and JACK BARNER, on the "Scramblé" program, tomorrow (WJZ-Blue Network, 10 p.m.).

ROBERT LA FOLLETTE, on an Wagoner Tufty's "Head-on Washington," Saturday (WACN, 12:45 p.m.).

ER HILL, Assistant Secretary of Agriculture; LESLIE A. BAKER, director of foreign agricultural affairs for the Department of Agriculture, and ESTHER WELLES, of the Maryland office of the 4-H Mobilization Week, on Columbia's "Country Journal," today (WABC-CBS, 1 p.m.).

ELLE DAVIS, soprano, on the "Black's Musical Matinee," today (WEAF-NBC, 2 p.m.).

Y COMBARDO, on Bill Stern's "Sports Newsreel," Saturday (WABC, 10 p.m.).

LO H. LaGUARDIA, Mayor of New York, discussing "Post-War Plans" on the "People's Platform," Saturday (WABC-CBS, 7 p.m.).

RE RAFT, on the "Radio Digest," Sunday (WABC-CBS, 9 p.m.).

BORDONI and JOE VERDI, on "Cory Yesterday," Sunday (WABC-CBS, 8 p.m.).

RE JESSEL, on the Jack Benny program, Sunday (WEAF-NBC, 7 p.m.).

WILLIAM G. SODT, steward-secretary of the American Baptist Church, on Columbia's "Night the Air" program, Sunday (WABC-CBS, 10 a.m.).

Charles Batters Joins WRC

ton—Charles Batters, former announcer at two CBS stations, will be a member of the announcing staff of WRC, NBC outlet. Batters' radio experience includes work at WFBL, CBS basic station in Syracuse, and, prior to that, at WBRY, Waterbury, Conn. He is a graduate of the University of Alabama. His wife, an accomplished copywriter in a Syracuse store, expects to join him in Waterbury shortly.

NEW PROGRAMS—IDEAS

WFIL Church Center

Beginning Sunday Feb. 7, at 11:00 a.m., EWT, WFIL, Philadelphia, will present a new type of religious program from the Chambers-Wylie Memorial Presbyterian Church in downtown Philadelphia. First of a series, the broadcast will carry the entire Church service from 11 to 11:55 a.m. Not evangelistic in the usual sense, the program will be more of a "church center" type, focusing not on a denominational interest but an all-around interest in the church as a living institution.

Reverend Charles J. McKirachan, pastor of the church, will deliver the sermons, emphasizing the practical applications of Christianity, with particular attention to the service men and women, who, with the defense workers, medical students and center-city residents, make up the greater part of the congregation. Listeners may, on request, receive copies of the sermon each week. A monthly church magazine will also be offered to those requesting it, as one of the

United Nations Show

"The Thousand Million" is the title of the new dramatic morale series that is scheduled for a Tuesday evening airing over KOY, Phoenix. This new series will deal with the subject of the United Nations and will be broadcast for thirteen weeks.

The opening and closing programs of the series of thirteen will deal with the United Nations as a whole, and the remaining eleven will take up each United Nation separately.

The subject is handled by a narrator, with dramatic sequences, music and interesting data.

The production of the new series will be handled by Paul Charles Bernard with Al Becker, staff musical director, in charge of the musical arrangements.

means of establishing closer contact with the "radio" parishioners.

The music will be provided by the Chambers-Wylie Choir under the direction of Dr. Henry Gordon Thunder, well known organist and composer in his own right.

Special Permit To KVOO; Other Activities By FCC

(Continued from Page 1)

ing April 1, 1944. Directional antenna will be used at night.

It was announced also that hearings on the involved case of WTNJ, Trenton; WCAM, Camden, and WCAP, Asbury Park, all in New Jersey, will be held in Trenton next Tuesday, rather than in Washington, as originally scheduled. All three stations now share time on 1,310 kilocycles, 500 watts. WTNJ seeks the facilities of the other two for full-time operation, while WCAM and WCAP seek only the facilities of WTNJ, apparently being willing to continue sharing time with each other. WOV, New York, also will participate in the Trenton hearings.

WHEB, Portsmouth, New Hampshire, was denied special service authorization to operate from 7:00 a.m. until local sunrise, with 250 watts, for this month and next November, December and January. The station is owned by WHEB, Inc., and operates on 750 kilocycles.

Seek Permit For Int'l Station

The FCC yesterday received an application from Associated Broadcasters, Inc., for a new international broadcast station, to be located in San Francisco. The construction permit sought would authorize operation on 6,060, 7,230, 9,570, 11,870, 15,290, 17,760 and 21,610 kilocycles, with power of 50 watts. The station would share the 6,060, 9,570 and 11,870 bands with WBOS and KWID and the other four with KWID alone.

An application was received also from WKBV, Richmond, Ind., for the transfer and control of the licensed corporation, the Knox Radio Corporation, from William O. Knox to Central Broadcasting Corporation. This would involve the transfer of 1,000 shares.

Columbia "School" Comm. To Discuss Music Plans

(Continued from Page 1)

series of "School of the Air" are to meet with Leon Levine, broadcast director of the programs and Clinton Johnston, studio director, in an all-day conference in Studio 10, CBS Building, at 485 Madison Avenue, New York.

Among those to attend are Osbourne McConathy, co-music educator and editor and chairman of the committee, Lilla Belle Pitts, president of the Music Educators National Conference and professor of music educators, Teachers College, Columbia University, M. E. Bray, director of the music department, State Teachers College, Trenton, New Jersey, Dr. Ernest Hesser, head of public school music system, Baltimore, Maryland, Vanett Lawler, associate executive secretary of the Music Educators National Conference, and George Spangler, assistant supervisor of music of the Philadelphia Public Schools.

AMP License Renewals

Within past two weeks, seven stations renewed their music licenses with Associated Music Publishers, Inc. AMP's library service obtained two new contracts and five renewals in this period. The music licensees are as follows: KARM, Fresno, Calif.; KFYR, Bismarck, N. D.; KQW, San Jose-San Francisco; KWIL, Wallace, Idaho; WBIR, Knoxville, Tenn.; WDEF, Chattanooga, Tenn.; WELL, Battle Creek, Mich.

The new library contracts were with KLRA, Little Rock, Arkansas, and WSPA, Spartanburg, S. C. Library renewals included Zenith's FM station, W51C, Chicago; WRDO, Augusta, Me.; WELL, Battle Creek, Mich.; WTOL, Toledo, Ohio, and WABC New York.

AGENCIES

R. T. VAN NORDEN, vice-president of Brisacher, Davis & Norden, West Coast advertising agency, has been named to direct the New York office just opened at 250 Park Avenue.

PUBLICITY CLUB OF NEW YORK will hold a luncheon meeting today at the Belmont Plaza Hotel.

CARL CARMER, author and authority on the folk songs of the United States, will deliver an address next Wednesday at the meeting of Advertising Women of New York to be held at the Town Hall Club.

MacFARLAND, AVEYARD & COMPANY has announced the opening of branch offices in New York City in the RCA Building, Rockefeller Center. The opening of this new branch is a continuation of an expansion program undertaken by the agency nearly a year ago.

METROPOLITAN GROUP shortly will inaugurate a series of advertisements to promote the "First National Newspaper Network." L. E. McGivena is the agency in charge.

Several New Accounts Signed By Ziv Concern

Frederic W. Ziv, Inc., reports the sale of several of their transcribed shows to New Zealand. Shows include: 130 episodes of "Forbidden Diary," 130 episodes of "The Career of Alice Blair," 143 episodes of "Dearest Mother," and 26 programs "The Old Corral" with Pappy Cheshire. The Ziv shows were placed in New Zealand through Howard C. Brown, Los Angeles.

In Canada the Ziv organization reports the sale of two transcribed shows, namely: "The Korn Kobblers" and "Forbidden Diary" through Gary Carter of the Frontenac Broadcasting Co. of Toronto.

The Hamm Brewing Company of St. Paul, through Mitchell Faust Advertising Agency, Chicago has purchased the transcribed program "Eye Witness News" for WCCO, Minneapolis and WOW, Omaha, and "Sparky and Dud" for KXEL, Waterloo, Iowa, Ziv transcribed shows.

RADIO COMMERCIAL COPYWRITER

Just received honorable discharge from U. S. Army and seeks connection with major advertising agency, network or station. Background includes radio, publishing and motion picture experience. Specializes in writing and production of transcribed dramatic spots. Can double also in space copy. Write Box 104,

RADIO DAILY
1501 Broadway New York City

Capital Probe Moves Still Marking Time

(Continued from Page 1)

willing to take the job. Although the investigation is expected to be hot and furious throughout in view of Cox's known antipathy toward the FCC, Chairman James Lawrence Fly in particular, there is a growing feeling here that the Commission will be hurt very little by the proceedings. Recent revelations concerning Cox's connections with a Georgia radio station have occasioned a good deal of comment in the House cloak rooms, and several Congressmen are known to regret privately their vote to authorize the probe.

Newspapers Unfavorable

Editorial opinion throughout the country was not especially favorable, and Cox has been described in editorials as "judge, prosecutor and defendant." The press has not been making the point that the FCC should not be investigated, but has taken Congress to task for voting this investigation at the behest of Cox, whose personal interest in the matter was so obviously known to the members of the House. Although the investigation is expected to go on as scheduled, with hearings getting under way some time next month, there is a good deal of doubt that any strong case will be built up.

The Commission may come in for another going-over, if the Cox investigation falls flat, under a new bill approved yesterday by the House Rules Committee, which calls for investigation of any government agency which might seem to warrant it. This measure was authorized by Howard V. Smith, of Virginia.

Rep. John J. Sparkman, Alabama, author of a resolution now before the Rules Committee calling for an exhaustive investigation of all phases of the broadcasting industry, as well as the FCC, told RADIO DAILY he does not intend at this time to press for consideration of his resolution by the committee.

Wigglesworth May Act

"Gene has assured me that when he finishes with the FCC he will likely go into the other phases of the industry," Sparkman said. Cox, on the other hand, has been unwilling to predict that his investigation will go beyond the Commission. He told RADIO DAILY he was certain the Sparkman resolution was inspired by the Commission to adulterate his FCC disclosures, and indicated that he was not seriously considering going beyond what his own resolution called for.

Rep. Richard B. Wigglesworth, Massachusetts Republican, may force the issue beyond the FCC, however. Wigglesworth long has been at odds with the broadcasting industry, and has felt that the FCC—rather than being dictatorial—too frequently catered to powerful broadcasting interests. His inclusion on the investigating committee may force the committee to go over a good deal of the ground covered by the Sparkman resolution.

600,000 Discs Sent Overseas In First Six Months Of War

(Continued from Page 1)

of entertainment. Currently 6,000 disks of each commercial or special radio show are now being sent abroad to the men in various parts of the world from Africa, South America, the Pacific Islands, England and the CBI front (China, Burma and India).

Major Fogel stated that at present it is the custom to send the leading 30 commercial programs overseas with the commercials deleted. This is necessitated in view of the fact that men perhaps living on iron rations are not apt to relish the idea of having dainty foods and other luxuries plugged when they have no possible method of obtaining the products featured.

Realizing the fact that the generation for the most part making up the fighting forces grew up with radio and were accustomed to radio, second only possibly to cigarettes, Major Fogel said that within 45 minutes after certain landings in North Africa, several stations were taken and others set up so that the men on land and nearby on boats heard their favorite radio programs. In each case only

a squad of men, including technicians, did the work.

Some 67 outlets have been set up in various parts of the world to entertain the soldiers and other service men, all of it originating with one or two small contraptions that require turning a handle to get a phonograph to work. Where the work was being carried out from one small room, the special service division now has ample space in various cities. Major Fogel cited numerous letters from servicemen in appreciation of programs being sent, the letters coming in from the four corners of the earth.

Sports schedules are among the live programs sent often, more than once daily, due to the timeliness of the news value. Approximately 40 such shows are short-waved weekly. Other regularly scheduled programs were explained by Major Fogel, as well as the workings of his Division. The Major was formerly a West Coast production man.

Lt. Col. Tom Lewis, also scheduled to talk at the luncheon session, did not appear, having been detained by business in Washington.

Cleveland Bout On Blue Sponsored By Adam Hats

Adam Hat Stores, Inc., will sponsor the broadcast of the 15-round championship light-heavyweight bout between Jimmy Bivins and Anton Christoforidis, Tuesday, Feb. 23, on 120 stations of the Blue Network. Originating at the Cleveland Arena, the broadcast will begin at 10:30 p.m., EWT, and continue until the conclusion of the bout.

The blow-by-blow description will be given by Sam Taub, Bill Stern will do the between-round commercials and color, and Ed Herlihy will handle the program from New York.

Three Renewals On WABC

Spratt's Patent (America) Limited, Studebaker Corporation, and Doubleday, Doran & Co., Inc. announced yesterday renewals of campaign over Columbia's New York City outlet, WABC. In its eighth renewal with the station, Studebaker continues to sponsor "Eric Sevareid and the News." The program is aired Monday, Wednesday and Friday from 6:10 to 6:15 p.m., EWT with institutional copy for the client. Roche, Williams & Cunyngnam, Inc. place the account.

Spratt's and Doubleday, Doran renew as participants in the 7:00 to 7:45 a.m., EWT "Arthur Godfrey" show. Spratt's participates Monday through Friday for its dog food. Doubleday, Doran uses commercials on the Monday, Wednesday and Friday programs. The publisher's campaign is for Ben Ames Williams' "Strange Woman" and Guy de Maupassant's "100 Short Stories." Paris & Peart is the agency for Spratt's; Huber Hoge & Sons handle the Doubleday Doran account.

Priestley, British Author, Signed For WNEW Series

J. B. Priestley, British author and lecturer, will return to the WNEW, N. Y. airwaves Sunday, Feb. 7, in a regular series of news commentaries and observations which will be broadcast on Sundays from 3:00 to 3:15 p.m. each week. Priestley will speak from the London studios of BBC and will be heard in New York exclusively over WNEW via shortwave pickup provided by BBC. Program is being made available to the whole Atlantic Coast Network, of which WNEW is an affiliate.

Deny Infringement Charge

Paramount Pictures, Inc., and Famous Music Corporation, filed an answer Tuesday in Federal Court denying the allegations set forth in Emmerich Kalman's suit against the picture and music firms charging that they infringed on his song "Heut Nacht Hab Ich Getraumt Von Dir."

Kalman alleges that Paramount Pictures and Music Corp. by using "Kiss The Boys Goodbye" both as a song and a picture of the same name incorporated the main elements of his song which Famous Music Corp. published.

Paramount and Famous in their answer allege that the song is similar to fifteen other published songs including "Beautiful Ohio."

De Hart To CBS, New York

Robert De Hart, formerly of the engineering department of WKRC, Cincinnati, and WEEL, Boston, has joined the CBS general engineering department in New York as assistant to Guy Hutcheson, engineer in charge of international broadcasting.

BBC Official Cites War-Effect On Shows

(Continued from Page 1)

radio, according to Laurence Gilliam, BBC director and producer, now on a visit here collaborating with Norman Corwin on a new CBS-BBC series.

In discussing BBC programming yesterday, at a luncheon in his honor, Gilliam declared with great emphasis that "the pressure of war on radio in Britain has brought a new creative wave both in talent and script, and a terrific interest in fact rather than fiction. There has developed a vast fact market." He reported that the revolution in BBC production started with a 10-program series called "Shadow of the Swastika." This series marked the first time BBC was allowed to dramatize political figures of other nations. He also described the new "People to People" tie-up between CBC and CBS.

He indicated that BBC was more cordial to new ideas and experimenting, and is now in the midst of such a one wherein David Low, famed British cartoonist, is producing series of six sound cartoons, complete parts of his drawings. Experimental project is dubbed, "Marching On" and consists of minute and a half to two-minute broadcasts, the first of which was labeled "Starting Up the Ax." Productions are not rebroadcast.

The Britisher's comments on the audience reaction conducted by BBC have shown that ratings of educational shows have dropped, and that programs which are reconstruction war facts have come up where are running "neck in neck" in popularity with the best of fiction.

For another improvement in programming, BBC has put the electrical transcriptions to more "creative use," as Gilliam put it. Device, similar to the American projects to maintain field sound equipment record shows, and then play them back at advantageous time periods, has enabled BBC to give its listeners what we call eye witness programs only BBC's have been closer on war fronts.

Upton Close MBS Series Re-Signed For 13 Weeks

Upton Close, news analyst authority on Far Eastern affairs, been renewed over Mutual for additional 13 weeks, effective Feb. 7. The Sunday afternoon commentaries will be heard at a new time effective with that date—6:30-6:45 p.m. instead of 5:15-5:30 p.m. Close is sponsored by the Lumberman's Mutual Casualty Company. Leo Burnett Co., Inc., is the advertising agency.

New Commercial On WABC

Horowitz-Margaret Co. will sponsor a variety half hour on starting Monday, Feb. 8, featuring Selma Kaye, soprano; Leibelman, cantor, and Harry Lubin's orchestra, under the banner, "Parade of Good Cheer."

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 E, 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



MIKE GOLDWIRE and **Bill Brownlee** have joined the **WBML**, Macon, Ga., mike staff. Both are new to radio. Goldwire comes to the station from the Macon office of the U. S. Employment office; Brownlee, was recruited from the Georgia Public Health Department. Mikeman Don Frost has recently taken over the daily sports feature.

WTNJ, Trenton, this month is celebrating its twentieth year on the air. The Trenton station is one of the oldest stations in the United States.

"Campus News," a five-minute newscast presented three-times weekly on **KGVO**, Missoula, Montana, by the School of Journalism of Montana State University has been extended to a fifteen-minute broadcast. Rod Belcher, former news editor is now attached to the Public Relations Department at Paine Field, Everett, Washington.

WCCO, Minneapolis, has begun a new war service to the community, according to **Al Sheehan**, assistant general manager and production director. Records of broadcasts of historical interest to Minnesota are now presented to such agencies as the Minnesota State Historical Society and the History Committees of the Civilian Defense Councils of the Twin Cities. Everything of note that takes place in the state that is recorded by the station will be presented in transcription form to those organizations who are interested in preserving the event for future use.

On Feb. 1, **CKLW**, Windsor, Ontario, joined Mutual in presenting "Tom, Dick, and Harry," the afternoon variety show featuring the already named comedy team, **Bob Trendler's** orchestra and vocalist **Edna O'Dell** plus guest artists. Show is aired daily from 4:18 to 5:00 p.m., EWT.

Jimmy McClain, NBC's Dr. I. Q., filled a guest spot on the **WTAG**, Worcester, airplanes last week when he visited the station. Interviewed by **Bob Dixon**, **WTAG** special events chief, McClain, accompanied by his network announcer **Allen C. Anthony**, gave listeners behind-the-mike impressions of a "mental banker."

"Memoirs of a Concert master," the classical music program, returns to

the air over **KOY-Phoenix**. Program originates as an Arizona Network feature with **KTUC**, Tucson. Narrator for the series is **Victor Gillard** of the **KTUC** staff. In an effort to entertain soldiers stationed in the back-country, **KOY-Phoenix**, staff entertainers traveled 180 miles to visit men located at a gunnery range. It was the first time that any troupe had visited the men in two months.

New talent added to the **Barn Dance** group heard over **WSB**, Atlanta includes **Willie Thomas**, **Viola Kolbeler**, and **Harold Dunn**. "Sonny" Starnes is the newest addition to the station's clerical staff.

"Wartime Child Delinquency" is being given special attention through a series of local interviews and stories on the "I Volunteer" show conducted by **Eleanor Whitelaw** of **WMOB**, Mobile. Besides this five-day-a-week show she is also breaking in a regular announcer.

CKBI, Prince Albert, Canada, through its facilities aided the community in overcoming the sub-zero weather which had the thermometer registering 45 and 60 below. Using the station's "mike" **Mayor Brock** aired an appeal to residents to conserve fuel, lend fuel to neighbors and also asked farmers to bring in wood. **George Dobson**, program director leaves the station to take up new duties with the **M & C Aviation Company**. **Manager Lloyd Moffat**, leaves shortly for Toronto.

Salesman J. Eric Williams of **WDRG**, Hartford, observes his seventh anniversary with the station this month. Williams joined the organization in February, 1936.

Attorney General Francis E. Biddle visited the **WCKY**, Cincinnati, "mike" recently to deliver a talk on the "Prosecutions of War Crimes."

Sam Molen, sports director of the West Virginia Network, has been named to head the **WCHS**, Charleston, sales promotion department. Prior to joining the staff, Molen was a sports reporter and contact man for **Ruthrauff & Ryan, Inc.**

Robert Henley, formerly chief engineer for **WAOV**, Vincennes, joins the engineering staff of **WLW-WSAI**, Cincinnati. Ex-Lox dealers of Greater Cincinnati have scheduled five announcements weekly from **WSAI**. The announcements which will run through 1943 will be broadcast Mondays through Fridays.

Henry V. Seay, a member of the **WOL**, Washington staff, for the past twelve years recently took over the position of sales manager. Seay at one time was in the advertising department of **WWJ**, Detroit. Since 1931, and up to the time of his promotion he was in the advertising branch of **WOL**.

Pat Withrow, Jr., conductor of the "Hymnsinger" program aired over **WCHS**, Charleston, W. Va., is taking a swing around the army camp circuit to entertain the men in uniform. On his tour he will visit **Fort Knox**, **Camp Beckenridge**, **Camp Campbell** and **Fort Thomas**. He returns to the station Feb. 12. While **Withrow** is away his program will be taken over by **Frank Welling**, staff announcer.

Relief from the interminable "soap opera" is being offered to Washington listeners who have practically demanded classical music as a substitute. Complying with the demand **WINX**, Washington, now presents a morning classical hour at 11:05 a.m. as well as the evening symphony hour at 9:05 p.m. Housewives and defense workers made up the bulk of those asking for the change.

"Casablanca" film showing at **Hamilton's Palace Theater** night of big news break from Africa on **Roosevelt-Churchill** ten-day conference, was tied in with the **CKOC**, Hamilton, Ontario, ten p.m. newscast of that night. Following commentary on news at 10:30 **Palace Theater** had spot on the air. News that break was coming gave the newsroom time to draft a brief two-minute story, which was read over the PA systems of four of Hamilton's theaters promptly at ten o'clock that night, credit going to the station's newsroom.

During the recent snow storm that hit the east, **WELI**, New Haven, found itself serving as "The Bulletin Board of the Air" in broadcasting last minute cancellations of a multiplicity of events scheduled for New Haven. The **Red Cross** was one of the many organizations benefited by the broadcast. When the **Blood Donors Mobile unit** arrived in New Haven practically all appointments were cancelled because of the weather. The response to the radio appeal for more blood donors, however, was so great that the **Red Cross** had the calls switched to another point where the handling could be facilitated.

Hal Browne, studio control operator at **WLIB**, New York, is conducting experiments on the **Cortella Televisor**, a new invention designed to record television images on records so they can be played back and seen on a television receiver. Invention is still in the experimental stages and the machine, now being developed, is expected to be marketed after the war.

Detroit's Temple Baptist Church has signed a contract with **WJBK**, for 30 minutes time seven days a week for the next year, beginning Feb. 8. The half-hour from 9:30 to 10 p.m. six nights weekly will be devoted to hymn broadcasts, Bible Class sessions, Youth programs, and talks by the pastor, the **Rev. Dr. J. Frank Norris**—the type of the broadcast

changing from day to day, while the Sunday half-hour, from 6 to 6:30 p.m. will be used by **Dr. Norris**.

George Keinsle has joined the announcing staff of **WSBA**, York, Pa. Before joining the York station he was affiliated with **WDEL**, Wilmington. **Mary Nell Kling** has been placed in charge of the consumer interest Division of the **Civilian Control Volunteer Services** in York. Feature of the consumer's program is the "Consumer's Column" which is aired as part of the "Don't Listen Men" hour.

Program series produced by Office of War Information, called "Uncle Sam," has been scheduled on **WTAG**, Worcester, for daily broadcast, Mondays through Fridays at 12:30 p.m. Shows, designed to inform the public concerning basic issues of the war, have been emphasizing station announcements and on Worcester "Sunday Telegram" page.

A new breakfast program titled "Up" made its debut on **WIP**, Philadelphia, Feb. 1 with **Howard Jones** at the helm. The six-a-week show features news, music, chatter by the veteran **Howard Jones** time signals every two minutes. The minute program is aired from 7:30 a.m., EWT.

Pursuing her policy of interviews with outstanding personalities in line with public service, **WJLB**, Detroit, women's commentator, **Frances Rich** of the **WAVES**, Detroit, interviewed **Lieutenant Frances Rich** of the **WAVES**, day, daughter of actress **Irene Rich**. **Lieutenant Rich** is in charge of V-Mall detail, with her headquarters in Washington.

Edward Hoffman, president of **St. Paul** and **Minneapolis**, has announced the recent acquisition of the **AP** news wire from **Press Association** radio subsidiary of **The Associated Press**. **AP** news will be featured on the station's newscasts.

"Lands Of The Free" Moving To New Time

"Lands of the Free," a series of historical dramas of the American presented by the **NBC Inter-American University of the Air**, will begin a new time, Feb. 21. Beginning that date, "Lands of the Free" will be broadcast Sundays at 4:30 (EWT), immediately after the "Hour" and before the **NBC** Symphony Orchestra concerts.

"Lands of the Free" has received academic recognition from the country's educators. Teachers in colleges and high schools have required their students to listen to the program. Others, who have not required regular listening, have rewarded students who listen regularly, with extra credits for the course.

1 9 4 3

BIRTHDAYS

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

February 4

John G. Fraser Alice Hill
J. R. Popple Col. Paul Ruhle
A. Walter Socolow Jane West



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



.. 22, NO. 25

NEW YORK, N. Y., FRIDAY, FEBRUARY 5, 1943

TEN CENTS

MBS High Court Brief

Extend Authority To AFM Probe Group

Washington Bureau, RADIO DAILY
Washington—The resolution to extend the authority of the special Interstate Commerce Sub-committee headed by Senator D. Worth Clark, which has been investigating the recording ban, was voted yesterday. The authority of the group, which includes also Senators Andrews, Tamm, Tamm, Tobey and McFarland, legally expired last week-end. Additional funds were sought for the inquiry, which is working on a budget of only \$5,000. Further hearings are in prospect.

(Continued on Page 2)

NYC's Music Festival Lines Up 97 Programs

Forty-seven broadcasts in connection with WNYC's American Music Festival, have already been scheduled, with the start set for Feb. 10 in the Hunter College Auditorium. Many of the concerts will originate from other stations. Others, all of which are free, will be held at the Manhattan Center. The first concert will feature Deems Taylor and Quincy Porter, Paul Creston.

(Continued on Page 2)

Wheat-Nut News Periods Expanded Over WEAJ

Although coffee is now being rationed and the armed services are urged to call on chewing gum, the Wheat-Nut Packing Company is expanding their news periods over WEAJ from five to fifteen minutes per day, Feb. 15. At that time Wheat-Nut will sponsor Radcliffe.

(Continued on Page 2)

Safe

The comprehensive decree that was issued by Manpower Commission Director McNutt directing all able-bodied males to either work or register to nick the armor of the "Snow Village." The program co-stars Arthur Allen and Arthur Fennelly, author William Fennelly and producer Harold Fennelly are all above the age limit. The talent used is feminine.

Fan Mail

After Beardsley Ruml has talked for half an hour on CBS recently explaining to the network's listeners his pay-as-you-go tax plan, reducing it to its absolute fundamentals for the benefit of America's taxpayers, the first of the listeners' letters arrived at the network headquarters. It said: "I still don't get it."

Sarnoff Sees Co-Op Key To Post-War Rise

David Sarnoff, speaking at a meeting of the Chamber of Commerce of the State of New York yesterday, made a plea for an American Charter for American Business, in which he stated that the great hope for American prosperity and security in the post-war period, depends upon Government cooperation with industry, labor and agriculture.

"While I realize the important

(Continued on Page 5)

Six West Coast Stations Set For Avalon Newscasts

Chicago—Brown & Williamson Tobacco Co. for Avalon cigarettes has set Floyd Farr, newscaster on six NBC West Coast stations effective March 1. News program will be heard Monday through Friday 7-7:15 a.m., PWT. Contract for 52 weeks was placed through Russel M. Seeds agency.

Amplifies Former Arguments Regarding Competition, Exclusivity, Coverage; ACLU Also Files Brief

Second Year Series For Treasury 'Parade'

The "Treasury Star Parade" will enter its second year beginning the week of Feb. 22, it was revealed yesterday by Marjorie L. Spriggs, chief of the Treasury Department War Savings Staff Radio Section. The decision to continue this series was reached after the overwhelming response to a letter sent by Vincent F. Callahan, director of radio and press.

(Continued on Page 3)

Cut In Newsprint Seen Affecting Radio Income

Washington Bureau, RADIO DAILY
Washington—It appeared here yesterday that some Congressmen intend to attack grade labelling and newsprint curtailment as a measure designed by New Dealers to curb freedom of the press. Although neither

(Continued on Page 5)

Transradio's Speed Up Under Way Tomorrow

All Transradio news circuits have been speeded up to 60 words per minute, as part of Transradio's 1943 extensive plans to improve and in-

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Declaring that the competition engendered by the new FCC chain broadcasting rules will be largely between MBS and the Blue Network, MBS yesterday told the Supreme Court that present network contracts "effectively stifle competition," and "effectively bar Mutual from any access to a large number of important cities."

Exclusivity, the 28-day option clause and five-year contracts were cited as the damaging features in a 20-page brief filed with the court by Louis G. Caldwell, Leon Lauterstein,

(Continued on Page 5)

Preference Rating For Repair Materials

Washington Bureau, RADIO DAILY
Washington—The preference rating of broadcasting stations requesting material for maintenance, repair or operating supplies was released yesterday from A-1-J to AA-2X, under the WPB Preference Rating Order P-133.

The amendment also raises the rating.

(Continued on Page 2)

SPA Total Membership Now Exceeds 1,000 Mark

Revised roster of Song Writers' Protective Assn. members and of music publishers who are parties to the SPA's basic agreement reveals that

(Continued on Page 2)

Daytime Serials Report Finds Good Points Outweigh Bad

"What's My Name" Back As Monday Show On NBC

"What's My Name," the quiz show of a few seasons back, returns to the networks on Sunday, Feb. 21, when it will become a regular Sunday night WEAJ-NBC feature from 10:30 to 11 p.m. sponsored by San-Pak-Nak (Lydia Grey) cleansing tissue. Arlene Francis, who is currently

(Continued on Page 2)

Report of the advisory committee appointed by NBC to study morale qualities of network broadcasting, issued yesterday, holds that the virtues of radio daytime serials overshadow their shortcomings.

A scientific evaluation of daytime serials demonstrates, the physicians reported, that they feature problems which are essentially the problems of ordinary American life. The tendency of daytime serials is toward

(Continued on Page 3)

Special Plea

Fort Worth—"Stone walls do not a prison make, nor iron bars a cage," even though "Thirty Minutes Behind the Walls" are broadcast from WBAP. Through these broadcasts, in behalf of the War Bond Campaign, a prisoner made such an impassioned plea to buy bonds that many orders have been received from many parts of the country.



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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Thursday, Feb. 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	131 3/4	131 1/4	131 3/4	- 5/8
CBS A	17 5/8	17 1/4	17 5/8	+ 3/8
CBS B	17 3/8	17 3/8	17 3/8	0
Crosley Corp.	10 1/4	10	10	- 1/4
Gen. Electric	34	33 3/8	33 3/4	- 1/8
Philco	15 3/4	15 1/2	15 3/4	+ 1/4
RCA Common	6 1/2	6 1/4	6 3/8	+ 1/8
RCA First Pfd.	63 3/8	63 1/4	63 3/8	+ 1/8
Stewart-Warner	8 3/8	8 3/8	8 3/8	+ 1/8
Westinghouse	88 3/4	88 1/4	88 1/4	- 1/4
Zenith Radio	23 3/8	22 5/8	23 3/8	+ 3/8

	Bid	Asked
Farnsworth Tel. & Rad.	4 7/8	4 7/8
WCAO (Baltimore)	17	20
WJR (Detroit)	20	

"What's My Name" Back As Monday Show On NBC

(Continued from Page 1) appearing in the Broadway comedy, "Doughgirls," will be half of the team conducting the quiz. The other half will be Budd Hulick.

Preference Ratings Set For Repair Materials

(Continued from Page 1) ings allowed to those engaged in commercial sound recording, radio direction finding and radio communication other than commercial broadcasting.

Remotes On ACN

ACN will carry band remotes from Frank Dailey's new night club, the Terrace Room, Newark, N. J., starting with the opening this week.

Dailey's Meadowbrook in Cedar Grove, N. J., whence the ACN had aired remotes, closed because of the difficulty in transportation for bands and customers occasioned by the gasoline and tire rationing. Remotes will run from 9:45-10:30 p.m., with Jimmy Dorsey scheduled for the inauguration. WNEW, New York outlet for the network, will carry the remotes for the first fifteen minutes only.

Extended Authority To AFM Probe Group

(Continued from Page 1) until the end of the AFM executive board meeting now in progress. Senator Clark told RADIO DAILY yesterday he is simply marking time until he sees what happens at the meeting and until the attitude of recorders to whatever may be proposed by AFM is made clear. He has no intention at this time of recalling Petrillo, he said, although he would not rule out the possibility. "Frankly," he said, "we don't know where we're at right now, and won't until we see what the AFM brings out at that meeting."

SPA Total Membership Now Exceeds 1,000 Mark

(Continued from Page 1) 15 additional music houses have signed and 188 additional writers have become members since Oct. 1, 1942. New additions are considered important from the point of time elapsed, about 15 weeks, ending Jan. 15.

Total members are now placed at 1,086 of which 422 are associate members. Publisher signatories now total 104.

Late last year E. C. Mills took the helm as general manager of the SPA, the organization since then working out several long-range as well as immediate problems.

WNYC's Music Festival Lines Up 97 Programs

(Continued from Page 1) and Alec Templeton conducting their own compositions. Beveridge Webster, pianist, will be guest soloist. Olin Downes, music critic, will serve as commentator. Festival will run for 10 days and will offer eight other symphonic concerts in addition to concerts of American jazz music.

30 More NBC Employees Joined Armed Forces

Thirty more NBC employees left the network's six division headquarters for the armed forces during January. According to figures compiled by NBC's personnel department, military leaves have now been given to 474 men and women. Nineteen employees left from New York; 5 from Chicago; 2 each from Cleveland and San Francisco; and one each from Hollywood and Washington.

To Feature Social Credit In Coming Canada Series

Montreal—Evidence that the principles of social credit embraced by the government of Alberta are to be carried to the East is seen in arrangements reported made by Premier Aberhart for 26 broadcasts starting soon. These broadcasts would be over a network of privately-owned radio stations and not over CBC, but authorities of the national system said yesterday that they had heard about it.

Transradio's Speed Up Under Way Tomorrow

(Continued from Page 1) crease the volume of news to clients throughout the United States, according to Herb Moore, president, who states that the new service is effective tomorrow.

This increase in speed, first of its kind to be adopted by a press service in the radio field, will greatly increase the flow of news at peak hours of news broadcasting. In addition, it will make available larger reserves of news features and secondary news.

This development means no increased cost to clients, and is the first benefit to clients from Transradio's 2-year fight to bring about a general reduction of long-lines in the press service and radio broadcasting fields, recently announced by the FCC.

Beech-Nut News Periods Expanded Over WEA F

(Continued from Page 1) Hall with the morning news from 8:30 to 8:45 a.m. on Mondays, Wednesday and Fridays.

Under the present Beech-Nut schedule the company is sponsoring five minutes of news from 8:00 to 8:05 a.m. over WEA F Mondays through Saturdays. The new contract extends through to Jan. 1, 1944. Newell-Emmett Company is the agency. Beech-Nut coffee and chewing gum are the products advertised.

U.S. Navy String Quartet Opens CBS Series Feb. 14

The United States Navy String Quartet, consisting of first-desk men of the United States Navy Orchestra, will broadcast a series of weekly chamber music concerts over CBS beginning Sunday, Feb. 14 from 11:05-11:30 a.m. All the concerts are to be broadcast from the Sail-Loft at the Navy Yard in Washington, D. C. The U. S. Navy String Quartet is formed of Oscar Shumsky, first violin; William Stone, second violin; Emanuel Vardi, viola; and Bernard Greenhouse, cello.

Stork News

An 8-pound son, Jonathan, was born to Mr. and Mrs. Gene King, Feb. 3, in the New York Lying-in Hospital. Child is the second in the family. King is production supervisor of WOR.

Fred Hoxie, of the WICC, Bridgeport, engineering department, is the father of a baby girl, born at the New Haven Hospital.

Adrian Flanter of the WHN, N. Y., sales force, is the father of a daughter.

Hugh O'Malley, promotion manager of WISN, Milwaukee, is the father of a son, Michael.

A baby girl was born to the Thomas Copelands. Tommy is an engineer at WOWO-WGL, Fort Wayne.

COMING and GOING

NILES TRAMMELL, president of NBC, is in Chicago for the fourth in a series of seven "war clinic" meetings with network affiliates. He is accompanied by ROY C. WITMER, vice-president in charge of sales; JOHN F. ROYAL, vice-president in charge of international broadcasting; CLARENCE L. MENSER, vice-president in charge of programs; NORAN E. KERSTAL, manager of the television department; DAN JAMES ROWLAND ANGELL, public service counselor; O. B. HANSON, vice-president and chief engineer; WILLIAM S. HEDGES, vice-president in charge of stations; SHELDON H. HICKOX, JR., manager of the stations department; JOHN MCKAY, manager of the press division; C. B. BROWN, sales promotion manager, and FRANK M. RUSSELL, vice-president.

KEITH KIGGINS, vice-president in charge of stations for the Blue Network, leaves tomorrow for the Pacific Coast where he will confer with affiliates of the network. He expects to go home about a month.

JOHN B. REYNOLDS, station manager of WKWK, Wheeling, West Va., and CAPT. JOE L. SMITH, president of the station and now the U. S. Army, visiting yesterday at the headquarters of CBS.

ROGER W. CLIPP, general manager of WFLA, Philadelphia, in town for conferences with the New York representatives of the station.

WILLIAM WYSE, president of KWBW, Hutchinson, is expected from Kansas for a few days on station business.

J. E. CAMPEAU, general manager of CKLN Mutual outlet in Windsor, Ont., is spending a few days in New York.

I. R. LOUNSBERRY, station manager of WKBW, Buffalo, N. Y., paid a call yesterday at the Columbia offices.

KATE SMITH and her CBS radio troupe are in Atlantic City today for the broadcasting of tonight's program from the big Convention Auditorium for the entertainment of the men of the Army Air Force Training Command.

E. H. SHOMO, WBBM's eastern sales manager who spent the early part of the week in town left yesterday for Chicago.

L. S. MITCHELL, station manager of WOLA Tampa, has arrived from Florida on a business trip. Visited yesterday at CBS.

C. M. Hall On "Modern Farmer" C. M. Hall, information agent, Federal Credit Administration, will be heard on "Modern Farmer," Saturday, Feb. 6, over WEA F at 6:30 a.m.

GIVES YOU LOW COST RESPONSE IN THE DETROIT AREA

CKLW

800 kc. **MUTUAL SYSTEM**

DAY and NIGHT

5000 WATTS

Serial Report Finds Good Outweighs Bad

(Continued from Page 1)
ions generally accepted as ethical present society and hence, the committee found, their effects are good rather than harmful. They seem to fill a real demand of public of considerable size and their shortcomings are heavily overweighed by their virtues," said the committee in a preliminary report on the daytime serials.

Dr. Fishbein Heads Committee
The committee was headed by Dr. Louis Fishbein, editor of the Journal of the American Medical Association and a leader in the field of public health. The other members were Henry R. Viets, noted Boston psychologist and lecturer on Neurology at Harvard Medical School, and Dr. Alfred Overholser, a well known psychiatrist and Professor of Psychology at George Washington University School of Medicine and an independent of Saint Elizabeth's Hospital, both in Washington, D. C. The committee was under the supervision of Dr. James Rowland Angell, Service Counsellor of NBC.

The committee reported: "The psychologic problems which are featured in the daytime serials studied are essentially the problems of daily life: love, marriage, ambition, adoption, illness, parent-child adjustments, occasionally envy, deceit, misappropriation of money, but altogether in no undue proportions. The listeners identify themselves and their own major and minor crises with the characters of the dramas. Since, however, the majority of all the dramas studied are accepted as ethical in our social life, the effects of the dramas tend towards helpfulness rather than

Text of Report

Full text of the report follows:

"The feature of our daily lives which is the interest of so many people many hours as does radio merits consideration. Whereas plays, books, motion pictures, and even vaudeville, the benefits of routine criticisms, programs have seldom had critical opinion from the point of view of their dramatic quality, psychologic value, originality, or other factors. They have been measured almost solely by their ability to attract listeners and may be called entertainment or listening.

"The considerations apply particularly to the available records from three to millions of listeners, chiefly women, one time or another, during the episodes in these plays, some of which have been continued almost fifteen times the qualities which distinguish the serial drama from other performance:

"Its appearance daily, its continuity for year after year, its feminine audience, its usual basis in family life, its appeal to the audience for the daytime serial drama women and some men in every social status, but primarily the home-loving American housewife. The serial drama has therefore appealed to the purveyors of food and cleansers since the American housewife is the largest purchaser of these

National Broadcasting Company has made a scientific evaluation of its programs particularly from the

PROMOTION

WEAF's "Seven Formulas"

A new WEAF, N. Y., sales brochure, "Seven Formulas That Spell Sales in New York," telling the story of seven sponsors and their satisfaction with time bought over the station, is now being distributed to the industry. The booklet, illustrated with pictures of sponsors and agency men with the talent which they have found sell their product, is the work of R. L. Hutton, Jr., station promotion manager.

The first story is that of Muller's Macaroni, which sponsors Don Goddard with "News at Noon," and how it pulls a record low in cost per customer. Shown with Goddard is Duane Jones, of Duane Jones Company, the C. F. Muller agency.

How WEAF has kept up sales for Reid's Ice Cream with George F. Putnam, is described in a script and a picture of Putnam at the mike with Harry C. Welch, advertising manager of Reid's Ice Cream. This sponsor is in the 6:15 p.m. (EWT) spot.

How participating in the Mary Margaret McBride program at 1 p.m. (EWT) increased the sales of Tenderay Beef more than 29 per cent in the New York area is told by George P. Buente, advertising director of the C. H. Bohack Company. He is pictured in the brochure congratulating Mary McBride on the success of her efforts for the Bohack Company.

The 11:15-11:30 p.m. (EWT) night spot, where on Thursday evenings WEAF listeners hear Ted Cott's "Sounding Board," sponsored by RCA Victor, comes in for high praise from Thomas F. Joyce, vice-president, who points out that in one contest conducted by RCA Victor on this program 5,479 replies were received from a single broadcast.

The job that Ray Nelson's five-minute program, "Spice of Life," heard at 8:45 a.m. (EWT) did for

point of view of their psychological effects and their relationship to morale. The committee has been studying many programs. Several conferences have been held as to the procedure to be followed. The members of the group have listened to many episodes of all the daytime serial dramas concerned. They have read the scripts of a three-month period of each of the dramas concerned. The recent analyses of the problem by Berg, Chappell, Wylie, Gould and Lazarsfeld have been given careful consideration. Furthermore, interviews have been conducted with various individuals and groups as to opinions of such dramas and their effects on listeners.

"A few tentative deliberations are embodied in this preliminary report. The committee proposes to extend its studies with a view of accurate, scientific evaluation of the place of radio and of the daytime serial drama in American life.

"By the very nature of the daytime serial drama the pace is relatively slow, duplicating therefore much more nearly the pace of ordinary life than do the dramas of stage or motion picture or the single incidents of once-a-week dramas. The daytime serial drama must be considered therefore as a whole and not related to the effects of a single incident. Thus experiments involving the utilization of blood pressure apparatus to determine whether or not pressure rises or falls while a patient listens are pseudo-scientific, uncontrolled and worse than useless for scientific evaluation. They tend to conceal factual evidence by focusing attention on scientific machinery which has little or no bearing on the essential character of the problem.

"The psychologic problems which are fea-

Old Dutch Coffee before rationing of that beverage went into effect, is described by Arthur Sinzheimer, radio director for the Peck Advertising Agency.

For the past fourteen years, for one hour a week, at 10:30 a.m. (EWT) Horn & Hardart have broadcast a "Children's Hour" over WEAF. This program has the largest station audience of all the programs on the air Sunday before Jack Benny. Frank Hardart, vice-president of Horn & Hardart, is shown congratulating announcer Ed Herlihy on the job WEAF has done for his restaurant and bakery chain, crediting the station with much of the increased sales the company is enjoying.

"Victory Book" Tieup

"The Funny Money Man" the Allen A. Funt transcribed show joins hands with Wendell Willkie and the Victory Book Campaign in a drive to bring 200,000 books to the nation's armed forces.

During the week of Feb. 15, all stations carrying the program will invite club members to bring books to neighborhood libraries or to the station. Programs which usually feature the purchase for cash of items from "Funny Money" club members, will instead buy things related to books. On the final program of the drive each station will present a grand prize to some service man enrolled in the club.

Grand prizes are books autographed by Wendell Willkie. All prize books were selected by a jury of literary critics. Special guests will make the grand prize awards, including many governors and mayors.

The slogan of the Funny Money Victory Book Campaign is: "Give your books to the men fighting those who burn books."

in the daytime serial dramas studied are essentially the problems of daily life: love, marriage, divorce, ambition, adoption, illness, parent-child adjustments, occasionally greed, envy, deceit, misappropriation of money, but altogether in no undue proportions. The listeners identify themselves and their own major and minor crises with the characters of the dramas. Since, however, the tendency of all the dramas studied is toward the solutions that are generally accepted as ethical in our social existence, the effects of the dramas tend toward helpfulness rather than harm.

Status Obvious

"The place of radio in our culture and civilization is obviously well established and significant. The radio serial drama is the principal attraction of the daytime program schedule. They seem to fill a real demand for a public of considerable size and their shortcomings are heavily overweighed by their virtues. Obviously, they can be much improved by a more sensitive and intelligent appreciation on the part of the writers of the scripts of certain dangers inherent in the nature of these programs. These dangers are associated with the fact that listeners may tend to identify characters with themselves and in an unwholesome degree to identify the incidents which occur in the lives of such characters with incidents in their own lives.

"The creators of the daytime serial must always keep in mind the great psychological power of suggestion, particularly to avoid all abnormal behaviorism. Good taste would indicate the common sense of this approach if there were no psychiatric hazards. Our

Second Year Series For Treasury 'Parade'

(Continued from Page 1)
for the War Savings Staff, to the 846 radio stations carrying the series.

Callahan's letter said that he would welcome criticism of the series and comments as to the continuation of it. To date 608 stations have replied with hearty praise of the programs and a most enthusiastic "yes" for their continuation. Not one station has asked to be dropped from the list receiving the programs according to Callahan's letters, (three transcriptions a week are sent only to stations specifically requesting them.)

During the past 12 months virtually every noted artist of stage, screen and radio, in addition to most of the leading dance bands, have been starred on one or more programs. The services of the stars are donated to the Treasury, and many of the artists have requested the privilege of appearing on the series. Over 160 programs have been produced during the past year. Recently some of the early shows have been repeated with new commercials, since it was felt by William Murray, executive director of the series, that the effectiveness of their messages so warranted.

Not an "Uncle Sam" Feature

The "Treasury Star Parade" programs, which are 15 minutes in length, are not included as part of the OWI transcribed series entitled "Uncle Sam" which stations will use on an across-the-board strip. Stations may schedule the "Treasury Star Parade" as well as the "Treasury Song Parade" at any time during the week best suited to their own schedules.

Henry Hayward produces the series for the Treasury under the direction of Murray. David Broekman and his orchestra provide the music.

preliminary investigations show little cause for alarm on this score, but we feel it wise to indicate the positive role in inspiration and encouragement that the radio drama can play. Obviously the negative elements of life have little value.

"We would like to suggest also that care be exercised in dealing with those problems which revolve around the adopted child in the home. These are but instances of some of the consideration of our preliminary analysis.

"It is the belief of the Committee which thus far has been considering the problems that the National Broadcasting Company or the industry as a whole should set up a competent scientific study and continue such a study over a period sufficiently long to determine the social values of various types of radio presentation."

W.P.E.N.
THE PROOF IS IN THE LISTENING
Philadelphia
5000 WATTS • 950 ON THE DIAL
Affiliated Station of the Atlantic Coast Network

Los Angeles

By JAC WILLEN

DOBERT BRAUN, KMBC-Kansas City representative, made merry at the local Knickerbocker Hotel in honor of the station's owner, Arthur B. Church, currently visiting in Hollywood, and the station's 16th anniversary as the 16th affiliate of the CBS Network. Guested were members of the agencies, radio officials and the trade press.

"Lux Radio Theater" will air "This Is the Army" on its February 22nd broadcast, making it available to millions of listeners who were unable to see the Irving Berlin show in the theatre. A full hour of the revue is scheduled. Entire proceeds of the broadcast will be turned over to the Army Relief Fund, to which "This Is the Army" has already given over \$2,000,000 raised in box-office receipts in its road-show appearances.

The Rudy Vallee-Sealtest transcribed rebroadcast, which has been heard Friday nights at 9 p.m., PWT, over KFI, switches to 9:30 p.m., beginning Feb. 19. The show is broadcast over NBC's eastern network on Thursday nights from 6:30-7 p.m., under sponsorship of Sealtest, Inc., with Kraft Cheese being plugged locally.

Cliff Anderson, who is program traffic manager for the Blue Network, now has the title of business manager of the program department, this in addition to his duties as program traffic manager.

Cecil Underwood, Hollywood representative of Needham, Louis & Brorby, Inc., leaves for Chicago Tuesday, Feb. 9, for 10 days of consultation with agency heads there. Ned Tollinger, NBC production manager, will serve as producer of the Fibber McGee and Molly and "Great Gildersleeve" shows during Underwood's absence.

CBS Vice-President Donald W. Thornburgh, in charge of the network's Pacific Coast Division, trained to station KOY in Phoenix, Arizona, Thursday evening. He attended a birthday party there in honor of Burridge D. Butler, owner of the station.

The Merry Macs were tendered a luncheon at Covina, California, in honor of Mary Lou Cook, who hails from there, and turned the tables on their hosts by putting on a bond rally that sold \$76,000 in War Bonds.

Two Shortwave Programs Honor Lincoln-Washington

Two programs in Spanish, which will pay tribute to Abraham Lincoln and George Washington, are to be broadcast Feb. 12 and 22 respectively over NBC International Division's facilities. Both programs will originate in the studios of Radio El Espectador, Montevideo, for simultaneously rebroadcasting to Latin America via shortwave stations WNBI, WBOS, WGEA, WGEO and WRUW and also via NBC's Pan American network.

The Lincoln Day program will be broadcast at 9:15 p.m., EWT and the Washington tribute at 9:30 p.m., EWT.



Reporter At Large. . .!

● ● ● It isn't every day that two international celebs, each well-established in his own orbit and each at the peak of his career, decide to team up together. But that's the story of Al Jolson and Monty Woolley, who have agreed to become a comedy team on the Jolson Colgate show. Effective with Tuesday's airing, Woolley becomes a permanent member of the series. Here is the inside story of the merger. A few weeks ago, Woolley guested on the show. Al liked him personally, found working with him a pleasure. Scriptwriters had a holiday pitting the two personalities against each other. Woolley was invited to return the following week and the week after that. At Jolson's insistence, the program will hereafter be called: The Al Jolson-Monty Woolley show, instead of merely the Jolson program. The writers are already working on a format suitable to the merger of their talents. Jolie will be the placater—Woolley the polemic. Away from the mike, the two men are as far apart as the poles. Jolson was born in Russia, made the grade the hard way via the circus, vaudeville, blackfaced minstrel shows and finally musical comedy. Woolley was born in New York, the son of prosperous parents, came up the easy way via prep school, Yale, Harvard and eventually back to Yale for an assistant professorship. Later, "The Beard" directed an occasional B'way show and finally made his debut in the musical, "On Your Toes."

★ ★ ★

● ● ● Larry Berns, CBS director, is a busy gent these days what with directing "Joe & Ethel Turp" and preparing the "Only Yesterday" program, among others. But what we started out to say was that last week he got a notice to appear for jury duty and the following mail brought him greetings from Uncle Sam regarding his draft re-classification.

★ ★ ★

● ● ● TICKER TAPE: Dinah Shore returns to "Command Performance" for the 14th time this week—a record that will probably never be exceeded and a direct testimonial to her popularity with the men in service. . . "We Love and Learn" will soon have a plot change and Claudia Morgan, now playing a schoolm'am, will find she has a new job as a sob sister. . . Joe E. Howard, singing emcee of "Gay Nineties," was the first to do illustrated songs in theaters. That same idea is soon to stage a comeback as a means of keeping American fighting men in pleasant mood. . . Ruth Doring, formerly of the Doring Sisters, now in New York to join her husband, Ed Reynolds, of the Earle Ferris office and to line up network chores in the east. . . Carrying out their guest idea on "Ceiling, Unlimited," comes Marlene Dietrich on Feb. 15th. . . Phil Spitalny takes his "Hour of Charm" to Valley Forge for his Feb. 21st airing, honoring the Father of Our Country. . . Frank Chase leaving Wm. Morris to join the Wm. Weintraub agency. . . Since Geo. Weist has been chaperoning the Lone Ranger around town, his pals are now calling him Tonto. . . Night clubs playing it smart are getting their headliners out of radio. Benny Davis has picked WHN's Barry Sisters for his new Frolics—Betty Rann is going into the Monte Carlo—and Diane Courtney is winding up a run at the Glass Hat.

★ ★ ★

● ● ● RADIOKAYS: Bing Crosby's version of the oldie, "As Time Goes By." (Crosby's version of anything, for that matter!) . . . Mark Warnow's slick stick-waving on his Sunday p.m. show via NBC. . . Ed Gardner's hilarious clowning on "Duffy's" . . . Billy Daniels' vocalizing at Kelly's Stable. . . "The Man Behind The Gun" series—especially the recently completed story of the Marines at Guadalcanal. . . Phil Lord's "Gang Busters" . . . Shirley Eder's big-timey daily Washington Line via WINS. . . The baritoneing of Earl Wrightson on the Blue web.

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

TRUE to the theatrical tradition that "the show must go on," Marlin Hurt, member of the "Tom, Dick and Harry," trio will temporarily carry on with the WGN-Mutual sustainer despite the sudden death of Frederick W. (Bud) Van Dover, comedy lead of the trio, from a heart attack in the WGN studios yesterday. Bud's death came with dramatic suddenness during a "warm up period" in which he was addressing the audience. His brother, Gordon Van Dover, "Harry" of the trio, was at his side. Marlin Hurt, Bob Jellison, Bob Trendler, and others of the WGN staff will carry on with the daily "Tom, Dick and Harry" sustainer until the producers have decided on a new show.

Funeral services for Van Dover will be held tomorrow at 2 p.m. in the chapel at 5501 North Ashland Ave. WJWC, 5,000-watt station owned by Hammond-Calumet Broadcasting Co. will suspend broadcasting at 12:45 a.m., CWT, Sunday Feb. 7, John W. Clarke, president, announced yesterday. The station recently relinquished its broadcast license in a letter to the FCC.

Niles Trammell, president of NBC, and Dr. James Rowland Angell, public service counsellor, will meet the Chicago press at a dinner to be held tonight in the Drake Hotel.

Word has been received that Paul Clark, formerly employed in the NBC Central Division engineering department, has been promoted to the rank of Major. Clark is on duty in South Pacific.

Gordon James, of WJWC, has joined WIND's Gary studios as an announcer.

After marking the biggest total sales figure in history during 1942, NBC Central Division local and spot sales department showed continued gains in January 1943 with approximately 10 per cent rise over same period a year ago.

Radio Group Postpones Marketer Discussions

Meetings of the Radio Listening Habits in War Time discussion group of the American Marketing Association have been postponed for the remainder of this month and March because of the illness of George Allen, chairman. Allen, of WOR's promotion department, has been seriously ill for the past two weeks, and is not expected to return to his office for some time.

To Broadcast Femme Inductions

The induction of 400 new WAVES and SPARS on the steps of the New York City Hall on Monday, Feb. 8, will be broadcast over WEAF from 12:15-12:30 p.m., while the colorful ceremony is going on. Speakers will include Capt. Ken Castleman, U.S.N. retired, Mayor F. H. LaGuardia and probably Rear Admiral Jacobs, chief of Navy personnel.

High Court Brief Deals Former Plea

(Continued from Page 1)
Dannett and Percy H. Russett. The presentation began with a statement of how Mutual and NBC receive a larger proportion of the other networks' money than do the MBS-Blue Competition.

Most of the best evening hours are sold through NBC and are thus not available to the two major networks, the action engendered by Supreme Court decision of the new regulations remains between Mutual and NBC. The competitive situation served by four network stations will be little changed, while stations served by less will see competition between the brief stated.

Nov. 1, 1941, however, there are 20 cities adequately served by more full-time broadcast stations. The brief points out, with 24 cities served by three, 59 by two and 107 by one, over 50,000 served by only one full-time station. Under present conditions the listening public in any of the three groups of cities is largely barred from the program services of the major networks, the brief stated.

NBC-CBS Unaffected
NBC nor Columbia will be affected in any great measure by Commission regulations, says MBS. MBS claims that there is an adverse effect upon the two networks from the prohibition of the program services of the major networks, the brief stated.

It may be affected, the brief states, "with respect to the cities served by less than one full-time station, which it has not been able to sell to advertiser. The Blue Network is unable to exploit network stations as a device to prevent or competition by another network distinguished from the legitimate purpose of option-time to provide simultaneous clearance over a station as against non-network stations."

Charging the "narrowing" of control over American radio upon American people between "control over the air by a few corporation officials" and "control over the air waves by government officials," the Civil Liberties Union, as a result of the court, has filed a brief with the FCC and MBS in the pending case. The case is to come before the Supreme Court Wednesday, on appeal from the three-judge court in New York.

The brief, submitted by Cummings, former U. S. Attorney General, and attorneys Morris Benjamin S. Kirsh, William Lewis and Harriet F. Pipel,

Sarnoff Sees Full Cooperation Key To Post-War Prosperity

(Continued from Page 1)

place which Government must have in the picture of American industry," said Sarnoff, "I plead for an American charter for American business. If big business is a crime, business men are entitled to know it. What is declared lawful at one time should not at another be upset by the caprice of bureaucracy. Laws should be changed by legislation, not by bureaucratic fiat."

Pointing to the importance of science in global warfare, Sarnoff believes that the degree of success in applying wartime developments to a new world in peacetime, will be controlled by social and economic forces over which science has no control. He held out hope that the achievements of science and industry portends a promise of a great post-war prosperity but that it could only become a reality if the individual enterprise of our citizens makes it a prosperity for all the people.

Private Enterprise
Sarnoff believed that the cornerstone of all American endeavor rests on the competitive American system of private enterprise, and it will be through that system that employment for labor and capital will be created to stimulate national prosperity.

He believes that where private enterprise is able and willing to meet the needs of society, it should not be the function of the Government to create industrial enterprises or to finance them, or to run them; or to employ labor, or to operate a vast agricultural system, but will assume its rightful and proper function by operating as an umpire to see that each segment of society plays its part in accordance with the rules and fulfills its obligations to the community as a whole.

Sarnoff contends that the new idea of a vested interest on the part of labor, and the "newer and more dangerous idea of vested interest on the part of Government bureaucracy must give way along with the old idea of a vested interest on the part of business." He warned, "that neither

states that freedom from government control can be assured only "when ideas are in the freest possible competition with each other. What the Commission is fighting," it continues, is domination of radio "which for most people today is the significant sector of the right of free speech, by a dwindling group of private entrepreneurs."

Criticizes Network Setups
Present network setups, the Union charges, "render it virtually impossible for any new network to become established; keep substantial portions of the American people from having any access to important programs and operate with increasing efficacy to wrest from local radio stations their selective functions."

On the matter of exclusivity, the brief charges that present clauses in

government, business nor labor can have a vested interest that runs against the common welfare of society."

Significantly, he points out that American business has shouldered a tremendous task in mobilizing the country's resources for the war, and that it will do its share in helping to create and maintain a prosperous world-wide peace.

In looking towards the post-war world, which will be smaller because of the scientific wiping out of geographical barriers, he envisions a world that will be amply provided for by the future promise of industrial science.

Radio Contribution
Sarnoff spent considerable time on the development of radio and electronics. He expects a richer world when the field of electronics is more fully exploited. He cited many examples of what the present control of electronics has done to date to increase the world's knowledge in biology, bacteriology, medicine, physics, plastics, textiles and other fields of research.

Turning to a new field of radio, Sarnoff listed the advances made through radiothermics and foresees it as a significant factor in post-war industry as a time-saver.

Leaving television to the last he described it as the "most spectacular development in the field of communication." He predicted television will advance as a new service of public information and entertainment.

"We expect to have inter-city networks of stations as we have them in sound broadcasting," he revealed. "Eventually they will become nationwide. We look forward to television programs in theaters as well as in homes. Thanks to war research, these television pictures will be technically much better than they were before the war. It is gratifying to those who labored many years to bring television out of the laboratory to know the experience gained from television research is proving of vital importance in the war."

network contracts "proceed out of the desire of networks and their affiliated stations to restrict competition. Yet, these stations are the beneficiaries of government licenses under an act founded on the principle of competition over the air."

The final portion of the ACLU statement is in support of the FCC claim that it has authority to enforce the network rulings. "With its eye to the public interest, and with a wide for safeguarding that interest, the Commission could validly determine that a larger degree of competition is essential to the public interest," it avers, "that certain existing practices tend unduly to stifle diversity, and that abandonment of these practices should be made a condition of the grant, of the privilege to use a facility in the public demesne."

Cut in Newsprint Seen Affecting Radiolncome

(Continued from Page 1)

of these measures is aimed specifically at the advertising dollar, there is no question that the income of radio and the press is likely to be hit. What has not been established, and does not appear probable, is that there is any connection between grade labeling and newsprint curtailment.

Rep. Charles A. Halleck, Indiana Republican, this week introduced a bill calling for investigation of a plan to substitute government grading of merchandise for private brand names. The project has been related by some to newsprint curtailment—which would mean that radio would fail to gain full benefit from the newsprint cut not because it is using too much of any critical material but because it happens to depend for its support on the advertising dollar.


Halleck did not speak in detail of the grade labeling plan—in fact he called for an investigation to determine only if there was such plan. There seems to be little doubt among most observers here that such a plan is soon to be launched, coincident with the drive toward concentration of civilian production in only a portion of the plants engaged in such production in peace time.

Grapefruit Ruling Cited
The first step was seen in the announcement last week that hereafter canned grapefruit juice will be graded A, B, C or sub-standard, will be sold at identical prices in large areas and will have the same point value under the new food rationing system. It is expected that similar announcements will be forthcoming on other products.

"A spotlight in the hands of a Congressional committee is the only weapon we seem to possess to safeguard the freedom of the press and the nation's economic and business structure," said Halleck.

Rep. Paul Shafer, Michigan Republican, said he believes there is a plan to cut newsprint consumption to 50 per cent of 1942 consumption, and links that report with the campaign against a free press which he and several others seem to feel new dealers and radicals here are now launching. Actually, it is likely that the 10 per cent cut now in force will go as high as 40 per cent before long, but WPB can present convincing evidence that these cuts are made necessary simply because of shortage of newsprint—due largely to labor shortages.

THIS LITTLE BUDGET WENT TO



WORL BOSTON MASS.

GUEST-ING

JEAN CAGNEY, on Jerry Cooper's "Keep Ahead" variety show, today (WOR-Mutual 7:30 p.m.).

BENNETT CERF, president of Random House, Inc.; PROF HARRY A. OVERSTREET, head of the department of philosophy at C.C.N.Y., and LEWIS GANNETT, book critic of the New York "Herald-Tribune," on "Invitation to Learning," Sunday (WABC-CBS, 11:30 a.m.).

PHILIP MURRAY, president of the CIO, and ABRAM FLAXER, president of the State, County and Municipal Workers of America, on the "Labor for Victory" program, Sunday (WEAF-NBC, 1:15 p.m.).

SAMMY SCHULMAN, photographer at the Roosevelt-Churchill meeting in North Africa, and CLAUDE BELCHER, New Zealander who escaped from an Axis prison camp, on "We, the People," Sunday (WABC-CBS, 7:30 p.m.).

ED "ARCHIE" GARDNER, on "Take It or Leave It," Sunday (WABC-CBS, 10 p.m.).

REV. WALTON E. COLE, pastor of the Second Unitarian Church, Boston, on the "Church of the Air," Sunday (WABC-CBS, 1 p.m.).

ANNE BROWN, soprano, and SGT. EUGENE LIST, pianist, on the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

ARNALDO ESTRELLA, Brazilian pianist, on the program of the New York Philharmonic-Symphony, Sunday (WABC-CBS, 3 p.m.).

CLAUDE RAINS and HILO, JACK AND THE DAME, on the Fred Allen program, Sunday (WABC-CBS, 9:30 p.m.).

TO THE COLORS!

WILLIAM H. HESSLER, commentator for WLW, Cincinnati, heard on "Views On the News" every Sunday, has received his notification that he has been accepted for the U.S.N.R.

—VVV—

CHARLES McCLURE, merchandising manager, and JIMMIE BRIDGES, assistant production manager of WSB, Atlanta, Ga., both have left the station to report for training with the Army Air Corps at Miami Beach, Fla.

—VVV—

JACK WAGES, announcer-producer for KOY-Phoenix, has left the station to join the armed forces. . . . Elna Erickson, station writer has taken over new duties with the WAAC's.

—VVV—

JIMMIE McKIBBEN, staff writer for KFI-KECA, Los Angeles for the past five years, reports to Santa Ana, Cal., to join the U. S. Army Air Corps.

WORDS AND MUSIC

By HERMAN PINCUS

THE sales promotion department at WEAF wore red faces yesterday and thereby hangs a tale. When that network's new printed program schedule went out to advertising agencies, it went out with the two inside pages absolutely BLANK—where was to have been printed the complete list of morning and afternoon programs scheduled on WEAF. The contents of some of the replies received from several of the larger advertising agencies, were to wit: "Boy what a daytime schedule!" Another: "Looks like some choice availabilities. Glad to know WEAF has all that time open." And, "Whatever became of NBC?" Now NBC execs are wondering who writes the material for the Ad agency correspondents.

☆ ☆ ☆

"Most people listening to the radio, take little notice of the background or incidental music heard during dramatic or comedy shows," says Ray Block, whose orchestra is heard on the CBS "Playhouse" and "Crime Doctor" series. "Yet," continues Block, "this music is so important to the successful production of a story, that three days before the broadcast, I get a copy of the script with holes and gaps which call for the correct music to be inserted; to create the listener's mood for the scene that is to follow,—denote the passage of time or to make an audible transition from drama to comedy or vice-versa." Block keeps an extra large musical library to fill his needs but often times must compose special music.

☆ ☆ ☆

That was Madeleine Carroll, the film star, seated in that Madison Ave. drug store, having a light lunch and the wide-eyed, staring youngster, obviously filled with heroine-worship was Marilyn Cantor, Eddie's attractive daughter, who is breaking into radio as staff announcer at WNEW.

☆ ☆ ☆

Nat Abramson, head of the WOR Artists Bureau, took an ACTIVE part (and the word should be spelled in capital letters) in the creation of a particular show. At eleven o'clock, one morning, a sponsor called at his office and said, "I've bought time on your station and you've got to get me some talent." "That's fine," answered Nat, "your choice shows good business acumen on your part and I'm sure that in a few days we'll give you just the talent you want. Now let me see—we'll get—" "But you don't understand," interrupted the sponsor, "the show is supposed to go on tonight at 8:15 p.m." That's where the "active" part of the story begins. At 11:12 a.m. Abramson got Jerry Wayne on the phone, left word for Louise Wilshire and Pauline Alpert to come to his office, had the three prepare a musical program, gave an audition for the sponsor at 4:30 that afternoon and at 8:15 that evening, a new show went on the WORadio, called "Melody Lane, With Jerry Wayne."

☆ ☆ ☆

NBC's First Piano Quartet, heard Mondays and Wednesdays, 6:45 p.m., leaves the ether for a week, to fulfill a ten-day concert tour. This column is a constant admirer of the forty-fingered renditions of Adam Garner's arrangements, and our views are given credence by the fact that no less than the NBC string symphony orchestra has been selected to pinch-hit for this unique combo.

☆ ☆ ☆

Patter and chatter: B. S. Bercovici, the WHNews Commentator, just can't pass an auction sale (any sort of auction). . . . Charlie Barnett lays off for a month at completion of present tour—Doctor's orders. . . . Charlie Spivak will "Victorecord" if and when Petrillo ban is lifted. . . . Local listeners get a tough break 'cause Vicki Vickee's thrilling trilling goes out over the Blue Network but doesn't take in WJZ. . . . Can you name a top-notch radio star who never gave nor ever will give an autograph? Charlie McCarthy. (C'est tout, mon frere.)

☆ ☆ ☆

AGENCIES

PROCTER & GAMBLE CO. heads the list of the 10 largest advertisers in the radio, magazine and farm paper fields, according to the annual compilation of "Printer's Ink" which is published in the current issue of that magazine. The P&G total of \$14,313,668 is almost \$4,000,000 in excess of General Foods, second on the list. The eight companies, which follow, in the order of their expenditures, are: Sterling Products, Inc., Brothers, General Mills, Liggett & Myers, Reynolds Tobacco Co., Gate-Palmolive-Peet, General Foods and American Home Products.

J. WALTER THOMPSON COMPANY'S London office is running a national campaign for Rayon Hosiery Producers' Assn., Ltd., to encourage the use of unfashioned rayon hosiery in order to lessen the demand for hosiery using raw material of which there is a shortage at the present time. The same office is running a national campaign for Fire Committee to lessen the incidence of fires occasioned by civilian carelessness; also a campaign in Holland to advertise "Sander" first aid dressing, one of the products of de St. Dalmas & Co., Ltd., manufacturing chemists.

SINGER SEWING MACHINE COMPANY, Companhia Gessy Industrial, and Industrias Quimicas Brasileras Duperial S. A. have appointed the Sao Paulo (Brazil) offices of Walter Thompson to handle their advertising in Brazil.

New Bill Expedites Hiring Of Those Old Or Disabled

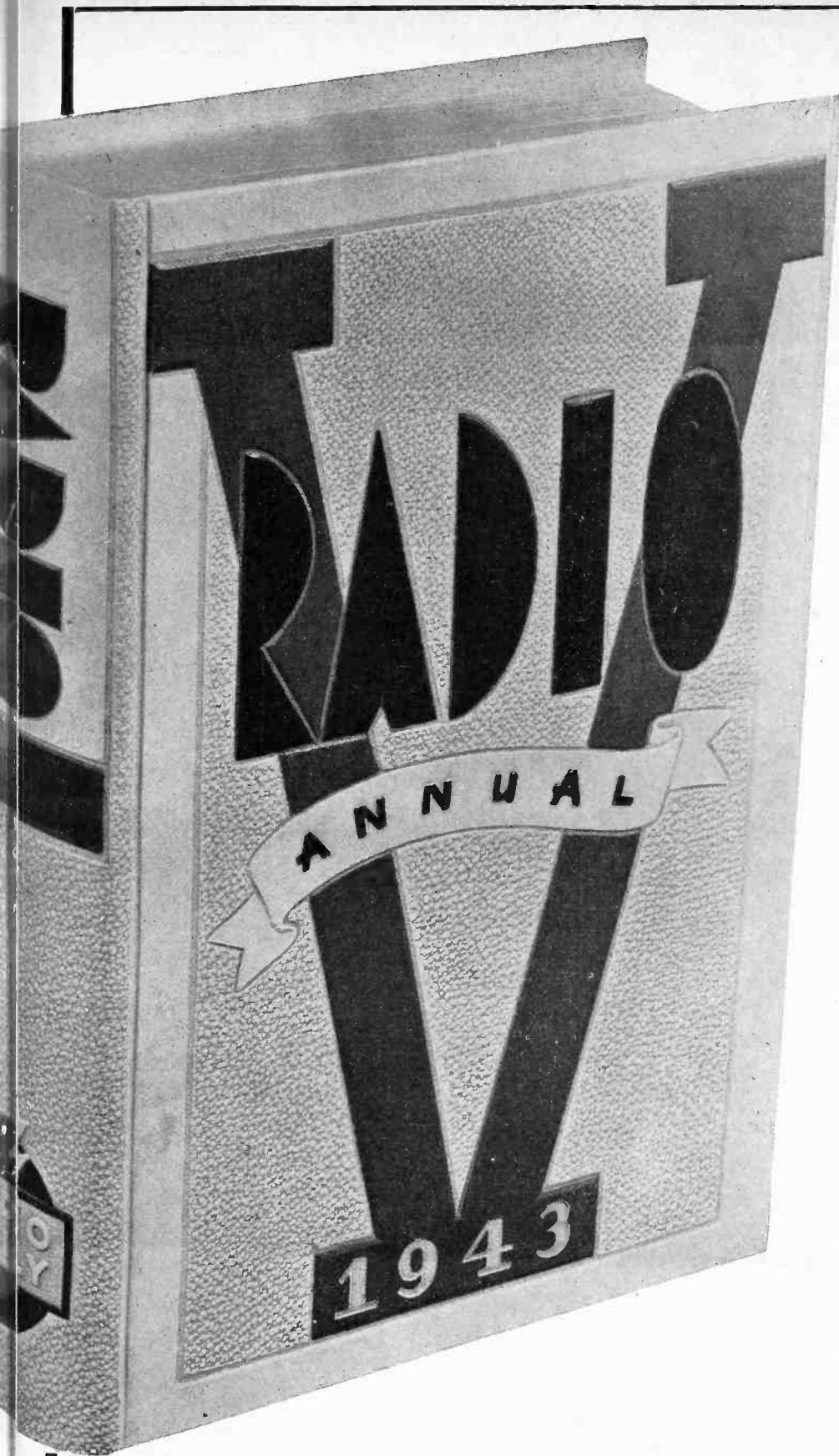
Washington Bureau, RADIO DAILY

Washington—In a move to make more readily available the services of older persons and those with physical disabilities, Senator Claude Pepper, Florida, yesterday introduced a bill to provide that "no person suffer discontinuance, interruption or termination of any pension benefit, compensation payable because of retirement or disability" for that person because he has accepted employment in any occupation not deemed essential by the War Manpower Commission.

A sizeable group of workers, known, have refused to take civilian lines because of the fear they would lose pensions, or benefits. If the Pepper bill is proved, it would mean the opening of a fairly large reservoir of workers.

Victor Oscar Rangner

Portland, Ore.—Victor Oscar Rangner, 40, KXL broadcaster, died of a heart attack en route to the station in the Orpheum Theatre Building Jan. 31. Rangner had broadcast the "Melodies of the North" of Scandinavian music for several years past.



**YOU
CAN
KNOW
YOUR
OWN
INDUSTRY
BY
CONSTANTLY
REFERRING
TO
THE
1943
RADIO ANNUAL**

***NOW BEING PRINTED
OUT SOON***



Coast-to-Coast



HERBERT ECKSTEIN, WIP, Philadelphia, master control engineer is doubling in brass these days. During the day he is an instructor of the "Rad-Art" course at Swarthmore College and handles the station's switch during the night. . . . J. Howard Ridhway, the gentlemen from Kentucky, has joined the station's technical staff as transmitting engineer.

Rush Hughes, KWK, St. Louis, emcee, inaugurated two new features on his 10:00 to 12:00 noon record show. First, a series of short lectures on how to enjoy hot music to lead fathers and mothers in to the esoteric music world that is known so well by their youngsters. Second, features one name band each week and playing twenty-minutes of the band's records from its first platter up to its latest release.

Fred Willson, WIND, Chicago, continuity editor has been named program director at the station's Gary studios to succeed Bob Diller. Willson's duties will be taken over by Florence Folsom, a new member of the station's continuity staff.

Cecil Solly, KJR, Seattle, Washington, practical gardening authority inaugurated a new nightly series recently, called "Gardening For Food." The program as the title suggests will augment the government's campaign of the "Victory Gardens." The new series will be aired every Tuesday, Thursday, and Friday night from 9:45 to 10:00 p.m.

"Short Casts and Wing Shots," a hunting and fishing program originated once weekly over KVOO, Tulsa, by sportscaster Bud Jackson is currently featuring informative interviews on the building and stocking of farm ponds as an additional source of foods. . . . On the war program front the station inaugurated a 15-minute program from the Tulsa bowling alley recently for American Legion War Bond Drive. \$212,000 worth of bonds were sold.

1	9	4	3
BIRTHDAYS			
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

- February 5
Ed Abbott Thor Ericson
Eddie Stanley Rupe Werling
- February 6
Haven Gillespie Ray Katz
Louis Nizer Toby Prin
 Thurl Ravenscroft
- February 7
Joseph Rogers Dot Whitehead
- February 8
Clifford Atkinson Lew Charles
J. V. Connolly Bill Johnstone
Alexander McQueen Blaine Menh
Jerome Sills Dorothy M. Smith
 Frank Weltmer

"United for Victory" parade, highlight of the "St. Paul Goes to War" celebration this year replacing St. Paul's famed winter carnival, broadcast by KSTP, Minneapolis-St. Paul, in NBC network feed Saturday, Jan. 30. Airing came from reviewing stand in St. Paul municipal auditorium, with Brooks Henderson, staff spieler, at the mike. Heard briefly on the broadcast was James M. Landis, national OCD head.

Due to the elimination of the WPA from the National scene, "Music for Morale" heard each Friday night over WWSW, Pittsburgh, and played by the WPA Symphony Orchestra is almost a thing of the past. On Friday, Feb. 19 it will play its final concert.

Ben Cole, free-lance producer of the "Student Workshop," WLIB, N. Y., dramatic show, has joined the station as staff producer. . . . Continuity writer Joan Sack moves up to the post of continuity director with production chief Roger Wayne now assisting Waldo Mayo, musical director. . . . Candid photos of record master of ceremonies Murray Jordan, whose "This is Romance" show is aired daily will be featured in a window display at Garrison's, Radio City restaurant.

Ted Husing, CBS sports announcer, will officiate at the presentation of an Army-Navy "E" award to the Black-Decker Manufacturing Company at Towson, Md., on Thursday, Feb. 11.

Earle Larrimore, will make his first "mike" appearance since his illness as one of the leads in "A Guy With Wings" on Sunday night, Feb. 14 over WNBZ, Saranac Lake, N. Y.

The new series, "Uncle Sam," produced by the OWI finds another new outlet in WELI, New Haven. The New Haven station will broadcast the new series Mondays through Fridays from 4:30 to 4:45 p.m. The series is designed to inform the American people of the basic issues of the war.

The WCAU, Philadelphia, FM station, W69PH, will present the Philadelphia Opera Company's production, in English, of Gounod's "Faust" on Tuesday evening, Feb. 9. The program will originate at the Academy of Music at 8:25 p.m. and will run 'till closing.

The WCCO, Minneapolis, mobile unit has been patrolling the streets of Minneapolis on special assignment during National Safety Week, advising pedestrians of elementary safety rules. The police department requested the loan of the unit to aid in the campaign of the National Safety Council currently in progress.

"The Grand Ole Opry" nationally known Saturday night feature heard over WSM, Nashville, Tenn., for 17 years, is receiving congratulations for being selected by "Command Performance U. S. A." to participate on that program.

William Winter's program of news analysis for the Planters Nut & Chocolate Co. over the Columbia Pacific Network will undergo a change of schedule following his broadcast of Feb. 15. He has heretofore been airing five times a week, but will be changed to Mondays, Wednesdays and Fridays only beginning March 1. The broadcast time remains the same, 12:30 to 12:45 p.m., PWT.

Denise Keller, femme commentator of WICC, Bridgeport, on concluding a 13-week sustaining program of her own show, interviewing stage, screen, illustrator and author celebrities begins a 13-week baker-sponsored program which will be heard on Sundays at 5:00 p.m. with Ken Rapielf as chief announcer. Bridgeport's top-notch men and women behind the guns will be interviewed on the program. As an added feature the "Master Baker" a figure created as a pseudo "mystery chef" will preside to give the commercials.

The week of Feb. 8, will find WOR, N. Y., execs well represented at the various clinics of the Advertising and Selling Course of the Advertising Club of N. Y. Those who will appear at the clinic are: Robert A. Simon, director of continuities and Roger Bower, program producer.

Cecil Brown, CBS commentator, lectured before 2,000 persons in Hartford, Jan. 30, under the auspices of WDRC. Brown was introduced by program manager Walter Haase. Earlier he was interviewed at a dinner for newspapermen by Jack Zaiman, United Press political writer. Interview was aired over WDRC.

Janice Meredith, is the new private secretary to O. H. Balch, manager of KSAL, Salina, Kansas. She replaces Mrs. Alice Williams who left the station to join her husband at New Orleans.

Karin Branzell, one of the Mertonopolitan Opera's leading contraltos, will be heard Sunday, Feb. 7, over WNYC, N. Y. on Mayor LaGuardia's Treasury Program.

"Old Fashioned Revival Hour" sponsored by Gospel Broadcasting Association on Mutual and other stations totalling 550, will air by transcription over WPAT, Paterson, N. J. Account is handled by R. H. Alber, Los Angeles. Countess Marie Tolstoi will appear on Judith Allen's program, "Stars on Parade," on WPAT, for an interview, Tuesday, Feb. 9. Art Ford, formerly of WBYN, Brooklyn, N. Y., has joined WPAT to replace Art Raymond who is leaving for military service.

A \$25-check from a Pennsylvanian to help Georgians finance a second cruiser "Atlanta"—plus a new letter-friendship—were two results of a recent broadcast over WSB, Atlanta. An interview with Bill Smith, sailor-survivor of the "Atlanta" disaster, was postscripted with a brief

war-bond plug; R. F. Gilmore of West Pa., whose nephew died aboard the ship, immediately wrote the station. . . . requiring Sailor Smith's address. . . . and closing my check to help build an "Atlanta!"

A new French feature has been added to the WBNX, N. Y., schedule, 10:30-11 p.m., Mondays. Produced by Jo Dolinos, the Monday program presents music and poetry. Dolinos now brings to the air five French broadcasts a week.

The drive for knives which was started by KPO, San Francisco, under a campaign heading "Save a life with knife" netted more than 800. The knives are sent to American fighters in the Philippines and other Pacific Islands. The knives are forwarded to Major General Barney M. Giles, commanding general of the Fourth Air Force.

It was "old home week" for Larry Walker when he became the new addition to the WBT, Charlotte, announcing staff. Larry hails from WIOD, Miami, Fla., where he and Mrs. Walker broadcast a daily "Margaret Ann and Larry Walker" variety show. Larry was with WBT seven years ago as an entertainer. . . . Stolye has joined the staff, replacing Kathleen Massie as transcription librarian. She is a native of Long coming to the United States seven years ago.

Olaf Soward, who has been appearing on middle-western popularity surveys, joined the WIBW, Topeka, staff, Feb. 4 as news reporter and commentator. Soward has had a background in newspaper and radio work in Kansas, Kansas, and Kansas City, Missouri, will broadcast during the afternoon evening news periods.

Meade Davidson, writer, economist and foreign government adviser, has been heard in a news commentary, "It Became History This Week" over WWRL, Woodside, N. Y., on Sunday night at 9:30 p.m., for the past several months, has been given an additional 5-a-week quarters broadcast at 10:05 p.m. Monday through Friday.

G. S. McAllister Finishes Army Orientation Course

G. Stanley McAllister, CBS director of construction and building, turned on Wednesday from the Command and General Staff School at Ft. Leavenworth where, at the invitation of the military authorities he enrolled for and completed Army Orientation Course, a program of training by which selected groups of civilians are made conversant with the wartime problems of the military staffs.

The course just completed by McAllister was the third conducted by the Army authorities.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



L. 22, NO. 26

NEW YORK, N. Y., MONDAY, FEBRUARY 8, 1943

TEN CENTS

FCC Defends Chain Rules

Opposition Growing to Manpower Plans

Washington Bureau, RADIO DAILY
Washington—Congressional opposition to the WMC plan for induction of the armed forces of family men but regard to their dependency has resulted Friday in a move by the House Military Affairs Committee to amend the Selective Training and Service Act to block such procedure. The proposed change would make mandatory induction of single and childless men before fathers were

was introduced by Rep. Paul J. Pendergast, and was supported by several

Manpower Plans To Be Rated in New Survey Service

Rating programs which have been rated regularly by the research organizations, have given recognition for such a service by C. E. Hooper Inc. Organization has been supplying programs for national network maintenance its January 15 report. Titles and time schedules are not given. How-

Radio Block Junket at Small Army-Navy Bases

NEW and the sponsors of the "Strike 'Hit Parade'" and Kay programs have granted a reprieve of absence of two weeks to a Block who will depart today certain navy flying cadets at 12 Air Training Stations through-

"Dime" Drive Up

The "Mile O' Dimes" campaign organized by W.T.C. Hartford, in a campaign with the "Hartford Courant" surpassed the total set in 1942. At the campaign's close a total of \$1,603.40 had been contributed which was \$8,171.30 above the total raised the year before. James H. Clancy, sales promotion manager of the station, was director of the campaign.

NBC War Effort

NBC devoted 45 hours, 7 minutes to war effort programs during the first two weeks of December, according to figures compiled by the program analysis division of NBC's research department. The time was divided nearly equally between sustaining and commercial broadcasts.

NAB Appoints Egolf Public Relation Head

Washington Bureau, RADIO DAILY
Washington—Willard D. Egolf, commercial manager of KVOO, Tulsa, Okla. has been appointed public relations director of the NAB. Post has been vacant for over a year when Ed Kirby left to become chief of the Radio Section of the Army's Bureau of Public Relations, and since then commissioned Lieut. Colonel in the Army. Egolf, well known in the industry, is expected to assume his new duties late this month.

P & G Wins Acquittal; Three Employees Fined

Boston—Surprising turn of events concluded the trial here of four men involved in a legal battle concerning radio's two largest advertisers in the soap and soap products field. Three employees of Procter & Gamble were fined and one received a six-month suspended sentence. Federal Judge George Sweeney,

(Continued on Page 7)

Files Its Brief With U.S. Supreme Court With Hearing Scheduled For Wed.; 153 Pages Of Argument

New Coca-Cola Show Set For 117 Stations

To date 117 Coca-Cola bottlers have okayed their sponsorship of the "Songs by Morton Downey" program on as many Blue Network stations. The program, to be presented on the Blue by bottlers throughout the country in cooperation with the Coca-Cola Company of Atlanta, will be launched today and will be heard

Elmer Davis Scheduled Fridays At 10.45 p.m. EWT

When Elmer Davis, head of OWI, returns to radio for a regular broadcast schedule, he will occupy the 10:45-11 p.m. spot Friday evenings on the Blue, CBS and NBC. Mutual will carry a transcription Saturday

Suit vs. Winchell Mar. 15; Networks-Client Released

Washington Bureau, RADIO DAILY
Washington—Trial has been set for March 15, exactly one year after the contested broadcast, in the case of Mrs. Eleanor Patterson vs. Walter Winchell, a libel suit for a total of

Washington Bureau, RADIO DAILY
Washington—Declaring that the chain broadcasting regulations which will be appealed next Wednesday in the Supreme Court by CBS, NBC and Stromberg-Carlson, are valid because they fix responsibility upon the individual licensee, serve the public interest and will increase competition and prevent greater concentration of ownership of radio facilities, the FCC Saturday filed a 153-page brief with the Court.

The right to impose the new regulations

New Salevepost Drive On Eight N. Y. Outlets

Spot campaign on eight New York City stations, starting today, marks the first important time buy by the "Saturday Evening Post," and is the first placement made by MacFarland, Aveyard & Co. which has just recently acquired the account and which last week opened offices here to serve

C. L. Menser Predicts Web Newscast Changes

Chicago—Innovations in the programming of network newscasts to provide commercial participation by local stations were forecast by Clarence L. Menser, vice-president in

★ THE WEEK IN RADIO ★

Manpower Problems

By BOB LITZBERG

BROADCASTERS were faced with additional man-power problems as a result of the War Manpower Commission's plan, issued last week, for drafting all men. At the same time the Commission released its Occupational Bulletin No. 27, which included all jobs in the communications field considered essential. The newly revised list includes station managers, program directors and news editors, three classifications which were not shown on previously-published lists.

Later last week, the WMC announced that talent was considered to be non-essential, thus adding to the manpower headaches of station operators. The only hope for relieving the headache was the possibility of Congressional action against the WMC's latest draft plan which has already been attacked by several members of Congress.

Members of the House of Representatives continued to hear complaints

Special Job

Worcester—Sometimes a caption, such as "early bird," can be carried to extremely embarrassing conclusions. A case in point is the predicament Bob Martin, "early bird" WTAG mickeman finds himself in as result of a letter offering him the position of pullet-guardian. Letter states: "If services prove satisfactory advancement will be made according to ability."

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RADIO DAILY



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M. H. SHAPIRO : : : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Friday, Feb. 5)

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 sub-section 'OVER THE COUNTER' with entries like Farnsworth-Tell & Rad., WCAO (Baltimore), WJR (Detroit).

THE WEEK IN RADIO

Manpower Problems

(Continued from Page 1)

about the Federal Communications Commission. The latest attack was made by Congressman Martin Dies, who branded three members of the FCC staff as "Reds"; the three to be named were William E. Dodd, Jr., Dr. Goodwin B. Watson and Frederic L. Schuman... Newspaper-radio controversy loomed up in a new light last week in the Canadian Senate. This time, newspapers charged that they were being discriminated against by the Dominion government, which was allegedly favoring radio at the expense of the press in the release of news. Charge was made that news was withheld from the newspapers in order to give the scoop to the Canadian Broadcasting Corp.... The Mutual Broadcasting System filed its brief with the United States Supreme Court supporting the FCC chain regulations; the 20-page document claimed that the new rules concerning competition will affect only the Blue and Mutual networks since most of the best evening hours are already sold through NBC and CBS and are thus not available to the other two networks; another brief supporting MBS and the FCC was filed by the American Civil Liberties Union as a "friend of the court."

At a meeting of its board of directors the Mutual Broadcasting System announced plans for expansion and increased service; it was also announced that the Yankee Network had increased its holdings in the national network... BMI also revealed that broad plans were being made for 1943 expansion, including additional services to its licensees... First large casualty of war broadcasting occurred last week when WJWC, Hammond, Ind., announced suspension of operation effective yesterday... In Washington, the FCC continued its hearings in the WALB "case" and Representative Eugene Cox was making plans for a Congressional investigation of the Commission... U. S. Treasury Department reported that the radio-television industry had paid

over six million dollars in income taxes during 1940... The Canadian Broadcasting Corp. set up a standard to be applied in the acceptance of commercials and scripts: "all advertising matter and commercial announcements shall be of such a character that they can be freely introduced into a mixed company of adults and children as a subject of ordinary conversation."

Elmer Davis, director of the Office of War Information, will return to the air shortly in a series of 15-minute talks on war news, it was learned last week; announcement of the time and network is in this issue... Meeting of New Jersey broadcasters for the purpose of setting up a State Council was called for today; meeting will be addressed by Mrs. Dorothy Lewis, NAB coordinator of listener activities, who will assist in the formation of the council... The United States Senate voted to extend the authority of its sub-committee investigating the American Federation of Musicians; latter organization held its executive board meeting in Chicago most of last week and Senator Clark, chairman of the investigating group was reported to be awaiting the outcome of the meeting before proceeding further in his investigations... In a speech to the Chamber of Commerce of New York state, David Sarnoff, president of the Radio Corporation of America, made a plea for cooperation between government and business to insure a post-war prosperity... The virtues of daytime serials on the air outweigh their shortcomings, according to a report issued last week by an advisory committee appointed by NBC to study morale qualities of network broadcasting... Canadian broadcasters prepared to attend the annual meeting of the Canadian Association of Broadcasters to be held next week; rate-card standardization, coverage and war-time broadcasting were set as the main topics for discussion at the meeting.

COMING and GOING

EDWARD TOMLINSON and EDWIN WHITNEY leave today for West Point, from where the former's Blue Network news program will be broadcast.

J. E. THAYER, station manager of WWNC, Columbia affiliate in Asheville, N. C., is towns Friday on station and network business.

WILLIAM G. RAMBEAU left for Chicago over the week-end.

PARKS JOHNSON and WARREN HULL will broadcast tonight's "Vox Pop" program from the Long Island plant of the Grumman Aircraft Engineering Corp.

NORMAN CORWIN, writer, producer and director for CBS, left Saturday for Hollywood to handle the first stanza of "Trans-Atlantic Call—People to People," broadcast by the network in cooperation with BBC.

BUD ABBOTT and LOU COSTELLO today will entertain the soldiers at Stewart Field, Newburgh, N. Y. They will be assisted by BILLY GRAY and CONNIE HAINES.

WILLIAM I. THOMAS, JR., manager of the Young & Rubicam radio publicity bureau, was at Atlantic City on Friday with the Kate Smith program troupe.

JOHN WELLINGTON, producer of the Coca-Cola "Spotlight Band" program for the Blue Network, leaves tomorrow for Cincinnati, originating point of the next broadcast.

BLUE BARRON back today from the Sheepshead Bay Maritime Service Base, from which point he broadcast yesterday's "Fitch Band wagon."

Sustainings To Be Rated In New Survey Service

(Continued from Page 1) are listed with the ratings, so the identification of the program is ready. Another modification in the Hooper reports is the institution of the check on sets-in-use on the 15 minute instead of the half hour schedule. Feature was inaugurated at the same time the sustainers were included in its reports.

"E" Award On Blue

Western Gear Works, Seattle, Wash., was awarded the joint Army-Navy "E" award for outstanding war production in a half-hour ceremony broadcast over four stations of the Blue Network Saturday, Feb. 6, at 6 p.m., EWT. Originating from Seattle, the broadcast was aired on stations KJR, Seattle; KEX, Portland, Ore.; KGO, San Francisco and KECA, Los Angeles.

Elmer Davis Scheduled Fridays At 10.45 p.m. EWT

(Continued from Page 1)

afternoons, at 4 p.m. The delayed broadcast on Mutual, it is reasoned, will reach war workers, who have the late shifts, students and others who might not be able to pick up the late evening broadcast. No date for the start of the series has been announced. Tentative title of the new Davis program is "Round-Up of War Information."

New Satevepost Campaign Starts On 8 N. Y. Outlets

(Continued from Page 1)

vice SEP. Stations with whom the account has been placed are as follows: WMCA, WJZ, WEAJ, WHN, WQXR, WNEW, WOR and WABC.

John Gillin Takes Issue With Rosenbaum's Plan

In the name of John J. Gillin, Jr., manager of WOW, Omaha, Nebraska, broadcasters received over the week-end replies to the plan submitted two weeks ago by Samuel Rosenbaum, president of WFIL, Philadelphia, as a means of solving the recording ban.

Taking issue with the Rosenbaum suggestion of a tax on those making a profit from the use of recordings, the statement held that the reasoning would permit other performer unions to levy similar taxes, and that the plan would "necessarily involve an acceptance by broadcasters of the theory that the broadcasting industry has an obligation to musicians whom it does not employ." Statement urged that the trade withdraw from "further debate" on the subject pending Petrillo's submitting his own plan.

Martin Block Junket To Small Army-Navy Bases

(Continued from Page 1)

out eastern and southern territories. In undertaking the junket, Block will virtually be a broadcasting station unto himself in that his show will be a one-man operation. He is fitting amplifying equipment, speakers, microphones, turntables, public address system and several hundred recordings into the luggage compartment of his automobile. His program at each training station will consist of a presentation of the "Make Believe Ballroom," a WNEW feature.

Martin has selected training centers far off the beaten tracks where traveling show units seldom stop off, for his visiting places.

Buy OWI Show On WMCA

Earliest reported sponsorship here, of the OWI "Uncle Sam" series is the Sachs Quality Furniture Stores' sponsorship of the transcribed series for its "entire run, on WMCA, starting today. As per regulation, commercial is confined to periods before and after the quarter hour production, and is devoted to conservation within the home. WMCA will air the show daily, Mondays through Fridays, 3:15-3:30 p.m., EWT.

Advertisement for THE Philadelphia Story IN RADIO 5000 WATTS 950 on the Dial Affiliated Station of the Atlantic Coast Network. Includes WPEV logo.

Defends "Rules" in High Court Brief

(Continued from Page 1)
has not been adjudicated, and now up to the Supreme Court to decide whether exclusivity clauses, option time be increased to 60 days and whether the other far-reaching changes upon by the Commission may mean that the networks have to operate without these clauses, FCC maintains that both the public interest and the interests of local stations will be served by its new plans. There is no unlawful asphyxiation of power, the brief states, and that the regulations do not involve any abridgment of free speech, censorship or any other interference with program material, content.

Control Concentration
The brief makes it quite plain that the FCC is opposed mainly to the concentration of control over broadcasting in few hands. "Such a degree of concentration and control which is so narrow and restrict the channels of communication and expression of the sources of programs, and which excludes important programs from the public, is contrary to the public interest," it says, and maintains that the proposed regulations will mean freer competition among broadcasters.

The matter of local stations, the brief points out that option-time contracts present network contracts are not only cancellation of networks' programs but also cancellation of any scheduled programs by network affiliate, it points out that a local advertiser a firm contract for time within the option period for more than 28 days is a violation of the program.
The brief filed for WOW, NBC station in Omaha, has been withdrawn because of the change in ownership of the station.

Contract Signed For Pix

Contract, Bob Hope's comedienne on The Pepsodent show, was signed by Columbia Pictures to appear in a series of short comedies next month. Her picture experience includes several Republic features, the latest being "Icecapades Revue."



"Since the boss started advertising on WFDF Flint, Michigan, I have been taking a break!"

WARTIME PROMOTION

Marine Booklet

WJTN, Jamestown, N. Y., is cooperating with the United States Marine Corps Buffalo office in distributing the booklet, "How To Respect And Display Our Flag."

The promotion is a giveaway that is being plugged on the station through the use of spot announcements and two special 15-minute programs a week.

At present, Public Relations Sgt. Philip Edwards of the Marine Corps is using WJTN, as a test station. If through the efforts of the radio plugs the offer clicks in the Jamestown locale, the Marines intend to offer the flag booklet as a giveaway for all stations in the Buffalo area.



FSA Awards Broadcast

The presentation of Farm Security Administration Merit Awards to four Randolph County farmers was broadcast by WBT, Charlotte, N. C., on Jan. 23. FSA Merit Awards correspond to the "E" pennants given industrial plants and are presented to farmers for excellence in food pro-

Backing "March of Dimes"

By utilizing many facilities of WIBG, Philadelphia, the "March of Dimes" campaign is being given an added impetus to ensure its success. Much of the campaign effort is derived from the whole-hearted cooperation of the station which affords many unique attractions to the prospective contributor.

The large main-floor auditorium has been donated by the studio to be used as the headquarters for the Philadelphia Chapter-Foundation for Infantile Paralysis, Inc., and in addition the station has decorated the front of its building with the chapter's "Wishing Wells" and colorful signs.

Another feature that is being used to aid the campaign is the use of the show-window studio for showing movies of the campaign to the street passerby. With the movies and the usual broadcasts that take place there the studio is fast becoming a center of attraction.

Grady Cole, station farm editor, emceed the broadcast and interviewed each farmer honored.

Suit vs. Winchell Mar. 15; Networks-Client Released

(Continued from Page 1)

\$200,000 based on a Winchell broadcast of last March. The suit originally named the Blue Network, NBC and Jergens Lotion as well as Winchell, but action has been dropped against these three.

In a pre-trial hearing Friday in the U. S. Court of the District of Columbia. Attorney John Sirica, representing Winchell for Coudert Brothers of New York, outlined his argument. He denied that the Winchell broadcast was defamatory *per se*, and claimed no cause of action exists. The utterances, insofar as they contained statements of fact, were true, he maintained, and when they contained expressions of opinion, these expressions were fair. "The comment was made in good faith and without malice concerning a matter of public interest," he said.

Justice David Pine asked Sirica and Attorney Rudolf Yeatman, representing Mrs. Patterson, who is publisher of the Washington "Times-Herald," if a settlement could not be reached. Yeatman said he was willing to settle for \$25,000, but no agreement could be reached on that basis. Winchell's attorneys said they were without authority to make any settlement at the moment.

It seems doubtful that a settlement will be reached before the trial date, since Winchell is believed anxious to thrash the matter out.

Stork News

Sidney Gaynor, sales manager of the KHJ-Don Lee Broadcasting System is the father of a daughter, Pamela Jill Gaynor, born Jan. 24.

New Coca-Cola Show Set For 117 Outlets

(Continued from Page 1)

Monday through Friday from 3 to 3:15 p.m., EWT, with the Raymond Paige orchestra accompanying the tenor. The number of sponsoring bottlers is expected to be augmented from time to time.

Coca-Cola also sponsors "Victory Parade of Spotlight Bands," aired six nights weekly on 139 stations of the Blue since Sept. 21. D'Arcy Advertising Co. is the Coca-Cola agency.

WINS And AFM Local Start Talks On New Pact

WINS and local 802 of the American Federation of Musicians have begun negotiations on new contract as a result of the station's extended operations to midnight. Station was placed in a class by itself with a scale of \$45 and ten men when plans to operate on 50,000 watts failed last year. Union's contracts with the class B and C stations in the city expire March 31. Renewal negotiations are expected on these soon. Among those in these groups are WMCA, WNEW, WLIB, WBYN, WOY, and WQXR.

The Guiding LIGHT
In Cloudy Weather it is the Beacon that Guides

In business it is intelligence that guides safely through clouded situations

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

intelligent

YOUR HIT PARADE

Under the
Musical Direction

of
MARK WARNOW

For quite some time, I have been hoping for an opportunity which would enable me to pay tribute to the talented, hard-working people whose individual and combined efforts have been responsible for the quality of music heard on Your Hit Parade . . . artists and personalities who have remained in the background, and who have long merited this personal expression of my admiration and gratitude.

Sincerely,

Mark Warnow



ACKNOWLEDGMENT.

COMPOSERS

Frederick Block
David Diamond
Maurice Gardner
Ben Machan
Walter Mourant
Herbert Paulson
Ralph Wilkinson

ARRANGERS

Wilbur Beittel
Irving Brodsky
Samuel Grossman
Clare Grundman
Frank Guilfoyle
Theodore Raph
Fred Van Eps

COPYISTS

Arnold Arnstein
John Caper
Morris Gluckman
Myra Machan
Stanley Mourant
A. Nussbaum
Joseph Tommasi

ORCHESTRA

Kal Kirby—*Contractor*

STRINGS

Sid Brecher
Sam Kates
Sam Katz
Waldo Mayo
Bernard Ocko
Max Pollikoff
V. Selinsky
Max Silverman
Jack Zayde

WOODWINDS

Al Howard
Pete Pumiglio
Buddy Rice
Floyd Tottle
Ezelle Watson

HARP

Verlye Mills

RHYTHM

B. Leighton
Ben Mortell
Wm. Paulson
Sam Shoobe
John Williams

ACCORDION

Chas. Magnante

BRASS

Larry Altpeter
Bob Cusumano
Andy Ferretti
Russell Genner
Chris Griffin
Cliff Heather
Ivor Lloyd
Fred Pfaff
Herb Winfield

CHORUS

Vocal Supervision—Lyn Murray

Eugene Loewenthal—*Ass't to Mr. Murray*

Mary Margaret Mullen
Imelda Rose Mullen
Kathleen Mullen
Betty Mulliner

Ray Charles
Chuck Goldstein
Marshall Hall
Hubert Hendrie
Phillip Reep

Claude Reese
Floyd Sherman
John Smedburg
Darrell Woodyard

Production—Gordon Auchincloss and Larry Harding

Publicity Director—David O. Alber

Engineer—Frank Proetzman

Office Manager—Robert F. Briody

MARK WARNOW
Managed Exclusively by
M.C.A. Artists, Ltd.

Los Angeles

By JAC WILLEN

LUCILLE MOSES, who for three years was women's commentator and traffic manager at station KERN, Bakersfield, has joined the Blue Net in Hollywood as a member of the publicity department. Mrs. Moses, wife of Lt. William Moses, bombardier on active duty, replaces Megan Roberts, who has been transferred to the sales department.

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C. L. Menser Predicts Web Newscast Changes

(Continued from Page 1)

charge of programs, at Friday's session of the two-day NBC regional meeting. Contemplated news programs include a 15-minute daytime participating broadcast originating in New York at 1:45 p.m. EWT.

Arranging the Sunday evening program schedule to accommodate a five-minute general news round-up.

Plans for a seven-a-week news show from Washington, D. C., at 1:15 p.m. EWT, using commentators five days a week and guests two days a week.

Niles Trammell, president of NBC, paid tribute to the press and radio as wartime news dispensing organizations and said in part: "radio can never hope and does not want to supersede the press in the dissemination of news."

Round table discussions of sales and promotion plans also figured in the two-day meeting.



A Reporter's Report Card . . .!

● ● ● **Y. FRANK FREEMAN**: Signing Paul White man to play Paul White man in Para's film version of Geo. Gershwin's life is really fine casting

● ● ● **ARCH OBOLER**: Norman Corwin has been signed to do a movie script called "The Common People of Europe" for Chas. Feldman. . . **JACK BENNY**: Phil Baker, signed for a film, was overheard to crack: "Don't tell me I'll have to wait until I'm as old as Benny before getting a romantic lead!" . . . **GEO. S. KAUFMAN**: Since you've become a radio entertainer in addition to your writing and directing talent, the B'way boys are now referring to you as the "over-age Orson Welles" . . . **RALPH EDWARDS**: With Kay Dibbs being screen-tested by 20th Century, you'll probably be losing another stage director shortly. . . **MARTIN BLOCK**: Glenn Miller, who hasn't had a band for several months (since he's been in the army) surprised everybody by coming in second in your band popularity poll. There were even a few votes cast for C.P.O. Artie Shaw. . . **ED GARDNER**: The Order of Elks is circularizing its membership to listen in on "Dufy's" Feb. 16th. That's the night you'll toast the million Elks on their Diamond anniversary. . . **CHARLES MARTIN**: Are you bringing back a vehicle from Hollywood for Madeleine Carroll for this week's Philip Morris Flyahouse?

● ● ● **HERB SHRINER**: We like your line about the Japs suing for peace—but who in blazes can understand them!



● ● ● **VINCENT LOPEZ**: Betty Hutton and Bob Hope are getting up a musical idea to tour the army camps with. . . **BOB ALLEN**: Your road manager, Frances Kepner, is leaving to join the WAVES

● ● ● **ROGER WHITE**: Charlotte Manson, your one-time "Society Girl" star is back in New York from the coast. . . **ANITA BOYER**: Jack Robbins, boss of the new Lion Records, is lining up a seven-piece unit to record with you. . . **FREDDY SLACK**: Ella Morse, your vocalist, has a date with the stork in a couple of months. . . **MARY MARGARET McBRIDE**: Understand you have received hundreds of letters from men asking you to do a night time show like your present daytime series—no mean tribute. . . **BOB HAWK**: That was a nice gesture on your part—conducting a "Thanks to the Yanks" quiz at the Lambs Club party for service men and handing out ciggies as prizes. . . **PHIL LORD**: That Naval officer who criticized your "Counterspy" sound effect of a 16-inch gun as "not being authentic" should be told that the recording was that of an actual firing of a 16-incher at a local fort.



● ● ● **PRIME MINISTER MCKENZIE KING**: You will have a distinguished visitor in Toronto this Sunday—America's good-will ambassador of laughs, Jack Benny, who will do his broadcast from there. . . **SECRETARY MORGENTHAU**: Three cheers for your decision to continue indefinitely the Treasury Star Parade, which is getting swell reports from the 846 stations which use it. . . **BERT LYTELL**: Just back from a three-month tour abroad where she entertained service men for the USO. Kay Francis will be your guest this week on "Stage Door Canteen". . . **HENNY YOUNGMAN**: Your radio bosses, Kate Smith and Ted Collins, will appear together on "Radio Reader's Digest" this Sunday in a drama called "War-Time America at Night." Incidentally, the program has been renewed for another 13 weeks. . . **COL. LEMUEL Q. STOOPNAGLE**: Your M G M sponsor has renewed your series on the Blue for 13 weeks effective Feb. 25th. . . **CLIFTON FADIMAN**: First guestar when "Info, Please" acquires a new sponsor Feb. 15th will be Fred Allen. . . **COLE PORTER**: Mike Todd has decided to turn down that Hollywood offer as producer. Prefers remaining on B'way. . . **FRANK FORREST**: One of the bigger ciggie companies is interested in Waller Compton's new quiz show, "Pass the Buck". . . **VICK KNIGHT**: So you were merely vacationing—as we've been saying all along.



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

CHUCK LOGAN, special events director at WBBM, and announcer John McCormick in Des Moines, Iowa on Saturday to handle the CBS "Spirit of 43" broadcast. Program originated at the WAAC Training Center at Fort Des Moines.

"The Sky's the Limit," new Sunday night show on WBBM-CBS, made its bow from the U. S. Navy Air Base at Glenview, Ill. on Sunday, Feb. 7 from 6:30 to 7 p.m. Music was furnished by the air base orchestra.

Fahey Flynn and John McCormick, WBBM newscasters, will be featured in a new series of six-a-week broadcasts for Atlas Brewing Company, Chicago, effective Feb. 14.

Dick Bellamy, radio editor of the Milwaukee "Journal," back at his desk after a tussle with the flu.

Two new orders and a renewal reported by WMAQ, last week. Gram Laboratories, through Russell Seeds Company, have signed Norman Ross for a series of 15-minute broadcasts on Saturdays and Sundays for seven weeks beginning Feb. 14 and also have ordered news programs with Ross for Tuesday and Thursday from 10:15 to 10:30 p.m. for six weeks beginning Feb. 9.

McKesson & Robbins, through Tarcher, New York, have renewed their 15-minute news programs Monday, Wednesday and Friday from 12:30 to 12:45 p.m. for another week effective Feb. 15 with the Elder handling the program.

"Ahooy America," new Navy program presented by WGN in cooperation with the Naval Air Technical Training Command, will be heard Thursdays from 7:50 to 8 p.m. beginning Tuesday.

Larry Puck Rejoins CBS As Web's Talent Scout

Lawrence (Larry) Puck returns to CBS as the network's talent scout. Douglas Coulter, director of talent casts announced Friday. Puck, who recently was a talent seller for Music Corp. of America. Prior to that he had his own talent management office with a franchise with stars for RKO.

Puck first joined CBS in 1939 as a member of Columbia Artists Management. When in 1941 CBS announced withdrawal from the field of talent management, and sold Columbia Artists, Inc., to MCA, Puck went to that organization.

Puck's new duties at Columbia begin Feb. 15.

SPECIAL: THIS WEEK ONLY

\$10,000 advertising man, complete 12 years experience, 3A Draft card (children), and a successful record for only \$5,200 plus opportunity. Able for advt. or promotion mgr. account exec. Presently employed, pushing against low ceiling. Interview solicited. Box 110, Radio Daily, Broadway, N. Y.

Position Growing Manpower Plans

(Continued from Page 1)
men, committee members and members. The Kilday bill, committee members said, was intended to plan for the induction of dependents if they do not from so-called non-essential to the work fields. Kilday's bill that draft quotas on a state- instead of a local draft board would set up these four for induction.

Group 1: Single men with dependents.

Group 2: Single men with college dependents, such as sons, fathers or other relatives requiring support.

Group 3: Married men with children but maintaining a wife family relationship, and they were married prior to August 8, 1941, or prior to immediate induction, or were married when they had no reason to believe their services would be required by the armed forces.

Group 4: Married men with children, maintaining a bonafide family relationship.

Legislation would prohibit the induction of men in the higher number groups before all eligible men in leading groups within a state are drafted.

Induction of a similar nature was made on the teen-age draft bill in House last year but was rejected at a conference after Senate ob-

Reddick Director NBC Production Staff

John J. Reddick, director of radio programs, has joined NBC's production staff as a director, Lester Reddick, production manager, announced last week. Reddick was born in Louisville, Ky., and attended the University of Music and Cincinnati. After his graduation he toured the country as a pianist and as an accompanist of vocal artists.

His radio assignment was as producer for the "Eveready" program, one of the earliest network radio programs. He wrote scripts, produced and managed the Ford Sunday program, eventually becoming producer of all Ford radio programs. He also acted as musical director of the "Eveready" light and classical opera program and has served as church organist and musical director of the First Presbyterian Church, New

Doolittle Substitutes

James Doolittle, wife of Gen. James Doolittle, who led the bombing attack on the Japanese island of Iwo Jima, and who is now serving in the Pacific, replaced Jack Warner, producer, on the "Scramble" program on Friday night over the radio. A son of the Doolittles is serving on a bomber in the Pacific.

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 Jan. 28-Feb. 3, 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)
There Are Such Things (Yankee)		1331	999
You'd Be So Nice To Come Home To (Chappell)		1219	757
I Had The Craziest Dream (Bregman-Vocco-Conn)		1140	1171
Brazil (Southern)		1094	773
Moonlight Becomes You (Famous)		1067	1109
I'm Getting Tired So I Can Sleep (Army)		1001	616
Why Don't You Fall In Love With Me (Harms)		938	891
Please Think Of Me (Witmark)		869	487
Rose Ann O' Charing Cross (Shapiro-Bernstein)		730	218
That Old Black Magic (Famous)		687	147
Moonlight Mood (Robbins)		645	675
Hey, Good-Lookin' (Chappell)		621	
Hip, Hip, Hooray (Robbins)		509	210
For Me And My Gal (Mills)		507	481
Taking A Chance On Love (Feist)		497	145*
As Time Goes By (Harms)		495	177
Touch Of Texas (Southern)		464	518
I've Heard That Song Before (Mayfair)		449	525
Daddy's Letter (Berlin)		406	300
Army Air Corps (Fischer)		401	508
It Can't Be Wrong (Harms)		378	164
Take It From There (Miller)		376	209
Three Dreams (Remick)		373	468
I Just Kissed Your Picture Goodnight (Crawford)		368	304
Mister Five By Five (Leeds)		362	259
When The Shepherd Leads The Sheep Back Home (Bregman-Vocco-Conn)		345	190
There Will Never Be Another You (Mayfair)		332	223
Goodnight Little Angel (Wells)		315	116*
There's An F.D.R. In Freedom (Nationwide)		314	197
This Is The Army Mr. Jones (Army)		310	664
Dearlly Beloved (Chappell)		306	564
Constantly (Paramount)		299	312
I Wanna Go Back To West Virginia (Vanguard)		287	110*
Praise The Lord And Pass The Ammunition (Famous)		257	210*
Weep No More My Lady (Dorsey)		256	192
When The Lights Go On Again (Campbell-Loft-Porgie)		249	533
Manhattan Serenade (Robbins)		246	125
Road To Morocco (Paramount)		240	
Don't Get Around Much Anymore (Robbins)		216	222*
Rosie The Riveter (Paramount)		212	283*
Slender, Tender And Tall (Leeds)		211	117*
I'd Do It Again (Santly-Joy-Select)		206	210
Velvet Moon (Witmark)		197	300*
If I Cared A Little Bit Less (Feist)		180	207
That Soldier Of Mine (National)		174	279
Someone Else's Sweetheart Is The Girl Of My Dreams (Shapiro-Bernstein)		158	
My Best To You (Forster)		152	
Savin' Myself For Bill (Chappell)		150	173
There's A Ray Of Sunshine (Lincoln)		150	
Could It Be You (Chappell)		146	

(Continued on Page 8)

* Not in survey of preceding week; figure given is that which the song received when last on the ACI survey report.

P & G Wins Acquittal; 3 Employees Fined

(Continued from Page 1)
ordered the jury to acquit the Procter & Gamble Co. and two individuals on conspiracy charges involving patent rights and alleged improper use of the mails. The court ruled in ordering the acquittals, that the government failed to establish grounds for prosecution. Judge Sweeney directed verdicts of acquittal in the cases of the company itself; the Procter & Gamble Mfg. Co. and Procter & Gamble Distributing Co. Also acquitted were Thomas Mulvany of Cincinnati and Anthony Mersicano, of Boston, alleged middle men to whom certain correspondence was addressed.

Dr. D. P. Smelser, of Cincinnati, head of the Market Research Dept. of P. & G. was fined \$5,000. Two other employees, Cleo Knappenberger and Raymond Lamping, were fined \$1,000 and \$500 respectively. Frank J. Elms, another employee, was given a suspended sentence and placed on probation. Elms formerly was an employee of Lever Brothers.

Dr. Smelser, is particularly well known in the trade due to his chairmanship, of the governing committee of the Cooperative Analysis of Broadcasting.

Lever Bros. Co. is the soap concern whose trade secrets were alleged to have been tampered with.

The various counts included the mailing of confidential information and samples of experimental soap produced by Lever Brothers. In directing acquittal, Judge Sweeney exonerated the officers of Procter & Gamble of any responsibility for or participation in the acts of the employees.

Barbirolli's First Feb. 14

John Barbirolli makes his first Sunday afternoon appearance of the season as conductor of the New York Philharmonic-Symphony Feb. 14, presenting a program that includes Franck's D minor Symphony, and Respighi's symphonic-poem "The Fountains of Rome." The program will be on CBS from 3-4:30 p.m.

"Steve" Mudge Joins D'Arcy

Morris "Steve" Mudge, formerly a member of the sales staff of the Blue Network, has joined the D'Arcy Advertising Company. He starts his new duties today.

**EVERY TELEGRAM GETS
INDIVIDUAL ATTENTION
AT**

**Postal
Telegraph**

CHARGES FOR TELEGRAMS
PHONED IN APPEAR ON YOUR
TELEPHONE BILL.



Los Angeles

By JAC WILLEN

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C. L. Menser Predicts Web Newscast Changes

(Continued from Page 1)

change of programs, at Friday's session of the two-day NBC regional meeting. Contemplated news programs include a 15-minute daytime participating broadcast originating in New York at 1:45 p.m., EWT.

Arranging the Sunday evening program schedule to accommodate a five-minute general news round-up.

Plans for a seven-a-week news show from Washington, D. C., at 1:15 p.m., EWT, using commentators five days a week and guests two days a week.

Niles Trammell, president of NBC, paid tribute to the press and radio as wartime news dispensing organizations and said in part: "radio can never hope and does not want to supersede the press in the dissemination of news."

Round table discussions of sales and promotion plans also figured in the two-day meeting.



A Reporter's Report Card . . . !

● ● ● **Y. FRANK FREEMAN**: Signing Paul Whiteman to play Paul Whiteman in Para's film version of Geo. Gershwin's life is really fine casting . . . **ARCH OBOLER**: Norman Corwin has been signed to do a movie script called "The Common People of Europe" for Chas. Feldman . . . **JACK BENNY**: Phil Baker, signed for a film, was overheard to crack: "Don't tell me I'll have to wait until I'm as old as Benny before getting a romantic lead!" . . . **GEO. S. KAUFMAN**: Since you've become a radio entertainer in addition to your writing and directing talent, the B'way boys are now referring to you as the "over-age Orson Welles" . . . **RALPH EDWARDS**: With Kay Dibbs being screen-tested by 20th Century, you'll probably be losing another stage director shortly . . . **MARTIN BLOCK**: Glenn Miller, who hasn't had a band for several months (since he's been in the army) surprised everybody by coming in second in your band popularity poll. There were even a few votes cast for C.P.O. Artie Shaw . . . **ED GARDNER**: The Order of Elks is circularizing its membership to listen in on "Duffy's" Feb. 16th. That's the night you'll toast the million Elks on their Diamond anniversary . . . **CHARLES MARTIN**: Are you bringing back a vehicle from Hollywood for Madeleine Carroll for this week's Philip Morris Plyhouse? . . . **HERB SHRINER**: We like your line about the Japs suing for peace—but who in blazes can understand them!



● ● ● **VINCENT LOPEZ**: Betty Hutton and Bob Hope are getting up a musical idea to tour the army camps with . . . **BOB ALLEN**: Your road manager, Frances Keppner, is leaving to join the WAVES . . . **ROGER WHITE**: Charlotte Manson, your one-time "Society Girl" star is back in New York from the coast . . . **ANITA BOYER**: Jack Robbins, boss of the new Lion Records, is lining up a seven-piece unit to record with you . . . **FREDDY SLACK**: Ella Morse, your vocalist, has a date with the stork in a couple of months . . . **MARY MARGARET McBRIDE**: Understand you have received hundreds of letters from men asking you to do a night time show like your present daytime series—no mean tribute . . . **BOB HAWK**: That was a nice gesture on your part—conducting a "Thanks to the Yanks" quiz at the Lambs Club party for service men and handing out ciggies as prizes . . . **PHIL LORD**: That Naval officer who criticized your "Counterspy" sound effect of a 16-inch gun as "not being authentic" should be told that the recording was that of an actual firing of a 16-incher at a local fort.



● ● ● **PRIME MINISTER MCKENZIE KING**: You will have a distinguished visitor in Toronto this Sunday—America's good-will ambassador of laughs, Jack Benny, who will do his broadcast from there . . . **SECRETARY MORGENTHAU**: Three cheers for your decision to continue indefinitely the Treasury Star Parade, which is getting swell reports from the 846 stations which use it . . . **BERT LYTELL**: Just back from a three-month tour abroad where she entertained service men for the USO, Kay Francis will be your guest this week on "Stage Door Canteen" . . . **HENNY YOUNGMAN**: Your radio bosses, Kate Smith and Ted Collins, will appear together on "Radio Reader's Digest" this Sunday in a drama called "War-Time America at Night." Incidentally, the program has been renewed for another 13 weeks . . . **COL. LEMUEL Q. STOOPNAGLE**: Your M.G.M sponsor has renewed your series on the Blue for 13 weeks effective Feb. 25th . . . **CLIFTON FADIMAN**: First guestar when "Info, Please" acquires a new sponsor Feb. 15th will be Fred Allen . . . **COLE PORTER**: Mike Todd has decided to turn down that Hollywood offer as producer. Prefers remaining on B'way . . . **FRANK FORREST**: One of the bigger ciggie companies is interested in Walter Compton's new quiz show, "Pass the Buck" . . . **VICK KNIGHT**: So you were merely vacationing—as we've been saying all along.



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

CHUCK LOGAN, special events director at WBBM, and announcer John McCormick in Des Moines, Iowa on Saturday to handle the CBS "Spirit of 43" broadcast. Program originated at the WAAC Training Center at Fort Des Moines.

"The Sky's the Limit," new Sunday night show on WBBM-CBS, made its bow from the U. S. Navy Air Base at Glenview, Ill. on Sunday, Feb. 7 from 6:30 to 7 p.m. Music was furnished by the air base orchestra.

Fahey Flynn and John McCormick, WBBM newscasters, will be featured in a new series of six-a-week newscasts for Atlas Brewing Company, Chicago, effective Feb. 14.

Dick Bellamy, radio editor of the Milwaukee "Journal," back at his desk after a tussle with the flu.

Two new orders and a renewal reported by WMAQ, last week. Grove Laboratories, through Russel Seeds Company, have signed Norman Ross for a series of 15-minute newscasts on Saturdays and Sunday for seven weeks beginning Feb. 14 and also have ordered news program with Ross for Tuesday and Thursday from 10:15 to 10:30 p.m. for six weeks beginning Feb. 9.

McKesson & Robbins, through J. T. Tarcher, New York, have renewed their 15-minute news programs Monday, Wednesday and Friday from 12:30 to 12:45 p.m. for another six weeks effective Feb. 15 with Don Elder handling the program.

"Ahoy America," new Navy series presented by WGN in cooperation with the Naval Air Technical Training Command, will be heard on Thursdays from 7:50 to 8 p.m. instead of Tuesday.

Larry Puck Rejoins CBS As Web's Talent Scout

Lawrence (Larry) Puck returns to CBS as the network's talent scout. Douglas Coulter, director of broadcasts announced Friday. Puck, most recently was a talent seller for the Music Corp. of America. Prior to that he had his own talent management office with a franchise of stars for RKO.

Puck first joined CBS in 1939 as a member of Columbia Artists, Inc. When in 1941 CBS announced its withdrawal from the field of talent management, and sold Columbia Artists, Inc., to MCA, Puck went with that organization.

Puck's new duties at Columbia begin Feb. 15.

SPECIAL: THIS WEEK ONLY

\$10,000 advertising man, complete with 12 years experience. 3A Draft card (2 children), and a successful record for only \$5,200 plus opportunity. Suitable for advt. or promotion mgr. or account exec. Presently employed, but pushing against low ceiling. Interviews solicited. Box 110, Radio Daily, 1501 Broadway, N. Y.

Opposition Growing to Manpower Plans

(Continued from Page 1)
 members, committee members and members. The Kilday bill, committee members said, was intended to put draft quotas on a state-wide level. Kilday's bill would set up these four groups for induction.

- Group 1: Single men with dependents.
- Group 2: Single men with collateral dependents, such as mothers, fathers or other relatives requiring support.
- Group 3: Married men with children but maintaining a bona fide family relationship, provided they were married prior to Dec. 8, 1941, or prior to imminent induction, or were married when they had no reason to believe their services would be required by the armed forces.
- Group 4: Married men with children, maintaining a bona fide family relationship.

Legislation would prohibit the induction of men in the higher number groups before all eligible men in preceding groups within a state had been drafted.

J. Reddick Director of NBC Production Staff

James J. Reddick, director of special programs, has joined NBC's production staff as a director, Lester Koenig, production manager, and last week. Reddick was born in Paducah, Ky., and attended the Cincinnati College of Music and Cincinnati University. After his graduation he toured the country as a soloist and as an accompanist for noted artists.

His first radio assignment was as a producer for the "Eveready" program, one of the earliest network programs. Later, he wrote scripts, produced and managed the Ford Sunday program, eventually becoming producer of all Ford radio programs. He also acted as musical director for numerous light and classical opera performances and has served as church organist and musical director of the Presbyterian Church, New

Doolittle Substitutes

James Doolittle, wife of Gen. James Doolittle, who led the bombing attack on Berlin and who is now serving in Africa, replaced Jack Warner, producer, on the "Scramble" program heard Friday night over the network. A son of the Doolittles is serving on a bomber in the Pacific.

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 Jan. 28-Feb. 3, 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)
There Are Such Things (Yankee)		1331	999
You'd Be So Nice To Come Home To (Chappell)		1219	757
I Had The Craziest Dream (Bregman-Vocco-Conn)		1140	1171
Brazil (Southern)		1094	773
Moonlight Becomes You (Famous)		1067	1109
I'm Getting Tired So I Can Sleep (Army)		1001	616
Why Don't You Fall In Love With Me (Harms)		938	891
Please Think Of Me (Witmark)		869	487
Rose Ann Of Charing Cross (Shapiro-Bernstein)		730	218
That Old Black Magic (Famous)		687	147
Moonlight Mood (Robbins)		645	675
Hey, Good-Lookin' (Chappell)		621	
Hip, Hip, Hooray (Robbins)		509	210
For Me And My Gal (Mills)		507	481
Taking A Chance On Love (Feist)		497	145*
As Time Goes By (Harms)		495	177
Touch Of Texas (Southern)		464	518
I've Heard That Song Before (Mayfair)		449	525
Daddy's Letter (Berlin)		406	300
Army Air Corps (Fischer)		401	508
It Can't Be Wrong (Harms)		378	164
Take It From There (Miller)		376	209
Three Dreams (Remick)		373	468
I Just Kissed Your Picture Goodnight (Crawford)		368	304
Mister Five By Five (Leeds)		362	259
When The Shepherd Leads The Sheep Back Home (Bregman-Vocco-Conn)		345	190
There Will Never Be Another You (Mayfair)		332	223
Goodnight Little Angel (Wells)		315	116*
There's An F.D.R. In Freedom (Nationwide)		314	193
This Is The Army Mr. Jones (Army)		310	664
Dearly Beloved (Chappell)		306	564
Constantly (Paramount)		299	312
I Wanna Go Back To West Virginia (Vanguard)		287	110*
Praise The Lord And Pass The Ammunition (Famous)		257	210*
Weep No More My Lady (Dorsey)		256	192
When The Lights Go On Again (Campbell-Loft-Porgie)		249	533
Manhattan Serenade (Robbins)		246	125
Road To Morocco (Paramount)		240	
Don't Get Around Much Anymore (Robbins)		216	222*
Rosie The Riveter (Paramount)		212	283*
Slender, Tender And Tall (Leeds)		211	117*
I'd Do It Again (Santly-Joy-Select)		206	210
Velvet Moon (Witmark)		197	300*
If I Cared A Little Bit Less (Feist)		180	207
That Soldier Of Mine (National)		174	279
Someone Else's Sweetheart Is The Girl Of My Dreams (Shapiro-Bernstein)		158	
My Best To You (Forster)		152	
Savin' Myself For Bill (Chappell)		150	173
There's A Ray Of Sunshine (Lincoln)		150	
Could It Be You (Chappell)		146	

(Continued on Page 8)

* Not in survey of preceding week; figure given is that which the song received when last on the ACI survey report.

P & G Wins Acquittal; 3 Employees Fined

(Continued from Page 1)

ordered the jury to acquit the Procter & Gamble Co. and two individuals on conspiracy charges involving patent rights and alleged improper use of the mails. The court ruled in ordering the acquittals, that the government failed to establish grounds for prosecution. Judge Sweeney directed verdicts of acquittal in the cases of the company itself; the Procter & Gamble Mfg. Co. and Procter & Gamble Distributing Co. Also acquitted were Thomas Mulvany of Cincinnati and Anthony Mersicano, of Boston, alleged middle men to whom certain correspondence was addressed.

Dr. D. P. Smelser, of Cincinnati, head of the Market Research Dept. of P & G. was fined \$5,000. Two other employees, Cleo Knappenberger and Raymond Lamping, were fined \$1,000 and \$500 respectively. Frank J. Elms, another employee, was given a suspended sentence and placed on probation. Elms formerly was an employee of Lever Brothers.

Dr. Smelser, is particularly well known in the trade due to his chairmanship, of the governing committee of the Cooperative Analysis of Broadcasting.

Lever Bros. Co. is the soap concern whose trade secrets were alleged to have been tampered with.

The various counts included the mailing of confidential information and samples of experimental soap produced by Lever Brothers. In directing acquittal, Judge Sweeney exonerated the officers of Procter & Gamble of any responsibility for or participation in the acts of the employees.

Barbirolli's First Feb. 14

John Barbirolli makes his first Sunday afternoon appearance of the season as conductor of the New York Philharmonic-Symphony Feb. 14, presenting a program that includes Franck's D minor Symphony, and Respighi's symphonic-poem "The Fountains of Rome." The program will be on CBS from 3-4:30 p.m.

"Steve" Mudge Joins D'Arcy

Morris "Steve" Mudge, formerly a member of the sales staff of the Blue Network, has joined the D'Arcy Advertising Company. He starts his new duties today.

EVERY TELEGRAM GETS
 INDIVIDUAL ATTENTION
 AT
**Postal
 Telegraph**



CHARGES FOR TELEGRAMS
 'PHONED IN APPEAR ON YOUR
 TELEPHONE BILL.

GUEST-ING

RONALD COLMAN, on "Ceiling Unlimited," today (WABC-CBS, 7:15 p.m.).

JASCHA HEIFETZ, on the "Great Artist Series" of the Telephone Hour, today (WEAF-NBC, 9 p.m.).

ED JEROME, in an adaptation of "The Perfect Tribute" honoring Lincoln, on "Cavalcade of America," today (WEAF-NBC, 8 p.m.).

CHARLES BOYER, SUSAN HEYWARD and MARGARET LINDSAY, on the "Screen Guild Players" program, today (WABC-CBS, 10 p.m.).

EDWARD G. ROBINSON, GAIL PATRICK and GENE LOCKHART, in an adaptation of "The Maltese Falcon," today (WABC-CBS, 9 p.m.).

GEORGE JESSEL, at "Duffy's," tomorrow (WJZ-Blue Network, 8:30 p.m.).

CHARLES LAUGHTON, on the Burns and Allen program, tomorrow (WABC-CBS, 9 p.m.).

HARRY STERNBERG, instructor in the Art Students League of New York, and BEN SHAHN, staff artists for the OWI, discussing "War Art from the Bottom Up," on the "Living Art" series, tomorrow (WABC-CBS, 4:30 p.m.).

MORTON GOULD, as guest conductor on the "Sinfonietta" program, tomorrow (WOR-Mutual, 11:30 p.m.).

WGRC Asks FCC Permit For Shift To Louisville

Washington Bureau, RADIO DAILY
Washington—WGRC, New Albany, Ind., has filed with the FCC a request for permission to move its studio and transmitter to Louisville, Ky.

The FCC also has received from Sanders Brothers, licensee of WMBB, Dubuque, request for assignment of license to the Dubuque Broadcasting Co. The assignment application follows an agreement to sell at \$25,000.

1 9 4 3
BIRTHDAYS

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

February 8

Chick Adams Don Ball
Roscoe Beach Truman Bradley
Ed Fitzgerald Irving Kaufman
Henry King Lou Kroeck
Frank E. Mason Kay Reed
Charles Sears Fred Thoms
Jack Rourke

Coast-to-Coast

THREE members of the national committee on Red Cross volunteer services were the guests of KSD, St. Louis, in an interview conducted by Peggy Cave during a national Red Cross convention in St. Louis. The guests, Mrs. Robert Kleberg of Texas, a member of the national committee on Red Cross camp and hospital services, Mrs. Deane Winter of California, administrator of volunteer special services for the Pacific area, and Mrs. Walter Lippmann, wife of the well-known columnist and national director of the volunteer nurses' aides, described the current work of volunteers throughout the United States.

WWNY, Watertown, N. Y., officially opened the 4-H National Mobilization Week in Northern New York with a special broadcast on Saturday. Dramatization of the work being done by club members in the war effort and an appeal for more Victory gardens during the coming year were included in the program.

Al Sheehan, assistant general manager and director of production for WCCO, Minneapolis, has announced the final revision of a portion of the night time schedule to conform with the war-time demands of Northwest listeners. Sheehan has been working for some time on a composite set-up which includes a review of the news, an editorial news analysis and a sports review—all packed into the 10:00-10:30 p.m. half hour.

WDRG, Hartford, is now broadcasting the UP transcribed series, "Lawless Twenties." Late night spots are getting a lively play from advertisers wanting to contract the workers coming off the 11:07 p.m. night shift from the factories in the booming Connecticut area. G. Fox & Company, leading Hartford department store, in March will sponsor a nightly spot at 11:05 p.m. and 12:00 mid-night.

WSAY, Rochester, N. Y., on Sunday, Jan. 31, started a regular series, "Blue-jacket Time" from the Sampson Naval Training Station at Sampson, N. Y. The program is aired on Sundays, 3:30 to 4:00 p.m., includes interviews of naval recruits by Mort Nusbaum, station manager and Harold Kolb, program director. It also includes featuring those enlisted men having talent... Each Tuesday, at 6:15 to 6:30 p.m., Frank Silva, sports commentator interviews men at the camp who were prominent in the sports world before entering the service.

"Friendly Time" with "Friendly Fred" a new program sponsored by the Minneapolis Brewing Company, has taken over the 10:30-10:45 p.m. spot on WCCO, Minneapolis, every night, Monday through Saturday. "Friendly Fred" plays requested records and intersperses the music with friendly chatter.

William Winter, whose twice-a-week news analysis for Van Dyck Cigars has heretofore been heard each Wednesday and Sunday from 9:15 p.m., PWT, over KNX-Columbia Pacific Network, has been re-scheduled. The Wednesday period is hereafter to be aired on Thursday, at a new time: 9:30-9:45 p.m., PWT. The Sunday period, however, remains the same... Al Span, head of the sound effects department, has acquired a new round man, Don Hughes, who replaces Gene Ballantine.

"Uncle Sam" new OWI program originally scheduled for airing, on WTAG, Worcester, at 12:30 p.m., is now heard at 6:30 p.m. Time was changed to obtain a listening audience for the show.

Through commercial manager, William T. Moore, WBNX, N. Y., has sold its 10:30 p.m., Saturday spot to a Greek Protestant group for a series of "Bible Dialogues."

Program Ideas

"The Family Quiz"

"The Family Quiz," is the question and answer show to be a regular feature on WIBG, Philadelphia. The program, heard daily 5:00 p.m., is conducted by Thompson and is designed for his participation.

The format of the program consists of Thompson asking four questions one each about News, Movies, Sports and Music. These questions must be answered by the listener by mail. The answers are limited to a "yes," "no."

The program is not without usual quiz reward for correct answers. In this case those who answered the questions correctly each receive a pair of tickets to downtown Philadelphia theater.

"Hartford Responds"

Prize cash rewards are being offered on the new series of programs conducted by WNBC, Hartford. The new program will be aired from the theater of the Poli Palace Theater on days from 9:00 to 9:30 p.m. The premiere broadcast is scheduled today.

Known as "Hartford Responds" program format follows the "set-up" but the subject material of the program differs widely from usual fare.

People in the audience will be asked questions concerning rationing, cash awards and guest theater. Prizes will be the prizes. A board of OPA officials will be on the station to answer those questions submitted by the audience.

A staff of station announcers go through the audience with portable microphones, interviewing the theater patrons.

The prizes are being presented by the United Aircraft Club.

To the Colors!

GEORGE KENDALL is the announcer of WJLB, Detroit, called up following his enlistment in the Army Air Corps.

KEN WHITE, bureau chief of Association of the Denver Post, has left his post to take up duties with the U. S. Army.

BOB DILLER, of WIND, Chicago, and program director of the station, Gary studios, recently resigned his position to heed Uncle Sam's call to the colors.

NORMAN BARASCH, Blue work page, who has also done brass as a script writer, left for Army last Wednesday.

FRANK McLOGAN, announced WJR-Detroit, has reported to Army Air Corps at Miami, Fla.

LYLE BOSLEY, WOKO, Albany, N. Y., announcer, left for Army Upton last week to take up his job with Uncle Sam.

NETWORK SONG FAVORITES

(Continued from Page 7)

FAVORITE STANDARDS OF THE WEEK

SONG TITLE	PUBLISHER OR COPYRIGHT OWNER	ACI
I Know That You Know (Harms)		337
At The President's Birthday Ball (Berlin)		333
Begin The Beguine (Harms)		265
Embraceable You (Harms)		244
Sleeptime Gal (Feist)		196
All The Things You Are (Chappell)		191
Night And Day (Harms)		156
Ol' Man River (Harms)		153
Smoke Gets In Your Eyes (Harms)		124
Star Dust (Mills)		124

PATRIOTIC

Anchors Aweigh (Robbins)	430
Caissons Go Rolling Along (Shapiro-Bernstein)	218
Marines' Hymn (U. S. Marine Corps)	157

Note: If an old song is being currently "exploited," it is included in the regular ACI listing.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 22, NO. 27

NEW YORK, N. Y., TUESDAY, FEBRUARY 9, 1943

TEN CENTS

Shoe-Firms Optimistic

NBC Issues Survey On Daytime Listening

The second volume of "A Tale of Cities," NBC's report on the results of its country-wide survey of radio listeners, has been released. Its statistics and figures express the Daytime Preferences of Listeners, whereas the first volume dealt particularly with night-time audiences.

Vol. 2, as its predecessor, figures in graphs developed from the survey emphasize the strong position of radio in the country's principal marketing areas. In the replies from the...

(Continued on Page 2)

Manpower List Remains In Present Form

Washington Bureau, RADIO DAILY—Washington—Hope that the manpower listings of necessary workers remain as at present for some time was expressed yesterday by FCC Chairman James Lawrence Fly. Asked about the recent edition of the communications index, which listed as necessary program managers and other broadcast workers not covered, was "the last word."

(Continued on Page 6)

RCA Declares Dividend On Two Classes Of Stock

Quarterly dividends on the outstanding shares of Radio Corp. of America \$3.50 First Preferred stock and outstanding shares of "B" Preferred stock, were declared yesterday and announced by David Sarnoff, president of RCA, following the regu-

(Continued on Page 2)

Sell-Out!

Atlantic City—With spot announcements the only medium of promotion used, WBAB drew 3,500 guests for tickets to the repeat performance of the Kate Smith Show Friday. It was a midnight performance, in a blacked-out area; guests had applied via self-addressed envelopes, and all had to walk or take trolleys—no autos allowed.

Indian Taxes

Montreal—A test case, the first of its kind in Canada, involving the matter of Indians' payment of radio taxes, will be argued in court here today. Four Caughnawaga Indians, who paid no 1942 tax, consider themselves exempt from the levy because of special privileges granted the Indians during the days of Queen Victoria.

New Tele Activities; Pix Trade Buys Stock

Considerable activity in the television field took place over the weekend, all things considered, with the West Coast report that the Western Defense Area has instituted a series of television broadcasts for the training of Civilian Defense personnel. Training of this sort via television had been employed in the East some time ago.

The setting up of the new Scophony

(Continued on Page 7)

Kroger Co. Sets Renewals Of 3 Shows On 11 Outlets

Indicating its continued belief in spot broadcasting, the Kroger Grocery & Baking Co. of Cincinnati has set 52-week renewals for all three of its quarter-hour daytime dramatic shows on 16 stations in 11 states. Account is placed by Ralph H. Jones Co.,

(Continued on Page 2)

N. Y. School Officials Okay 2 NBC Shows For Teachers

WPB Is Standardizing Production Specifications

Washington Bureau, RADIO DAILY—Washington—The armed services, under WPB guidance are working out a series of agreements to assure the use of single sets of specifications in the production of component parts for radio and electronic equipment, WPB announced yesterday. The pro-

(Continued on Page 4)

See No Reason To Curtail Advertising As Millions Of Shoes Can Be Sold; Staples Heighten Competition

CIO's Exec. Board Hits Probe Of FCC

Washington Bureau, RADIO DAILY—Washington—Charging that the scheduled investigation of the FCC by a special five-man committee, under resolution by Rep. Eugene Cox, Georgia, will "hinder the successful conduct of the war," and is a "forum for sabotage of the victory program," the CIO last night called upon Attorney

(Continued on Page 6)

Maizlish To Handle Radio For Warner Bros. Studios

West Coast Bureau, RADIO DAILY—Hollywood—Harry Maizlish, manager of KFVB, has also been appointed radio director at Warner Bros. studio. He will handle all phases of radio activity for the film company, but will also continue in charge of KFVB.

\$30,000,000 Philco Loan To Increase Production

Philco Corp. has arranged a \$30,000,000 three-year V-loan to provide additional working capital to finance its large and increasing production

(Continued on Page 2)

Shoe rationing order, not wholly unexpected in the trade, will not make any difference in current commitments or proposed advertising, according to a consensus of leading manufacturers and chain-store concerns polled yesterday by RADIO DAILY. Douglas Shoe Co. of Boston which recently contracted for a series to start March 7, on Mutual, yesterday indicated it had no intention of seeking an out and like many others

(Continued on Page 7)

Extra Briefs Delaying Govt vs AFM Decision

Chicago—Indications are that it will be some time before Judge John Barnes in Federal Court rules on the defense motion to dismiss in the Government's anti-trust suit against James Petrillo and the American Federation of Musicians with the filing of an additional brief yesterday by Daniel Britt, attorney for the anti-

(Continued on Page 8)

OWI Negro-MBS Series To Show Their War Effort

New OWI series of programs designed to show the part Negroes are playing in the war effort—on the battle fronts and in war industries—will be presented over Mutual weekly, starting Saturday, Feb. 13, 7-7:30 p.m. Titled, "My People," series will

(Continued on Page 2)

On The Spot

Macon, Ga.—News editor Williams of WBML is in a trepidatious mood these days. He's wondering if his reputation is all that it's cracked up to be. Ever since the head of the public speaking department of Wesleyan College requested Williams' schedule so the public speaking classes could listen he's been boning up. He's not sure of the reason.

(Continued on Page 8)



Vol. 22 No. 27 Tues., Feb. 9, 1943 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

(Monday, Feb. 8)

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, Stewart-Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Ballimore), WJR (Detroit).

Hooper Expanded Service For Non-Commercial Shows

Expanded program rating service instituted by C. E. Hooper Inc. recently, consists of national ratings for 15-minute time periods not occupied by sponsored network programs. Units are network periods which are open or available, and are not, necessarily, national network sustainers as reported yesterday.

Advertisement for WCOP with 'WHAT'S WHAT IN BOSTON' headline and 'BELONGS ON YOUR SCHEDULE' slogan.

\$30,000,000 Philco Loan To Increase Production

(Continued from Page 1)

of electronic equipment for the Army and Navy, it was announced yesterday by Larry E. Gubb, chairman of the board of directors, and James T. Buckley, president. This credit, the largest V-loan to date in the Third Federal Reserve District, is being extended by a group of 21 banks headed by the Pennsylvania Company for Insurances on Lives and Granting Annuities, which handled the arrangements.

The credit is guaranteed to the extent of 80 per cent by the War Department of the United States and has been arranged in accordance with Regulation V of the Federal Reserve System based upon the President's Executive Order No. 9112 of March 26, 1942.

While in peacetime Philco is the largest producer of home and automobile radio receivers and a leading factor in the refrigeration and air conditioning industries, the Company for some months past has been 100 per cent converted to war work. It is a leading supplier of electronic equipment for planes, ships, and tanks, and is also producing shells, fuses and industrial storage batteries for the Government.

Kroger Co. Sets Renewals Of 3 Shows On 11 Outlets

(Continued from Page 1)

advertising agency also of Cincinnati. "Linda's First Love," "Mary Foster—The Editor's Daughter" and "Hearts in Harmony" are the programs having a combined total of over 12 years broadcasting. "Hearts in Harmony" introduced a different daytime technique in March, 1941 with its "dramatized" pattern. Another innovation was credited to Kroger the first of this year when news headlines were incorporated in the drama of "Mary Foster—The Editor's Daughter."

The stations receiving renewal contracts include: WSM, KFV, WBNS, WBA, WMC, WJHL, KFPW, WTAM, KDKA, WGST, WLW, WOOD, WIRE, WMBD, WDBJ, WSPD.

RCA Declares Dividend On Two Classes Of Stock

(Continued from Page 1)

stock is 87½ per share, and the dividend on the "B" Preferred stock is \$1.25 per share.

These dividends are for the period from Jan. 1, 1943 to March 31, 1943, and will be paid on April 1, 1943 to stockholders of record at the close of business March 5, 1943.

Capt. Rorke In New Post

Capt. Hal Rorke, formerly with NBC in New York, has left his post with the Radio Section of the Army Bureau of Public Relations to serve under Col. Wm. Nuckols, recently appointed deputy to Major General Surles, chief of the Bureau of Public Relations. Capt. Rorke will work in all media on the dissemination of information concerning the air forces.

NBC Issues Survey On Daytime Listening

(Continued from Page 1)

nation's radio families. The booklet indicates that NBC leads in all classifications, with one exception.

The promotion piece shows that NBC leads by 2-to-1 as the network "listened to most" in the 412 cities. Further break-down of the survey data shows that NBC tops all other networks in the following six categories:

- (1) In cities with the heaviest concentration of radio families; (2) In the relative popularity of the four major networks; (3) In "Coverage from Within" (where NBC and second network provide local coverage); (4) Where neither NBC nor the second network has "Coverage from Within"; (5) In cities where NBC has no competition from within; (6) In the increase of listener preference in 92 of the largest cities.

As a complement to graphs showing the relative standing of the networks, the brochure includes a complete list of the 412 cities involved in the survey, together with the percentage figures of the radio families investigated.

OWI Negro-MBS Series To Show Their War Effort

(Continued from Page 1)

present guests weekly, with the following lined up for the initial presentation which will feature a dramatic offering based on Lincoln's birthday celebration: Dr. Frank P. Graham, president of the University of North Carolina; Dr. Mordecai Johnson, Howard University; Dr. Fred D. Patterson, Tuskegee University; Mrs. Eleanor Roosevelt, wife of the President; Roland E. Hayes, tenor, and the Lincoln University Chorus. George Zachary will write and direct the series.

One-Shot on Sunday

A one-shot program on the same subject, though not part of this OWI series, is being presented via WOR-Mutual, Sunday, February 14, 12:15-12:30 p.m., as a feature of Race Relations Sunday. WOR's War Services and News Division, in cooperation with the National Council of the YMCA, is featuring this program which will present Fredric March, Dorothy Maynor, Canada Lee, Fredi Washington, the Golden Gate Quartet and Judge Hubert Delaney.

Price Rule Amendment Affects Disc Containers

A new amendment to Price Regulation 263, (phonograph records), permits use of old envelopes, albums and containers beyond the May 1 deadline, even though these may not be marked with the maximum price. This applies, however, only to stock printed before last November 13, when the price order was announced. Large stocks in the hands of some producers are responsible for the amendment.

COMING and GOING

NILES TRAMMELL, president of NBC, is in New Orleans for the fifth in a Series of seven "war clinic" meetings with network affiliates. He is accompanied by ROY C. WITMER, vice-president in charge of sales; JOHN F. ROYAL, vice-president in charge of international broadcasting; CLARENCE L. MENSER, vice-president in charge of programs; NORAN E. KERSTA, manager of the television department; DR. JAMES ROWLAND ANGELL, public service counselor; O. B. HANSON, vice-president and chief engineer; WILLIAM S. HEDGES, vice-president in charge of stations; SHELDON B. HICKOX, JR., manager of the stations department; JOHN McKAY, manager of the press division; C. B. BROWN, sales promotion manager, and FRANK M. RUSSELL, vice-president.

THOMAS CONNOLLY, director of program promotions for CBS, leaves today for Boston. Tomorrow he will address the Worcester Advertising Club on the subject, "Radio in the War Year 1943."

ED YOKUM, station manager of KGHL, Billings, Mont., is in town for conferences with the New York representatives of the station.

WILLIAM BARLOW, director of publicity for WLW-WSAI, and WILLIAM McCLUSKEY, manager of WLW Promotions, Inc., to New York to attend tomorrow's luncheon in honor of WLW given by the Radio Executives Club. ROBERT BAKER, director of public relations and sports director for WLW-WSAI, was here over the week-end to attend the meeting of the Baseball Writers Assn. at the Hotel Commodore.

ARTHUR J. KEMP, Pacific Coast sales manager for CBS, who has been here since late last month, left yesterday for the Coast. He will make stops en route at Chicago, Memphis and St. Louis.

ABNER SILVER, of the Lincoln Music Corp. is in Chicago to discuss promotion with the firm's mid-western manager.

LT. PAUL M. LYNN, formerly CBS publicist in Washington, D. C., visiting at WJLS last week. He is with the radio section of the U. S. Navy Bureau of Public Relations.

BUD ABBOTT and LOU COSTELLO go out to Manhattan Beach today to entertain the men of the Coast Guard at a USO-Camp Show.

WILLIAM F. MALO, commercial manager of WDR, Hartford, is in New York on station business.

KENYON BROWN, manager of KOMA, Columbia outlet in Oklahoma City, is here in the course of a trip that will take him also to Washington, D. C., and Chicago.

TED ENNS, national sales manager of The Cowles Group, left for home yesterday after spending about two weeks here.

J. L. VAN VOLKENBURG, assistant to the vice-president of WBBM, conferred yesterday at CBS and left for Chicago last night.

LYMAN BRYSON, CBS director of education is leaving today on a short trip to Washington, D. C.

Advertisement for WOL with 'What about WOL?' headline and 'It serves the Nations Capital and families with average income of \$5679' slogan.

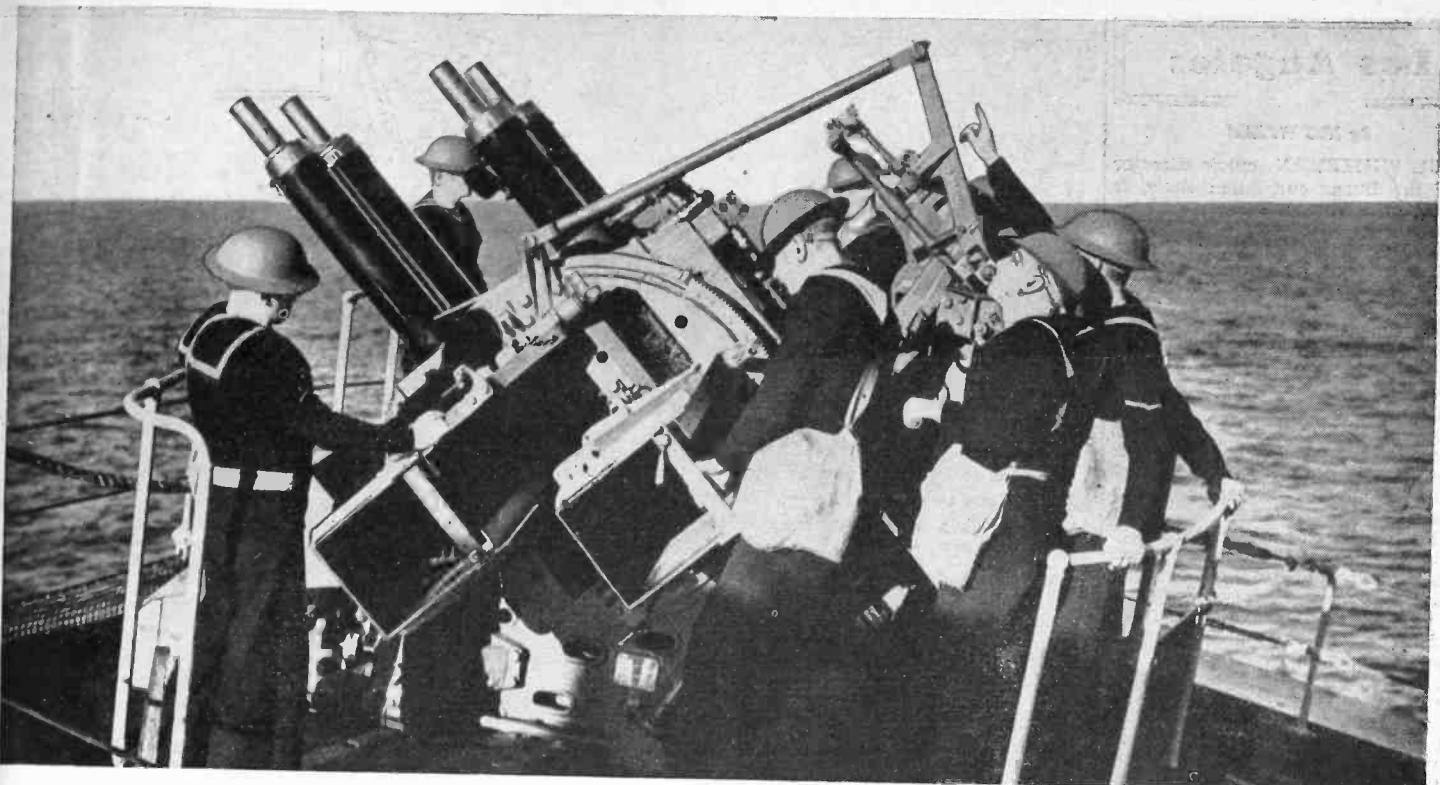


PHOTO BY WIDE WORLD

ON TARGET!

IT CAN BE DONE IN BALTIMORE RADIO, TOO

The ack-ack boys know it isn't just a case of fill the air with fire power. You've got to get on the target. And you've got to hit with concentrated fire.

The smarter users of spot radio have learned the same thing. Take Baltimore. How do you cover the now 6th largest city in the U.S.A.?

More and more the advertisers who look to reduce their sales costs are using WFBR for 3 big reasons:

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. WFBR does 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 visited our studios or participated in sponsored shows.

It's good business to get on the target in Baltimore. WFBR makes it automatic.

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



Los Angeles

By JAC WILLEN

PAUL WHITEMAN, music director of the Burns and Allen show, is to conduct a George Gershwin Memorial Concert, Feb. 20, in the Civic Auditorium, San Francisco. Stellar vocalists on the program will be Bing Crosby, Dinah Shore and the King's Men.

Ken Niles, Abbott and Costello's Hollywood announcer, won himself the role of narrator in a trailer for the musical, "Coney Island," at 20th Century-Fox studios.

Kay Kyser, "College of Musical Knowledge" maestro, enlarged his orchestra recently by adding a third trombone player—23-year-old Joe Howards.

Hollywood circles are buzzing with conversation over "that letter" Bob Burns is reported to have written his son, now in the Army Air Force. It is said to be a gem of patriotism and fatherly advice to a serviceman.

Don E. Gilman, vice-president in charge of the Western Division, Blue Network Company, is in San Francisco to direct the activities of KGO until a successor to W. B. Ryan, former manager, is appointed. Announcement of the new appointment is expected about Feb. 15. No changes of personnel at KGO are contemplated or expected, Gilman told a meeting of department heads in praising the work of the KGO staff during the past year.

Dynamic Cass Daley becomes a six-shooter on Bing Crosby's Music Hall program Thursday, Feb. 11, when she cuts her sixth notch on the guest-star flagpole of the show.

Jane Arden Thompson becomes assistant to Huntley Gordon, manager of the Radio Department of the Motion Picture Relief Fund, according to announcement by the Board of Trustees.

Lurene Tuttle is at it again! This very talented radio artist is again taking time out from her radio chores to foster a mammoth benefit party being sponsored by the Radio Women's War Service group for Valentine's Day. The women's organization will raise money to keep in operation their system of sending trade papers, cigarettes, letters, etc., to former radio workers now in service.

In response to requests made in 22,000 letters, the San Quentin State Prison again presented "San Quentin On The Air." Starting yesterday, at 8-8:30 p.m., PWT, the third series of programs produced by the inmates at the prison were heard on KHJ and the stations of the Don Lee network.

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



Notes From A Ringside Seat. . .!

● ● ● After all these months, Pabst Blue Ribbon finally settled for a show with Groucho Marx and Donald Dickson, plus Rob't Armbruster's music. Starts March 27th on CBS. . . Carol Bruce fades from the Jolson show Feb. 23rd, opening at the Roxy on the following morn. . . Frank Sinatra is providing his own competition. He's being held over at the Para stage while across the street he's featured in "Reveille With Beverly" at the Criterion. . . With the signing of Grove's Bromo Quinine three times weekly plus the renewal of Maltex on Sundays, Geo. F. Putnam's news shows via WEAF are completely sold out. The youthful reporter does 14 quarter-hour news periods a week. . . Barry Wood has three shows on the fire. . . Is "True or False" due to fade shortly? . . . Jimmy Dorsey will rate \$12,500 per at the Roxy—which ain't tin, but which is certainly hey-hey. . . Ed East and Polly add Empire Service to their fast growing list of sponsors. 52-week contract for a five-minute daily shot. . . Gracie Fields and Monty Woolley, now both regulars in radio, will be co-starred in a film called "Holy Matrimony" . . . Beatrice Kay bows out of Gay 90's Monday after four and a half years of chanting the old-timers to report for her first full-length film work on the coast.



● ● ● Tonight, on the Ginny Simms show, little Johnny the call boy will do more than talk. He'll do some eating. To be specific, he'll eat some of his words of last week when he tossed off a crack about Philadelphia—referring to that town as "the city where they pull in the sidewalks at night." As anybody who has ever faced a mike knows, that's an almost fatal blunder in this business and one which usually draws heavy protests. This time was no exception. Many thousands of pieces of mail, all of them post-marked Philadelphia and all of them dipped in indignation, came pouring in. So tonight Johnny will attempt to placate the irate customers by explaining what he really meant was this: They make so many tanks, etc., in Philly that they gotta pull in the sidewalks to make room for them to go through!



● ● ● Douglas G. Hertz, fabulous sports promoter, who turned his Pegasus polo estate into a poultry farm for the duration, readying a local series as an expert on chicken-raising. . . Ruby Foo's Den may sponsor a series of institutional broadcasts for the Chinese war cause. Details now being worked out. . . Della Norell, the gorgeous lark at the Cafe Pierre, has already gotten three movie offers. Her shape'y chassis alone could make television a success. . . And talking about gorgeous larks, Jack Cleary comes up with another "find"—Frances Gayer, of the Philly Opera Co. . . Wini Shaw back from a USO tour overseas. . . Henry Souvaine ailing with the grippe. . . Also on the invalid list is Ann Eden, bedded at Doctors' Hospital following an operation on an infected wisdom tooth. . . Street scene: Lt. (J.G.) Nelson Case stopping traffic on his first visit to Our Town since becoming a flight instructor with the Navy. . . Overheard on one of the networks the other ayem: "Care for your radio! If your set is on and you smell something burning, don't take a chance. Disconnect at once and phone your service man." . . Aside to Frances O'Brien: Thank for the kind words and good luck on your new assignment. . . Mildred Murray: Ditto. . . Ruth Lissauer: We don't leave for the Army for another week yet.



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

A NEW series of original radio plays entitled "108 Theater" will make its debut tomorrow on WBBM from 9:30-10 p.m. under sponsorship of Garret & Company for Virginia Dare and Garret wines. Produced by Carl Gass, the series will star Esther Tweed and Ed Prentiss.

NBC executives, headed by Nile Trammell, president, left Sunday for New Orleans for another regional conference.

"National Barn Dance" cast heads for Buffalo this week-end, where they will broadcast from the Memorial Auditorium on Saturday, Feb. 13. The program will be sponsored by the Buffalo "Evening News Smoke for Soldiers" drive.

WPB Is Standardizing Production Specifications

(Continued from Page 1)

gram, part of which has been completed, covers a long list of insulating materials and electronic components.

Use of the same specifications in the production of components for the Army and the Navy, WPB officials pointed out, will provide for the interchangeability of many replacement parts destroyed in battle.

On the production side, it was said many impediments to swift manufacture will be eliminated. Where there are separate specifications by the Army and Navy, there must also be separate tests of the components. Under the present program, single agencies are chosen to try out these components for the Army and Navy.

At the request of the WPB and with the cooperation of the Army, the Navy, the Institute of Radio Engineers, prime and sub-contractors and the American Standards Association organized the War Committee on Radio, headed by Sidney K. Wolf of the WPB Radio Division. The task of this committee, on which are represented the armed service, civilian government agencies, industry, professional organizations and the ASA, is to decide what specific jobs are to be done and to assign responsibility for doing them.

Specifications have been completed on fixed mica-dielectric capacitors cutting down the number of types from 10,000 to 2,000. Agreements by the armed services on specifications for electrical indicating instruments have reduced the number of types from 90,000 to 2,100. These reductions in types will materially increase production, Wolf stated.

RADIO ARTIST ?
Call
LEXington 2-1100
FIRST AND FOREMOST



Congratulations Niles Trammell and NBC

The "Tale of 412 Cities," revealing that NBC leads by more than 3 to 1 in "Listened to Most" at night, is a tribute to you, Mr. Trammell, the National Broadcasting Company and all NBC stations.

and may KSD take a bow for this?



KSD has scored a double distinction in "The Tale of 412 Cities," the most comprehensive survey in radio history! In answer to the question "What radio station do you listen to most at night?," KSD scored two important firsts.

In St. Louis, KSD was named by 70% of those who replied as the favorite night-time station.

Nationally, no other radio station in any of the major markets (cities over 600,000) equalled this percentage dominance of the night-time listening audience. Cost and coverage considered, KSD is one of America's top-ranking night-time radio buys.

KSD

ST. LOUIS' DISTINGUISHED STATION

OWNED AND OPERATED BY THE ST. LOUIS POST-DISPATCH

Nationally Represented By Free and Peters

NEW BUSINESS

KFI, Los Angeles: Doubleday, Doran & Co., Inc. (Book League of America), thru Raymond Spector Co., Inc., N.Y.C., eight 150-word participations in "Art Baker's Notebook," Monday thru Friday; National Biscuit Co. (Nabisco Shredded Wheat), thru Botsford, Constantine & Gardner, San Francisco, 30 one-minute ET anns. three times weekly; Bank of America National Trust and Savings Assn., San Francisco (Finance), six 50-syllable anns., direct; Manhattan Soap Co. (Sweetheart Soap), thru Franklin Bruck Advertising Corp., N.Y.C., renewal of 156 quarter-hour newscasts three times weekly.

WHN, New York: Riggio Tobacco Corp., thru M. H. Hackett & Co., "On the Hour Beep Signals" for 52 weeks; Lever Brothers Co. (Rinso), thru Ruthrauff & Ryan, Inc., anns. for seven weeks; Olson Rug Co., thru Presba, Fellers & Presba, Chicago, five-minute musical programs three times weekly for 13 weeks; Horowitz & Margaretten, thru Advertisers B-casting, Inc., Monday half-hour variety show, "Parade of Good Cheer," for 10 weeks; Voice of Prophecy, Inc., thru George C. Hoskin Associates of Chicago, Sunday half-hour religious program for 52 weeks; Canada Dry Ginger Ale, Inc. (Spur), thru J. M. Mathes, Inc., anns. for 10 weeks; Roxy Theater (The Immortal Sergeant), thru Kayton-Spiero Co., Inc., anns.

Fly Hopes Manpower List Remains In Present Form

(Continued from Page 1)

Fly said he does not expect to see any further major modifications.

"I am reluctant to say that such an extensive study as that represents the last word," he continued, "and I think it quite satisfactory. I would imagine that we won't have any major modifications of it."

Symphony Artists Affected

Among the developments in the manpower picture here yesterday was the ruling excluding members of symphony orchestras from the non-essential classification. It was obtained by Mrs. Anna M. Rosenberg, regional director of the WMC.

Paul V. McNutt, WMC head, said yesterday that he still considers baseball players unessential, but he was not at all certain that they will be added to the non-deferrable list soon. He did not refer to actors, but it is believed that they are considered along with professional athletes by the WMC. It appears, thus, that addition of actors to the non-deferrable list may be some time off. Possibility is that such an addition will never take place, what with Congressional opposition to the drafting of family men before all single men are gone, is rising. Although it is not certain that the WMC plan announced last week will be killed by direct Congressional action, it does seem quite probable that it will be tempered

CIO Criticizes Probe of FCC; Boler Also Hits Investigation

(Continued from Page 1)

General Biddle to investigate alleged charges of improper action by Cox and "take appropriate action" immediately.

The CIO executive committee charged that Cox is not qualified to conduct the investigation, which it sees as an attack upon the administration. The investigation "can only have the effect of hindering the development of war program for the communications industry and disrupting the functioning of a vital war agency" said the resolution. The labor group declared that it disapproves "the use by appeasement Congressmen as a means of hindering the successful conduct of the war," and called for "immediate enactment of a war program in the communications industry along lines proposed by the American Communications Association, CIO, and adopted in part by the FCC and the Board of War Communications."

The Cox investigation, meanwhile, is still scheduled for the middle of March. The committee has not yet, apparently, been able to find counsel to take charge of the proceedings for it, although Cox told **RADIO DAILY** yesterday that he hopes to be able to announce committee personnel later this week.

Chicago—John W. Boler, president of the North Central Broadcasting System, Inc., operating stations in the middle west, has written to Representative Sam Rayburn, a protest over the proposed investigation of the FCC by Rep. Eugene Cox. Letter to Rep. Rayburn, Speaker of the House, is as follows:

"I request your immediate attention and thorough investigation of Representative Cox' motive and reason for FCC investigation. It is positively unwarranted and should not be permitted. I cannot believe that it could have been given thorough consideration at the time it was presented to the House of Representatives or they would not have approved it, in spite of the Committee's recommendation, without having demanded more complete and unbiased opinions.

"James Lawrence Fly, chairman,

considerably by present opposition. Fly also urged that any stations which have not yet filed the special questionnaires sent out by the FCC in an effort to obtain reliable data on the profit and loss situation of individual broadcasters do so at once.

"There are some few, perhaps I should say a substantial number, who have not got their returns yet," he pointed out, "but we are going to have to close the book—probably this week—because we don't want to delay consideration of the problem from the standpoint of the industry as a whole because of the failure of some small portion of the stations to get in the information. I do wish they would get their information in."

and his Commission have done more for the hundreds of small independent radio stations in the past two years than was done in the history of the Commission and radio broadcasting.

"The expenditure of \$60,000 for an investigation which will positively solve nothing and will take the attention and physical effort of Chairman Fly and his Commissioners in this time of war is wrong. They should be able to give their full attention and their time to the radio industry, because of the important part it is taking in the war effort. I know that the majority of my twenty-four independent affiliated stations of my regional network, who are giving over their broadcast facilities more than \$2,400 a day each in broadcast time to the war effort and national defense, positively object and oppose this unwarranted, ill-timed investigation and expenditure of the taxpayers' money.

Cites Personal Association

"I, personally, have had the occasion to deal with the Federal Communications Commission because of my ownership in this regional network and interest in two radio stations, and have every respect for the knowledge and conduct of the business of the Commission.

"I have had even greater opportunity to become thoroughly acquainted with its chairman, James Lawrence Fly, and know of the many things that he has done in the better interest of the radio industry as a whole, and feel that he is the most capable chairman who has headed the Commission. He is honest and sincere in his efforts, and you should not permit this investigation to materialize.

"There is but a small group in number who are behind this investigation, and they do not represent the majority of the industry nor is their purpose in the best interests of the majority in the industry.

"I solicit your immediate attention to this matter and request that steps be taken to prevent their useless expenditure of money and unwarranted interference with this very important department of our government in this time of war."

Parks Johnson In Gainesville

Parks Johnson, for only the second time in 11 years, will miss a performance of the "Vox Pop" program on CBS at 8 p.m. tonight. He left Saturday for Gainesville, Ga., to be at the bedside of his father, Rev. Luke Johnson, who is gravely ill. Warren Hull will handle the program tonight in Johnson's absence. It will be broadcast from the Grumman Aircraft plant on Long Island.

Tomlinson Books Due

Two new books by Edward Tomlinson, Blue commentator and authority on inter-American affairs, will be published soon by Scribner's.

AGENCIES

FOOTE, CONE & BELDING been elected to membership in American Association of Advertising Agencies.

HUGO PARTON, who formerly headed the copy staff of Campbell Ewald (Eastern Division), has joined Franklin Bruck Advertising Agency, New York, as copy chief.

R. Y. O'CONNELL COMPANY been named to handle the advertising of St. John's University (Upper Branch), Brooklyn, N. Y.

DONALD R. DAWSON, advertising man of Portland, Ore., has joined MacWilkins, Cole & Weber as senior partner of the agency. He formerly was associated with Botsford, Constantine & Gardner.

WINNING ADVERTISEMENTS the annual awards made by "Advertising and Selling" will be exhibited at the Advertising Club of New York for a full week starting next Saturday. They will be on view from 9 a.m. to 6 p.m. daily.

INTERNATIONAL SHOE COMPANY has appointed Olian Advertising Company of St. Louis as agency for the Conformal Division.

More WJZ Spot Biz

Macfadden Publications, New York, will sponsor five one-minute descriptions for "True Story" during the week beginning Feb. 11 on WJZ. Raymond Spector Company, New York, handles the account.

Empire Gold Buying Service, yesterday expanded its advertising on WJZ. To promote its gold and diamond buying service, Empire will sponsor six five-minute participations weekly in "Ed East in Breakfast in Bed" for 52 weeks, instead of the five one-minute announcements used up to the present. Carl Calman, Inc., is the agency.

As stated in yesterday's **RADIO DAILY**, WJZ is among the New York outlets running the "Saturday Evening Post" campaign.

Guild Signs Betty Garde

Betty Garde, NBC actress, has been signed by the Theater Guild to play the starring role in its forthcoming musical production, "Green Grow the Lilacs." She will play and sing the role of "Aunt Eller." This is Betty Garde's first appearance in a musical show, although she has sung on air occasionally as part of dramatic roles.

NBC Newscasts For Harkness

Richard Harkness, newspaperman, tonight will begin a series of three times-weekly newscasts which will be heard at 11:15 p.m. over WJZ (excepting WEAF). The 15-minute program will be heard Monday through Fridays. Harkness joined NBC last December.

Men Optimistic Despite Ration Order


(Continued from Page 1)

...that on the contrary, there are more reasons than ever for manufacturers of staple footwear to go on in the papers for both sales and educational messages. Great hopes were optimistic, even though referred not to be quoted due to fear of being misunderstood. Expected increased business for the first part of the ration period will come from many who needed shoes and who delayed buying them and what the racks of fancy ladies footwear is also expected to go quickly. The average allotted to buyers of shoes for a year is conceded to be less than one pair more than many pairs of people ever bought in a year. The shift from regular sales channels, and the orders for the army will keep manufacturers busy indefinitely. It will not be a few already engaged in the work. Those already engaged will be behind the eight-ball when the ration ends since competitors are making the fancy stuff on a prohibited list will hold no advantage in certain new styles or in colors, it is pointed out. The stock on hand is fairly ample and in shoe advertising now the unusual space that has been bought in large Sunday editions of the dailies. This supply on hand is expected to fill considerably the summer departure in an order of fancy footwear for the person. Those expected to be in the best sometime in the future are those from the government wants to be less. Thus the higher-priced styles of ladies will eventually slow down a few of the better departments may suffer accordingly, particularly in the department of the backbone of the retail shoe industry. However, apparently sees no end to the horizon.

to Rec. Dinner Meet
The dinner meeting of the Radio Division of NBC was held at the Hotel Dorset. Speakers were Willis D. Parsons, Claude and Jack Tracey.

Stork News
In Cornwell, program director M. X. St. Louis is the father of a 3-year-old daughter. She has been named Victoria Dickinson, and is his child.

THIS LITTLE BUDGET WENT TO



WORL BOSTON MASS.

PROMOTION

Nancy Craig Digest

To coordinate the printed matter issued to listeners after each daily broadcast of her program, WJZ, N. Y., has begun publication of "Nancy Craig's Digest" as a supplementary weekly feature of her "Woman of Tomorrow." A novelty in the field of women's radio programs, the first issue of the "Digest" has already been requested by 3,300 listeners, all of whom mailed to the station the purchase price of ten cents.

Featuring a photograph of Nancy Craig behind a WJZ-Blue microphone on the cover, the first issue contains information on 12 different subjects about which she spoke during the past week. Formerly she issued separate leaflets on the various subjects which were of greater interest to her listeners.

The titles of the various articles indicate the material covered: fashion views, what to read, be beautiful, be healthy, home and hearth, conservation cues, kitchen knacks (recipes), holiday suggestions, February flairs, make it yourself, product preview and between us girls. The last-named consists of bits of information gathered by assistants.

"Woman of Tomorrow," aired Monday through Friday from 8:30 to 9:00 a.m., EWT, on WJZ, has nine participating sponsors whose names are listed in the "Digest": Gravymaster, Morrell E-Z Cut ham, Embassy News-reel Theaters, Caruso Macaroni Products, New York State Bureau of Milk

Chalkley Lauds Radar, "Strictly A War Baby"

Washington Bureau, RADIO DAILY
Washington—Radar, an electronic military detector device invaluable to the Army the Navy, is strictly a war baby, according to Dr. Lyman Chalkley, BEW research head. Dr. Chalkley said yesterday that Radar has been developed to its present importance—he described it as "the most dramatic new weapon to come out of this war"—because of the economic advantages brought about through its development. He said that manufacturers had to start almost "from scratch" with the beginning of the defense program, because before the defense program got under way there was no apparent profit to be gained by developing the device.

Archbishop Spellman On WNEW

Three talks by Archbishop Spellman of New York. Rt. Rev. Robert F. Keegan, P. A., Archbishop's Secretary for Charities, and former Governor Alfred E. Smith will be heard in a special broadcast on WMCA from the Empire State Club on Thursday, Feb. 11 from 5:45 to 6:00 p.m., during a reception to the Archbishop by the Archbishop's committee of the Laity, marking the opening of the 24th Annual Appeal of Catholic Charities in New York. Governor Smith is chairman of the committee.

UP Folder Series

The United Press has just issued the first eight folders of a new series which will show a state by state preference of radio stations for United Press news service.

The first eight states to be listed by UP as showing a preference for UP news are: Idaho, Utah, Oregon, Montana, Wisconsin, Georgia, Florida and North Carolina.

The folders, 8 1/2" x 11", and highly colored, represent the eight states in outline. Contained in the outline of the states are the names and locations of each radio station using UP service.

In the states of Utah and Idaho, United Press serves every radio station. In North Carolina 19 out of 29, in Florida 20 out of 25, 15 out of 17 Georgia cities with a population over 10,000 use UP. In Wisconsin 13 out of 22, Montana shows 7 out of 8 using UP and in Oregon 19 out of 22.

In most instances the stations shown on the map are identified by the outline figures of men standing in front of a mike reading a script. In those instances where the figure of the man is not used either a pyramid or a figure representing a radio tower are employed for identification purposes.

On each folder the promotion deals with the reasons why UP is being used by the stations.

Publicity, Sterling Salt, Nacto Cleaner, Queen Make dresses and William H. Wise & Company.

Hi, Lo, Jack & The Dame Regularly On Allen Show

Having been well received as guest vocalists on Fred Allen's "Texaco Star Theater," heard every Sunday over CBS, the team known as "Hi, Lo, Jack and the Dame" will become a permanent feature of the program beginning next Sunday. The show is heard on the network from 9:30-10 p.m. EWT.

Byrnes On CBS Tonight

James Byrnes, director of the U. S. Office of Economic Stabilization, will be heard tonight over CBS from 10:10-10:30 p.m. in an address which he has titled "The Next Step Against Inflation."



FOR FASTER, FRIENDLIER SERVICE AT LOWER COST - 'PHONE

Postal Telegraph

CHARGES FOR TELEGRAMS 'PHONED IN APPEAR ON YOUR TELEPHONE BILL.

New Tele Activities; Pix Trade Buys Stock

(Continued from Page 1)

Television Corp. of America establishes a project which the FCC has declared is in the public's interest in that the new firm, based on a supersonic method, offers an alternative to the electronics methods, thereby setting up competitive enterprise. List of stockholders shows that this is the first time two major film companies have joined to set up a television project. They are Paramount, through its subsidiary Television Productions, Inc., and 20th Century-Fox, through General Precision Equipment Corp. Paramount also has interest in the Dumont Television productions, Spokesman for the picture firm, in commenting on Paramount's interest in competitive organizations, said Paramount wanted "to be sure it is riding the right horse." Both film companies own B stock. The A stock is owned by Scopony Corporation of America. Latter firm controls the British patent rights to this new method of projection, and is known in England as the Scopony Ltd.

New firm is reported geared for large screen television projection in the home, schools, churches, restaurants and motion picture theaters of the nation.

Officers Listed

Officers of the new firms are: Arthur Levey, president; J. E. Swan, a partner in E. F. Hutton & Co., vice-president; Franklin Field, of Piper Aircraft Company and chief operations adviser, Outpost Division of the OWI, treasurer; R. B. LaRue, appointed by General Precision Equipment, secretary; Bernard Goodwin, appointed by Television Productions, Inc., assistant secretary.

The West Coast civilian defense training broadcasts via television are scheduled over W6XYZ, owned and operated by Television Productions, Inc., on the Paramount Studio lot. Broadcasts will be twice weekly, Tuesdays and Fridays.

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

2 NBC Shows Okayed As Teachers' Courses

(Continued from Page 1)

American University of the Air programs a vital part of the official professional training program available to the 35,000 teachers in the New York City public school system. Heretofore, the Board has accepted only courses offered by colleges or other educational institutions, or courses prepared by the Board itself.

Recognizes Radio's Contribution

"In taking this step, the New York City Board of Superintendents recognize the important contributions to education and culture which radio can make," said John E. Wade, superintendent of schools in New York City. "The first two approved courses, which start in March, will be watched carefully to determine their value. We have examined the proposed programs for the coming six months and have listened to a number of programs which have been on the air. It is our belief that the content of these series will be of marked value for the professional improvement training of teachers in the New York City school system."

"The acceptance by the Board of our programs, is extremely gratifying," said Sterling Fisher, director of NBC's Inter-American University of the Air. "It marks another forward step in the growth of radio broadcasting in the field of education.

"'Lands of the Free', a historical series, already has found acceptance in many colleges, where students receive extra credits for regular listening."

May Set Precedent

Each year the Board of Superintendents approves a list of special courses suitable for the professional improvement of teachers. The University of the Air programs will be supplemented by visits to NBC's Radio City studios and several lectures. Acceptance of the programs marks the first time the Board of Superintendents has approved courses which can be attended in part at the teacher's home.

Action by the New York City Board of Superintendents may prove a model for action by boards in other cities. The National Education Association is appointing a committee to study the possibility of extending these courses into the educational systems of other cities and towns throughout the country.

Sterling Drug Dividend

Directors of Sterling Drug, Inc., have declared a dividend of 75 cents per share on the common stock, payable March 1, 1943 to stockholders of record Feb. 15.

COMMERCIAL DRAMATIC

WOMAN
WRITER
with
RADIO VOICE

FM-AM EXPERIENCE BOX 111
RADIO DAILY, 1501 Broadway, New York City

Coast-to-Coast

"SOMETHING new has been added" to Bob Smith's sports series via WWRL, Woodside, N. Y. This time it is a woman sports commentator presenting the "Woman's Side of Sports." The female Bill Stern is Joan Crosby, who covers the sports scene, both nationally and locally. She is heard Friday evenings from 10:15 to 10:30. While highlighting specific sports engaged in by the female gender, she will also cover the major events as well.

The final eliminations will be held at the KOB, Albuquerque announcing school this week. The thinning down process will take place among the eighteen men and women who were selected out of an original group of eighty applicants. Since the school began the aspirants have been put through an intensive course by assistant manager Merle Tucker, chief announcer Van Haafden, and continuity head Mzry McConnell.

KGVO, Missoula, Montana, has inaugurated "News for Children" five-minute broadcasts twice weekly, digesting and interpreting the news of the day on a children's level. Ruth Greenough Schieber, educational director of the station, handles the broadcasts. And this week adds to its program schedule another program originated on the Campus of Montana State University titled "Student Recital." The program brings to the air students in the Music School at the University. Broadcasts will be heard once weekly from 5:45 to 6:00 p.m. on Fridays.

The talent drive for new faces in the classical music field started by WLIB, N. Y., resulted in bringing the coloratura Helen Alexander to the station mike in her own "Song Recital."

With rationing assuming greater proportions in American life WBT, Charlotte, offered some aid in clarifying some of the points which mystify the public at large. The station recently broadcast a question and answer quiz on "Point Rationing." Handling the "quiz" were Ruth Vick Everett, consumer consultant for the local OPA, and Ruth Miller, assistant OPA information officer, stationed at Atlanta.

The "Uncle Sam" transcribed series put out by the OWI is assuming ubiquitous proportions. It is now heard over the KROW airwaves and is scheduled for a five-a-week airing.

When radio folk turn up in Army Camps their former background stands them in good stead. A recent example of what background will do is exemplified by Lt. Lillian Faust of the WAAC's. She has been assigned to the radio division of the Public Relations office at Fort Oglethorpe, Georgia. The lieutenant was formerly on the continuity staffs of KCKN and KCMO, Kansas City, and was woman's program director at KRIC.

Reaching into the playwriting field KOB, Albuquerque, has come up with Pauline Snap as the latest member of the continuity department. She was with the advertising department of Bamberger's in Newark before settling down to write plays in New Mexico.

WDRC, Hartford, is now broadcasting the UP transcribed series entitled "Soldiers of the Press". . . In a recent release the station inadvertently referred to the program as "Lawless Twenties" which is a different show altogether and not one of UP's babies.

Extra Briefs Delaying Govt vs AFM Decision

(Continued from Page 1)

trust division of the Department Justice.

Two weeks ago Judge Barnes declined to render a decision at oral hearing and offered both government and Joseph Padway, trillo's counsel, time to file additional briefs. These briefs, while not closing anything new in points made by both sides, gave the Court tails on their arguments. Judge Barnes will study the briefs before deciding on the defense arguments permanent dismissal of the case. The Government's contention that case should be re-opened on the basis of new factual evidence which come to light.


1 9 4 3

BIRTHDAY

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

February 9

Robert Harnish Charlotte Holland
Chester Lauck Charles Marshall
James Rich



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

**50,000
WATTS
C B S**

THE L. B. Wilson STATION



AMERICA AT WAR

A patriotic program series combining a timely dramatization with an inspiring talk by nationally prominent speakers. Cooperatively sponsored and we even sell it for you. Has already made good money for 25 radio stations. Write for details to Dan Searle.

SALES FEATURES CO.
1023 NO. 17TH ST. . . . OMAHA, NEBRASKA



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 22, NO. 28

NEW YORK, N. Y., WEDNESDAY, FEBRUARY 10, 1943

TEN CENTS

Revised Censorship Code

House Group Asks Cut In FCC Appropriation

Washington Bureau, RADIO DAILY
Washington—A cut of \$479,686 in FCC appropriation for the coming fiscal year was recommended yesterday by the House Appropriations Committee, reporting the Independent Clices Bill. The FCC cut is to be done by the special war sections of the committee, and it will mean that additional personnel scheduled to be hired for engineering, intelligence, and administrative work may not be hired.

To cut in \$2,000,000 sought for the
(Continued on Page 2)
Buy More War Bonds and Stamps

Turner Succeeds Thomas In NBC Radio Recording

Reginald E. Thomas, who has been in charge of program and production activities of the NBC Radio and Recording Division, has resigned. He will be succeeded by Oscar C. Turner, who has had charge of the production of the Thesaurus programs. Thomas who had applied for a naval commission, has been with NBC since 1934. Turner has been with NBC since 1936. Both
(Continued on Page 2)
Buy More War Bonds and Stamps

Directors Guild Elect New Officers-Council

New officers and full council were elected last night by the Radio Directors Guild. Slate will hold office on interim basis until May 1, when the regular term of office starts. Election was held this much in advance because some of the officers, because of their OVI work, and others
(Continued on Page 5)

An Audience!

It is estimated that about 25 million radio listeners will hear singing Berlin's musical, "This Is the Army," when it is heard at 8 p.m. Washington's Birthday on "Lux Radio Theater" over CBS. It would be 35 times more than the 700,000 persons who have purchased tickets to see the show on Broadway since its premiere last summer.

Moving Up!
Paul Rittenhouse, executive assistant manager of NBC's Guest Relations department, has been appointed manager of the department, replacing W. G. "Jerry" Martin, who has resigned to join the Lady Esther Co. Eight years ago Rittenhouse joined NBC as a uniformed page boy in the department he now directs.

Murray Resigns Post Of CBC Director Gen'l

Ottawa—Major Gladstone Murray former CBC general manager named director general of broadcasting last December, last night announced his resignation from CBC to become public relations counsel in the general field of industry, with particular attention to the war effort and preparations for the post-war reconstruction period.

Murray, in making the announcement
(Continued on Page 2)
Buy More War Bonds and Stamps

Crumit-Sanderson Strip Set For CBS Split Net

Musical variety by Frank Crumit and Julia Sanderson will constitute a new split network series on CBS, starting March 1, over 40 stations in the South and Pacific Coast, sponsored by Wesson Oil & Snowdrift, in the interest of Snowdrift. Program is scheduled for a quarter hour, 3-3:15 EWT, but will not be heard in the East.

Woods Gives Web's Position In Winchell-Pearson Cuts

Haas Appointed Director CBS Shortwave News

The newly created executive position of CBS shortwave news director will be taken over by Lawrence S. Haas, effective Monday, Feb. 15. Haas, formerly Latin American editor of the United Press, takes over the new position as a result of the de-
(Continued on Page 2)

Calls For Close Scrutiny Of "Language" Personnel; Advises On Emergencies; Drops Casualty News Restrictions

CBS 1942 Net Profit At \$4,100,000 Mark

Preliminary figures of the annual financial report of CBS for the fiscal year ending Jan. 2, 1943, which will be issued around April 1, is estimated by the board of directors as showing consolidated net earnings of approximately \$4,100,000, equivalent to \$2.39 per share. This compares with consolidated net earnings of \$4,804,700 for the year ending Jan. 3, 1942. Per
(Continued on Page 6)
Buy More War Bonds and Stamps

N. Y. Assembly Measure Would Halt Milk Publicity

Albany — Assemblyman Maurice Whitney, Rensselaer County, introduced a measure to discontinue New York State's milk publicity campaign and the tax on milk effective March
(Continued on Page 2)
Buy More War Bonds and Stamps

AFRA Signs Announcers In Pittsburgh Territory

With the completion of negotiations between AFRA and WWSW, Pittsburgh, this week, for a contract covering announcers, all Pittsburgh stations
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Most significant of the new changes in the censorship code which will be released today for domestic broadcasting is the incorporation of new principles to guide foreign language station managers in voluntary censorship efforts. The news section of the code has been revised to conform with the revised press code, which contains several new features.

"The Office of Censorship, by direction of the President," says a new
(Continued on Page 7)
Buy More War Bonds and Stamps

Radio Men Mull Effect Of 48-Hr. Week Rule

Washington Bureau, RADIO DAILY
Washington—Comment here yesterday held to the belief that radio undoubtedly will be affected, either immediately or ultimately, by President Roosevelt's executive order establishing the 48-hour week in 32 "labor shortage" areas listed by him. Regarding New York City, Fowler V. Harper, chief deputy to Paul V.
(Continued on Page 7)
Buy More War Bonds and Stamps

Foreign Correspondents Assigned To WLW Staff

Cincinnati—Edgar Stern-Ruarth has been named as WLW news commentator in London and James Wellard will cover Algiers for the station;
(Continued on Page 2)

Boner Dept.

Kansas City, Mo.—A boner is a boner, but some out-bone the others. A listener survey service pulled a classic recently when they called the KCMO master control room during a Raymond Gram Swing broadcast and asked operator Charlie Marvin what he was listening to. He told them, gave the right answers and added "the best I know comes from KCMO."

(Continued on Page 6)



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M. H. SHAPIRO : : : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tuesday, Feb. 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	132 1/2	131 1/8	132 1/4	+ 3/8
CBS A	17 1/2	17 1/2	17 1/2	— 1/4
CBS B	17 1/2	17 1/2	17 1/2	+ 1/2
Crosley Corp.	10 1/4	10 1/4	10 1/4	+ 1/4
Gen. Electric	34 1/4	33 3/4	34 1/4	+ 1/4
Philco	15 1/2	15 1/4	15 1/2	+ 1/4
RCA Common	7 1/8	6 5/8	7 1/8	+ 1/2
RCA First Pfd.	63 3/4	63 3/8	63 3/4	+ 1/8
Stewart-Warner	8 7/8	8 7/8	8 7/8	— 1/2
Westinghouse	123	122 1/2	122 1/2	+ 7/8
Zenith Radio	23 3/4	23	23 3/4	+ 1/2

NEW YORK CURB EXCHANGE

	Bid	Asked
Farnsworth Tel. & Rad.	4 5/8	4 7/8
Stromberg-Carlson	7 3/4	8 1/4
WCAO (Baltimore)	17	20
WJR (Detroit)	20	

AFRA Signs Announcers In Pittsburgh Territory

(Continued from Page 1)
 have been lined up by the union for announcers. Vic Connors negotiated the pact for AFRA.
 National office of AFRA is expected to present its demands for minimum increases to signatories of its commercial code, as per the cost-of-living clause in the contract, by the end of this week.

NOT JUST MONROE COUNTY
 but **WHAMland**
 18 busy trading centers for 43 counties, at 1/3 the cost of localized coverage.
WHAM
 Nat'l Rep. George P. Hollingsberry Co.
 50,000 Watts... Clear Channel... Full Time... NBC Blue and Red Networks
 ROCHESTER, N. Y. "THE STROMBERG-CARLSON STATION"

Coming and Going

BENEDICT GIMBEL, JR., president and station manager of WIP, was in town yesterday. He returns to Philadelphia today.

JOHN F. PATT, station manager of WGAR, Cleveland, arrived from Ohio yesterday for conferences at the headquarters of CBS. He is accompanied by MRS. PATT.

H. ALLEN CAMPBELL, secretary and general manager of WXYZ, Blue Network outlet in Detroit, is spending a few days in New York.

CHICO MARX and his orchestra, at the Riverside Theater, Milwaukee, this week moves on to the Orpheum, Minneapolis, Friday, Feb. 12.

KINGSLEY HORTON, sales manager of WEEL, Columbia affiliate in Boston, on another of his frequent but brief visits to New York.

MILDRED P. STANTON, director of WORC, Worcester station which will join the Blue Network on April 5, in town from Massachusetts on a short business trip.

RUTH ARNOLD, manager of the Los Angeles office of C. E. Hooper, Inc., is spending two weeks here attending the Hooper district meetings.

ROBERT KENDRICK, general manager of WLS, Beckley, West Va., in New York this week on station business.

FRANK F. CROOK, treasurer of WFCL, Pawtucket, R. I., and **GEORGE SUTHERLAND**, program director of the station, paid a call yesterday at the offices of the Blue Network.

CREIGHTON E. GETCHELL, general manager of Columbia's Portland (Me.) outlet, **WGAN**, has joined the executive contingent currently in New York.

N. Y. Assembly Measure Would Halt Milk Publicity

(Continued from Page 1)
 31, 1943, end of the present fiscal year.

The other milk publicity repealer previously introduced, the McCarron-Donovan Bill, does not seek repeal of the tax until June 30. Last year's bill set the campaign up until June 30, 1943, which was then the end of the fiscal year. Now, the legislature has made the fiscal year change to April 1.

Meanwhile, supporters of the milk publicity campaign, which utilizes many thousands of dollars worth of radio spot announcements heavily in the metropolitan district, are apparently not decided whether or not to carry on the fight for an appropriation for the next fiscal year. Mainly rural Republican legislators have been sponsoring the continuation of the campaign but until Governor Dewey's attitude is ascertained, probably no concerted effort to seek continuance legislation will eventuate.

Governor Dewey's budget message last week took no sides but indicated that possibly the campaign would be discontinued since no estimate of receipts after June 30 was contained.

Fisher Estate To Widow

The will of Fred Fisher, song writer and publisher, owner of Fred Fisher Music Co., who died on Jan. 14, 1942, was filed yesterday in New York Surrogates Court. The entire estate of \$11,638 is left to the widow, Anna Fisher.

JOHN NESBITT, story-teller on the Westinghouse program heard over NBC, is now on the Coast, where he is completing a series of shorts for M-G-M. He left New York immediately following Sunday's broadcast.

JOE EATON, commercial manager of WHAS, Louisville, is in town from Kentucky on station and network business.

LYLE ENGEL, editor of "Song Hits Magazine," has returned from Scott Field, Illinois, where he discussed a special song lyric volume for use by the servicemen.

WILLIAM R. CHERRY, JR., president of WPRO, arrived yesterday with MRS. CHERRY for a brief visit. The station is the CBS outlet in Providence, R. I.

ENSIGN JANE BARTON (very recently commissioned in the WAVES) is expected today or tomorrow from the Naval Station Training School in South Hadley, Mass.

W. P. WILLIAMSON, JR., president and general manager of WKBN, CBS affiliate in Youngstown, is in town from Ohio for a few days. He is accompanied by J. L. BOWDEN, station director.

ELMORE B. LYFORD of the NBC stations department, has returned from a one-week trip to Cincinnati.

JACK BENNY, MARY LIVINGSTONE and their program entourage left New York yesterday for Montreal, from which point they will broadcast next Sunday's stanza. They'll put on a show today for the entertainment of the servicemen.

S. H. COOK, president of WFBL, Syracuse, a visitor to New York on station and network business.

Haas Appointed Director CBS Shortwave News

(Continued from Page 1)
 department's general reorganization just completed.

In line with other reorganizational changes, Edmund Chester, CBS director of shortwave broadcasting announced that Edward Michelson has been promoted from shortwave news writer to day editor, and the addition of Henry Lepidus as night editor and Vincent Martire as news writer. Lepidus was Latin American editor at the Associated Press and Martire was a reporter and news writer for several eastern papers.

Haas was associated with the United Press for twenty years before making the present change.

Turner Succeeds Thomas In NBC Radio Recording

(Continued from Page 1)
 are graduates of the University of Alabama.

Recently Turner has been special assistant to vice-president C. Lloyd Egner.

Second Newsprint Slash April 1, WPB Announces

Washington Bureau, **RADIO DAILY**
 Washington—A second slash in newsprint is due for April 1, WPB announced yesterday. It will be another 10 per cent cut, and it is hoped it will be the last cut necessary this year, at least.

House Group Asks Cut In FCC Appropriation

(Continued from Page 1)
 regular peacetime activities of the committee was recommended. The proposed budget of nearly \$8,090,000 was cut to \$7,609,914. No reference was made to the Dies charges of last week that several Commission employees were "red," and there was no provision to take them off the rolls.

Foreign Correspondents Assigned To WLW Staff

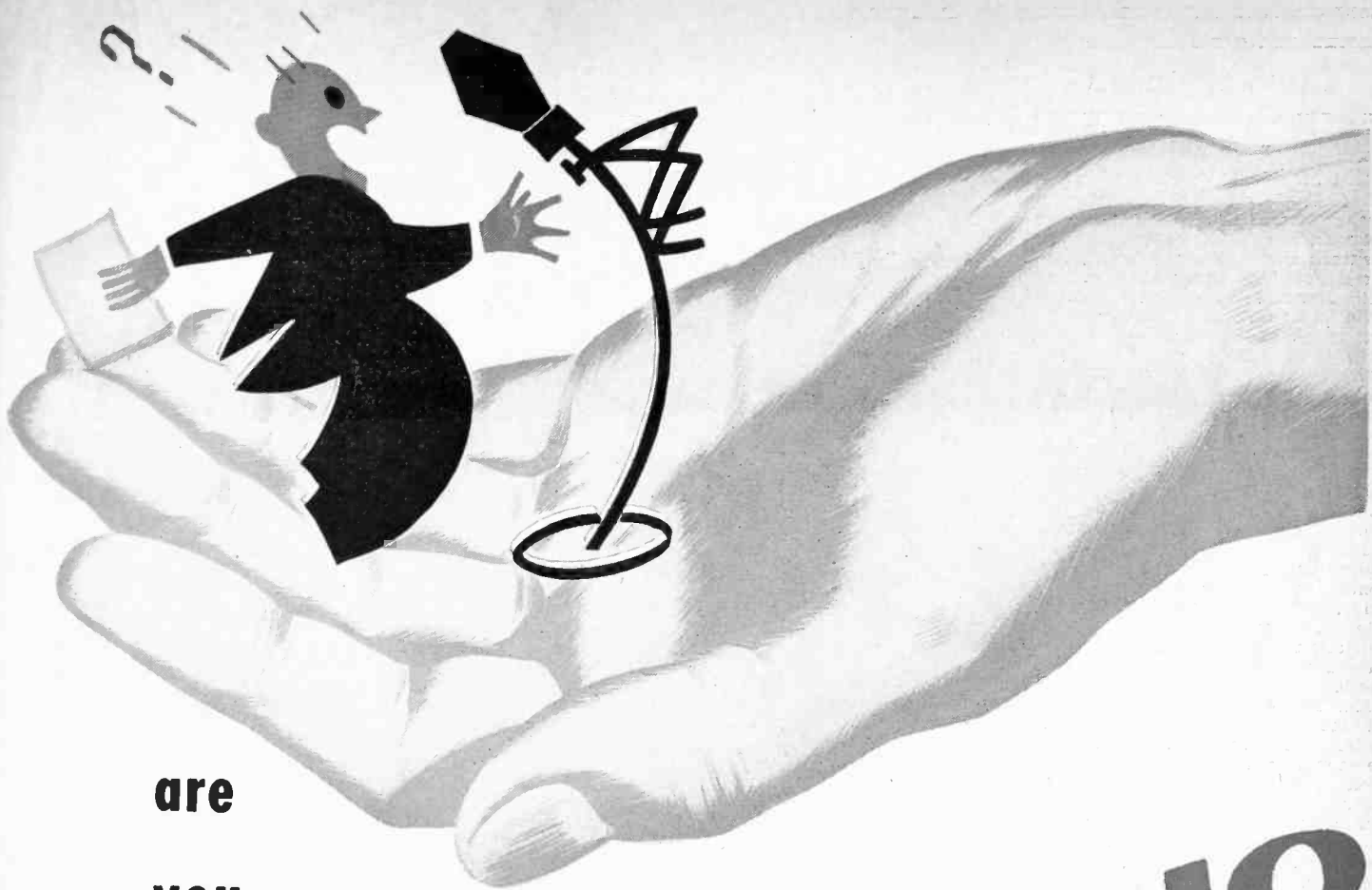
(Continued from Page 1)
 with the station's news staff thus augmented, WLW now has its own correspondents in every important theater of the war, reporting exclusively by cable the events of special interest to listeners in the Middle West.
 WLW news executives now are arranging for assignments in Australia and other points. These are expected to be announced in the near future.

Murray Resigns Post Of CBC Director Gen'l

(Continued from Page 1)
 ment at Toronto, said he will retain his links with the radio industry insofar as it fits into the general industrial picture. Successor to Murray has not been announced here.
 The resignation is in keeping with forecasts late last year that Major Murray would leave CBC entirely owing to criticism of his tenure as general manager by the House of Commons Special Radio Committee.

in BALTIMORE and the Central Atlantic States

Edward Petry & Co., National Representative



are
you
caught

Green-handed?

The war has cost broadcasters many trained news editors and writers. For their news programs, they often must get along as best they can with inexperienced men. They are caught green-handed.

But with United Press radio news copy to rely upon, this is no handicap. For United Press gives its clients the benefit of all the know-how of radio news writing and editing that seven years of experience have developed. The United Press radio wire gives broadcasters daily nine 5-minute news digests and seven 15-minute news summaries—sixteen complete newscasts, delivered on fixed schedule, ready for broadcast without rehandling.

So long as it receives United Press service, any station—even though green-handed—can assure its listeners of radio's foremost news coverage.

United Press

FOREMOST BECAUSE IT OFFERS MOST

Los Angeles

By JAC WILLEN

TOM McAVITY'S CBS productions of F. Hugh Herbert's "Corliss Archer" heard Thursdays over the network, has the making of an ideal sponsor's show. The cast which features Priscilla Lyon as "Corliss," with Irene Tedrow, Frank Martin, Irvin Lee and Louise Erickson comprising the balance of well-played strip characters, should find popularity with listeners whose attention will be focused by the title's appearance on Broadway as a stage show under the guidance of George Abbott, plus a series of 24 weekly installments to appear shortly in a national magazine.

Jimmie Fidler launched a Buck Jones Memorial War Bond Drive over the Blue Network, Sunday, Feb. 7, calling upon the numerous Buck Jones fan clubs to get behind the drive, which is designed to honor the late film star by carrying on the patriotic work on which he was embarked at the time of his untimely death.

Hal Peary's recent singing stints on the "Great Gildersleeve" radio series have convinced the RKO actor he should do a vocal sequence in his next picture, "Gildersleeve's Bad Day."

There may be a dearth of trained announcers but there seems to be no dearth of aspirants in this professional direction. For illustration, Dick Joy, KNX-CBS announcer and newscaster, is auditioning an average of 12 applicants each week for the network and station.

Wally (Wilbur) Maher and Jackie Cooper crossed paths for the first time in eight years when "Skippy" appeared as guest star on the "Tommy Riggs and Betty Lou" show last week. They first met when they worked together in the picture "Tough Guy" at M-G-M.

NBC Appoints Robb To N. Y. Program Post

Arch Robb, former general manager of station WIOD, Miami, Fla., has been appointed assistant to Wynn Wright, NBC eastern program manager.

Robb has been associated with radio stations since 1932, following his graduation from the Commerce School of the University of Illinois. He started his radio career in the sales department of WHBF, Rock Island, Ill., then moved to WHIO, Dayton, Ohio, as production manager. After four and one-half years at WHIO, he was made general manager of WIOD.

NOTE

TO A BUSY RADIO EXECUTIVE

Do you need a good Secretary-Assistant? Young woman, college graduate, script reader-editor? If so, write RADIO DAILY, Box 112, 1501 Broadway, New York City.



Radio Is My Beat . . .!

● ● ● Watch for the mock feud between Fred Allen and Phil Baker to break out into a "special" by the end of the month. Phil's been "sore" at Allen for stretching out a minute or so into his time Sunday nights. . . . Patsy Kelly joining the Bob Hope show Feb. 16th. . . . Inside on Geo. Raff's appearance on Radio Reader's Digest is because he wanted to show Hollywood that he could handle other roles beside "killers" Connie Bennett stepping into the Philip Morris Playhouse production, "Bedtime Story," this week instead of Madeleine Carroll. Madeleine had hoped to do "Suspicion" this Friday but it's already been done twice on the air and she doesn't want to do any comedy. . . . New Yorkers may soon be served demitasses instead of full-sized cups of coffee. . . . Jack Kelk offers this description of Rommel: "A zoot suit in a reet-treat!" And Al Jolson's gag to end all gags about horse-meat steaks is about a pal of his who wanted a job handicapping menus. . . . Belmont-Plaza's Glass Hat dedicating a new cocktail today to Col. Lemuel Q. Stoopnagle called "The Stooparoo" Jack Benny starts heading for home soon. Airs from Chicago on the 21st—and then hi. ho. Hollywood. . . . On a recent "Gang Busters" thriller, one of the actors who portrays a vicious killer, cut his finger while cleaning his pipe, noticed the blood and fainted dead away!

★ ★ ★

● ● ● Joseph Cotten, who scored so solidly in the Universal thriller "Shadow of a Doubt," is more than living up to the promise he gave in Orson Welles' WPA and Mercury Theater production. It's been a long pull for Joe. He was a professional football player who turned to newspaper work in Florida. Then he came to the Big Town for radio and the theater. David Belasco said of him, after their first meeting: "You will become the great leading man of the next generation," and as a complete expression of his faith, signed Cotten to a lifetime contract. A week later Belasco died!

★ ★ ★

● ● ● Ted Collins' second movie for RKO will be "Minstrel Man" based on the life of Eddie Leonard. . . . Claudia Morgan getting the lead in "Let's Get Together," heading for the B'way boards. . . . When Paul White-man appears at the Geo. Gershwin Memorial Concert in San Francisco on the 20th, his vocalists will be Bing Crosby, Dinah Shore and the King's Men. . . . Ed Gardner guesting on Comedy Caravan Feb. 19th. . . . Tim Marks' wife on ailing list with pneumonia. . . . "Mr. D. A." among top ten for couple of seasons, climber to a new high on the latest Hooper. . . . Kate Smith traveling south for two weeks to air from service camps down there. . . . Agnes Moorhead will be written out of the "Blondie" scripts for March and April to devote full time to movie commitments. . . . Bob Hawk argues that alimony is the high cost of leaving! Don McGrane, ork leader at the Latin Quarter, getting two WOR shots a week. . . . Herbert Kramer, producer-director, who got chased out of Europe after he published the tune, "Spotlight on the New Order," will introduce it on the Treasury Hour via WINS Friday night. . . . Dinty Doyle's daughter joined the SPARS on her 20th birthday the other day. . . . And Geo. Jessel insists that he knows a male welder!

★ ★ ★

● ● ● When Guy Kibbee was in the East recently making personal appearances, he was suddenly called back to the coast for the picture "Girl Crazy." On the same train with him going back was an elderly lady who didn't recognize him but who fell into conversation with him. Among other things, she asked Kibbee what was his purpose in going to Hollywood. "Girl Crazy," replied the actor. The woman glared at him and in icy tones said: "At your age? I should think you would be ashamed to admit it!"

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—Remember Pearl Harbor—

Chicago

By FRANK BURKE

MERE man gets social distinction as the recipient of a "shower" when John Larkin, radio actor, will be honored as an expectant father at the home of Les Tremayne next week. Guests who will bring gifts include Joe Ainley, producer of "First Nighter"; Karl Weber, Bob Jellison, Arthur Kohl, Mike Wallace, Charles Urquhart and Allen Fishburne.

"Tom, Dick and Harry," sustaining variety show on WGN-Mutual, has left the air following the death of Bud Dover (Tom) and has been replaced by a new half-hour show "Stop, Look and Listen," and another half-hour, "Mutual Goes Calling" from 3 to 4 p.m. "Stop, Look and Listen" will feature Jack Brickhouse, sports announcer; Edna O'Dell, songstress; Jess Kirkpatrick, announcer, and Bob Tendler's orchestra.

Bill Seymour, WBBM, traffic manager, is now an ensign in the Navy, awaiting orders.

Frank Smith, WBBM arranger and instrumentalist, has written "Navy Wings," theme song for the new WBBM-CBS Navy show, "Sky's the Limit."

Jimmy Parks, radio representative, off to New York on business.

Contract of Upton Close, news analyst, renewed by Lumbermen's Mutual Casualty Company through Leo Burnett Agency on WGN-Mutual for 13 weeks to take effect on Sunday, Feb. 21.

Don MacNeill and his "Breakfast Club" gang will make personal appearances at the Orpheum Theater, Springfield, Ill., on Feb. 23, and in the Kellogg Auditorium, Battle Creek, Mich., on March 2.

Capital Bill Seeks Curb Of Liquor Ads On Air

Washington Bureau, RADIO DAILY

Washington—A bill to curb liquor advertising over the air when such advertising may be heard by ordinary receivers in Canada or states where liquor advertising is not permitted was introduced by Senator Ed Johnson of Colorado. Senator Johnson told RADIO DAILY he has received numerous complaints from Canadian border regions, and a lesser number from states here which curb liquor ads over the air.

★ the BEST and the MOST ★
FOR YOUR DOLLAR

WNBC

In America's
INDUSTRIAL ACTIVE
HARTFORD
5000 WATTS BASIC BLUE

AGENCIES

A. M. WARD, of the Buffalo Batten, Barton, Durstine & Co., Inc., has been elected a vice-president of the agency. Ward started with B&O as a copy writer in 1929 and is creative head of both the Buffalo and Cleveland offices.

TRAUFF & RYAN, INC., announced the election of George P. Trauff as account executive in Detroit, president. Emerson joined the firm in 1932, after serving with the Radio Press in New York and then working with Dorland Advertising in London, as member of the firm's directors.

LD LUCEY, radio department manager & Eckhardt, has resigned March 1 to join her husband in the Navy, at Newport, Rhode Island.

NE KLEIN, formerly of the agency, and before that, with W. C. Q. has just become affiliated with the new New York office of the firm, Aveyard & Co., handling the account.

WEEK LIST FOR WARTIME PROPAGANDERS" is being issued by the Campbell Company.

Line S.A. Newsmen

Journalists from Uruguay and Argentina on a tour of the United States under the auspices of the Radio Press Club, the State Department and the Office of the Coordinator of Inter-American Affairs, were honored at a reception by the club on Tuesday, Feb. 23.

Journalists will be taken on a tour of the NBC studios, witness the NBC broadcasts, dine in the NBC dining room in Radio City and participate in a short-wave broadcast to Latin America via stations WBOB, WGEO, WGEA and WGLA.

During their tour of the United States, Latin American writers and editors will inspect shipyards, factories and other essential war activities. A visit to the newspaper plant in each city is included in the itinerary.

SHORTEST DISTANCE BETWEEN TWO POINTS IS Postal Telegraph

CHARGES FOR TELEGRAMS PHONED IN WILL APPEAR ON YOUR TELEPHONE BILL.

NEW PROGRAMS-IDEAS

Poultry School

An idea conceived by Tom Wheeler, farm editor of WOWO, Fort Wayne, has been put into practice by the Agricultural Department of Purdue University. It is a radio program called "Poultry School of the Air," and consists of ten lessons which will be given over the air to farmers interested in the raising of poultry. To supplement the radio lessons, leaflets and bulletins will be mailed out by the Purdue poultry department, and at the end of the series a final examination will be given and those passing will receive an appropriate certificate.

This former program will be carried on WOWO at 12 noon, Wednesdays and Fridays, as well as on other Indiana and Kentucky radio stations.

KGVO's Educational

"Education and the Common Man" is the title of the new series of talks to be aired over KGVO, Missoula, Montana, this month. The talks will be given by Dr. Ernest O. Melby, president of Montana State University and will be aired once weekly. The talks are part of the tenth weekly unit in a series of programs presented cooperatively by the station and the University.

Director Guild Elect New Officers-Council

(Continued from Page 1) because they had gone into the armed services, were forced to resign. Earle L. McGill, CBS, is now the new president with the following assisting line-up: Jerry Devine, of "Mr. District Attorney," vice-president and chairman of the membership committee; Robert L. Shayon, CBS, treasurer; John MacDonell, United Nations Information Office, secretary; Phil Cohan, free lance, chairman of the War Activities Committee.

Other Members

Other members of the Council completing representation of freelancers, agencies and networks, include William M. Sweets, NBC; Roger Bower, Mutual; Theodora Yates, Benton & Bowles; Harold McGee, Procter & Gamble; John Loveton, Foote, Cone & Belding. About 35 directors attended last night's meeting wherein George Zachary's resignation from the presidency was accepted along with that of Ed Byron, former vice-president, who recently received his commission as a Captain.

Meeting last night made plans, also, for the acquisition of a service flag. Seven members have already been called.

Mutual Billings 3% Off

Billings for the month of January on Mutual were \$992,104, a decrease of 3 per cent from the corresponding month in 1942 when the total was \$1,024,512.

"Hidden Password"

"The Hidden Password of The Day" is the title of the new, novel musical program now being aired over WHIO, Dayton, on a five-a-week basis.

The program is designed for listener participation and is based on the deciphering of a code-like arrangement of words that are contained in a list of titles given to the listening audience by the announcer.

The program's format calls for the immediate identification of unannounced tunes played on an organ. The "Hidden Password" is some word or phrase that can be easily obtained from the list of titles, by using a word or a few letters from each title finally identifying the product.

Generally the program contains six musical numbers, played as one chorus each. After the tune is played the announcer offers a slight clue that can be utilized. The explanation usually offered to solve the code tells the listener to use the "second letter of the fourth word, etc." until the password or phrase has been constructed.

Upon the solution of the problem listeners are asked to send their results to "Hidden Password" in care of the station.

Winners are chosen on the basis of correctness, early post mark, and neatness.

Luncheon Today At "21" For Heinz District Heads

A luncheon for the district managers of the H. J. Heinz Co. in the New York area will be given today at Twenty-One Club by Sherman D. Gregory, manager of WEAJ, to discuss plans for local promotion of "Information Please."

The "Information Please" program, as previously announced goes to the H. J. Heinz Company on Monday, Feb. 15, over WEAJ and the NBC network at 10:30 p.m., EWT.

Stork News

Elias S. Godofsky, president and general manager of WLIB, Brooklyn, became the father of a girl last Friday at the Beth-El Hospital in Brooklyn. The newcomer arrived weighing eight pounds and eleven ounces.

W P E N THE PROOF IS IN THE LISTENING Philadelphia 5000 WATTS • 950 ON THE DIAL Affiliated Station of the Atlantic Coast Network

To the Colors!

IN THE PAST few days five of the WHN, N. Y., personnel have taken leaves of absence to join various branches of the armed forces. They are: BILL BIRD, copyright head in the Army, reporting at Camp Upton, where RICHARD JACOBSON has also signed in; ELI MANDEL is in New London, with the U.S.M.C.; GEORGE YANKS checks into the Navy, and SOL MORGANSTERN ties in with the Army Air Force at Miami, Fla.

LEE N. HON and LEN W. CRAGER, of WBBM, are the latest to join the service. Crager, studio technician, becomes a warrant officer in the Navy and Hon, assistant supervisor of master control, has been commissioned a lieutenant in the Navy.

DON DANIELS, of the KOMA, Oklahoma City, engineering staff, has enlisted in the Army Air Corps.

TONY VACARRO, engineer of WHEB, Portsmouth, N. H., has been inducted into the Army.

BILL and BOB STEPHENS, twin announcers at WKNE, Keene, have left the station to be inducted into the U. S. Army.

RAYMOND RUFF, formerly assistant manager of KOMA, Oklahoma City, and one of the station's oldest employees in point of service, has been called to active service in the U. S. Army Air Corps.

FRANCES RICE, continuity editor of WIL, St. Louis, has enlisted in the WAAC's.

WENDELL A. DAVIS, who is known to WBZ-WBZA, Boston, listeners as "Wendy Davis and the Sports Digest," has reported for service with the United States Navy.

WARREN GIRARD has left the announcing staff of WCAE, Pittsburgh to join the Army Air Force in Miami, Fla.

Always Popular Now More POWERFUL WCAE 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

Woods Gives Position In Commentator Cuts

(Continued from Page 1)
the outspoken type of scripts both commentators have been prone to present.

In commenting on the sudden tightening up of censorship, Mark Woods restated the network's policy about discussing controversial issues on commercial programs, adding: "Ample time is offered free of charge to recognized groups and individuals for the discussion of subjects concerning which people hold divergent views. The Blue Network freely gives time to representatives of various governmental, civic and social organizations, and to individuals, for fair discussion of issues of public interest. At the same time, the Blue Network demands that all broadcasts must be in good taste.

Pearson Script Cut

"The Blue Network news editors have always kept these standards in mind. However, several commentators recently have departed from these standards, and from their prepared scripts to discuss controversial issues in a biased and inflammatory manner."

Pearson's script was cut where he made reference to Senator Burton K. Wheeler and Gerald P. Nye and their reported opposition to the impending trial of 33 alleged seditious conspirators. Brought out, also, that Wheeler is chairman of the committee which handles radio legislation in the Senate.

Meanwhile Navy Secretary Knox, informed yesterday by the House naval committee that statements attributed to Walter Winchell while on naval duty constituted "scandalous conduct tending to the destruction of good morale," held that he did not consider the comments in that vein. Knox's filed report on the subject exonerates the commentator's broadcasts and column statement under questioning.

Schramm To Lecture

John C. Schramm, a producer-director on the staff of the Blue Network, has been appointed a lecturer in the department of speech at Queens College, Flushing, N. Y., and starts to teach the class in radio production, covering production, sound effects, directing and announcing. Schramm will carry on his teaching activities in addition to his duties at the Blue.

Wedding Bells

Toini Harju personal secretary to program manager Walter Hasse of WDRG, Hartford, will be married to Bob Hassell of the Navy. She leaves the station Feb. 15.

Bernice Barre, secretary to program director Sam Lawder at WINX, Washington, will be married to Lt. Richard Morton on the 20th of February. Lt. Morton is with the Signal Corps and is presently stationed at the Signal Depot in Chicago. The marriage will take place in Chicago.

WORDS AND MUSIC

By HERMAN PINCUS

FOR the past month, this column has "tabbed" the results of Radio Popularity polls, each poll, naming another orchestra leader, top-vote-getter. This paragraph therefore, will be the last one dedicated to the contestants for the country's jitterbugging gentry's patronage, at least until the next Yuletide, which not only ushers in the spirit of Peace and Goodwill To All Men, but also the inevitable series of polls and popularity contests. (Editor's Note: "Lay off that stuff; we've been conducting an Annual Radio Poll for the past six years.") What we started out to say, was simply that Martin Block's 14th semi-annual "Make-Believe-Ballroom" orchestra popularity poll conducted over WNEW, has just been completed with a record 182,505 votes cast, the winner, Harry James (46,350 votes), Glenn Miller (Now Capt. Glenn Miller, U. S. Army) (38,000 votes), Tommy Dorsey (17,454), Jimmy Dorsey (12,370) and Vaughn Monroe (12,008).

★ ★ ★

We've often doffed the old chapeau to deeds of Radio Folk and so with equal eclat, we chronicle the following in praise of the generosity of our soft-hearted "Ray D. O' Public." On a recent broadcast of A. L. Alexander's "Mediation Board" over WOR-Mutual, a father of four children, penniless and in need of an operation, felt compelled to offer his children for adoption, but the mediators agreed unanimously that the "family must not be separated." The following morning, small donations from listeners arrived at the station and soon a sum of \$1,000 was netted, which was turned over to George Gordon Battle, prominent attorney and one of the mediators in the case, who will administer the monies thus received for the thankful family.

★ ★ ★

Bob Shaw, author of the newspaper yarn "Front Page Farrell," heard over NBC, for no other reason but that there seemed nothing better to do at the moment, set to thinking about a little home in the country where a fellow might discover surcease from the "make-every-minute-count" turmoil of the big city. Accordingly, Bob, hid himself to a rural real estate agent, who promptly took Shaw to a "Home For Sale" just this side of Stamford, Conn. P. S. The ambitious realtor was trying to sell Shaw the vast acreage of the estate of the late Conde Nast. P.P.S. No sale.

★ ★ ★

Radiology: Jimmy Dorsey and his orchestra, who opened this week at the Pennsylvania Hotel, are heard via the Blue Network. ... Aside to Mort Nusbaum, manager of WSAY, Rochester—pertaining to that item, if you recall, we ended the paragraph with "we don't believe it either." ... John Gambling, whose "Musical Clock" has been heard over WOR these past eighteen years, is presented with Virginia Rounds Ciggies and Bond Clothes, two of his sponsors. Gambling is now hoping to land a sponsor who builds yachts. ... The Korn Kobblers take over Nan Wynn's sustaining spot on the Blue Network Saturdays 10:45-11:00 a.m. ... "Lazy" Bill Wells, who took over the chores of Zeke Manners on that early morning WNEW show, is doing a bang-up job. ... Floyd Bowman, popular chief porter at WOR and Alfred J. McCosker, WOR Prexy, exchanged congrats last week each having completed 16 years WORship. ... Kitty Kallen, vocalist who succeeds Helen O'Connell with the J. Dorsey band, started as child star on the Horn & Hardart show. ... Must remember to keep Friday Feb. 26 open for the premiere of "God Strikes Back," (Greek War Drama,) at the Barbizon-Plaza Theater, written, directed and produced by Paul Nord and featuring Alik.

★ ★ ★

Add "Songs for Victory": Jean Herbert has just written and is publishing "We'll Have 'V' in 1943" the entire proceeds of which he is donating to the "March of Dimes" fund. Al Parvin and Sam Michelson are the composers of the novelty song, "I Just Got an Army Haircut." Harold Wald, professional manager of Miller Music, is lining up a list of coast-to-coast plugs on "Top O' The Mornin' to You" which sounds like another "Johnny Doughboy Found etc."

★ ★ ★

CBS 1942 Net Profit At \$4,100,000 Mar

(Continued from Page 1)
share earnings of both years are calculated upon the 1,716,277 shares \$2.50 par value.

As per note issued to CBS stockholders by Frank White, treasurer the 1942 earnings as shown here after providing \$4,350,000 for estimated Federal income and excess profits taxes, an increase of \$550,000 over \$3,800,000 provided for such taxes during 1941. The \$4,350,000 tax provision for 1942 is after deducting from taxes payable in respect of 1942 ten per cent excess profits post-war credit (amounting to \$210,000) provided in the Revenue Act of 1942.

Board of Directors of CBS yesterday declared a cash dividend of 30 cent per share on the present Class A and Class B stock of \$2.50 par value. The dividend is payable on March 5, 1943 to stockholders of record at the close of business on Feb. 19, 1943.

CBC Relationship Argued In Canadian Common

Montreal—A three-party discussion on the status of the Canadian Broadcasting Corp. ended on the floor of the House of Commons in a conflict of opinion with Prime Minister Mackenzie King maintaining that CBC is not a department of the government and that "it is a separate corporation."

Prime Minister King agreed with Progressive Conservative Leader Grayson's interpretation that the corporation was "half and half, so to speak, part a department of government and part a public corporation. The Prime Minister said "my honorable friend's (Grayson's) description of this corporation as being part of the government and part the other is, I think fairly accurate with regard to the situation as it stands at the present time." He maintained it was a separate corporation but was "a corporation with respect to which the government is of the opinion that a committee should confer and discuss its affairs."

The discussion resulted from pressing inquiries by members of opposition groups relating to the affairs of the CBC, inquiries which drew from the Prime Minister the claim that in general, information as to the conduct of the corporation should be directed to the House Committee on Radio.

He refused to have given to the House copies of all documents and exchanges between the CBC since March 1942 with respect to the broadcasting of speeches of any member of the government or of any leader or representative of any political party. "This is information that might be brought out before the committee," he ruled.

Grew On WCKY

At 11:15 p.m., today, Joseph Grew, former Ambassador to Japan, will broadcast an address on the Japanese situation from WCKY, Cincinnati.

Revised Censor Code Tests 'Language' Check

(Continued from Page 1)

of the broadcast code, out-
 the O of C responsibility in
 ving foreign language personnel
 domestic radio stations, "is charged
 removing from the air all those
 d in foreign language broad-
 who, in the judgment of ap-
 authorities in the Office of
 ship, endanger the war effort
 United Nations by their con-
 direct or indirect, with the
 "code adds that the broadcast
 er is not thereby relieved of
 responsibility to "employ only
 those loyalty he does not ques-
 specific suggestions to aid in
 g these decisions are incor-

Air Raids Treated

rogram section contains one
 ragraph dealing with simulated
 ds and blackouts, advising
 masters not to employ their
 is in such a way that listeners
 w to depend on radio for as-
 in the event of an actual air
 uring an air raid, stations in
 cted area will be off the air.
 ews section will correspond
 press code, and will contain
 changes as a result of exper-
 ice the June code. One new
 concerns the treatment of war
 information in this country,
 another asks restrictions on
 telligence or counter-intelli-
 perations, methods or equip-
 enemy codes or ciphers...
 secret inks or chemicals or de-
 of these secret detection de-
 cret means or systems of
 communication."

request concerning news of
 ships, forest fires and mat-
 cooperation with Canadian
 ip practices are other addi-
 ls also asked that no advance
 e given of the location from
 residential broadcasts will be
 i and that no "secret war
 e released.

Explains Letter Editing

de also has a clause explain-
 responsibility of accredited
 respondents to seek censor-
 in the War or Navy Depart-
 d makes an entire clause of
 sabotage restrictions ex-
 o transportation and public
 also makes a new clause of
 ous request for submission
 mbat zone interviews by re-
 soldiers or civilians, plus a
 to newspapers on how to
 lers from combat zones cor-
 adds to this a request for
 on of all stories of escape
 eign territory.

ial note is introduced to ex-
 h exactness the blackout to
 d around identities of milita-
 ryal units outside the coun-
 n defense or embarkation

"subtraction side" the code
 ped all restrictions on pub-
 of casualty information after
 been made known either by
 tary department or the next



PROMOTION



"Proof Of the Pudding"

Titled "Proof of the Pudding" the
 newest promotion of WWNC, Nash-
 ville, N. C., doesn't resort to the usual
 standard form of promotion to show
 what was achieved by the station as a
 result of the various campaigns run
 for different manufacturers and agen-
 cies.

In this latest promotional effort the
 proof of the results are not measured
 in terms of coverage maps, statistical
 charts, or survey computations. In
 this instance the station's sales force
 believed in taking the "I'm-from-Mis-
 souri" attitude and published mail re-
 ceived directly from the station's
 clients.

The booklet consists of a series of
 19 letters from clients expressing com-
 plete satisfaction with the promo-
 tional effort the station made during
 the season. The letters need no further
 embellishment as they speak for
 themselves.

It is a straightforward presenta-
 tion that relies on nothing else except
 statements made by those using the
 station and expressing satisfaction.

The only note of levity in the book
 is contained on the front page and
 that isn't out of place. In keeping
 with the title, "Proof of the Pudding"
 a cartoon is placed in the upper right
 hand corner showing a figure eating
 the "pudding" of the slogan.

WEAF's Officers Moved To Radio City 7th Floor

Yesterday was moving day for the
 WEAF executive offices. The key sta-
 tion of NBC in New York has been
 occupying part of the suite assigned
 to the Station Relations Division on
 the fifth floor of Radio City. The new
 and larger executive offices are now
 on the seventh floor next to the suite
 occupied by NBC Local and Spot
 Sales.

The new offices are on the 49th
 Street side of the building and in-
 clude private offices for Sherman D.
 Gregory, general manager of WEAF,
 DeLancey Prevost, assistant manager
 in charge of programs, and Shirley
 F. Woodell, director of program pro-
 motion. A new telephone extension,
 660, corresponding to WEAF's posi-
 tion on the radio dial, has been as-
 signed to the new offices by the NBC
 switchboard.

Joins WOR Sales

Eugene McCarthy has replaced Wil-
 liam Thomas Hamilton on WOR's
 sales department staff. McCarthy has
 14 years newspaper experience, work-
 ing with New York "Times," "Post,"
 and "Journal-American." Hamilton
 joined "Comic Weekly."

of kin; it releases from restrictions
 information about bomb shelters ex-
 cept when "specially constructed"
 and it modifies the restrictions hith-
 to placed on war production in four
 instances.

WHN's "Gloom Dodgers"

"The Gloom Dodgers," the WHN,
 N. Y. program, that is heard from
 3:00 to 5:00, Monday through Satur-
 day is the latest WHN, daytime pro-
 gram registering as a non-serial
 show.

The promotion is a folder type and
 carries the slogan that, "Stars Shine
 in the Daytime Too!" In keeping with
 the star theme several stars of the
 celestial type, are shown on the front
 cover and the corner of the largest
 star bites into a gray dial of a clock.
 And the white corner of the star cuts
 out the two-hour period the program
 is on the air.

The inner portion of the folder
 contains small-head pictures of sev-
 eral performers heard on the
 "Gloom Dodgers," and each head is
 set in the middle of a star. The per-
 formers shown in the folder are: Don
 Bestor, Mort Lawrence, Red Barber,
 Karol Singer, Marty Glickman, Sid
 Walton, The Barry Sisters, Adrienne
 Ames and Don Saxon.

The promotion concerning the pro-
 gram tells in a brief way how and
 why it was conceived, what it con-
 sists of and what the possibilities are
 for advertising purposes.

On the back cover of the folder is
 a list of guest stars who have already
 appeared on the "Gloom Dodgers"
 program.

Radio Men Mull Effect Of 48-Hr. Week Rule

(Continued from Page 1)

McNutt, head of the WMC, stated that
 New York would not be affected
 "until or unless it gets a lot tighter
 in its labor situation than it is at pre-
 sent." But to this statement Chairman
 McNutt added the assertion that
 other areas outside the 32 listed would
 be included at any time when such
 a move would further the war effort.
 In the 32 territories listed, the adop-
 tion of the longer work week ap-
 peared to be mandatory.

Byrnes Comments

In his CBS speech last night, OES
 Director James Byrnes, who first an-
 nounced the 48-hour order, stated:

"To make more effective use of
 our manpower during the war period,
 the President has today signed an
 executive order establishing a mini-
 mum 48-hour work week, without
 affecting the worker's existing right
 to overtime pay. Many war indus-
 tries are already working 48 hours
 or more a week, but the order will
 compel other industries to go on a
 minimum 48-hour week wherever
 feasible. The general adoption of the
 48-hour week will enable us to get
 more work out of our limited labor
 supply. While overtime payments
 will add to the wage bill, the addi-
 tion will be largely made up by the
 increased production assured. And
 we shall thereby release manpower
 for the armed forces, for war indus-
 try and for the farms."

TODAY-12:30

Luncheon of the

RADIO EXECUTIVES' CLUB

OF NEW YORK

at the Loyale

521 Fifth Ave., New York City

"RADIO AS A MEDIUM FOR PRO- MOTION OF MOTION PICTURES"

GREGOR ZIEMER—Writer of "Education for Death" made
into the RKO Picture "Hitler's Children."

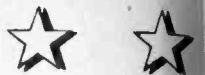
BONITA GRANVILLE and H. B. WARNER—Stars of Pic-
ture to appear at meeting.

Roger Baker—M. C.

Come on down. All radio people welcome—every Wednesday at
12:30. Bull Ring Bar. Members \$1.00—Guests \$1.50.



Coast-to-Coast



IF CEDRIC FOSTER'S news accounts of the Pacific, aired over the Yankee Network, carry the voice of authority with them credit it to the fact that he knows whereof he speaks. Before returning to the United States, Foster lived in the South Seas and sailed on copra schooners over much of the Pacific where fighting is now going on.

The celebration honoring Connie Mack's 80th birthday which was tendered the beloved head of the Athletics by sports and civic leaders at the Bellevue Stratford, Friday night, was aired by WIP, Philadelphia, and coast-to-coast by Mutual. The WIP portion of the celebration was from 9:15-9:30 p.m.

WQAM, Miami, is maintaining a martial spirit over the air by broadcasting several shows that are strictly military in character. As a weekly offering the station presents the Navy show "Men of the Fleet" featuring the 7th Naval District Band, composed of members of the former U.S.S. Yorktown band and is aired from a USO center. Feature of the show is the Victory-gram. This is a tieup with a local music company which records a message from a service man to the folks back home. Other military shows are "Reveille in Rhythm" heard Monday through Friday from 6:45 to 7:15 a.m. Bruce Wendell of the Army Air Base Command emceed the show. And "Retreat" heard daily at 5:00 p.m. No commercial copy is permitted before or after this service.

Changing times and changing staffs are reflected in the most recent changes at WSAV, Savannah. Clifford M. Clarke student of the Savannah High School has joined the engineering staff and Eleanor Cooke, graduate in music from the Georgia State Woman's College, has been appointed musical director.

Les Spencer, assistant manager of WHIO, Dayton, Ohio, has finished the sound track for two Army Air Corps moving pictures. One called, "Womanpower" shows how women can do almost any kind of war work, and the other was made to help recruit civilian personnel at Wright Field and Air Service Command, Paterson Field.

The National Farm and Home Hour, heard daily over WSRR, Stamford, will direct a portion of each Monday's program to the town and suburban dwellers who want to raise a Victory Garden.... Starting Feb. 28, the First Congregational Church of Old Greenwich will broadcast from 11:30 until 12 noon.

WSRR, Stamford, cooperates with the Worldwide Broadcasting Foundation, operating the non-commercial WRUL, Boston, in presenting the United Nations Lincoln Day tribute which will be heard through WSRR at 9 p.m., Friday, Feb. 12.

WLIB, Brooklyn, N. Y., is sporting a number of commercial "onlys" these days. Following a 13-week test it became the only station in the U. S. and Canada to be added by the Biow Company to Bulova's 1943 spot campaign. Station was also named as the only New York outlet added to its new spot drive.

Don Frank, staff man of WPEN, Philadelphia, replaces Bob Roberts on the "950 Club".... Fulton Lewis Jr. is now being offered for local sponsorship. The present series marks the first time that Lewis has been heard over a Philadelphia outlet.... Jerry Austin, chief announcer of W73PH, station's FM affiliate leaves the radio industry this week. He becomes promotion manager of Walter Lampl, N. Y. manufacturing concern.

The nightly "Sports Digest" aired over WBZ-WBA, Boston, has been merged with Bump Hadley's program heard at 6:05 p.m. From now on the former Yankee pitcher and Westinghouse sportscaster will be heard each Monday, Wednesday and Friday under the sponsorship of Studebaker in a ten-minute roundup of the latest news in the field of sports.

Madeleine Carroll was a recent visitor to the "Eye-Witness News" studio, but she wasn't there to visit. The motion picture star was at the studio to portray the role of narrator on the "Eye-Witness News" program, "Cargo For Freedom," which dramatizes the story of the Merchant Marine. The program is No. 19 in the "News" series produced by Frederic W. Ziv, Inc.

Doris Slayton has been added to the WHEB, Portsmouth, N. H. sales staff.... Influenza is taking its toll of staff members. Last week manager Bert Georges, traffic clerk Rosemary Bolles, and Dal Wyant, production manager were laid low.

George S. McGinley, formerly sales manager of WTTM, Trenton, has joined WKNY, Kingston, N. Y., where he is in charge of sales.

Bill Woolsey, former editor of "The Missourian," student newspaper at the Missouri University School of Journalism, has been added to the news staff at KKOK, St. Louis. Woolsey replaces George Bauer who is now on the announcing staff at WMBD, Peoria.

The first ten-week period of the Hollywood Workshop, The KNX, Los Angeles, proving grounds for future radio talent, has come up with results, according to Frances Farmer Wilder, director of education for the Columbia Pacific Network. As a result of training Theola Carr, Barbara Magee, and Marian Clark, former secretaries have been transferred to CBS-KNX, News Bureau as junior writers. And Betty O'Crotty and Bernice Prestholdt have been moved to the publicity department from their original spot in the mail room and reception staff. Jean King, also a secretary, is now a transcription operator.

WRAL, Raleigh, is the recipient of a transcribed message of appreciation from Mayor La Guardia of N. Y. expressing his thanks to the citizens of Raleigh and the American Legion auxiliary for the hospitality shown to soldiers from Fort Bragg, N. C. whose homes are in N. Y.

Dustin Rhodes is the latest announcer to join the WIL, St. Louis, staff. He was formerly connected with KFYO and WTMV. He replaces George Abel.... Frank O'Leary, radio newcomer, has joined the station's sales staff.

Two new 15-minute morning programs will be aired from WIBG, Philadelphia, on a fifty-two week contract placed through the J. Walter Thompson agency. The new shows, sponsored by the Ward Baking Company, featuring music, will take to the airlines at 9:30 to 9:45 a.m. and from 11:15 to 11:30 a.m. The first show will spotlight "Music of the United Nations" and the second is a 15-minute slice of Doug Arthur's "Danceland."

The recent snow storm and zero weather that gripped Seattle and the Pacific Northwest and threatened war industries and civilian life by loss of time and heatless houses was met by the emergency schedules set by KIRO, Seattle to help alleviate conditions. The station put all local commercial and sustaining programs on a tentative schedule and station's facilities were opened up to public utilities, war plants, schools, Weather Bureau, Army, Navy, stores, and other agencies whose activities affect public life.

As part of WAAC Week for Western Pennsylvania, the first project of its kind to make its appearance in the country. WWSW, Pittsburgh, will bring its mikes to the street and set up a woman-in-the-street broadcast to aid the enlistment. Marjorie McCann will act as announcer.

The Vick Chemical Corporation has renewed its contract for Jay Burnett's three-times-a-week program of piano and songs over KNX, Los Angeles. The renewal, which is effective March 16, was handled through Morse International, Inc. (agency) in New York. Burnett is heard from 5:15 to 5:30 p.m., PWT on Tuesdays, Thursdays, and Fridays.

The Canadian Aid to Russia Fund in full swing with CKBL, Prince Al leading the parade. Spots and program keyed to the urgent need for relief virtually poured money into the station as local citizens respond to the spot put out by the station.

Ted Bliss, CBS-KNX, Los Angeles staff producer, now doing "Don't Believe It" and other network spots has been assigned the control spot on the CBS sustainer, "Sense," which moved to the West Coast this week.

Shannon Bolin, contralto songs heard daily on WISV, Washington, appearing in the stage production at Earle Theater for a week. She will sing the "Song of the WAVES," she wrote in collaboration with John Salb, station organist.

Senator John H. Bowling, chairman of the Senate Agricultural Committee, and Representative McElwee, chairman of the House Delegates Agricultural Committee were guests of Bill Handlan of State Department of Agriculture who conducts the "Farm Life" program on the West Virginia Network. W. Va. lawmakers were interviewed by Handlan from the WCHS, Charleston, studios.

Joseph Jacobs Jewish Market Organization will feature "The Folk Singer" hour program every Friday night at 8:45 over WEVD, N. Y., for 100 per cent Whole Wheat Bread, ending February 12.

Joel Chesney, formerly associated with WAAT, Jersey City, has joined the announcing staff of WINS, N. Y. Jean Gilbert, formerly with Gilbert Advertising Agency in Rochester has joined the station's staff secretary to John T. Adams.

As a public service feature, KBAO, Oakland, has scheduled a series of weekly programs called "Congressional Record of the Air." The broadcasts transcribed in Washington through arrangement with WOL, and air-expressed for special release.

KAST Asks Authorization To Suspend For Duration

Washington Bureau. RADIO DAILY. Washington—Application of KAST, Astoria, Ore., to suspend for the duration because of operating losses revealed yesterday by the FCC, granted a 90-day extension of KAST license pending formulation of a Commission policy on the matter suspension because of operating losses. KAST, an independent miles from Portland and owned by the Astoria Broadcasting Co., applied several weeks ago to suspend, and Commission is expected to rule on application soon. This ruling will have a precedent for subsequent rulings of the Commission on similar requests.

1943													
BIRTHDAYS													
17	18	19	20	21	22	23	24	25	26	27	28	29	30

February 10

- Sid Gary
- George Hessberger
- Jack Leonard
- Stanley McAllister
- James Monks
- Edwin S. Reynolds
- Ivy Scott
- Bette Silver
- Edward P. Shurick, Sr.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 22, NO. 29

NEW YORK, N. Y., THURSDAY, FEBRUARY 11, 1943

LIBRARY
FEB 16 1943

TEN CENTS

NBC's High Court Appeal

Longer Work Week May Bring Dismissals

Washington Bureau, RADIO DAILY
Washington—Employers who cannot keep all of their workers busy 38 hours a week will soon have to dismiss some of the workers, it was announced yesterday by the War Manpower Commission. Although the effect of the President's order establishing the 48-hour week was not immediately available, the WMC did attempt to clarify the workings of the order to some extent.

The order will be mandatory, said the WMC. It will affect all employees in the 32 listed industries who work 48 hours per week. Any
(Continued on Page 7)

Mullivan Heels Renews Spot Campaign On WOV

Mullivan Rubber Heels, which originally had designated its entire advertising budget for 1943 for the black and white media, withdrawing from radio, has modified the deal, to renew its contract with WOV. Reported that market surveys showed the local station was singular in rendering a sell-through.

Click covered cobblers, consumers and wholesalers. Contract, calling for
(Continued on Page 2)

W-RKO Share Spot Radio Exec Luncheon

W, Cincinnati, and RKO Radio Executives, shared the limelight at yesterday's weekly luncheon meeting of the Radio Executives Club, when representatives of both lauded each other for a cooperative exploitation program launching the RKO production "Hitler's Children." S. Barret
(Continued on Page 2)

Special Job

Van Holloway will depart from his exclusive writing chores on the "Mayor of the Town" series one day to script a dramatic sketch for her mentor, Kate Smith and Ted Collins, to be heard on the "Leader's Digest" show this Sunday, CBS, 9:30 p.m. EWT. It is a "Good Morning, America!" type of show which concerns what is happening in different parts of the world.

No Paper Tomorrow

Tomorrow being Lincoln's Birthday, celebrated in most states of the Union as a legal holiday, there will be no issue of Radio Daily.

NAB Labor Boards To Mull 48-Hour Move

Joint meeting of the NAB Labor and the Wage and Hour Committees has been called by Joseph L. Miller, the association's labor director for Feb. 23. Combined groups will meet in Washington and will explore the extent to which the new ruling on the 48-hour minimum will apply to the industry.

New ruling presents a problem to radio and way and means of handling it will be thrashed out and action, if any, decided upon.

Labor Committee is comprised of Ralph Brunton, KJBS; Martin Campbell
(Continued on Page 2)

WINS in Two-Web Tieup; To Handle Certain Shows

WINS, in tie-ups with two of the major networks, will act as New York outlet for Mutual and CBS on two sets of programs which nets' own New York stations are unable to carry. Starting Saturday, Feb. 13, WINS will broadcast the basketball games from Madison Square Garden. Mutual is handling the series for the remainder of the country. Stan Lomax will be at the mike for the
(Continued on Page 2)

McClintock Sets Six Points As Basis For MBS Expansion

D. R. Buckham Appointed Blue Eastern-Sales Head

D. R. Buckham, of the Blue Network sales staff, has been named to succeed George M. Benson as eastern sales manager of the network. Benson has been given a military leave of absence and is reporting for duty as a lieutenant (j.g.) in the U. S. Naval
(Continued on Page 2)

Defends Affiliation Pacts, Option Rights In Brief Opposing FCC Chain Rules; Charges Threat To Free Speech

All Political Groups To Get Free CBC Time

Montreal—Granting of free time on the CBC network stations during Provincial elections to permit the various parties to present their views has been decided at a meeting of the Board of Governors of CBC.

Rene Morin, chairman, presided and the following statement was issued by the general manager, Dr. J. S. Thomson:

"It was resolved to extend the
(Continued on Page 7)

Hoffman Lists Charges In Drive Against Winchell

Washington Bureau, RADIO DAILY
Washington—The campaign being waged by Rep. Clare Hoffman, Michigan isolationist, to drive Walter Winchell "off the air or out of the Navy" went forward yesterday when
(Continued on Page 5)

Highest Listening Average Credited To Montreal

Montreal—More people listen to the radio more of the time in Montreal than in any other community so far surveyed, C. E. Hooper, of
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—The FCC thinks of the four radio networks as four spigots from which programs may be drawn, Attorney John T. Cahill, former New York District Attorney representing NBC in its appeal against the Commission's chain broadcasting regulations, told the Supreme Court yesterday.

According to the Commission's line of reasoning, Cahill told the tribunal, one spigot would be turned for the Metropolitan Opera, another for "In-
(Continued on Page 7)

Amendment Asks OK Of Pre-War Salaries

Washington Bureau, RADIO DAILY
Washington—An amendment to the Gearhart proposal calling for the killing of the \$25,000 salary ceiling was offered yesterday by Rep. Wesley Disney (D) of Oklahoma. The amendment would permit large salaries to be paid to radio and screen stars, for instance, provided the sum paid does
(Continued on Page 6)

Corwin Outlines Programs For CBS-BBC Exchange

An outline has been offered by Norman Corwin in conjunction with the six programs he will write, direct and produce for the international exchange series, "Transatlantic Call."
(Continued on Page 2)

Stokowski Back

After a two-months visit to the West Coast, Leopold Stokowski returns to the podium of the NBC Symphony Orchestra, Sunday, Feb. 14, from 5:00-6:00 p.m., for the first of seven consecutive broadcasts. Arturo Toscanini, with whom Stokowski shares the orchestra's direction this season, will again conduct on April 4 and 11, concluding the winter series.

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M. H. SHAPIRO : : : : : **Editor**
MARVIN KIRSCH : : : : : **Business Manager**

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FINANCIAL

(Wednesday, Feb. 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	133	132 1/8	133	+ 1/8
CBS A	18	17 7/8	17 7/8	+ 1/2
CBS B	18	18	18	+ 3/4
Crosley Corp.	98 3/4	98	98	+ 3/8
Gen. Electric	34 3/4	34 1/8	34 3/4	+ 3/8
Philco	16	15 1/4	15 1/2	...
RCA Common	7 1/2	7 1/4	7 1/4	...
RCA First Pfd.	63 3/4	63 1/2	63 3/4	+ 1/4
Stewart-Warner	9 1/8	9	9 1/8	+ 1/8
Westinghouse	89 1/8	88 1/4	88 1/2	+ 1/8
Zenith Radio	24 3/4	23 3/8	24 3/4	+ 7/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	21	20 1/2	21	+ 1
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OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	5 1/8	5 3/8
Stromberg-Carlson	7 3/4	8 3/4
WCAO (Baltimore)	17	20
WJR (Detroit)	20	...

D. R. Buckham Appointed Blue Eastern-Sales Head

(Continued from Page 1)

Reserve. Buckham, veteran of last World War, joined the sales staff of NBC in May, 1926, when the industry was a comparatively insignificant factor in the national advertising picture. He was transferred to the sales staff of the Blue Network when it was set up as an independent organization in February, 1942. Prior to his connection with the radio field he was engaged in outdoor advertising work.

George Mazzacone

New Haven—George Mazzacone, 66, and co-producer for the past seven years of the WELI program, "L'Ora Italiana" died in this city, Feb. 8.

Mazzacone leaves two sons who are now in the Armed Forces overseas.

AVAILABLE

Thirty-two year old man with 15 years experience in theatrical agency, managerial and publicity fields. Wants job with New York radio organization. Draft deferred. Write:

Box 108, RADIO DAILY
1501 Broadway New York City

WLW-RKO Share Spot At Radio Exec Luncheon

(Continued from Page 1)

McCormick, director of advertising and publicity for RKO, reported that theaters in 33 cities wherein the picture was premiered simultaneously last month, broke all attendance records, with receipts jumping over 100 per cent even when compared with returns on the best "A" pictures marketed. McCormick attributed much of the success to the plugging and exploitation projected by WLW. Speakers of both organizations voiced confidence in greater use of radio in the future as a means of selling pictures.

Roger Baker, director of promotion for Crosley Corporation, owner of WLW, acted as toastmaster, and gave a full summary of the promotion plans engaged in to put the project across. Others on the roster were Bonita Granville, H. B. Warner and Ken Smith, members of the cast of the picture; Gregor Ziemer, author of "Education for Death" from which the picture was made, and commentator on WLW.

Col. Lewis Speaks

In lauding the plugging maintained by WLW, McCormick, noting that one motion picture critic had referred to the picture as a Cinderella, described WLW as the Fairy Godmother.

Lt. Col. Tom Lewis, who was to have been one of the speakers at last week's session but who was detained unexpectedly, guested this week, along with Major Irving Fogel who spoke last week on the entertainment service, via transcriptions, which was being maintained for service men overseas.

Other guests included Ken Brown, KOMA, Oklahoma City; Owen Sadtler, KMA, Shenandoah, Iowa; William Wyse, KWBW, Hutchinson, Kansas.

NAB Labor Committees To Mull 48-Hour Move

(Continued from Page 1)

bell, WFAA; John Elmer, WCBM; W. E. Hutchinson, WAAF; Henry P. Johnston, WSGM; C. L. Thomas, KXOK; John H. MacDonald, of NBC and Frank White of CBS.

Wage and Hour Committee comprises: C. T. Lucey, chairman, of WRVA; Quincey A. Brackett, WSPR; Norris O'Neil, WSJS; A. K. Redmond, WHT and James B. Rock, of KDKA.

Consensus among radio men is that the 48-hour week is not as desirable as the 40 hour week now being adhered to. The 48-hour week it is pointed out, will create need for many readjustments; its adoption now would mean the loss of men the stations want around and as to announcers, the longer hours are considered too much of a strain to do good work.

O'Sullivan Heels Renews Spot Campaign On WOY

(Continued from Page 1)

spots and announcements, includes a 13 week period in the Spring, starting Monday, Feb. 15, and another 13 weeks in the Fall. Account is handled by Advertising & Sales Council Inc.

Corwin Outlines Programs For CBS-BBC Exchange

(Continued from Page 1)

People to People" which will be broadcast jointly by CBS and the BBC (WABC-CBS) Sundays, 12:00 to 12:30.

In outlining the fundamental points of the series Corwin feels that, "It is the aim of the American end of the line on the program to project the spectacle of this nation in the midst of a transformation of a land of fine plumbing and streamlined comfort to a hard-fighting, hard-working military power."

The series will be presented in sectional order. The first broadcast deals with New England; the second, Washington, D. C.; third, the mid-west; fourth, the south, and the last of the sectional presentations, California. The final broadcast, from New York, will treat of the phenomenon of America as a melting pot. The actual demonstration of a United Nation as a living example of what the world is striving for.

WINS in Two-Web Tieup: To Handle Certain Shows

(Continued from Page 1)

entire project. First on the schedule which starts at 10:30 p.m., is the N.Y.U.-Notre Dame game.

Second program which WINS will carry for a network here, is a special program, Tuesday, Feb. 16, 5:30-5:45 p.m. over the remainder of CBS. Program, marking the 75th anniversary of the founding of the Protective Order of the Elks, will feature an address by E. Mark Sullivan, Grand Exalted Ruler.

Highest Listening Average Credited To Montreal

(Continued from Page 1)

New York, told the Advertising and Sales Executive Club of Montreal, yesterday at the Mount Royal Hotel. Speaking on "Radio Audience Measurement," Hooper said that when the result of the survey was received by his company, it was not believed, because the proportion was so much higher than in other cities in Canada or in the United States.

Careful checking and re-checking, however, had revealed that there was more family life in Montreal, and more people stayed at home to listen to the radio.

Wedding Bells

Gladys Bowden, a member of the continuity staff of KXOK, St. Louis, was married this week to Lt. (j.g.) Marty Maracek. According to present plans the couple will reside in Norfolk, Va., where the groom is stationed.

Renewals Prove Results

WTBO

820 Kc. Cumberland, Md.

COMING and GOING

COL. HARRY M. AYERS, owner of WHMA, Anniston, has arrived from Alabama for conferences at the headquarters of the Blue Network.

GEORGE B. COLEMAN and **RALPH COTTLEB** are in town from WGBI, Columbia affiliate in Scranton, Pa.

LINUS TRAVERS, vice-president in charge of sales and production for the Yankee Network and of WNAC, Boston, is here on a short business trip.

ED YOKUM, station manager of KCHL, Bissings, Mont., who spent this week in New York, left last night for home.

MALCOLM MacPHERSON, assistant director of radio for the Ralph H. Jones Company, Cincinnati advertising agency, is here this week on public relations business.

H. A. WOODMAN, traffic manager for NBC, left yesterday on a trip to Hollywood and San Francisco. He has scheduled stops en route at Chicago and Denver.

MAJOR EDWARD BOWES and the members of his program company are at Miami for the broadcasting of tonight's CBS show from the grounds of the Air Force Technical Training Command.

MIRIAM HOPKINS is in town from the West Coast for a series of guest appearances on the air. She plans to stay about two weeks.

E. E. KOHN, commercial manager of WFGC, has returned to his Atlantic City headquarters after having been here for two or three days.

E. E. HILL, managing director of WTAC, Worcester, is in New York on station and network business.

DOROTHY LEWIS, coordinator of listener activities for the NAB, is in Detroit today.

KINGSLEY HORTON, sales manager of WEEI, Boston affiliate of CBS, left for Massachusetts last night.

KATE SMITH, TED COLLINS, HENNY YOUNGMAN, TED STRAETER and JACK MILLER go out to Manhattan Beach tomorrow to broadcast their Lincoln's Birthday Variety Hour from the U. S. Coast Guard Station.

MAJ. EDWARD A. DAVIES, vice-president of WIP, Philadelphia, in town today for conferences with the New York representatives of the station.

WILLIAM T. LANE, vice-president of WAGE, Syracuse, a visitor yesterday at the offices of the Blue Network.

HAL SEVILLE, national sales manager of WJEF, Hagerstown, Md., is here on a brief business trip.

FORREST LEWIS, dramatic actor, is due from Chicago today. Expects to stay in town about five weeks.

Marks Joins Lyons Office

Herbert Marks, Florida booker, has just become affiliated with A. & S. Lyons, Inc., as a talent scout. Announcement was made yesterday by Arthur H. Ashley, radio director of the agency.

THIS LITTLE BUDGET WENT TO



WORL BOSTON MASS.

WOV..._for *Victory*

One of America's **IMPORTANT** Radio Stations

The four-page article in the current issue of Click Magazine tells the absorbing story of WOV and the job it is doing selling Democracy to New York's two million Italo-Americans.

It's this kind of public service that makes WOV one of America's *important* radio stations.

WOV..._FOR VICTORY

National Representatives: Joseph Hershey McGillvra

Ralph N. Weil, Gen. Mgr.

ONE OF AMERICA'S IMPORTANT RADIO STATIONS

Los Angeles

By JAC WILLEN

GAYNE WHITMAN trained to San Francisco to enact the role of emcee at the world premiere of Howard Hughes' "The Outlaw," and returned.

William S. Paley, CBS president, in Hollywood confabbing with Donald W. Thornburgh, vice-president in charge of Western Division.

Uncle Sam is beckoning a finger at Harry Von Zell and Joe Quillan, announcer and writer, respectively, on Eddie Cantor's "Time To Smile" ailer. Both expect to be called to the colors 'ere many weeks have passed.

Therese McRorie, R.N., has been placed in charge of first aid facilities and hospital at the Inglewood plants of the Universal Microphone Co.

Verna Felton, who plays "Blossom Blimp" on the Rudy Vallee show, will soon see her 18-year-old son off to the Army. He's a student at U.C.L.A.

Norman Corwin scheduled to arrive at local CBS station KNX to assume his chores on a new series of exchange programs between America and England entitled "Transatlantic Call: People to People."

The film career of Bob Hope's Vera (Barbara Jo Allen) Vague continues to roll along in high gear. Columbia Pictures has just engaged her for a series of two-reel comedies. She also has commitments at Paramount and Republic studios.

Robert Swan, KECA staff announcer, and organist Robert Mitchell are collaborating on "Poetry House," a new program of poetry and music, beginning Tuesday, February 9 from 12:45 to 1:00 p.m., PWT, over KECA.

Broadcasting from stage 7 on the M-G-M lot in Culver City, Kay Kyser beat out a special edition of his "College of Musical Knowledge" ailer, Wednesday (10) due to the troupe's working on the M-G-M-er "Right About Face."

Miss Elsie Jensen of the local Office of Price Administration will conduct a program of information relative to consumer interest over KNX beginning this afternoon, it was announced by Fox Case, director of Public Relations for Columbia Pacific Network. Program will be entitled "Your Home, Your Welfare, Your Pocketbook," and will be heard in the 3:30 to 3:45 p.m., PWT spot weekly.

Dick Joy, KNX-CBS announcer and newscaster, is slated to do a narration for "Raiders of the Pacific," PRC picture starring John Litel, Fifi D'Orsay and Alan Baxter. The transcription probably will be made late this week.

WBNX NEW YORK
WITH THE MOST INTIMATE AND
EFFECTIVE PROGRAM APPROACH
TO AMERICA'S LARGEST MARKET

5000 WATTS Directional
OVER METROPOLITAN NEW YORK

MAIN STREET

OL' SCOOPS DAILY

Reporter At Large . . .!

● ● ● Mary Roberts Rinehart seriously ailing and had to nix a guest shot lined up for her. . . As soon as Lana Turner left the hospital, her ex-husband, Steve Crane, went in with a strep throat. . . Jimmy Rogers, son of the late Will, signed for seven years to do cowboy pictures for Republic. . . Hollywood has fallen for that old gag which kicked around here some two years ago—the gal posing as Helen Morgan's daughter. . . Lt. Gen. Knudsen, ringsiding at the Waldorf's Wedgewood Room the other midnight, was roped in by Paul Hartman's magic trick. . . Col. Darryl Zanuck's book, "Tunis Expedition," due out in six weeks. . . Brian Donlevy was offered the lead in "Green Grow the Lilacs" but turned it down. . . Hugh Wedlock, Jr., former gagwriter and press agent around town, is now a producer at Universal. . . Mike Todd can be seen every night in his hit show, "Star and Garter," performing as a member of the jury in the courtroom scene. Incidentally, Mike will star Grace Moore in his next show. . . Best crack of the week was Fred Allen's observation that the Russians had to hold up their drive because they got a couple of days ahead of H. V. Kaltenborn!

★ ★ ★

● ● ● Of the fifteen war shows mentioned in a special Hooper rating, the Ginny Simms show wound up at the top of the heap with 18.4—75 per cent ahead of its nearest competitor and 192 per cent higher than the combined average of all the shows. . . Freeman (Amos, of Amos 'n' Andy) Gosden ailing at Cedars of Lebanon hospital. . . Metro buying "Duffy's" for a film. . . Kay Kyser and Georgia Carroll have reached the ring stage. . . Orson Welles, the bad boy from Mars, is in trouble again. His studio refuses to feed and take care of his hoss—so he may have to give up his horse and buggy days. . . New prizes on "What's My Name" will start at \$25 and go down to ten. . . Maurice Zolotow profiling Mary Talley for the Satevepost. She's the fortune teller at Cerutti's. . . Susan Miller, who stole all the notices in "For Your Pleasure," follows Carol Bruce into the Plaza's Persian Room on the 16th. . . Benay Venuta is dickering with a local station to become a femme disc jockey.

★ ★ ★

● ● ● Kay Kyser has a new scriptwriter, Vance Colvig. He used to be a janitor in NBC's Hollywood studios. At least the gags will be cleaned up! . . . "Meet Corliss Archer," heard on CBS from Hollywood, shifts to N. Y. soon with entire cast change. . . "Capt. Marvel" emerges from the cartoons as a Blue Network feature March 1st for Tootsie Rolls. . . Col. Lemuel Q. Stoopnagle makes his first B'way appearance soon in Vinton Freedley's musical, "Signed, Sealed and Delivered." . . That Marjorie Lawrence has hit the comeback trail in a big way is evidenced by the fact that she will appear on the Kostelanez show three more times this season. . . Looks like the Marx brethren will be back on radio again—but on individual shows.

★ ★ ★

● ● ● Groucho is already set for a beer show on CBS, Harpo is being offered in straight comedy drama and Chico has a band. Which leaves only one Marxman to be accounted for. . . Slated to guest on "Stage Door Canteen" shortly are Mary Martin and Paul Lukas. . . When you see Tommy Dorsey's ork in the Mickey Rooney-Judy Garland film, "Girl Crazy," you'll notice plenty of new faces in the lineup. Most notable newcomer is Maurice Purhill, formerly with Glenn Miller and considered one of the top drummers in the biz. . . In "The War Against Mrs. Hadley," Fay Bainter played the role of a mother whose son went off to war. That's become a real life role for her now, with her only son, Reginald S. H. Venable, Jr., off to camp.

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

THE Chicago board of education broadcasts on WIND and WJJD resume on Thursday Feb. 16th with six new weekly programs devoted to the war effort. The series will be heard on WIND at 1:30 p.m. and on WJJD at 2:15 p.m. Monday through Friday with Mary Agnes Schroeder, of the Radio Council preparing scripts, and George Jennings, director of the council, supervising the shows.

Norman J. Kraeft, formerly of WDWS, Champaign, and WMBD Peoria, Ill., has joined the WJJD announcing staff.

Don Finlayson of the WLS sales promotion department, becomes guest teacher at Mundelein College this week and will conduct a course in "Radio Writing" for Tuesday evenings.

Eddie Dunn gets a new recorded show, "Top Notch Bands," on WBBM starting today, from 5:15-5:30 p.m.

Robert Miller, associate producer of the Radio Council of the Chicago public schools leaves for the Army this week-end.

Gracie Barrie and her orchestra plays at the Chicago Servicemen's Center on Sunday and makes a guest appearance for the Navy on the "America Ahoj" program over WGN next week.

The Russel Seeds agency is looking for a woman producer for one of their shows following the midyear recess.

Price Granik Forum Guest

Byron Price, director of the Office of Censorship, will head a panel of publicists to be heard on Theodore Granik's "American Forum of the Air" from 8-8:45 p.m. over WOR Mutual on Sunday. Others scheduled to appear are: Roy Roberts, of the Kansas City "Star" and president of the American Society of Newspaper Editors; Basil L. Walters, secretary of the Minneapolis "Star Journal and Tribune"; Wilbur Forrest, managing editor of the New York "Herald-Tribune," and Palmer Hoyt, editor of the Portland "Oregonian."

The program will be broadcast following the close of the two-day session of the American Society of Newspaper Editors in Washington.

WHAT'S WHAT IN BOSTON

44—WCOP is Boston's family station . . . when you're selling families, buy WCOP!

REPRESENTED BY HEADLEY-REED CO.

WCOP

BELONGS ON YOUR SCHEDULE

QUEST-ING

JOHN H. BANKHEAD and OS BEEBE, on the "March of program, tonight (WEAF-NBC, 8 p.m.).

HUR J. ALTMAYER, chairman of the Social Security Board; SEN. E. MURRAY of Montana, J. ARNOLD, president of the Western Insurance Company, on the "Town Meeting of the Air," (WJZ-Blue Network, 8:30 p.m.).

FRANCES, LANNY ROSS and LESTER, on the "Stage Door" program, today (WABC-CBS, 8:30 p.m.).

LEINE CARROLL, in an edition of "Bedtime Story," on the "Morris Playhouse," tomorrow (CBS, 9 p.m.).

DAVIS, PRESTON FOSTER and DRENCE GEORGE, on "Sol- with Wings," Saturday (WABC-CBS, 11:15 p.m.).

ARRY MARCH, USN, who served on Guadalcanal, on the "War" program, tomorrow (WABC-CBS, 7:05 p.m.).

DURANTE, on the "Comedy" program, tomorrow (WABC-CBS, 10 p.m.).

from Lists Charges Drove Against Winchell

(Continued from Page 1) ... a list of questions which ... of the Navy Frank Knox ... upon to answer before the ... on Naval Affairs. ... to the U. S. Code for ... Hoffman defined the spread ... "scandal" and "scandalous ... which the code declares war ... -martial by the navy. He ... ted from Winchell's broad ... nday, Jan. 31, "You bet I'm ... d against those in high office ... sed so wrong before Pearl ... they're still guessing wrong. ... in the least comforted by ... sion of ignorance. What ... e most are all those damned ... relected them." ... in the last sentence was, ac ... Hoffman, "scandalous con ... at the entire passage indicated ... nbecoming an officer and a ... xcerpts from the questions

TRADE BIRTHRIGHT MESS OF POTTAGE

includes a keen sense of what ... d advertising, and ability as ... nd administrator, backed by 12 ... erience. Pottage must include ... ulary of \$5,200 plus opportunity. ... mployed, but stifled by low ... ssified 3A (2 children). Inter ... gited. Box 110, Radio Daily, ... way, New York City.

PROMOTION

WLW's 1943 "Keynote"

"To inform, to inspire... in 1943" is the keynote of the promotional folder sent out by WLW, Cincinnati. According to the promotion it is the desire on the part of the station's officers to acquaint the radio listener with the station's plans for 1943.

Contained in the promotion are seven key features which are separated from each other by a block arrangement of paragraphs dealing with the features the station intends highlighting during the year.

Those features which come in for special attention are: World Background, with an explanation of what the station has done and what it intends doing; World Events, its coverage and presentation; War Activities, and its place in the public picture; Special Events, and what the station will continue to do after a fine start last year; Entertainment, the expense the station goes to in maintaining a talented staff and bringing to listeners the best that is offered; and not the least important is the farm, this year, it is "Everybody's Farm" since so much depends on what the farmer produces for the armed forces and the civilian population. And finally WLW's new home.

A serious note permeates the promotion as it deals with a changed world during war years. But the station pledges itself to the sacrifices that must be made for victory.

propounded by Hoffman for Knox's answer follows:

6. (A)—On the same occasion, to wit, on January 31, 1943, the same Lieutenant-Commander Walter Winchell of the Navy, among other things made the following statements:

"Congressman Hoffman, it appears, had again stated that the 33 persons indicted on sedition charges were innocent victims of persecutors, to which Congressman McGranery of Pennsylvania pointed out that Congressman Hoffman of Michigan was trying to delay the sedition trials, that Hoffman's speeches since Pearl Harbor were still being franked by Nazi agents and propagandists—then, get this—that it is a matter of sworn record that Congressman Hoffman's franking privilege was used by Charles V. Hudson of Omaha, one of the 33 indicted for sedition. A couple of cute kids."

Statements Called False

(B)—The statement that Congressman Hoffman of Michigan was trying to delay the sedition trials was false; the statement that "it is a matter of sworn record that Congressman Hoffman's franking privilege was used by Charles V. Hudson of Omaha, one of the 33 indicted for sedition" is false.

(A)—On July 12, 1942, Lieutenant-Commander Walter Winchell of the United States Navy, asked a radio audience, "how about the voters going after those other saboteurs who landed in Congress?"

(B)—A few days later, he inserted

WKBN's "Results" Folder

"There's No Mystery" is the title of another of WKBN, Youngstown, promotion series dealing with the results of a client who has directly benefited through the use of the station for advertising, publicity or promotional purposes.

In presenting a picture of a sinister man on the front cover of the promotion the caption belies the figure by telling the reader that, "There's No Mystery."

The tie-up is simple but sound. "There's No Mystery" in explaining why a Youngstown bakery firm was able to increase its sales 51 per cent and thereby lies the tale.

Maintaining its air of factual simplicity the sales promotion force presents in the middle section of the folder an offset letter from the Schwebel Baking Company which states, briefly, that they would try the station for a three-months trial period. During the three-months period the sales increased so greatly the firm is continuing the use of the station indefinitely.

The first half of the middle section of the folder explains more fully the ramifications behind the letter sent to the station. The explanation showing a percentage increase along an important Youngstown bakery route and in the greater Youngstown area dissipates any air of mystery which might previously have been engendered in the mind of the reader.

in his column published in the press the following statement: "Another reason some Congressmen are demanding the eight saboteurs be shot is that they might talk too much."

(C)—On July 26, 1942, Lieutenant-Commander Walter Winchell of the Navy, over the radio, made the statement that: "Nearly everyone who printed seditious articles has been indicted, except those who put the same things in the Congressional Record but, honey chile—all of them will be confronted by the same charges after November 5."

(D)—Was not the making of the statements above referred to scandalous conduct? And conduct unbecoming an officer and a gentleman?

Calls for Action

(E)—What, if any, action has the Navy taken to end the making of such statements by Lieutenant-Commander Walter Winchell?

(G)—If the making of such statements was conduct unbecoming an officer and a gentleman, what, if any, action has been taken by the Navy Department to punish the said Lieutenant-Commander Walter Winchell?

14. Is there not some rule or regulation which requires officers in the Navy before making broadcasts or statements to the public, to submit their proposed utterances to some department of the government?

15. If there is such a rule or regulation, to what department of the government should proposed broadcasts or statements be submitted for approval.

AGENCIES

FRED BARRETT, formerly with Compton Advertising, Inc., has been named associate manager of the media department at Batten, Barton, Durstine & Osborn, Inc. He has been in the agency-media field for 22 years.

ED M. HUNTER, vice-president of Wooley & Hunter, Denver advertising agency, has resigned to open an office of his own in the First National Bank Bldg., Denver. Hunter also was outdoors editor of KOA, Denver.

J. KINGSLEY GOULD, formerly associated with National Distillers Corp., has joined the staff of Brisacher, Davis & Van Norden.

SCHLITZ BREWING COMPANY will use radio, newspapers and magazines in its coming export advertising campaign which will cover Latin-America, the West Indies and Hawaii.

NATIONAL UNION RADIO CORP., has appointed Sayre M. Ramsdell Associates, Inc., of Philadelphia, to direct its advertising.

McKESSON & ROBBINS has set an appropriation of \$1,500,000 for the coming year's campaign to promote its various products. Radio announcements in 56 cities will be included.

GEORGE MCKITTRICK & CO., New York, this week will issue its 44th annual edition of McKittrick Directory of Advertisers.

CBC Educational Advisor Confers On "Free" Series

R. S. Lambert, educational advisor to CBC, is in New York to plan the five programs of "Lands of the Free" which will be produced in Canada for broadcast to this country by NBC.

These five programs, which will deal with the discovery and growth of Canada, will be produced in their entirety by CBC at the Toronto studios of CBY, beginning in April.

"Lands of the Free," the series dealing with the history of all the American nations, will be heard at a new time, Sundays, 4:30 p.m. (EWT), beginning Feb. 21.

Advertisement for THE Philadelphia Story IN RADIO 5000 WATTS 950 on the Dial. Affiliated Station of the Atlantic Coast Network. Includes a logo for WPEN.

McClintock's 6 Points For Mutual Expansion

(Continued from Page 1)
was a six-point network program which he described as follows:

1. The largest budget in the network's eight year history.
2. Regular program clinics attended by key originating stations.
3. Increased network service to member and affiliated stations in programming and promotion.
4. An enlarged research department.
5. New policies to make Mutual more than ever "the friendly network."
6. Equal sales emphasis on the major markets and the "small towns of America."

Emphasizes Friendliness

"It is going to be our policy to make Mutual a friendly network, easy to do business with," said McClintock. "We will see to it that our organization follows this principle harmoniously and progressively."

The largest budget in the network's eight year history has gone into effect, McClintock stated, which emphasizes that the network stockholders are 100 per cent behind these policies.

"The network expansion will touch all departments of the organization," he continued, "but will come in an evolutionary rather than a revolutionary way."

Heading the list will be notable and important improvements in network program structure, with the network more actively assisting its stations in preparing programs of the highest calibre, he said.

Program Directors Meet soon

"The basic idea of station originations will continue," McClintock said, "but with more help in ideas and participation from network program officials."

McClintock announced that a meeting of key station program directors will be held sometime this month in New York to further examine network programming and set up new program ideas. The network president stated that he hoped these program clinics could be held on a monthly basis with the site of each meeting changed to principal cities so that the "native quality of various parts of the country where Mutual has stations can be constantly absorbed into program methods and ideas."

The cooperative structure of Mutual—that of a station-operated network will continue permanently—but with a tightening up of coordination from top to bottom.

Cites Merchandising Advantage

"All democratic, cooperative forms of organizations have certain handicaps," McClintock pointed out, "but we will lessen the mechanical disadvantages so that we can stress the advantages that come to advertisers and listeners through this type of operation."

McClintock stated that one of the advantages of this set-up makes it possible for stations to feature aggressive merchandising and sales promotion efforts for sponsors. This service has always been a strong point in Mutual and in 1943 this effort will

NEW BUSINESS

WFIL, Phila.: Wm. H. Wise & Co., N.Y.C. (Knitting Guide), one participation on Women's program weekly for 4 weeks, thru Huber, Hoge & Sons, N.Y.C.; Nevins Drug Co., Philadelphia (Drug Stores) 18 spot anns. weekly for 26 weeks, thru Philip Klein Advertising Agency, Philadelphia; Yager Liniment Co., Baltimore, Md. (Yager's Liniment), six spot anns. weekly for 11 weeks, thru Harvey-Massengale Co., Inc., Durham, N. C.; Land Title Bank & Trust Co., Philadelphia (Banking Service), one 30-minute studio program weekly for 13 weeks, thru Stewart-Jordan Co., Philadelphia; Beecham's Pills, Bloomfield, N. J. (Beecham's Pills), five chain breaks weekly for 13 weeks, thru Atherton & Currier, Inc., N.Y.C.; Block Drug Co., Jersey City, N. J. (Gold Medal Capsules), five spot anns. weekly for 52 weeks, thru J. Walter Thompson Co., N.Y.C.; Wilkie Buick, Inc., Philadelphia (Automobiles), five spot anns. weekly for 13 weeks, direct; Lincoln Preparatory School, Philadelphia (Educational Courses), five participations weekly for 13 weeks, thru Vernik Advertising Agency, Philadelphia; Sam Gerson, Philadelphia (Men's Clothing), one 15-minute studio program weekly for 26 weeks, thru Harry Feigenbaum Co., Philadelphia; Lichtey's Jewelry Co., Philadelphia (Jewelry), six spot anns. weekly for 52 weeks, thru Stewart-Jordan Co., Philadelphia; Doubleday Doran, N.Y.C. (Book League of America), 16 spot anns. weekly for indefinite period, thru Huber, Hoge & Sons, N.Y.C.; Philadelphia Inquirer, Philadelphia (Newspaper), five spot anns. weekly, direct; Philadelphia Transportation Co., Philadelphia, 18 spot anns. weekly for 52 weeks, direct; Philadelphia & Western, Philadelphia (Transportation), one 15-minute studio program weekly for 52 weeks, direct; Freihofer Baking Co., Philadelphia (Perfect Bread), 15 spot

WOWO-WGL, Fort Wayne, Ind.: Levy Bros. (Men's Clothing) 26 15-min. news pgms., direct; Carter Prods., Inc. (Carter's Little Liver Pills) 208 one-min. ET's, thru Ted Bates, Inc., N. Y.; Marlin Firearms (Razor Blades) 39 one-min. ET's, thru Craven & Hedrick, N. Y.; Centlivre Brewing Corp. (Old Crown Beer Ale) 312 10-min. newscasts, thru Westheimer & Co., St. Louis; Nehi Corp. (Royal Crown Cola) 234 one-min. ET's, thru Batten, Barton, Durstine & Osborn, N. Y.; Rit Products Corp. (Rit Dyes) 322 one-min. ET's, thru Earle Ludgin & Co., Chicago; Allen County Lumber Co. (Lumber) 300 100-wd. anns., direct; Omar Mills (Ranch House Pancake Flour) 45 15-min. ET's, thru MacFarland Aveyard & Co., Chicago; The Howard Co. (Cameras & Gifts) 13 15-min. ET's, and 39 one-min. anns., direct; Lyons & Lyons, Inc. (Furs) 26 five-min. ET's, direct; Schlatter Hardware Co., Inc. (Paint) 65 one-min. partic., direct; Wm. Scheele & Sons Bottling Co. (Pepsi Cola) three Golden Gloves tournament bouts, direct; Ft. Wayne Nat'l Bank (Banking Dept.) seven 50-wd. anns., direct; City Light & Power Co. (Utilities) 104 30-min. ET's, thru Carl Suedhoff Adv. Agcy., Ft. Wayne; Wayne Pump Co. (Institutional Adv.) 13 15-min. ET's, "Uncle Sam," direct; The Paris (Women's Wear) 312 Musical Clock periods, direct; Wm. H. Wise & Co. (Publishers) two "Modern Home Forum" partic., thru Walter E. Thwing, Inc., N. Y.

anns. weekly for 13 weeks, thru Richard A. Foley Adv. Agency, Philadelphia; General Baking Company, Philadelphia (Bond Bread), eight spot anns. weekly for two weeks, thru Ivey & Ellington, Inc., Philadelphia; Consumers Cooperative League of U.S.A., one 15-minute transcribed program weekly for 13 weeks, thru Atherton & Currier, Inc., N.Y.C.

P-T Congress On CBS

The National Congress of Parents and Teachers, meeting in Washington for its Founder's Day celebration on Wednesday, Feb. 17, will be on the air over CBS from 3:15-3:30 p.m., EWT. The program will originate in the studios of WJSV, Columbia's affiliate in the Capital.

be expanded by greater aid from the home office.

McClintock announced that Mutual's research department has been enlarged. He also stated that the sales department, under sales manager Edward Wood, Jr., will add additional personnel. Latest member is Jess Barnes, formerly with Outdoor Advertising Corporation. Barnes will join Mutual February 15.

An Advertising Man

Mutual's sales plan, he said, will stress the major market coverage and the great "home town" areas serviced by Mutual's 211 stations.

McClintock, one of the nation's leading advertising consultants, and

Lincoln Show On WINS

In honor of Lincoln's Birthday, WINS will air a full hour of live, name talent entertainment as a special bond show. Production, which will run from 8-9 p.m. tomorrow evening, will include Paul Lucas, Conrad Thibault, Wini Shaw, Ray Lev, Edward Jerome, the Southernaires and Jack Richmond.

Pass Wire Merger Bill

Washington—The Domestic Telegraph Merger Bill was passed by the House today, by nearly a three-to-one majority. Labor protection clauses included the Senate version were omitted by the House, and the bill will now go to conference.

former head of The Advertising Council, told the press how the science of advertising must also be applied to network broadcasting.

The network president was introduced by Theodore C. Streibert, vice-president of Mutual and WOR.

Amendment Asks Of Pre-War Salary

(Continued from Page 1)

not exceed the compensation paid by these same individuals prior to Pearl Harbor. Increases to any amount in excess of the \$67,200 gross will not be allowed under the Disney promise.

The Gearhart proposal, sponsored by Rep. Bertrand W. Gearhart, a Republican, called in basic simple terms for the killing of salary ceiling regulations. It has strong committee support, and toss-up whether or not it will be passed when the committee meets.

Disney's compromise, as he explained, provides that on or after October 1, 1942, no one may be paid an amount exceeding the greater of his compensation on Dec. 7, 1941, or an amount that will equal \$25,000 Federal income taxes have been deducted.

Calls Outright Repeal Objectionable
"This amendment," according to Disney, "instead of confiscating salaries as the President ordered on Dec. 7, 1941, as the ceiling does, disturbs no salaries as of that date just as no wages of that date have been reduced. But it does not allow salary hikes, say for example, for contractors, after that date, \$67,200, or \$25,000 net after taxes."

"I believe," he continued, "that the outright repeal of the \$25,000 limit is objectionable because companies whose sales are mainly to the United States have in the compensation of executives were already receiving large amounts and such increases have been entirely out of revenue received by the U. S. Government. This should not be permitted during the war."

Rep. Disney stated that he is in favor of complete abrogation of salary ceiling. He predicted the amendment would be acted favorably by the Ways and Means Committee on Saturday.

Asked about actors and other whose ability to command salaries has been established since Pearl Harbor, Disney said, "They go over the \$67,200 gross; they are of luck; we must have a ceiling."

Disney also stated that he does not think long-term contracts for increases above \$67,200 compensation under the terms of the amendment.

West's Suit Dismissed

Judge John C. Knox Tuesday dismissed the plagiarism suit filed by Dorothy West, author and actress, and Madge Christie of Universal Pictures Company, producers of "My Man Godfrey," Hatch, author, and Grosset & Dunlap publishers who issued a version of the film in book form. The plaintiffs alleged that the plot of the film was copied from their story, "This Instance."

Judge Knox, in dismissing the suit, stated that having read the book which witnessed the film, he could find no justification for the charge of plagiarism.

Political Groups Get Free CBC Time

(Continued from Page 1)
 of the White Paper deal-
 the statement of policy in
 political broadcasting so
 ould in future apply to the
 of time on CBC network
 for political broadcasting
 provincial election campaigns."
 present White Paper was issued
 1939, as an agreed policy
 the various political parties.
 arrangements for broadcast-
 ing elections have been con-
 sidered in the field of federal politics.
 in B of the White Paper it
 ed that the application of
 multiple of granting free net-
 to political parties in re-
 Provincial elections should
 ed until after it had been
 in connection with Dominion
 elections.
 policy has hitherto proved
 satisfactory during Dominion
 elections and the political
 ive worked on a basis mu-
 ceivable, it has been thought
 tend the policy still further
 aring time on CBC network
 during Provincial elections
 various parties to present
 s to the electors."
 ected that the same method
 obtained in Dominion elec-
 apply here also if the
 parties have themselves
 a basis of mutual agree-
 he allocation of broadcast-

Jersey Outlets Meet Formation Of Council

ary measures toward the
 of a New Jersey Radio
 ere set forth, earlier this
 a meeting between station
 representatives of the
 ic and educational organi-
 ld in L. Bamberger's audi-
 ark, N. J. Stations offer-
 fullest cooperation in the
 consisted of WOR, WPAT,
 and WAAT. Temporary com-
 appointed to set up com-
 evaluation of radio for
 children's programs, and
 p, and will meet here in
 d, Friday, February 19, to
 organization rolling.
 tion which sent represen-
 onfer with the station reps
 he N. J. Federation of
 's Clubs; State Board of
 ate Committee of Educa-
 Jersey State Library Asso-
 ew Jersey College for
 Rutgers University; State
 Jewish Women; National
 urman of the DAR; Amer-
 n Auxiliary; New Jersey
 ssociation; Newark Junior
 usiness and Professional
 ubs of New Jersey; New
 AR; Junior Programs;
 Women's Clubs; New Jer-
 ation of Music Clubs;
 niversity; Trenton State
 hool; Council of Catholic

NBC's Supreme Court Appeal Hits Chain Broadcasting Rules

(Continued from Page 1)
 formation Please," a third for Charlie
 McCarthy, etc., while actually, with-
 out present contractual and option
 arrangements, there would be no
 supply, "because no network would
 attract the economic support to justify
 it," he continued.

Calls Affiliation Pacts Essential
 Networks today can function only
 through their affiliation contracts,
 Cahill said, and the result of those
 contracts is that every citizen has
 at his command the best programs
 available. They cannot function with-
 out option rights—the guarantee of
 simultaneous circulation. Abrogation
 of these contracts means a serious
 threat to the free and efficient func-
 tioning of our communications facili-
 ties as "an incalculable asset in time
 of peace, an invaluable necessity in
 time of war."

The disputed regulations, NBC
 claimed, would give the FCC life
 and death power over free speech,
 because it would have absolute power
 over the activities of every radio
 licensee. This would be in direct
 conflict with the spirit and intent of
 the Communications Act, which pro-
 vides that there shall be no inter-
 ference with the freedom of speech
 over the air. The Communications
 Act, Cahill continued, contains no
 provision delegating power to the
 FCC to assume authority in the matter
 of the business aspects of network
 broadcasting. Radio station rights
 are being denied, not regulated by
 the FCC, he continued.

Cites Newsprint Ruling
 The attempted regulation of the
 business operation and network
 broadcast contracts of a radio station
 were likened by Cahill to the situa-
 tion facing newspapers. Due to short-
 age of newsprint. He pointed out
 that Congress has enacted a law
 setting up a newsprint allocation
 board authorized to license the use
 of newsprint to newspapers accord-
 ing to "the public interest, conve-
 nience, or necessity." If this news-
 print board should promulgate an
 order that no newspaper shall get
 newsprint if it continues to have a
 contract with the United Press or
 with Syndicated Features, Inc., it
 would be paralleling the proposed
 orders of the FCC with regard to
 radio stations, he declared.

"Congress has stated that the tradi-
 tional freedom of the press is fully
 applicable to radio," said Cahill, and
 added, "Ours is the first generation
 to fight the perennial battle of free-
 dom on this new front. Unless the
 same vigilance is applied to freedom
 of radio as former generations applied
 to freedom of press, one of our most
 sacred rights will be lost."

Quotes N. Y. Court Opinion
 Cahill also pointed out that the
 District Court in New York, which
 ruled in favor of the FCC, admitted
 in its opinion that proposed regula-
 tions "do fetter the choice of the
 stations (with regard to network

contracts): do therefore coerce their
 choice and their freedom," but still
 held that this created a problem that
 does not come under the free press
 and freedom of speech provision of
 the constitution.

"The District Court thus not only
 accepted the vague and undefined
 nature of the power asserted by the
 Commission, but went on to admit
 that the Commission directly coerced
 freedom of speech over the radio,"
 said Cahill. "Instead of drawing the
 only conclusion compatible with the
 command of the first amendment—
 that such a power does not exist—the
 District Court upheld the power
 because the Commission proclaimed
 that it acted in the name of free
 speech."

Claims Sec. 303 Does Not Apply
 Another point raised against the
 Commission order by Cahill was that
 the FCC claimed authority for its
 orders in the wording of Paragraph 1
 of Section 303, which has to do en-
 tirely with technical matters con-
 cerning radio stations, their power
 and wave-lengths, and makes no re-
 ference to licensees who are directly
 affected by the orders. "Although
 Section 303 (1) has been a part of
 the law governing radio broadcasting
 since 1927, there has been no pre-
 vious attempt to construe it as other
 than technical," Cahill asserted.

The attorney for NBC, both in a
 98-page brief he submitted and in his
 oral presentation, appealed particu-
 larly against the order which prevents
 a station from definitely optioning
 part of its broadcast time to a net-
 work. "Without option time there
 could be no competitive nation wide
 network broadcasting," said Cahill,
 and added "Cohesive network organi-
 zations to compete with other adver-
 tising media or with one another,
 could not exist."

Explains Contracts
 Contracts for affiliation of radio
 stations with NBC allow the network
 to sell only part of the station's time
 in the morning, afternoon and even-
 ing, he pointed out. These contracts
 give the stations plenty of time to
 handle whatever local programs they
 feel are necessary in the public inter-
 est. At the same time, a network
 must have an option on certain
 periods of time in order to sell the
 stations' facilities to an advertiser, or
 there would be none of the fine, ex-
 pensive network programs, Cahill in-
 sisted.

"Unless the requisite national cir-
 culation can be guaranteed to the na-
 tional advertiser, he will not use net-
 work broadcasting," added Cahill,
 pointing out that while about one-
 third of the total radio time is paid for
 directly by advertisers, this one-third
 supports the wide variety of public
 service and sustaining programs cov-
 ering the remaining two-thirds of the
 broadcast day.

"Frolic and Detour"
 "The FCC order represents a frolic
 and a detour, as it were, into the field

Longer Work Week May Bring Dismissals

(Continued from Page 1)
 necessary discharges will not take
 place before the end of March. Gov-
 ernment protection, in the event that
 the release of some workers is dis-
 puted by unions as a violation of
 union contract, is implied.

Paul V. McNutt, head of the WMC,
 declared that essential civilian activi-
 ties are on the same plane with the
 basic war industries. Workers en-
 gaged in communications and educa-
 tional activities, along with others,
 are protected to the same degree as
 basic war industries, with respect to
 occupational classification and de-
 pendency status, he said.

"Victory" Program On KVOO

Tulsa—"Victory Through Educa-
 tion" is a new series of programs aired
 Saturdays, 4:45-5 p.m., on KVOO in
 co-operation with Tulsa Public
 Schools. Series concerns war effort
 in the schools and features discus-
 sion among teachers and students.

of business practices, competition, and
 the meaning of the anti-trust laws,"
 said Cahill. He argued that if option
 time is lost for network operation,
 only the best stations in each area
 will carry national advertising; ex-
 isting networks will no longer have
 either the incentive or the funds to
 produce the existing schedule of sus-
 taining programs; the revenues of
 smaller stations will be so reduced
 that they will be unable to afford
 even the cost of wire lines to get out-
 side programs, let alone the produc-
 tion of sustaining programs.

Sees "Irreparable Injury"

"Irreparable injury to the present
 radio service would result if the FCC
 order becomes effective," Cahill said,
 pointing out that in its hearings be-
 fore issuance of the orders, only a
 small part of the testimony had to do
 with affiliation contracts of stations
 or option time, and even that was ad-
 dressed to explanation rather than to
 defense. Cahill also remarked that
 the Commission in its investigation
 did not even request the presence of
 national advertisers who alone sup-
 port network broadcasting.

Stromberg-Carlson Heard

E. Willoughby Middleton, represen-
 ting Stromberg-Carlson, licensee
 of WHAM, Rochester, NBC affiliate,
 spoke briefly. He pointed out that
 Stromberg-Carlson is entirely satis-
 fied with its network relationship. It
 is in fact "one of our most valuable
 assets," he said.

Solicitor General Charles Fahy is
 expected to present the FCC case this
 afternoon, with Louis G. Caldwell
 speaking briefly in behalf of Mutual
 Broadcasting System. Upon the
 termination of these arguments, the
 court will then hear Charles Evans
 Hughes, Jr., on behalf of CBS, and
 again Fahy and Caldwell. Some time
 may be yielded by Hughes to the
 ANA and AAAA, while the govern-
 ment may yield a few minutes for the
 presentation by the American Civil
 Liberties Union.



Coast-to-Coast



MUSIC FROM MONMOUTH the weekly soldier show aired over WAAT, Jersey City, and WCAP, Asbury Park, every Sunday from 1:00 to 2:00 p.m. will feature "Tropical" Morton Gould's composition on this Sabbath's broadcast. Warrant Officer Roy Darnall directs the Replacement Center 35 piece band.

KOA, Denver, reports that The Denver Dry Goods Company has bought a half-hour program that will be heard Saturday mornings from 10:00 to 10:30. It will feature sewing lessons. John Hendrickson was responsible for selling the show.

"Treasury Song Parade," the five-minute transcription series offering songs by Lanny Ross, Frank Sinatra, Georgia Gibbs, and Barry Wood has been contracted for on WTAG, Worcester, by the Bieber Polar Beverage Company. Program is heard five days weekly at 12:55 p.m. In behalf of the "Uncle Sam" OWI transcribed series, daily ads are being run in Worcester "Telegram and Gazette."

With the home front scene doing nips almost daily what with this and that change WTBO, Cumberland, Md., is offering "Home Front News" which is being sponsored by Rosenbaum's Department store. The news program is presented in several parts. Dick Richards and Ruth Browne, store's publicity director, hold informal discussions about rationing, conservation of food, clothing, and in general how to make the most of what the people have. The program culminates in a weekly "Consumer's Quiz" that is aired directly from the store. The show is heard Monday through Friday from the station at 10:00.

1943 BIRTHDAYS

February 11

Ben Alley Barry Drew
Billy Hallop Ben Hirsch
George Ker Martin Oebbecke
Sam Rothstein Harry Swan

Leo Steinbach

February 12

Bob Cotton Lee Grant
George Griffin Pat Hurley
Raymond Knight Philip G. Lasky
Kathryn Royle Leeds W. A. Myers
Curt Peterson Tom Waring
Barry Wood Murry Zuckor

February 13

Joan Edwards Jay Fallon
Lennie Hayton Russ Morgan
George A. Hazlewood
Thomas Dunning Richworth

February 14

Peggy Allenby Jack Benny
Jessica Dragonette Art Hernes
Talbot Johns Carlton Moss
Bill Pearson

WFIL, Philadelphia, will feed Eddie Rickenbacker's special Valentine's Day address to the American Youth of the High School, Victory Corps to the coast to coast Blue Network from Independence Hall Sunday, Feb. 14, from 4:30 to 5:00. Starting Monday, Feb. 15, Mike Hunnicut, guardian of the station's early morning minutes, will conduct a "cereal" melodrama entitled "Who Broke the Lock on the Henhouse Door?"

The trend at WDRC, Hartford, is towards unannounced recorded and transcribed shows. Three new shows of this type recently have been added to the schedule—"Dance-Time," "Tune Time," and "Dinner Time." The announcer merely says, "It's Dinner Time" and lets them roll for the period.

Two new continuity writers, Irving Ravetch and John Groller, have joined the CBS-KNX staff in Hollywood. Groller comes to the station from WGBI, Scranton, where for the past six years he served as production manager.

Upton Close, has been renewed for an additional 13-weeks over WIP, Philadelphia, starting Feb. 21. At that time he will be heard from 6:30 to 6:45 instead of his former time. On Feb. 15, "Dialing for Dollars" the Food Fair show that specializes in giving away money will celebrate its 4th year on the air with a special half-hour tribute show. During the past three years the program has given away more than \$16,000 in prizes.

"The Sultan of Swat," Babe Ruth, will be interviewed by Arthur Boran over the WINS, N. Y. mike, Sunday, Feb. 14 at 4:30 p.m. on the Skouras Theaters program.

"Hostess House" New Hampshire's first, and built by the U. S. Army for visiting mothers, wives and sweethearts at Grenier Field had its kitchen completely furnished by listeners of the WKNE, Keene, "Here's How" women's matinee. Taking a cue from an interview from the program's Evelyn Howe with several of the city's leading lights it was proposed that listeners telephone possible kitchen contributions. What could be used was to be picked up later. The response completely furnished the kitchen.

So that the Red Cross' current 13-week drive for recruits be successful KPO, San Francisco is redoubling its efforts. Red Cross authorities have declared that the greater portion of the recruits will have to come from the Northern part of California, since that area lies in the center of the station's primary area. All station facilities have been thrown open to the Red Cross to ensure a successful campaign.

Virginia Bruer is now continuity editor of KMYR, Denver. Steve Sallak is the latest addition to the account department. Vickie Ruslevdt, radio neophyte,

is now the station's chief receptionist. In the business line KMYR has all of its 18 daily newscasts sold. And Ben Bezoff is the boss man in the station's newsroom.

Dr. John R. Steelman, director of the Conciliation Service, will be guest speaker on the Labor News Review with Albert N. Dennis over WJSV, Washington, Saturday at 6:30 p.m. Dr. Steelman's appearance is third in a series of special speakers being presented on Labor News Review. Secretary of Labor Frances Perkins opened the series.

Dan Bowers, is the new director of news and special events at KOMA, Oklahoma City. Bowers was formerly with KGB and KFSD both of San Diego, California. In Chicago he was heard in the shows "Helen Trent," "Road of Life," "Right to Happiness," "First Line" and others.

John Stanley, Yankee Network news commentator will begin a coast to coast Sunday series over the Yankee Network and the Mutual System starting March 7. He will be heard Sundays 10:30 to 10:45 p.m. and will be sponsored by the Douglas Shoe Company.

WTOL, Toledo, honored Warrant Officer Reuben Seeberg, in charge of the Toledo Navy Recruiting Bureau for many months, with a "Navy Send-Off Breakfast" program. Seeberg was interviewed by Charles Baxter and congratulated for his work that led to a high recruiting record. Seeberg leaves for sea duty.

The WEVD, N. Y., ad-lib quiz "Record Makers," conducted by David Niles and Carl Post, which interrogates name band leaders, is flirting through the audition routine for two potential sponsors. The McFarlane Twins were recently interviewed by the Niles-Post combo.

WBT, Charlotte, extended a double barreled good will hand to WAYS, the Charlotte sister station in celebrating its first anniversary, Feb. 2. The gesture turned out to be more than purely congratulatory as WBT men made it possible for all WAYS employees to attend their own birthday party. George Heffernan, staff musician and emcee, held down the WAYS' studio assignments, and Ed Stone, engineer operated the transmitter.

WEIM, Fitchburg, recently keyed the weekly coast-to-coast Mutual show, "Pass In Review" from Fort Devens in Ayer, Massachusetts. Joan Shirlee, station's air hostess on the daily all-request program, "Calling Fort Devens," and Bob Reynolds, special events director, made appearances on the program.

Howard L. Chernoff managing director of WCHS, Charleston, and the West Virginia Network is back in studio harness again after a business trip to Pittsburgh.

On Feb. 13, WHIO, Dayton, have the Boy Scouts of Dayton over the Victory Bond Wagon. boys will have complete charge bond sales on that day.

WBIG, Philadelphia, will air At General Francis Biddle's Lincoln's talk that will be given at the new Philadelphia headquarters of the USO.

Grace Wilcox, former editor feature writer for Screen and Radio Weekly, is now broadcasting and doing a "Home-makers" program over KPRO, Riverside, Cal. Hardy has joined the station's engineering staff and Allen Hamilton now affiliated with the station, serving KTSM, El Paso, as announcer and commercial representative.

Claire and Merna Barry the N. Y. singing duo have sung "B" five times in four weeks. The repeated singing of the number by the team an all-time high for them and the Not in seven years have they repeated a tune so often and in so short a time. Requests for Brazil from listeners outnumber others by a 6-1 margin.

WJHP, WCAO Renewed Other Activity By FCC

Washington Bureau, RADIO DAILY
Washington—With Commissioner Fly and Durr both voting "no," FCC yesterday announced that it granted license renewal to WJHP, Jacksonville, and WCAO, Pensacola, Fla. No explanation for the decision was offered.

WINX, Washington, D. C., allowed to waive Sec. 2.53 of FCC Rules so as to operate its chronon amplifier by remote control. The waiver is allowed provided all meters be read and tested daily, remote control operation the synchronous amplifier be controlled by at least one licensed operator at the main transmitter and that soon as possible a licensed operator be assigned to operate the synchronous transmitter. In no event the waiver extend beyond June 30.

A power of attorney to handle affairs of WSYB, Rutland, Vt., granted Jack Weiss, whose brother Philip, the station licensee, is in the armed forces.

The license for KSRO, Santa Ana, Calif., was assigned to Ruth W. Finley, widow of Ernest L. Finley, who the licensee.

The Pontiac Broadcasting Company, Pontiac, Mich., was granted special service authorization to operate WCAR from 7 a.m. to local sunrise during December, January, February and March, with a power of 100 watts, provided no interference shown.

The temporary authorization WRUS, international station operated by World-Wide Broadcasting Boston, was cancelled.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

22, NO. 30

NEW YORK, N. Y., MONDAY, FEBRUARY 15, 1943

TEN CENTS

Chain Rule Hearing Ends

Tells Engineers Repairs 87% OK.

communication to chief engineer of all CBS affiliated stations, Cohan, network director of engineering revealed that 87 per cent transmitter vacuum tubes sent for repairs were found highly satisfactory; the remaining 13 per cent damaged tubes too badly damaged for repair, or requiring materials or methods which have not been obtained needed fabrication that could not be accomplished.

In his letter, Cohan informed the engineers that late last summer the work "discovered" a small tube

(Continued on Page 6)

George Hayes Appointed Night Manager Of WJZ

George Hayes, announcer and master on WJZ's all-night program "Say It With Music," has been appointed night manager of WJZ in addition to his other duties. He will be responsible for the operation of the station between 1 and 7 a.m., EWT. The appointment was made by John McNamara, manager of WJZ, to whom he will report.

Service Centers Shows Costly To Smith-Collins

Smith's recent broadcasts from service centers—Chapel Hill, N. C.; Great Lakes Naval Training Station, Brooklyn, N. Y.; Atlantic City, N. J.—cost her and Ted Collins an estimated \$23,000 by way of line charges for the show, its rebroadcast and the cost of her noon broadcast; trans-

(Continued on Page 2)

Some Valentine!

—The collective maidenly love of WEEI beat a bit faster when a valentine addressed to the station arrived there without a return as a "how-do-you-do" from the valentine, bearing the loving salutation, "To You, Darling Valentine's Day," was sent to the smitten radio fan who wanted to show his affection for the Columbia show broadcast by WEEI.

Reunion

Oscar Levant's recent guest appearance with Fred Allen revealed that Charlie Cantor, who plays "Socrates Mulligan," used to sing at the Rivoli in New York while Oscar played piano in the orchestra. During rehearsal, Cantor sat down and played some boogie-woogie. Levant said: "I wish I could play like that!"

AFM Disk Proposals; Would Add Extra Fee

Proposals whereby the recording ban would be lifted were forwarded Friday morning to all recording and transcription companies by the AFM Executive Board, with a letter of transmission inviting the recipients to attend a meeting with the Board and James C. Petrillo, president, at 2 p.m. today at the AFM headquarters here. Systems of fees in addition to the usual scale for recording musicians are proposed and the meeting this afternoon is for the purpose of

(Continued on Page 2)

Buy More War Bonds and Stamps

Personnel Realignment In NBC Spot Sales Dept.

Personnel changes in NBC's National Spot Sales department, which realign the duties of three department members were announced by James V. McConnell, national manager, NBC Spot Sales.

William O. Tilenius, assistant manager

(Continued on Page 3)

U. S. Solicitor General In High Court Opposes Plea To Stay Enforcement Of FCC's New Regulations

Atlantic Eyes Games; Individual Deals Only

Atlantic Refining, through N. W. Ayer agency, definitely will continue baseball sponsorship in minor leagues operating during 1943 but will deal with the individual clubs rather than accept blanket league contracts.

This became known after the Eastern League, whose three years contract expired with Atlantic Dec. 31 but on which Atlantic has an option

(Continued on Page 3)

Buy More War Bonds and Stamps

Eastern Regional Net To Pick Up WMCA Newsmen

Two WMCA commentator programs have been made available to most of the Atlantic Coast Network affiliates, and in a third deal between the independent station and the network, WMCA will get the New York quota

(Continued on Page 3)

Buy More War Bonds and Stamps

Another Child Actor Law Readied For N. Y. State

Albany—Another bill to repeal present restrictive laws which at this time make any appearance of a child less than 16 on any radio station program against New York state's penal

(Continued on Page 3)

Washington Bureau, RADIO DAILY
Washington—Holding that the request should properly be addressed to the FCC and not to the Supreme Court, Charles Fahy, U. S. Solicitor General, on Thursday opposed the request of NBC and CBS for a temporary restraining order to prevent imposition of the Commission's new chain broadcasting regulations for 10 days after disposition of the appeal against these rules which is now pending.

Bringing to a close the present

(Continued on Page 5)

Buy More War Bonds and Stamps

San Antonio Billings Reveal 25-60% Rise

San Antonio—War conditions have brought headaches to the industry in many parts of the country, but in this teeming defense center radio is "going to town." This was revealed recently in the wake of a city-wide survey by RADIO DAILY which revealed increases in billings ranging from 25 to 60 per cent over January of last year. A heavy military and

(Continued on Page 6)

Buy More War Bonds and Stamps

G. E. Renews CBS Series; Starts 2nd Year March 2

With the renewal of its thrice-weekly news show, General Electric Company begins its second season as a CBS advertiser, having made its debut over this network in March

(Continued on Page 3)

★ THE WEEK IN RADIO ★

... Revised Censorship Code

By BOB LITZBERG

BROADCASTERS are now operating under a newly-revised censorship code issued last week by the Office of Censorship. The new code is the second revision since the original was formulated at beginning of last year and incorporates changes in the broadcasting of foreign language programs as well as in the airing of newscasts. Broadcasting also was affected by an order issued by the Office of Price Administration

which brings shoes into the list of commodities to be rationed for the duration. The shoe ration order was looked upon by the trade as a hypo for shoe advertisers rather than a reason for retrenchment of broadcast budgets.

The FCC chain regulation suit in the United States Supreme Court approached one step nearer its climax with the filing of briefs by both the

(Continued on Page 6)

Invasion!

A group of 80 to 100 girls between 18 and 22, selected from RCA plants, colleges and universities will enter the first girl's training school to study electronics at Purdue University. The plan announced by F. H. Kirkpatrick, RCA executive, calls for the girls to earn as they learn. Requirements include two years of college, high marks, some math, and good health.



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M. H. SHAPIRO : : : : : Editor
MARVIN KIRSCH : : : Business Manager

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

Service Centers Shows Costly To Smith-Collins

(Continued from Page 1)

portation, hotel accommodations and miscellaneous items such as stand-by fees for musicians and fees because the musicians wear tuxedos.

Her trip to the Navy Pre-Flight School, North Carolina cost an extra \$10,000; to the Coast Guard Station, Brooklyn, N. Y., just 15 miles from her Manhattan studios, \$1,000; to Atlantic City, N. J., \$3,000 and to the Great Lakes Training Station, Illinois, \$9,000.

Show is an expensive production for travelling purposes, carrying 22 musicians, 20 choir singers, engineer, sound effects man, production man, and 12 other members of the personnel. Further breakdown on the cost analysis shows that the production paid \$150 for a sound effects man who served during Miss Smith's rendition of "Bombardier"; \$50 for a man to handle chairs and other accessories on the stage; \$100 handling charge for equipment; \$1.50 extra per musician when he wore tuxedo. During the show's performance at the Great Lakes Naval Training Station, unit had to pay two stand-by fees to the AFM, one to the Chicago local and one to the Waukegan local. Because the production operates with a studio band and not a travelling band, union scale adds travelling charges per 25 miles, in addition to fees for meals and hotels.

300,000 POLISH LISTENERS
in Buffalo and Western New York
can be reached through the
**POLISH VARIETIES
PROGRAMS**

over Station WHLD 1000 Watts
for further details write to:

POLISH BROADCASTING BUREAU
754 Fillmore Ave. Buffalo, N. Y.

AFM Offers Disk Proposals; Meets Recording Men Today

(Continued from Page 1)

opening negotiations should the recording concerns wish to do so.

Petrillo in answer to a question stated radio was not mentioned in his proposals or letter because "We have no quarrel with radio . . . despite the NAB attacking us . . ." All members of the Executive Board were present Friday afternoon at the AFM offices including Joseph N. Weber, retired president acting in advisory capacity. Petrillo said he expected that the recording companies would consult their attorneys and act accordingly.

Keeping His Word With Senate

However, he further stated he had promised the Senate Committee which probed the AFM recording ban that as soon after Feb. 1 when his Executive Board met he would proceed to offer the recording companies a proposal; that he himself still could not solve it alone and that he could not very well lift the ban before negotiations were started since he felt that they would then be delayed indefinitely.

This seemed to indicate that the AFM would lift the recording ban once certain fundamental agreements were in accord. Petrillo said he would announce the exact sum he expected as a result of the added fees sought via recordings and juke-box licenses right after his meeting with the recording company representatives.

Money in National Fund

AFM president further stated that the monies collected from extra recording and performance fees would be put in a new fund which would be administered by a special authority set up by the AFM to use as it saw fit. Should the AFM desire for instance to bring an out-of-town symphony to play a benefit performance, then these men would be paid regular union scale for the job, as well as other expenses out of this special fund.

In answer to a question Petrillo did not see how the added fees could be construed as an evasion of the Office of Economic Stabilization rules. It was not a salary raise for the musicians as far as he could determine.

Industry Appears Doubtful

Talks with disk officials indicated that while they were open minded to Petrillo's proposals until they hear exactly what the toll is to be, indicated various ideas on the subject. These included the possibility that the OES would not sanction it much less the WLB. Also opinions prevailed that the radio business was not being made to pay although it should be regarded as the consumer and the one who usually absorbs newly added costs.

AFM's Preamble

Foreword to the musician union's proposals follow:

"It is a matter of common knowledge based upon years of experience that the accomplished musician becomes such only after many years of study and training, which study and training he must continue uninterrupted thereafter in order to

maintain the technique necessary for the accomplished musician. He is therefore required for that purpose, to maintain his standard and technique, which of necessity are lost by suspending the period of study and training or by devoting any time to any other field or industry.

"It is also a matter of common knowledge that practically none of the symphony orchestras composed of accomplished musicians are self-sustaining and in the past have depended upon voluntary contributions and subsidies, which, because of other current conditions and obligations are continually becoming less and less, thus threatening even the continuance of symphonic and other recognized activities of orchestras necessary for the maintenance of musical culture.

"The problem of technological unemployment caused by 'canned' music has been with us for many years, resulting in recognized decrease in employment of musicians and their displacement by 'canned' music in such places as theatres, hotels, restaurants, dance halls, musical halls and many others of like nature.

Unemployment Inroads

"The inroads upon employment of musicians by such 'canned' music have been ever-increasing with no abatement at any time and no evidence of any abatement, but rather continual increase for the future. Experience has also shown that in the employment of members, preference is always given to the younger musicians, thus making the unemployment situation aggravated for those men who have devoted years in acquiring their talent and skill and who are no longer in a position if they were inclined, to become part of or train for any other field of endeavor. This has resulted in the employment exchanges of the different locals of the Federation being continually filled to overflowing by musicians looking for employment opportunities, many of which were taken away and displaced by 'canned' music.

"Continuance of this situation must of necessity destroy the incentive for the study of music and eventually would destroy the entire music industry and music culture. Therefore, it becomes necessary for the preservation and maintenance of music culture and to alleviate the unemployment situation that means be created for the continued dissemination of music and maintenance of musical culture by employing musicians and furnishing music gratis throughout the United States and Canada, including localities which have not the means financially to provide the advantages of current live music by the use of such fund created for that purpose. Symphony orchestras, bands and other instrumental combinations could be employed and used to furnish live music throughout the United States and Canada for all classes and all communities."

The Proposals

A fund shall be created by the payment of a fixed fee to be agreed upon,

COMING and GOING

PHILLIPS CARLIN, Blue Network vice-president in charge of programs, left late last night for the Pacific Coast where he will confer with program managers in San Francisco and Hollywood. A stopover en route is scheduled Chicago.

WILLIAM SCHUDDT, JR., eastern division manager of the CBS station relations department, left last night for Toronto, where he will attend the meeting of the CAB.

MAJ. EDWARD A. DAVIES, vice-president of WIP, has returned to Philadelphia after spending here late last week with the local representatives of the station.

HENRY SEAY, general manager of WOL, Washington, was in town from the Capital Thursday on station business.

PARKS JOHNSON and WARREN HULL, Gloucester, Mass., for the broadcasting of night's "Vox Pop" program from the fishing center.

for each reproduction of recordings, transcriptions, mechanical devices and library service, the master which was made by members of the American Federation of Musicians. This fund shall be used by the Federation for the purpose of reducing unemployment which has been created in the main by the use of the above mentioned mechanical devices and for fostering and maintaining musical talent and culture and its appreciation; and for furnishing live music to the public by means of symphony orchestras, bands and other instrumental musical combinations.

Canned music includes among other things the following branches of the music industry:

1. Records, 2. Transcriptions, 3. Library Service, 4. Wired Music, 5. Juke Boxes—(a) Common Juke Box—(b) Telephone Music Box—(Partially through telephone device chooses selection) and (c) Soundies (Music with picture accompaniment).

Recordings

The Federation shall receive from the manufacturer of recordings a fixed fee for each side of musical recordings made by members of the American Federation of Musicians such fee to be agreed upon by negotiation.

Transcriptions and Library Service

Members of the Federation shall make commercial or sustaining transcriptions without additional fee, the Federation providing they played one time only. (The number of copies made of transcription to be determined by agreement.)

With respect to other transcriptions used on rental basis, the Federation shall receive from the company engaged in the business of renting transcriptions a percentage of rental charge, such percentage to be agreed upon by negotiation.

Wired Music

The Federation shall receive from the company engaged in the business of selling wired music a percentage of the price charged, such percentage to be agreed upon by negotiation.

Juke Boxes

The Federation shall receive from the company engaged in the business of selling juke boxes used, a fee, such fee to be agreed upon by negotiation.

Spot Sales Dept. Realigns Personnel

(Continued from Page 1)
 will continue as heretofore with additional assignment of superintending eastern spot sales and local sales.
 C. Roux, formerly in charge of sales promotion, becomes assistant manager of the department, in supervision over sales development and sales promotion activities. Helenius and Roux report direct to the general manager.
 H. Close, formerly superintendent of spot and local sales traffic in New York, is appointed sales service manager of the department. He will be in charge of operating matters, including sales traffic, business relations and WPAF contacts with agencies.

Series In Spanish On Four Int'l Stations

Weekly commentary on the war is being broadcast by Maj. Gen. John Greely, of the U. S. Army Signal Office, in Spanish by Juanita Greely, being shortwaved by NBC's International Division every Monday at 10 p.m., EWT. The program will be heard over shortwave stations including WBOS, WGEA, WGEO and WJLA.
 John Greely, son of the late Adolphus Greely, Arctic explorer, is now serving as military attaché and Co-ordinator of International Affairs.

"Brotherhood" Show On MBS

The broadcast marking Brotherhood Week will be aired over Mutual, Feb. 20, 11:30-11:45 p.m., featuring Fredric March and Robert Aldridge, in a scene from the Broadway musical "The Skin of Our Teeth." Broadcast in cooperation with the National Conference of Christians and Jews, and marks the tenth annual observance of Brotherhood Week which will be celebrated throughout the country from February 19 to 28.

Scripter For New Show

Manager of the Blue script staff will write "Where Do We Stand?" program presenting comments by John Gunther and John H. Mears, to be sponsored beginning Feb. 28, by Clark candy.

Eastern Regional Net To Pick Up WMCA Newsmen

(Continued from Page 1)
 of a new transcribed commercial program just signed by ACN.
 Since Monday, Feb. 8, WMCA has been feeding one of its most important commentators, Johannes Steele, to ACN's Washington outlet, WWDC. Starting today, Steele will be fed to the remainder of the network with the obvious exception of its New York affiliates, WNEW, and will be available for local sponsorship. Set-up would resemble to a great degree, plan under which Fulton Lewis Jr. has been sold on Mutual. Steele is currently sponsored by four accounts in New York. They are the Toffenetti Restaurant, Cocillana Cough Drops, Ripley Clothes and Argus Opticals. Over WWDC, Steele is sponsored by J. D. Kaufman Co. On ACN, the commentator will air an hour earlier than he appears on WMCA, with the quarter-hour broadcast running at 6:30 p.m., Monday through Friday.

Eaton Starts Tomorrow

The second WMCA program which is being made available to ACN's affiliates is the Washington commentaries by Richard Eaton, Tuesday and Friday evenings 9:15-9:30 p.m. Series will start tomorrow, Eaton covering the President's press conferences and interviewing Capital leaders. WMCA had originally made a deal to use the ACN line from Washington in order to pipe in Eaton. Subsequent talks between the two organizations, however, made the program available to the net's affiliates.

ACN's new commercial consists of a half-hour spiritual transcription of poetic readings, etc., under the title "Haven of Rest" and sponsored by the Crew of the Good Ship Grace, Inc., Mondays, Wednesdays and Fridays, 9:30-10 a.m., starting March 8, over six stations. In New York WMCA, which is not a part of the network, will carry the commercial at 7:30 a.m. The network's lineup includes WPEN, Philadelphia WFBR, Baltimore; WWDC, Washington, D. C., and its two supplementary stations, WJEJ, Hagerstown, and WBOC, Salisbury, Md. Recordings are being made in Los Angeles, and the account was placed through Broadcast Advertising Inc.

G. E. Renews CBS Series; Starts 2nd Year March 2

(Continued from Page 1)
 1942. General Electric's renewal becomes effective March 2. For the products of the Electronics Division of the Radio & Television Department, the client's program presents Frazier Hunt, noted radio news analyst and roving reporter. It is heard Tuesdays, Thursday and Saturday from 6:00 to 6:15 p.m., EWT with rebroadcast at 10:45 p.m.
 General Electric's original order placed Hunt on a 48-station hook-up. During its first year on CBS three stations were added to this initial network and now in the renewal of the show 61 Columbia stations, including those in Honolulu and Hilo, will carry "G. E. News with Frazier Hunt."
 Maxon, Inc., is the agency handling the account.

Another Child Actor Law Readied For N. Y. State

(Continued from Page 1)
 and labor statutes will shortly make its appearance. RADIO DAILY learned that Assemblyman Harold B. Ehrlich, who has twice passed a bill to liberalize the law by granting educational authorities the right to O. K. non-professional appearances up to two hours per week and professional appearances by permit, will shortly submit his new bill.
 Reasons for the failure of Ehrlich's bills—acceptable to broadcasting interests who naturally do not like to be in a position of breaking the law on children's and amateur programs—to become law are mainly due to opposition by New York City's administration. Governor Lehman last year vetoed the Ehrlich bill after broadcasting officials had okayed the forms and worked with the sponsor on amendments because educational officials in New York were apprehensive that the problem of issuing permits and policing the situation meant a tremendous amount of detail work.
 The new Ehrlich bill will exempt New York City, but apply to the rest of the state. Upstate the law concerning child acting has been enforced rigidly in many localities. Assemblyman Ehrlich said he hoped to pass both bills, which would give Governor Dewey a choice of two.

Atlantic Eyes Games; Individual Deals Only

(Continued from Page 1)
 until March 1, held its annual meeting in the Hotel Commodore last week. Atlantic will broadcast in Wilkes-Barre, Scranton, Williamsport and Elmira but does not want to sponsor games in Binghamton, Albany, Hartford or Springfield.
 Since Atlantic Refining and Wheaties have been co-sponsoring Boston games, the policy on not broadcasting in Hartford is a continuation of the past two years because Hartford's club is owned by the Boston Braves. However, Atlantic and Wheaties have been co-sponsoring in Albany, while Atlantic has been in Binghamton by itself for the past five years.
 Local sponsors are said to be bidding for some of the Eastern League clubs.

New Ted Steele Show

Ted Steele, who recently started a Sunday evening series on WOR, has just started another program on WNEW, daily 1-1:30 p.m., playing his Novachord, singing, and chatting, and using a musical trio as a supplementary feature. As show warms up, he will have guests also.

The Guiding LIGHT
 In Cloudy Weather it is the Beacon that Guides.

In business it is intelligence that guides safely through clouded situations

WEED AND COMPANY
 RADIO STATION REPRESENTATIVES
 NEW YORK • BOSTON • CHICAGO • DETROIT
 SAN FRANCISCO • HOLLYWOOD

intelligent

THE PROOF IS IN THE LISTENING

WPEN

Philadelphia

Watts • 950 ON THE DIAL

Affiliated Station of the Atlantic Coast Network

Los Angeles

By JAC WILLEN

KEN MURRAY is being beckoned for a CBS 26-week commercial program on a Thursday (5:30 to 6:00 p.m.) spot. Murray holds the final answer as to whether or not he can take the time from his current hit stage show "Blackouts of 1943" and make the deal.

Arch Oboler's "Free World Theater" series scheduled for the Blue Network has been delayed until February 21. The initial script will be entitled "The People March." Series will be heard at 3:05 to 3:30 p.m., PWT, Sundays, for a 26-week run.

Francis Pettay, formerly of WHK, Cleveland, Ohio, has been appointed to the announcing staff of KHJ-Don Lee. Pettay, who has been heard nationwide on the "Mutual Goes Calling" series, has been with the Mutual Broadcasting System for the past four years.

Bob Burns made the presentation last week to his co-worker on the "Arkansas Traveler" program, "Spike" Jones, when Jones was awarded the "King of Corn" trophy by a national magazine. Jones, and his "City Slickers" are heard regularly on the Thursday NBC Burns show.

When the "Screen Guild Players," present over CBS, "They Got Me Covered" this evening, Bob Hope and Dorothy Lamour, the stars, will find unusual competition from Comedienne Phyllis Ruth and the program's announcer, Truman Bradley. You see, Phyllis and Truman are man and wife!

Crosley Int'l Application For 200,000 Watt Outlet

Washington Bureau, RADIO DAILY
Washington—Application for a new international broadcast station, to operate on 200 kilowatts power, was filed last week with the FCC by the Crosley Corp. This new station, which would operate on six frequencies—6,080, 9,590, 11,710, 15,250, 17,800 and 21,650—with an A-3 emission, would be located in Mason, Ohio, and would be made available to the OWI for its international broadcasts.

W8XO, Crosley experimental station, continues operation with 750,000 watts, as the result of an OWI request to the FCC. Crosley is now appealing an FCC denial of permission for it to continue experimental operation by WLW, standard broadcast station in Cincinnati, with 500,000 watts, and denial of its request to operate experimentally with 750,000 watts, through the same transmitter.

It is thought likely that the 750,000 watts authorized for W8XO may be split up into three parts, with standard broadcasts going out in 250,000 watt units. If the new application is granted, it is believed that the new station may also be used for standard broadcast into foreign countries.

Commissioner Walker granted without prejudice the petition of the Tennessee Radio Co. for dismissal of its application for a new station in Nashville, Tenn., operated on 1,240 kilocycles, with 250 watts power unlimited.



Radio Is My Beat . . .!

● ● ● Ken Roberts won out over 14 contestants for the announcing chore on "What's My Name" . . . Horace Heidt the new owner of Trianon Ballroom, with purchasing price reported at 100 G's . . . Wm. Weintraub agency set a new advertising campaign for Cresta Blanca to hit 44 papers in 44 key cities on show night. Incidentally, the publicity job on this show is tops in our book . . . Pepsi-Cola opening another canteen in San Francisco similar to the one on 47th Street here . . . Cary Grant headed for New York soon. Watch the radio producers scramble for him. Betcha nobody'll meet his fee of \$5,000, though . . . Gene Kelly, Metro's White Hope, also headed east. When will the radio biggies get wise that this guy'd be a sensation on the air! . . . CBS dickerer for a Thursday night show with Ken Murray . . . Paul Small just signed Paul Draper for "Big Time," opening March 1st in San Francisco with Ed Wynn. So what's all this talk about Draper going in the Army? . . . Radio lotharios are dying about those gossip column items mentioning their impending divorces and separations as that affects their draft status . . . There's a concentrated move on to reduce all bands to a set number of 12. Just waiting for one bigtime leader to start it, thass all . . . Ginny Simms got a steer from a Texas admirer as a Valentine—and we don't mean a tip on the horses, either . . . Bernie Proctor returned from the Coast the other day and insiders claim that this means the announcement of a new sponsor for Biow shortly on a show to emanate from the film capital . . . Benny Rubin says they're rationing shoes in Germany, too. The Nazis aren't allowed to eat more than one pair a month!



● ● ● A low bow to Karen Kemple for coming through like a veteran in one of the toughest spots show business can offer. When Jean Tennyson showed up for "Great Moments in Music" unable to use her voice the other night, Karen was drafted to pinch-hit with only ten minutes notice. Naturally, there wasn't time to rehearse—but that isn't all. When she did go to the air, somebody handed her the wrong music! She was supposed to sing "Who Can Tell," and when her frantic motionings didn't bring any assistance, Karen went right through making up her own lyrics on the spot!



● ● ● A recent headline in Radio Daily reading: "Talent Seen 'Un-essential,'" inspired the following from WOV's publicity mentor, Herb Landon: Like rain that comes torrential, with no warning 'twas potential. Came the order presidential, I am now unessential. I'll get a G. I. credential and charge my residential. It's the truth . . . it's consequential. I no longer am essential. The pronouncement monumental wasn't accidental. It's really elemental. Just . . . that I'm unessential. No use getting temperamental, there's nothing detrimental. So it's best to be prudential and admit it . . . I'm unessential!



● ● ● The elevator gals in the Earle Bldg. in Washington are a friendly lot. One particularly sociable kid, after delivering Earl H. Gammons, director of CBS' Washington office, to the eighth floor every morning, asked him if he worked there. When he nodded in the affirmative, she asked him if he were a singer. Flattered, Gammons replied that he was a tenor. Pressing the point, the gal wanted to know with whom he sang. "Anybody who'll let me"; cracked the exec as he reached his floor.



● ● ● A well-known radio producer summoned a writer to his office, handed him a scenario the latter had written and said he didn't like it. The writer asked him the reason why. "Why?" snapped the producer. "How do I know. Do I have to know everything around here!"

To the Colors!

HERBERT NIKLAUS, formerly the WJTN, Jamestown, N. Y. engineering staff and a member of Army Air Corps Reserve, was called for duty last week . . . MURR BECKENSTEIN, another station engineer has been called by the Army

—VVV—

ANDREW GAINEY, staff announcer at KOA, Denver, and bari soloist with the station's string ensemble, has joined the Army Force as an aviation cadet . . . LLOYD "BUTCH" WILKINSON, bass fiddler with Milton Shrednick's staff orchestra, is now in the U. S. Army as a member of the band at Ft. Lupton, Colorado.

—VVV—

Two WOKO, Albany, announcers LYLE BOSLEY and BILL TOMKINS are now in the nation's air service. The former is an aviation cadet, while the latter has been assigned to air corps.

—VVV—

LOUIS TEICHER left Columbus to join the United States Army on Feb. 11. Teicher was formerly manager of the CBS studio building and assistant to G. Stanley McAllister, director of construction and building operations. Most recently Teicher was a member of the CBS Production staff.

—VVV—

FRANCES GULLIVER, secretary at Gordon Mills of the NBC sales department, has been accepted and sent to service with the SPARS in the rank of ensign. She is stationed at New London, Conn.

—VVV—

MARSHALL SMALL, chief announcer and director of special events at KUTA, Salt Lake City, left the station to take up a new line of duty with the Army Air Corps.

Irvin Ray Baker Dies; Was Television Pioneer

Camden, N. J.—Irvin Ray Baker, 39, of Haddonfield, N. J., one of the pioneers in the field of television electronics died at work Tuesday, Feb. 9, of a cerebral hemorrhage.

Baker, was formerly head of RCA Broadcast Transmitter Sales and later advanced the development of electronic applications to war industries.

After receiving a BS degree from Gettysburg College he continued his studies to receive another degree in Electrical Engineering. In 1922 he joined the General Electric Company and was placed in charge of GE's RCA division. In 1929 Baker came to RCA and had been with the company until his death.

He is survived by his wife, Elizabeth, and a month-old son, Robert R. Baker. Funeral was held at Gettysburg.

A-Plus Secretary Available

Young lady, 8 1/2 years radio experience. Secretary to top executives. Capable of assuming responsibilities; handling large volume of details; operating with minimum supervision; good stenographer and correspondent. Knowledge of Spanish. Write:

Box 114, RADIO DAILY
1501 Broadway New York, N. Y.

Chain Rule Hearing Ends

New FCC Control To Halt 'Evils' Fahy Claims

(Continued from Page 1)

Paul W. Kesten, CBS vice president and general manager, and Frank E. Mullen, who occupies the same position with NBC, filed identical briefs through their attorneys requesting that enforcement of the regulations be restrained beyond April 1 in the event the court does not dispose of the appeals before that date, that they be protected from enforcement of the regulations in the event the lower court is reversed and pending the result of the cases to the district court, and also in the event that the Commission and the lower court are split. This last is to afford them a reasonable opportunity to make whatever arrangements are necessary with their affiliated stations. The first two requests are not disputed, but the third is on the basis that this concession should be sought from the Commission rather than from the court.

Competition Beneficial, Says Fahy

Networks, operating with the competition ordinarily in force today, tend to "obliterate" the small independent stations, U. S. Solicitor General Fahy told the Supreme Court. Fahy was defending the government in the appeal brought by CBS and NBC from a November decision by a special three-man court in New York which held the legality of the FCC's controversial new chain broadcasting regulations.

Lauds Network Program Quality

For the furtherance of competition among the networks, with ultimate benefit to the public in that it will give greater opportunity to hear the best network programs regardless of which chain presents them, the important accomplishment of the Commission rules, Fahy argued. He made it plain that there is no "monopoly" of network programs intended. Personally, he said, he enjoys the appreciation of the skill and intelligence required to produce them and considers radio "the greatest

advertising medium ever known to man."

Cites 'Evils' to Be Eliminated

The major evils which the Commission rulings will eliminate, he said, are exclusivity, which meant, for instance, that in 1939 the World Series could be broadcast only by Mutual affiliates because Mutual had exclusive broadcast rights, the situation whereby if an affiliated station does not elect to take a particular program another station in the same area cannot air it, five-year contracts, and the policy under which, by exercising its options, one network may, within 28 days notice, "sweep aside" any program of another network.

Fahy, who appeared twice Thursday, replying to both NBC and CBS, was followed after his first appearance by Charles Evans Hughes, Jr., representing CBS. Hughes spoke mainly on various legal points, trying to establish his contention that the Commission has no power under the Communications Act to impose the rules it has promulgated. These rules, he said, instead of fostering greater competition in the public interest could actually force many stations off the air.

Hughes Charges Coercion

If the frequency is available, and the applicant can show competence and financial ability, and the public interest would be served by licensing another station in the area, Hughes maintained, no other qualification should be considered by the Commission. The FCC, he said, has no authority to use its licensing power to coerce the industry to do something which Congress has not authorized.

Questioned by Justice Frankfurter, Hughes said, in effect, that although he holds it illegal for the Commission to adopt an overall policy of refusing to license stations or to renew licenses of those stations with network contracts including the disputed clauses, the Commission can refuse licenses to those stations individually as their applications come up. Later he added that this would be true only through adversary proceeding and he felt the Commission action could be challenged in most cases.

Hughes also posed the question of what would happen in the event that affiliates refuse to alter the contracts they already have. This would mean, he said, forcing from 300 to 400 stations off the air.

Calls 'Monopoly' Angle Out of Place

He also discussed a question put to Fahy earlier by Justice Roberts, who inquired if the FCC did not place predominant weight upon the tendency toward monopoly while drawing up these rules. Congress did not authorize the FCC to rule on monopoly, said Hughes, and regardless of its power to do a thing one way, if the FCC is applying a statute erroneously it should not be upheld.

When Fahy returned to the bar he stated at once that the Commission is not arguing on the matter of anti-trust. It does, however, he main-

tained, have the right to examine contracts of licensees which may not be in the public interest.

Then, in reference to Hughes' remarks on the right of the Commission to enforce its rules in individual cases, Fahy said the whole argument resolved itself into a question as to whether the Commission should declare an overall policy or invoke this policy piecemeal as individual cases come before it.

Caldwell Heard For Mutual

Fahy yielded a portion of his second hour to Louis G. Caldwell, representing Mutual. Caldwell referred again to the matter of regulating monopoly, stating that no one "dreamed" in the days the Communications Act was passed that the act would not give the Commission power to regulate to prevent monopoly. This power, he said, is implicit in the power control licenses and in the control over transfers or assignments of licenses or rights under those licenses. He referred also to Congressional moves nearly two decades ago to eliminate monopoly in radio manufacturing.

Declaring that exclusivity clauses are found commonly only in CBS contracts and that Mutual hasn't found it too difficult to operate with the present option-time setup, Caldwell pointed out that it was Mutual who petitioned FCC for revision of its new option-clause. Option privileges were done away with entirely at first, then the clause was later revised to double the present option warning time of 28 days.

Mentions Specific Cities

The evil to which Mutual objects, he said, is that in a number of cities—including Des Moines, Tulsa, Rochester, and Providence—the programs of at least one of the major networks are effectively kept from the air because of present contractual provisions. He referred specifically to the Blue Network, which he said has sold only 20 per cent of its option time. Blue affiliates, however, he said, are prevented from accepting by the network the programs of other networks (Mutual) during option periods.

The arguments were heard by Justices Douglas, Jackson, Red, Stone, Roberts, Frankfurter and Murphy. Justice Black did not sit because of his relationship to Commissioner C. J. Durr. Justice Rutledge has not yet taken his seat on the bench.

Reply briefs in response to the government and Mutual briefs were filed with the court by both NBC and CBS. NBC charged that the government brief is, because of the "absence of statutory support for the order, largely a restatement of the conclusions in the report on chain broadcasting." This, NBC maintains, is only an Administrative report and is insufficient to preclude a trial on the merits of the case.

'Four Major Fictions'

"Four major fictions" in the report provide the basis upon which the Commission promulgated its rulings, said NBC. First of these is "the fic-

Reply Briefs Filed By Attorneys of NBC, CBS

tion of the limitation of facilities." NBC points out that "every-day experience shows that a city received radio programs not only from stations located therein but also from stations located elsewhere."

The second fiction, says NBC, is that of domination of the air. Only six of the 924 standard broadcast stations in the country are licensed to NBC, it points out, and adds that the NBC network coverage amounts to only 15 to 18 per cent of the total population coverage of the 924 stations.

NBC commenced operation with two networks in 1926, CBS in 1927 and Mutual in 1934, said NBC in discussing the third "fiction"—that the growth of Mutual is restricted to present network contracts.

Mutual's Growth Outlined

Mutual, which now has over 200 affiliates, has seen its time sales expand from one to slightly under ten million dollars annually, it was stated. Since its formation practically every NBC and CBS contract has been terminated and renegotiated, and thus "practically every standard broadcast station licensee in the United States has been available for affiliation with MBS." Choice, says the brief, is based mainly on the service offered, and "the Commission can hardly complain that the program service offered by NBC, CBS, or the Blue is sufficient to attract affiliates."

The final "fiction" mentioned by the brief is that abolition of option time would give individual stations a choice of a continuous supply of good programs. The support which makes these programs possible would be endangered if the Commission regulations are upheld, it said.

The material in the reply brief filed by CBS was largely covered by the oral argument of Attorney Hughes.

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Basic NBC affiliated station located in large Mid-West city, has an attractive opening for experienced radio salesman on salary basis. Give all essential information in first letter, including draft status. Our organization knows of this advertisement.

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FRIENDLY SERVICE
SAVES TIME AND MONEY

Postal
Telegraph

CHARGES FOR TELEGRAMS
PHONED IN APPEAR ON YOUR
TELEPHONE BILL.

CBS Tells Engineers Tube Repairs 87% OK.

(Continued from Page 1)
repair company in New Orleans (RADIO DAILY, Sept. 16, 1942) and with financial and engineering help CBS enabled the factory to increase its output 800 per cent.

All engineers were urged to send their damaged tubes to this factory, Freeland & Olschner, New Orleans, since the plant was waiting to serve the broadcasting industry. Cohan also reminded the CBS affiliates to act quickly, first come first served since the service was open to all outlets, CBS affiliated or not.

Extracts from Letter

Cohan cited a letter from Jim Beloungy, chief engineer of the 50,000 watt WBT who was loaned to Freeland & Olschner, to supervise the construction and installation of the new plant. Letter from Beloungy follows in part:

"In the past, before the present emergency, such a very small percentage of stations were interested in the repair of vacuum tubes that only an infinitesimal demand existed for this service, and the overwhelming majority of stations were unfamiliar, uninterested, and unkind on the idea. I can speak from my own experience on this. I would not have considered using such a service in the past when new tubes were easily obtainable, and the price differential was of small importance compared to the assurance of a newly fabricated tube with the original manufacturer's guarantee and name behind it.

"Now, however, I have completely changed my opinion of rebuilt tubes and anyone who could have had the same opportunity as myself to observe what takes place would feel the same way. In every instance of a rebuilt tube which has left this particular plant since I have been here, I would say that I would rather have that particular tube after it had been rebuilt than as it was delivered from the original manufacturer. That's a strong statement, but I don't think it puts me out on a limb and here are my reasons for making it:

"First. The new tube, no matter what type or size, was originally part of a production schedule in some manufacturing plant and, as such, was subject to the hazards of mass production, namely: the occasional overlooking of a flaw, no matter how close the original production inspection schedule was maintained. We have found this to be true on a number of occasions upon opening and inspecting such tubes. In our process of repairing or rebuilding these tubes, we pass each tube through an inspection on a 'custom-built' basis. As many as ten different types might be processed in any one day, and no mass production method is possible. Every tube is examined, repaired, and inspected individually and thoroughly. This means a high labor cost per tube, but it also means a safe tube.

"Second. The most important operation after a tube has been constructed or reconstructed is the evacuation of that tube. Mass production of tubes calls for a pumping schedule which is determined to a large extent by the size and type of tube. Once this schedule is determined, it is followed quite closely, but the amount of gas in a tube (which determines ultimately whether that tube will have a long or short life, other conditions being equal) will vary from tube to tube, depending on a great number of different factors, going back to the raw materials from which the elements were constructed, how they were fabricated, cleaned, handled, etc. We believe that under our so-called 'custom-built' methods we will return a rebuilt tube to our customer with a much higher degree of vacuum than he would ordinarily receive with a new tube. Our normal pumping schedule is of longer duration than that generally allowed by mass production. Each tube is pumped as an individual unit, and it is not uncommon for us to extend the pumping process, for instance, 16 hours, rather than 8 or 10 hours normally expected, if that particular tube indicates a need for it. This also raises the labor cost, tremendously, but we consider it worthwhile. . . ."

★ THE WEEK IN RADIO ★

... Revised Censorship Code

(Continued from Page 1)

FCC, and the National Broadcasting Co. The Commission filed a 153-page brief, defending its belief that the regulations are valid because they fix responsibility upon the individual licensee, serve the public interest, increase competition and prevent greater concentration of ownership of radio facilities; on the other hand, NBC defended its affiliation pacts, option rights, etc., claiming them necessary for guaranteeing network operation and charging that the chain rules, if enforced, were a threat to free speech.

NAB announced last week that it had appointed Willard D. Egolf, commercial manager of KVOO, Tulsa, Okla., as public relations head, filling the job left vacant for over a year by the resignation of Ed Kirby, now Lieutenant Colonel and chief of the Army's Bureau of Public Relations.

117 Coca-Cola bottlers have okayed the sponsorship of the "Songs By Morton Downey" program on as many Blue Network stations; the addition of the new program makes the Coca-Cola Co., one of the largest current users of network time, as the sponsor also airs the "Spotlight Band" show on 139 Blue stations six times weekly. The "Saturday Evening Post" made an important time buy last week, when it entered the New York market by purchasing spot time on eight New York outlets. Major Gladstone Murray, former general manager of the Canadian Broadcasting Corp., has resigned his post as CBC director general of broadcasting to enter the public relations field.

Preliminary figures of the annual financial report of CBS for the fiscal year ending January 2, 1942 indicate a net profit of \$4,100,000, according to an announcement by the board of directors issued last week; final figures will be released on April 1, it was announced. Recommendation to cut the FCC appropriation by \$479,686 was reported to the appropriations committee of the House of Representatives last week; cut was to be borne by the special war section of the Commission and will mean that additional personnel hired for engineering, intelligence, law and administrative work may not be hired. The Blue Network clamped down on two commercially sponsored programs last week,

namely Walter Winchell and Drew Pearson; in its action the network applied its policy which "prohibits the discussion of controversial issues on commercially sponsored programs."

The 48-hour week rule issued by the executive order of President Roosevelt would ultimately affect radio, if not immediately, according to the general consensus of opinion among trade executives. Following the issuance of the order it was learned that employers, who could not keep their employees busy for 48 hours a week would soon have to release some of the workers. In an effort to protect the interests of broadcasters, Joseph L. Miller, NAB labor director, called a meeting of the association's Wage and Hour Committee for February 23 at which time the effect of the new ruling on broadcasters will be discussed. House of Representatives was still studying a proposed bill which would negate the \$25,000 salary ceiling. All political groups are to be granted free time according a decision made last week by the board of directors of the Canadian Broadcasting Corp.

A six-point program was set by Miller McClintock, new president of the Mutual Broadcasting System; they are: the largest budget in the network's history; regular program clinics attended by key originating stations; increased network service to member and affiliated stations in programming and promotion; an enlarged research department; new "friendly network" policy; and equal sales emphasis on major and secondary markets.

NBC released its second issue of volume titled "A Tale of 412 Cities," which presents facts and figures on daytime listening. The CIO, through its executive board, and John W. Boler, president of the North Central Broadcasting System, regional network, issued statements last week condemning the proposed investigation of the FCC by a Congressional committee headed by Representative Eugene Cox. New entrant into the field of U. S. television was announced; the English firm, Scophony, with motion picture backing, has established an American firm in this country in order to continue its work in the television field.

Ziv Expands N.Y. Offices

Increased personnel required by the production of many new shows has caused Frederic W. Ziv, Incorporated to enlarge their New York offices. John L. Sinn, vice-president in charge of Ziv's New York office announced that additional space has been taken on the thirteenth floor of the CBS building. Recent additions to the staff are Ralph Rosenberg, writer, transferred from the Cincinnati office and Jack Berch, who has joined Ziv in an executive capacity.

NAB Board Meeting

Board of Directors of NAB will hold meetings in New York, Feb. 25 and 26.

PA Opens Oregon Bureau

Oliver Gramling, assistant general manager of Press Association, Inc., radio subsidiary of The Associated Press, has announced the opening of a PA news bureau at Portland, Ore. The bureau will supply news of the Pacific Northwest exclusively for the special AP Radio News Wire.

Dr. Dichter To Address AMA

Dr. Ernest Dichter, CBS special research assistant, will deliver an address to the American Marketing Association, Field Research Group, today. Dr. Dichter will speak to the organization on the subject of Motivational Research.

San Antonio Billings Reveal 25-60% Rise

(Continued from Page 1)

war production concentration in San Antonio during the past year has seen an influx of upward of 100,000 persons into its military and industrial installations, according to local estimates, and this increasing buying power is being tapped to an increasing degree through radio, a variety of local and national accounts.

See Still Larger Increases

Howard W. Johnson, owner-manager of KMAC, local independent outlet, quoted the 60 per cent billings figure for last month, adding that "February increases will be even greater, with prospects for similar high revenues through the Spring and Summer."

Hugh A. Half, manager of WOAI reported that the NBC outlet had suffered no major war casualties, and that new accounts have more than compensated for the few clients lost since the war. He goes on to say that business is as good as it has been in the history of the station, with no cessation in work. At KABC, S.A. Blue and Mutual station, a spokesman stated that the recent addition of the Blue had resulted in improvement in programming which, in turn, had brought an increase in local sales.

KTSA Manager George Johnson spoke for the CBS outlet, emphasizing the strong trend to institutional advertising and sales of services rather than products by those clients affected by war shortages. This institutional material, in addition to unaffected accounts renewed or added, Johnson said, has kept business at "an encouragingly high level consistently during the past year."

War Work a Factor

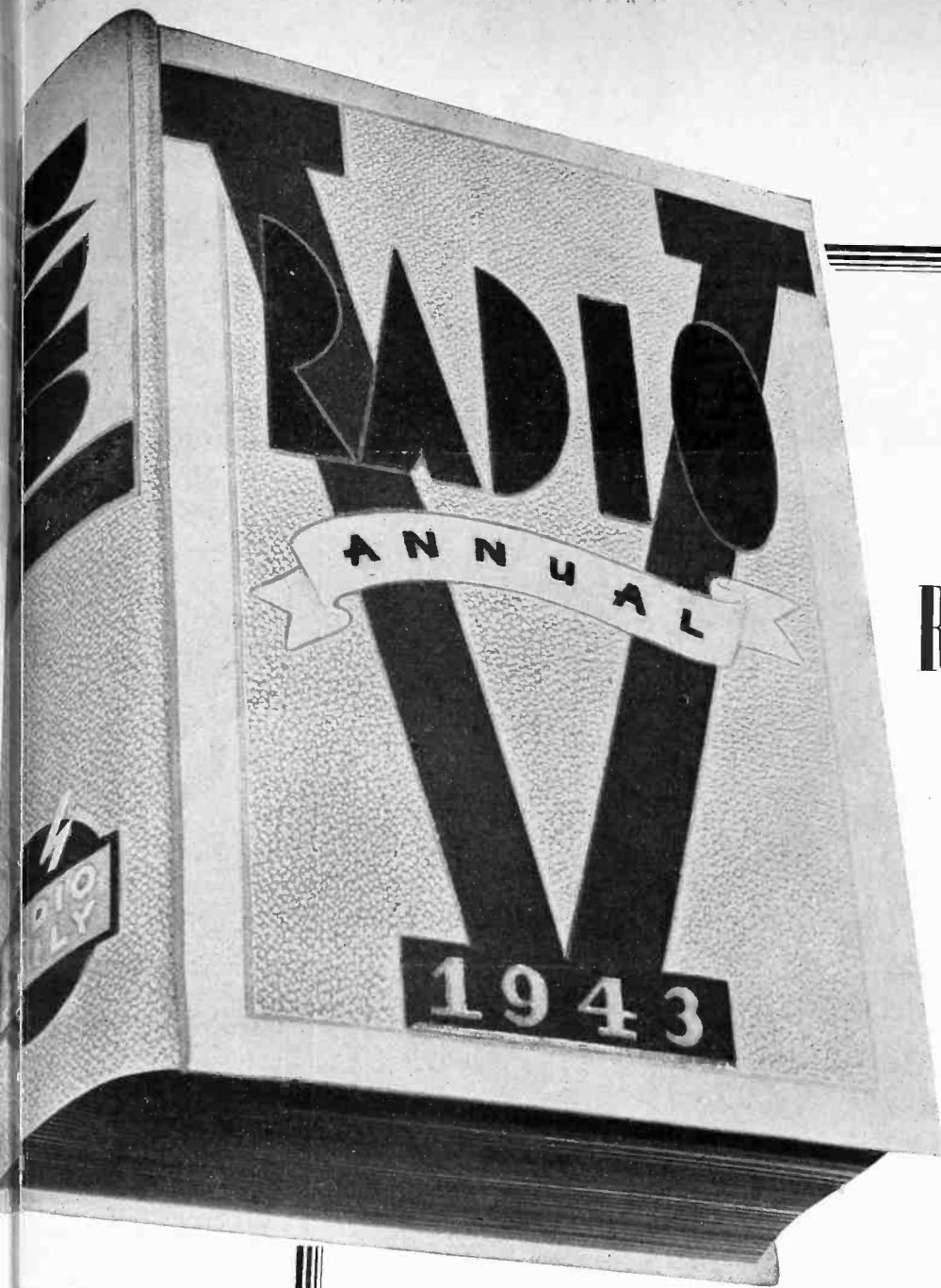
With Army flying fields and gun surrounding the city, San Antonio has seen a tremendous influx of military personnel and defense workers which has resulted in increased business opportunities and advertisers finding radio their most important medium for reaching this new wartime buying public.

Automobile advertising, the surest disclosed, has returned to the medium strongly, after a preliminary slacking off to determine the effect of war conditions. In returning to radio, promotion of garage services such as tire inspection, is being stressed rather than the sale of automobiles and other products.

Beverage companies are advertising heavily in this area, with beer and cola drinks predominant. Amusements account for a good share of radio time bought, along with department store advertising. Other local accounts using radio extensively include churches and religious groups.

Maypole Recovering

Roy Maypole, assistant to Roy Reed King on the WABC program "The Missus Goes A-Shopping," recuperating from an appendectomy. During his absence Paul Mowrey is taking his place as King's aide.



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Coast-to-Coast



TWO new air shows have been added to the Bigelow's department store schedule broadcast over WJTN, Jamestown, N. Y. The latest additions are "Bigelow's Brevities" and "Down Melody Lane." The former, billed as "the biggest little program of the air," incorporates in its five minutes of air time a short biographical salute to a local serviceman and one chorus of a popular record. This program is conducted by Al Spokes, station's program director. "Down Melody Lane" features the piano stylist, George Pfeeger, popular recordings and chatter by Helen Carr. It is a once-a-week shot, aired Saturday mornings at 11:30.

The special events department of WMRN, Marion Ohio, is busy traveling these days to keep up with Army-Navy "E" awards. Its most recent trek was 22 miles to Galion to broadcast the award made to the Perfection Steel Body Company. This was the fifth such occasion that the station broadcast directly from the scene of activity.

WCKY, Cincinnati, is joint-sponsor of the city's new "War Barrel" that is being maintained as a center for scrap and salvage information. The "War Barrel" was dedicated with ceremonies in which city, county and scrap officials took part. The ceremony was broadcast as a station special event program.

Dr. Choh Hao Li, research chemist in the Department of Biology, University of California, was interviewed over KROW, Oakland. Graduate of Nanking University, Dr. Li is known for his research in the study of hormones in relation to Aviation Medicine and his work with a special formula in the manufacture of Soy Bean products for the Army.

The recent talent hunt put on by the Yankee Network for the stars of tomorrow netted four young femme vocalists as radio tyros. The newly found warblers, Loretta Fitzgerald, 17, Marjory Cochrane, Priscilla Howe, and Eileen Murphy will make their radio debut on the network's new program, "The Yankee Starlets with Bobby Norris and Ted Cole," on the show's premiere this evening. Subsequently the show will be heard Monday, Wednesday and Friday, over WNAC, Boston, and the network from 7:30 to 7:45 p.m.

1943													
BIRTHDAYS													
17	18	19	20	21	22	23	24	25	26	27	28	29	30

February 15

William Janney E. W. Jones
C. E. Midgeley, Jr. John Seagle
Charles Sulton Hugh Wedlock, Jr.
Larry Wellington

"The Harmodears," girls quartet composed of the Three Shades and Marianne Young, is now featured on "Patterns in Blue," heard on WOWO, Fort Wayne, every Friday at 9:45. The girls are accompanied by the "Three Naturals".... Plans are underfoot for the construction of display cases in the downstairs hall of the Westinghouse Building which will feature 11 x 14 prints of network stars.

Several new faces have popped up at WTMJ, Milwaukee. They are: Virginia Spahn, music library; Lois Schmitt, announcer's information clerk; on the musical staff, Irving Brykczynski in the reed section and Joseph Potzner, the new string bass; Dorothy Style, LaVerne Sherwan and Shirley Gstoettner, messengers.

Clover Gatling, former copy writer of Montgomery Ward & Company, N. Y., was added to the production department of WSB, Atlanta.... George Coppedge, continuity director of WAYS, is now a staff announcer.

After a three weeks' absence because of illness Rosemary Lyons Jones is back at her mike at WBML, Macon, Ga. She is director of Woman's Activities for the station.

What with the war setting all sorts of records radio keeps pace with the record-setting spree. Recently WKBH, La Crosse, Wis., set a commendable record by presenting the station's "Barn Dance," headed by Uncle Josh, to an entire Army Division in one day. The group was whisked around in army command cars from camp theater to camp theater to ensure all soldiers of having a look at the entertainment.

New announcers at WKNE, Keene, New Hampshire, include Ted Austin, former sportscaster of WBIG, Greensboro, N. C.; Peter Bochan, erstwhile announcer of WDEV, Waterbury, Vt., and Howard Wheelock, a radio tyro.

The new Baldwin Concert Grand Piano that graces the halls of WELL, New Haven, was autographed by Lily Pons, the Metropolitan opera soprano.

After serving with the Merchant Marine and Phil Harris' orchestra, Allen Clark, musical director, has returned to WKY, Oklahoma City.... Jean Knight, fresh from academic halls joins the station as pianist-organist, succeeding Melvin Tinsley, now on the West Coast.... Norma Woodbury is the new accordionist who is heard on "Sally and the Ranch Hands" and "Vick's Vapo-Rub Ramblers."

A translation of new rationing orders as well as advice on ways to conserve commodities is brought to Pacific Northwest housewives by "Ann Baxter," a new feature broadcast over KIRO, Seattle, each Monday, Wednesday and Friday at 8:00 a.m., PWT. The quarter-hour program features frequent interviews with local OPA administrators for further explanation of rationing orders.

Strict departure from long-time custom marks the WQAM, Miami, inauguration of the "560 Club" from 2:45 to 5:30 each afternoon. Station has not used phonograph records since its early days and has devoted much afternoon time to serious music. CBS network and local news is presented on the hour during the musical session. Walt Svehla does the platter chatter.

The Newspaper Institute of America recently began sponsorship of three 15-minute transcribed shows a week depicting the adventures of "Mary Foster, The Editor's Daughter." Programs will be aired over WDRC, Hartford.

"Heart Songs," quarter-hour morning musical show sponsored by Montana Flour Mills, for Sapphire Flour, is the newest commercial program to be heard over KGVO, Missoula, Montana. It will be heard Mondays and Thursdays.

Nathaniel Field, WBYN, N. Y. accountant, was the winner of the fourth grand award in the recent amateur photography contest sponsored by the American Red Cross.

"Farm Digest," covering all phases of farm life is now heard daily from CKBI, Prince Albert, Canada. The program, heard at 7:45 a.m. takes up the problems relative to farmers in the area.

The Konah, prize-winning newspaper published by Missoula County High School, resumed its air edition, "Konah Air Waves" on KGVO, Missoula, for the third consecutive year. Even though the publication comes out every other week it will hit the airplanes weekly.

Educational director Sterling V. Couch, of WDRC, Hartford, has been elected a corporate member of the Hartford Tuberculosis and Public Health Society for 1943. Couch is the only radio man on the society roster.

The commercial possibilities of the new OWI transcribed show, "Uncle Sam," are being probed by the Norfolk and Western Railway Company, who purchased the program from WLVA, Lynchburg and WSL, Roanoke. It will be aired over WLVA at 8:15 nightly.... Station authorities have reinstated the local news services and this time will include special bulletins that will hold a deep seated interest to Lynchburg registrants from their draft boards.... Sales Manager Joseph F. Wright just received his first class operators ticket and will take his place on the WLVA, engineering staff.

A shift in operating hours of W55M, the Milwaukee Journal's FM outlet reflects an increased interest in FM despite war restrictions. The station will be on the air from noon to midnight instead of the former 10:00 a.m. to 10:00 p.m. schedule. The station originates no fewer than 33 live talent shows a week excluding news broadcasts.

In getting behind the Red Cross parade, WTAG Worcester, is airing the minute "March of Mercy" programs as aid to recruit nurses' aides, home nurses and Army and Navy nurses. The "March of Nurses" is a dramatization of the war and needs of the Red Cross.

Allan Freed has joined the announcer staff at WKBN, Youngstown, Ohio, coming to the CBS outlet from WIBG, Philadelphia.

KSAL, Salina, Kansas, which is normally a Mutual affiliate, is now airing Morton Downey program for the Coca Cola Company, Inc., from the Blue 1 work.

Bert Mitchell, former executive of the Texas State network, has joined the staff of KOA, Denver, as coordinator between the program sales departments. Mitchell was formerly associated with KPI, Paris, Tex.; KGKL, San Angelo, TX; KTBC, Austin and KABC, San Antonio, and has been in government work for the past year and a half.

Bob Thompson, chief engineer for WY, Phoenix, is teaching a course in technical radio at the Phoenix Vocational School. The course, which is open to those previously employed in radio stations or radio repair shops, is a refresher on fundamentals of technical radio training with emphasis on the requirements for Third Class Radio License.

Congressman Chester E. Meritt of the first New Hampshire district believes in keeping his constituents informed of his activities. He has been broadcasting over WHP, Portsmouth for the past four years and is continuing his Sunday evening broadcasts "A Report to the People" by transcription. The program is cut in Washington and aired to the station.... Gordon K. Neely former production director now with the Radio Branch of OWI in Washington.

WCKY, Cincinnati, has recently undergone some personnel changes. Fred Petty, decade-employee and secretary, Fred Palmer for several years has been added to the advertising department and will handle the women's accounts. Phillip E. Duessenbury is the new merchandising manager.... Sylvia Jones is the first woman operator of the station New-O-Graph.

Klemfuss Heads Radio For Seaman's Service

Harry Klemfuss has been appointed chief of radio for the United Seaman's Service, resuming a direct association with broadcasting after a long absence. From 1924 to 1929 he handled public relations for WMCA, N. Y. One of the innovations he introduced 19 years ago was a nightly commentary which consisted of newspaper-headline readings on WMCA.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

22, NO. 31

NEW YORK, N. Y., TUESDAY, FEBRUARY 16, 1943

TEN CENTS

Disk Men-AFM Confab

Air War Years Radio, Says Fly

Washington Bureau, RADIO DAILY
Washington—This year and next will be much more difficult than 1942 for the radio business, according to FCC Chairman James Lawrence Fly. Fly said Fly "was on the whole pretty good year," because of various stimuli and because the various restrictions on the industry did not have their full impact during the latter part of the year. "We are fearful that '43 and '44 are likely to be even worse for very obvious reasons."
(Continued on Page 7)

Capital Guests Draws Network Execs

Tomorrow's luncheon session of the Radio Executives Club which will feature special guests from Washington will also draw top-ranking executives from the networks including Paul W. Goddard, vice-president and general manager of CBS; Frank E. Mullen, president and general manager of NBC; Mark Woods, president of the Radio Network, and Miller McClintock, president of Mutual.
Scheduled to be on hand from
(Continued on Page 2)

Murray Honored On "Parade" Birthday

Celebration of the first anniversary of the "Treasury Star Parade," in which B. Murray, executive director of the series, was honored Friday at a gathering of U. S. Treasury Department and Allied Record Manufacturing Co. executives, at the Hotel Waldorf in Washington. Attending were Harold N. Graves, Peter H. ...
(Continued on Page 2)

Sales Item

Wacon, Ga.—A salesman at WAZ recently told his sales manager, "Red" Cross, that a certain account wouldn't have 6:45 for this spot because it was too early. "Red" took the phone and called the sponsor. "What's the matter with running your spot at 6:45 to seven?" And the customer replied, "That's fine, I knew you could find me a later spot."

Radio Helpers

Ketchikan, Alaska—Six members of the KTKN staff, none of whom lived in Alaska before, participated in the rescue of the survivors of the Morrison Knudson plane which crashed near here. Staff members took to planes and others sent out instructions to ground crews. Four were brought back alive and the body of the pilot was returned after an arduous search.

Lorillard To Sponsor Dodger '43 Ball Games

P. Lorillard & Co., for Old Gold Cigarettes, will sponsor the Dodger baseball games on WHN this Spring and Summer, with Red Barber and Alan Hale at the mikes, if the Brooklyn ball team exists as a professional organization. In return for the exclusive carriage, station will give the games preference over all its programs, even other commercials, should the games run over. J. Walter Thompson handles the Old Gold account.

Warner Brothers Anns. Feature Commentators

Warner Bros. in the interest of its new picture "Air Force" has purchased 65 spot announcements spread over nine New York outlets for this week only, according to present contracts placed through Blaine Thompson Co. Probably for the first time a unique feature of the spots are test-
(Continued on Page 2)

Cox Names Counsel Tomorrow For Committee To Probe FCC

One-Year Spot Campaign For Chicago 'Daily News'

Chicago—The "Daily News" of this city yesterday inaugurated a substantial spot announcement campaign on WENR, WIND and WCFL. Schwimmer & Scott is handling the drive, which calls for seven days a week on a 52-week basis. Walter Schwimmer is the account executive.

To Resume Talks Today On Question Of Paying Special Recording Fees; Supreme Court Upholds Union

Bannerman Address Opens CAB Meeting

Toronto—The Canadian Association of Broadcasters annual meeting opened yesterday with attendance of 150 from Sydney, on the Atlantic Coast, to Vancouver on the Pacific, for a three-day discussion relating to problems of wartime broadcasting and government control of business in general. The meeting, held at the
(Continued on Page 7)

More Web Adjustments For States Going CWT

Further adjustment by stations to CWT in Georgia and the expected rearrangement in Ohio which is also due to go CWT, possibly on Feb. 21, has caused the networks to make realignments in feeding programs. CBS outlet in Columbus, has decided to
(Continued on Page 2)

State Grange Hits Dewey For Nixing Milk-Ad Drive

Albany—Striking out at Governor Dewey's budget statement that the state milk publicity tax, which utilizes radio in more than 20 N. Y. sta-
(Continued on Page 2)

First meeting of recording and transcription companies with James C. Petrillo, president, and the board of directors of the AFM since the union revoked all recording licenses August 1, 1942, yesterday, reached no decisions, nor were any specific details of Petrillo's tax plan for lifting the ban discussed.

Petrillo, after a two-hour conference with the trade, reported that the session was exploratory, with major discussion centering around
(Continued on Page 5)

Full Repeal Possible Of "Salary" Ruling

Washington Bureau, RADIO DAILY
Washington—Confidence that the House Ways and Means Committee compromise on the President's salary ceiling regulations will be thrown out by the Senate in favor of a full repeal of the ruling was expressed yesterday by Rep. Bertrand W. Gearhart, California Republican.

Gearhart was the author of an
(Continued on Page 6)

Apply Social Psychology In Research, Says Dichter

Criticizing consumer market research which is based on obvious factors only, Dr. Ernest Dichter, special research assistant at CBS, held that social psychology should be a
(Continued on Page 5)

Loyalty!

Chicago—If all parents were as loyal as Mr. and Mrs. Clarence Stevens of Lyons, Ind., press agents and publicity directors would lose little sleep dreaming up weird tales. The Stevens' loyalty was directed towards WLS; they named their latest child Walter Lee Stevens in honor of the station. Probably the first time a child was named to honor a radio station.

(Continued on Page 6)



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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor
MARVIN KIRSCH : : : Business Manager

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

FINANCIAL

(Monday, Feb. 15)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Gen. Electric, Philco, RCA Common, Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, Hazeltine Corp., Nat. Union Radio, OVER THE COUNTER, Farnsworth Tel. & Rad., WCAO (Baltimore), WJR (Detroit). Includes Bid and Asked prices.

State Grange Hits Dewey For Nixing Milk-Ad Drive

(Continued from Page 1)

tions "is not expected to be continued," the State Grange, New York State Agricultural Society and the Gannett string of newspapers have all renewed their strong support for its continuation.

The Gannett papers asserted the tax costs the taxpayers of the state nothing, showing that it amounts to three-fourths of a cent on each 100 pounds (47 quarts) of fluid milk, with producers and distributors paying 3/8 cent per 100 fluid pounds. The Gannett papers also quote Assemblyman Fred S. Hollowell of Yates County as terming discontinuation "sabotage of the dairy industry."

The Gannett papers reiterated that they have no selfish interest and a special article by L. B. Skeffington said "Promotion of milk consumption is sound public policy, for the benefit of public health and stability of the dairy industry."

Controversy Bitter

Some legislative critics of the milk publicity campaign are known to be opposed to continuation of the campaign under the aegis of J. M. Mathes Advertising Agency, which has conducted it since the start.

So bitter is the fight over continuation of milk publicity, that although contracts have been let by the State, obligating it until June 30, 1943, one bill was introduced last week, the Whitney-Bewley measure, to terminate it on March 31, 1943. Just what would be done with existing obligations cannot be stated, but Capitol Hill observers believe they would necessarily have to be met, whether the tax continued to be imposed or not.

Warner Brothers Anns. Feature Commentators

(Continued from Page 1)

timonials by well-known commentators such as H. V. Kaltenborn, Cecil Brown, Edwin C. Hill, Major George Fielding Eliot, Lowell Thomas and Frazier Hunt.

Commentators attended to a preview and their comments invited. Stations used are WEAf, WABC, WJZ, WMCA, WQXR, WHN, WNEW, WINS and WBYN. Marlo Lewis is radio director of the Blaine Thompson agency.

Seeman Campaign On WABC

On Feb. 15, Seeman Brothers, Inc.'s spring campaign for its Flava-Bake got under way on WABC, CBS's New York City outlet. Seeman will sponsor Jay Sims in the "Morning News" three days weekly from 9-9:15 a.m., EWT. The agency handling the account is J. D. Tarcher & Co., Inc.

ANNOUNCER WANTED

Some previous experience essential. Must be over 38 or not eligible for military service. Write: Box 116, Radio Daily, 1501 Broadway, N. Y. C.

Bill Murray Honored On "Parade" Birthday

(Continued from Page 1)

Odegard and Theodore R. Gamble, assistants to Secretary Morgenthau; Eugene W. Sloan, Executive Director of the War Savings Staff, Charles W. Adams, Assistant to the Executive Director, Roy Welch, Special Treasury Department Consultant, Vincent F. Callahan, Director of Radio, Press and Advertising, Ross Barrett, Assistant to Callahan, Marjorie L. Spriggs, Chief of Radio, War Savings Staff and Jerry Mara, Washington Manager of Allied Record Manufacturing Company. Other Treasury executives present were William S. Rainey, Emerson Waldman, Jules Alberti, Everett Opie, Morton Milman, Anne Fitzgerald, Ruth Girard, Estelle Broderick, Margaret O'Neil, Sylvia Gorman and Marie Callahan.

Murray has been in complete charge of the Treasury Star Parade since its inception, and during the first year has enlisted the services of such stars as: Judith Anderson, Edward Arnold, Mary Astor, Fay Bainter, Tallulah Bankhead, Lionel Barrymore, Elisabeth Bergner, Fanny Brice, Madeleine Carroll, Jane Cowl, Bing Crosby, Bette Davis, Florence Eldridge, Lynn Fontanne, Jane Froman, John Garfield, Helen Hayes, Peter Lorre, Alfred Lunt, Fredric March, Carmen Miranda, Paul Muni, Luise Rainer, Edward G. Robinson, Lanny Ross and Monty Woolley.

"Treasury Star Parade" is a fifteen-minute transcribed series to promote the sale of War Bonds. Three programs a week are released to 846 radio stations.

More Web Adjustments For States Going CWT

(Continued on Page 3)

join other stations in operating on CWT along with Albany, Atlanta and Macon. These stations will have CBS programs heard one-hour earlier. Stations remaining on EWT are in Augusta and Savannah.

In Ohio it is expected that Cincinnati, Cleveland, Akron and Youngstown will remain on EWT and Columbus and Dayton among those going CWT in so far as CBS affiliates are concerned. Whether this will apply to other outlets in these same cities is optional.

Understood that certain Ohio stations have been waiting a long time for an opportunity to send their program into the rich Indiana market on the same time schedule as the Indiana stations.

THIS LITTLE BUDGET WENT TO WORL BOSTON MASS. Includes image of a piggy bank.

COMING and GOING

EASTON C. WOOLLEY, assistant to William Hedges, vice-president of NBC, off to Toronto for the meeting of the CAB.

MILES E. LAMPHEAR, auditor of Mutual, arrived yesterday from Chicago.

C. F. COOMBS, station manager of KAL, Columbia outlet in Fresno, Cal., is in town, station and network business.

J. B. CONLEY, station manager of WOFL, Ft. Wayne, has arrived from Indiana for conferences at the headquarters of the Blue Network.

FRANK CROWTHER, commercial manager, sales promotion director of WMAZ, Macon, and WILTON C. COBB, secretary-treasurer, the station are in New York for talks with New York representatives. They will be back about a week.

FRED WEBER, general manager of Mutual in Toronto for the CAB meeting.

DAVE GORDON, manager of Tanya Tova, Russian singer, left yesterday to make arrangements for a tour.

H. H. HOLTHOUSE, commercial manager WAPI, Birmingham, Ala., is in town for a few days. Visited yesterday at the offices of CBS.

WILLIAM F. MALO, commercial manager WDRG, Hartford, is spending several days on station business.

WILLIAM A. RIPLE, commercial and sales promotion manager of WTRY, Blue Network affiliate in Troy, N. Y., a visitor to New York.

LESTER GOTTLIEB, publicity director of Mutual, who has been in Boston on business, expected back today.

BEA WAIN is in Detroit for an engagement of two weeks at The Bowery, well-known club.

BILLY BURTON, personal manager of Jimmy Dorsey and Gracie Barrie bands, is expected back today from Chicago.

BARRON HOWARD, business manager WRVA, Richmond, has arrived from Virginia on a business trip. Paid a call yesterday at headquarters of CBS.

A. N. ARMSTRONG, JR., general manager WCOP, Boston, in town late last week, talks with the local reps.

BUD ABBOTT and LOU COSTELLO today at New Brunswick, N. J., where they will entertain at a USO-Camp Show to be held at Camp Kilmer.

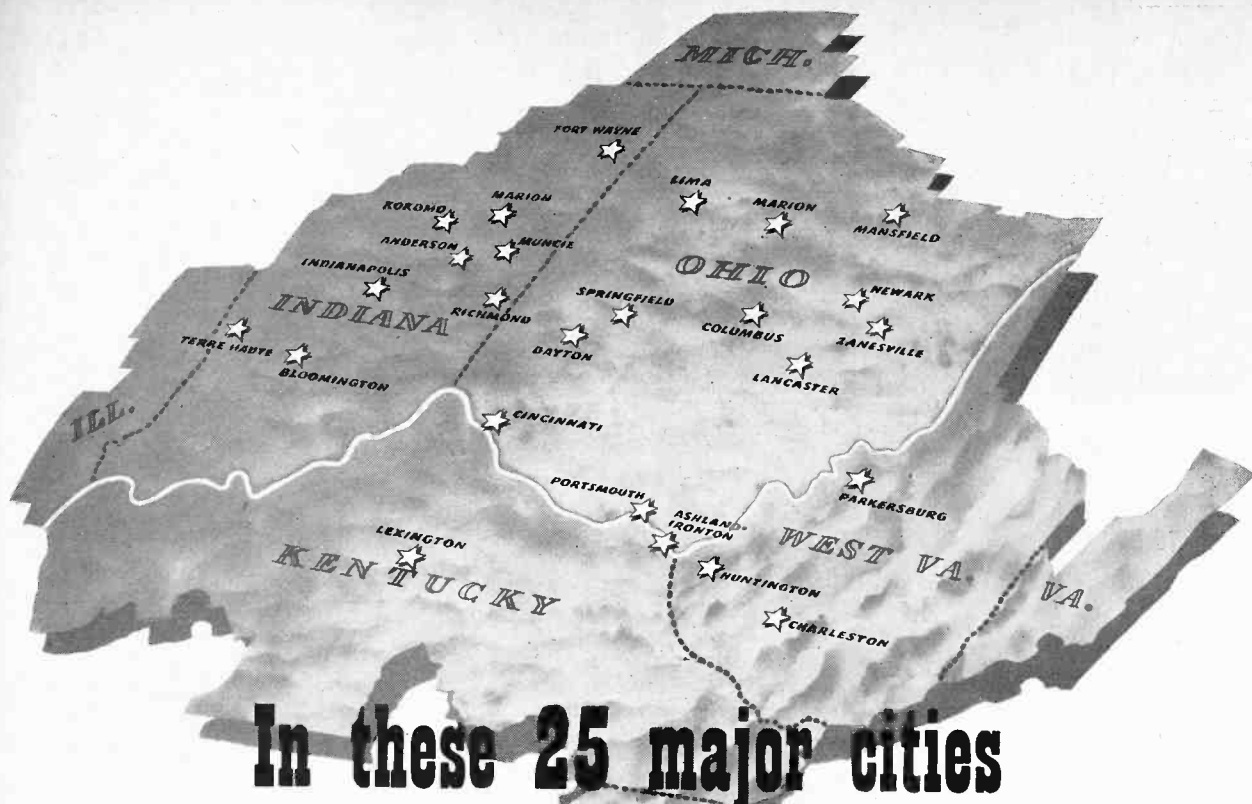
R. J. LAUBENGAYER, president of KSMO, Salina, Kans., plans to spend the last few weeks of February in Chicago.

Beecher Replaces Polesie

Bill Beecher has replaced Herb Polesie as producer of the Al Jolson Monty Woolley show Tuesday night on CBS.

BULOVA Watch Company (thru the Biow Company) adds only WLIB to its schedule for 1943. There MUST be a reason... we reach a market that none of our contemporaries consistently serve. NEW YORK'S WLIB THE VOICE OF LIBERTY 1190 ON YOUR DIAL

What about WOL? ...It originates more Network Programs than any other Washington Station. Get the facts from WOL - WASHINGTON, D. C. Affiliated with MUTUAL BROADCASTING SYSTEM. National Representatives: SPOT SALES, Inc.



**In these 25 major cities
 WLW delivers 48.7%^{NN} of all radio listening*
 ...and in the rural areas around them, the
 listening index averages 2.5% greater**

WLW's dominance is familiar wherever the power of radio is known. It is the natural outgrowth of a progressive programming policy (WLW invests three and one-half times as much for programs as the average 50,000 watt station)# . . . a clear channel frequency with the third highest radiation per kilowatt in radio# . . . constantly improved news, agriculture, and public service programs handled by the ablest staff it is possible to assemble.

This dominance is significant in one of the world's largest markets — over twelve million people who buy more drug and grocery products than are sold in the five boroughs of New York and the City of Chicago combined.

*Based on Hooper Mid-Winter WLW Area Rating, 1942, a weighted average figure which does not represent the size of our audience in any one city. Remainder of the audience is divided among fifty-one other stations identified by call letters in the Hooper report.
 # FCC Documents.

DOMINANCE WITH DEALERS. Implementing your advertising on WLW is a carefully developed plan of merchandising which covers every phase of distribution from manufacturers' representative through consumer—climaxed by 28,000 personal contacts every year on the wholesale and retail dealers who move your merchandise. This comprehensive merchandising program is controlled and directed by WLW, costs advertisers nothing.

A NEW SALES SERVICE. Answering the problem of the man-power shortage is SPECIALTY SALES, a WLW affiliate. SPECIALTY SALES offers the services of experienced salesmen who cover every grocer and druggist in all cities of our four-state area. SPECIALTY SALES enables you to maintain dealer contacts or introduce new products at a fraction of the cost for man-power.



WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.

Los Angeles

By JAC WILLEN

WE hear that Frank Graham CBS' star of "Cosmo Jones" series, heard over the network for the past three years has a terrific radio tie-in engineered by Sam Kerner, his agent, for his first Monogram picture release "The Crime Smasher," which will be previewed this week.

Hedda Hopper will soon be back on the air with her own show after her visit to the Vallee stanza Feb. 18.

Tommy Freebairn Smith, who has been named production executive of "Ceiling Unlimited" by Foote, Cone & Belding, and Ronald Colman, who guested on the program last week, are World War I buddies, both having served in the London Scottish Regiment.

Bill Lawrence has a sharp eye on a good 20 point-plus radio show for a good sponsor.

Al Pearce will shortly come up with a humdinger of a show to coincide with his first film release.

Lurene Tuttle has a new show in the making that should "do business" at the home listening posts.

Harry Norwood is close to the tieing-up spot on a picture deal for the Merry Macs that would make them box-office plus.

Bill Paley's announcement of CBS' intention to look over West Coast talent for new sustainer and commercial program material, with accent on the comedy angle, has loads of scriptings and photos piling in on local CBS officials, who are looking, not asking.

Cass Daley seems to be the fair-haired girl on radio's list of star comedienne material.

Andy and Virginia, a.m. Blue live show, is being looked over as a good bet for an institutional program.

We inadvertently tagged Lennen and Mitchell after producer Sam Pierce in a recent item which should have read Ruthrauff and Ryan as Sam's interest on the Gracie Fields show, which he produces with Chuck Lewin.

Andy Kelly, of CBS Coast praisery, is easy on his staff because they cooperate 100 per cent with the likeable Andy.

Dick Joy has been set as the Groucho Marx-Pabst Blue Ribbon show announcer.

John Akerman of KPAS, Pasadena, may soon find himself on the receiving end of a tempting offer.

Clyde Scott, KECA-KFI commercial and sales manager, has been nominated as a likely replacement to head Blue's San Francisco station KGO, when William G. Ryan, current KGO head, switches over today as head of Earle C. Anthony stations KFI-KECA.



Reporter At Large. . .!

● ● ● The fact that Sgt. Jimmy Cannon's book is getting raves from the reviewers surprises none of us who were familiar with the magic he could get out of wordage. Here is a sample of the brisk-paced Cannon-fire: "We're the misplaced generation. We came to B'way when speakeasy whiskey was a dollar a drink. It was considered an honor to be insulted by Texas Guinan. Jimmy Walker, a frail and witty man, ran the town. Peggy Joyce was our dream girl. Foreign correspondents were guys who mailed postcards to hold the franchise. We laughed at Rudy Vallee and we always needed sleep. The Army was a team that played the Navy. We watched the bread lines form and we walked faster when we passed by. We came out of the speakeas and we loated in the Stork. We were still the bright boys, a little older. . . . We knew what was going on. We wanted to do something about it. We didn't. We escaped into the bottle and the night. We met refugees and we said don't worry. It will be all right. We hated fascism, but we needed our laughs. But all of us, the guys who set in the Guinan Club, know this is the last chance we have. We can't blow this one. Bet on us, the guys who thought of Peggy Joyce as their dream girl, the guys who drank too much and had too many hangovers. Bet on us because, after all these years, we finally know the score."



● ● ● Lt. Mary Fabian, former star of the Chicago and Paris Opera Co., and who once directed an opera series over WMCA, is now with the Radio Dep't of the WAAC in Fort Des Moines, Iowa, in charge of singing and entertainment. Mary is the tiniest WAAC in the army, an inch below the required height—but because of her musical ability plus her persistence (she was rejected five times), the rules were finally waived in her favor. The show she put on during the recent President's Birthday coast-to-coaster proved the army made no mistake.



● ● ● TICKER TAPE: Mary Margaret McBride's protegee, Elizabeth Fraser, is nothing if not broadminded, politically speaking. She played a "red" Russian in "The Russian People" and now in Oscar Serlin's "The Family," she'll appear as a "white" Russian. . . . And speaking of proteges, Edgar Fairchild, a "discovery" of Vick Knight's, is the new musical boss of all Deanna Durbin pictures. . . . Cottonseed Clark dicking with Henry Hull for the role of Judge Roy Bean in his western thriller, "Law West of the Pecos" . . . Frances Farmer has had several offers to go back to work as soon as she's well enough—proving Hollywood still has a heart. . . . Arlene Cameron, former showgirl around town, now an organizer at AGVA and what's more, doing a nice job. . . . Referring, no doubt, to the recent work or fight edict, Herb Shriner's advice is to get married—and do both! . . . Recommended: Raymond Paige's musical magic and Morton Downey's warbling on their new Coca-Cola show. . . . We find great possibilities in the song written by two service men at Scott field, "He's My G. I. Guy," which was done for the Field's version of "Cheers From the Camps" . . . Writers are Pvt. R. De Vito and Pvt. James Kannett and are already getting a big plug from numerous service bands and orchestras.



● ● ● Tonight the Ginny Simms show will switch from its usual format of presenting guests from among the armed forces by offering three "home defense soldiers." One of them will be Vincent Carano from the Lockheed plant. What makes this an item is that Carano used to be a sculptor at Tiffany's. Now he's gathering all the steel shavings at the plant out of which he plans to make a statue of Gen'l Billy Mitchell.



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

CHUK LOGAN, director of special events, and WBBM technician back from Camp Grant, Rockford, Ill., for week-end pick-up of Colby bias "Spirit of '43."

Arrangements for Chicagoland premiere of the radio adaptation of new film "Hitler's Children," starring Bonita Granville and H. B. Wain, have been completed by WGN today, from 8:30-9 p.m., CWT. Broadcast will herald opening of picture at Palace Theater.

Holly Pearce, WBBM engineering supervisor has taken over additional duties as program traffic manager replacing Bill Seymour who leaves for the service as an Ensign in Navy.

New publication titled, "The From WMAQ" placed in the market today by NBC to 15,000 wholesalers and retail grocers and druggists station's listening area. Publicist stresses merchandising tie-ups with radio.

George W. Diefenderfer, NBC salesman for past two years, has been commissioned a lieutenant in the Navy and leaves for naval aviation base at Quonset Point, R. I., Feb. 18.

Baby bulletin from NBC. Clarence Heider of building maintenance department is father of six-pound eight-ounce baby girl and Elmer Eisenmenger of the engineering is celebrating the adoption of a baby daughter, Deborah Alice.

Bill Ray, manager of the NBC Central Division and special event department in New York on business. W. E. Jackson, general sales manager of Westinghouse station and B. MacDonald, sales manager of KYW Philadelphia, in Chicago this week.

CBS News Dept. Adds Two

Two new writers have been hired in the CBS news department to replace members of the staff called the Army. The additions to the news room are Katherine Grantham, many years a writer in the radio and newspaper field, and Edward Bliss, who for the last six years has been a reporter on the Columbus (Ohio) Citizen. Both have been assigned to news writing for Columbus all-night news programs.

Jacobs On R. C. Committee

The appointment of Joseph Jacobs, head of Jewish Market Organization as chairman of the Jewish Language Press and Radio Division of the Committee on Public Information of the 1943 Red Cross War Fund for New York City, is announced by James Cecil, chairman of the committee.

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

RADIO ARTIST?
Call
LEXington 2-1100
FIRST AND FOREMOST

Recording Men-AFM Open Meet; Senators Clark, Tobey Give Views

(Continued from Page 1)

tion of procedure of further negotiations. AFM president said that the fair producers would confer among themselves on question of whether different interests—record companies, transcription companies, juke industry, etc.—should confer separately with the union, or whether interests should unite in these negotiations. Issue of whether firms select spokesman, or all sit in sessions was also to be cleared, Petrillo said.

Meeting, which ran from 2 to 4 p.m. in the union's headquarters, consisted of including 5 lawyers, trade executives representing 12 record and transcription corporations. The juke interests were not represented at the meeting.

Some of those who conferred at the meeting in the afternoon, met again at 10 a.m. to discuss the trade angle. They are meeting again at 10 a.m. at the office of Decca Records, and will return to Petrillo's this afternoon at 2 p.m.

Petrillo Pleased

When asked his opinion of his meeting with the platter makers and their attorneys Petrillo appeared pleased with the general tenor of the meeting. He said: "To me they were reasonable men and seemed like men who want to make a settlement. The negotiations were all right. I hope it (reference to negotiations) will continue in the future."

Petrillo reported that he and the board members had withdrawn for a half hour at one point in the afternoon's negotiations, to permit the trade executives opportunity to talk among themselves on how the negotiations should be conducted.

There were one or two inquiries about the trade, seeking specific tax proposals from the union, but no concrete data was given. Trade executives commit itself, Petrillo said, to the tax plan, nor was any counter proposal made.

Those Present

Those present at the meeting, which was the first since the trade conferred with the union on the recording problem in 1937 when Joe Weber was president, were as follows:

Finney president of Asso-

ciated Music Publishers Inc. and Muzak Transcriptions Inc.; Ben Selvin, vice-president of AMP and director of recordings of Muzak; A. J. Kendrick, vice-president of World Broadcasting System Inc.; Gerald A. Kelleher, president, Empire Broadcasting Corp.; Jack Kapp, president Decca Records Inc.; Milton Diamond, attorney for Decca; Edward Wallerstein, president, Columbia Recording Corp.; Kenneth Raine, attorney for Columbia Recording Corp.; Ray Lyon, manager of WOR's Recording Studios; Judge Lawrence A. Morris, attorney for RCA Victor; C. Lloyd Egner, vice-president in charge of NBC's recording division; R. P. Myers, member of legal staff of NBC's recording division; C. O. Langlois, president of Lang-Worth Feature Programs Inc.; A. Walter Socolow, attorney for Lang-Worth Feature Programs Inc.; Milton Blink, manager of the Chicago office of Standard Radio; Gerald King, president of Standard Radio, from Hollywood; William F. Crouch, Soundies Distributing Corp. of America, Chicago.

Washington Bureau, RADIO DAILY

Washington—Regardless of the outcome of the present negotiations toward settlement of the AFM recording ban, there is a possibility that hearings by the special Senate Interstate Commerce Subcommittee will be resumed. Although Senator D. Worth Clark of Idaho, chairman, is not anxious to resume once the ban is settled, Senator Charles W. Tobey, New Hampshire Republican, told RADIO DAILY yesterday that there are several other phases of the matter that the committee should look into.

Senator Clark said he had no comment to make yesterday, pleading that he did not want to slap at the negotiations while they were in progress. Aside from that remark he would not in any way indicate his reaction to the AFM proposals. He told RADIO DAILY that he did not get the proposals until after they were made public, but he believed they had been mailed to him earlier.

Executive Session Shortly

Senator Tobey is not prepared, he said, to discuss the matter in detail at this time, but it was obvious that he has not forgotten the promise he made Petrillo as the first day of the three-day hearing drew to a close last month. At that time he promised that the committee would study the entire radio and recording industry, and it is believed that Tobey is still interested in going a good deal further into the matter than Clark. "We might go into a good deal more of these matters," he said, then added the final decision was up to the committee. An executive session will probably be called within the next week, depending upon the results of the negotiations now in progress.

Senator White, Republican of Maine, said that he had been out of town on business and was not familiar

with what was happening in the AFM matter thus far.

Supreme Court Upholds AFM

The Supreme Court yesterday refused to reverse the decision of the Chicago court which threw out the first of the two anti-trust suits brought against AFM by the Department of Justice. In a brief decision, the court cited several cases to prove its contention that the case was not properly one of anti-trust violation within the accepted interpretation of the act.

Care in settling the recording ban controversy was called for by FCC Chairman James Lawrence Fly yesterday. "I don't think I am prepared, and I am not so sure I am competent to pass upon the merits of the Petrillo proposal," he said. "On the other hand, I think it is a practical matter and that the industry ought to be careful—in any potentiality—to be practical in settling the whole difficulty, and I should be very reluctant to say that it (the AFM plan) should not be given serious consideration.

"It is conceivable that something could be worked out of it, or in any event that a good faith attempt to settle the matter around the table will lead to some form of satisfactory settlement."

Use Social Psychology In Research—Dichter

(Continued from Page 1)

major application in modern market research if true surveys of the why of consumer actions are to be achieved to guide advertising and merchandising. He addressed his theory to members of the American Marketing Association attending the luncheon meeting yesterday of the Field Research Group, at the Hotel Sheraton. His remarks were presented under the head of "Motivational Research." H. A. Richmond of Metropolitan Life Insurance Co., was chairman of the meeting which wound up as a discussion session.

"You are not justified in making out market research questionnaires dealing only with the obvious factors," he told his audience.

Pointing specifically to radio, the speaker noted that the approach to commercial plugs did not always coincide with psychological effect of the medium of radio on listeners. Copy writers and those in charge of research should give more consideration, for example, to the fact that commercials are frequently isolated from the entertaining features and may isolate the audience; that copy may give listeners an inferiority complex, and that since radio invites family gatherings and informality, commercials should be as easy and informal.

TOP FLIGHT SPORTS PROGRAM

Available for Sponsorship Over

W C O A

PENSACOLA, FLORIDA

Presenting: "The Sports Spotlight Program" with Gene Kirby... a fifteen-minute resume of national and local sports activities; interviews with outstanding celebrities, many of whom are physical instructors or flyers at the Pensacola Naval Air Station; plus human interest stories of famous stars, past and present.

This program 6:30 p.m. to 6:45 p.m., Mondays through Fridays, follows John W. Vandercook's "NBC News of the World" and precedes H. V. Kaltenborn. This outstanding program was originated the first part of January and has proved to be one of WCOA's hits. It is now available for national sponsorship at an attractive package price.

For particulars call

Irving F. Welch

General Manager, Station

W C O A

at John H. Perry Associates

Murray Hill 4-1467 any day this week.

P. S. Also some choice night-time chain breaks available.

IT'S WHAT IN BOSTON

45—WCOP does a full time job, whether it's a spot or a full hour... we can back that up!



REPRESENTED BY HEADLEY-REED CO.

COP

BELONGS ON YOUR SCHEDULE

Name Counsel Wed. For Probe Of FCC

(Continued from Page 1)

sel, Cox said, and added that he expects the man named to get to work at once. Selection of further committee personnel will be up to the counsel.

Reps. Wigglesworth, Massachusetts Republican, and Magnuson, Washington Democrat, both claim that they do not know who has been chosen as counsel. They said, in fact, that they did not know that counsel has been chosen. The other two members of the committee, Hart of New Jersey and Miller of Missouri, could not be reached.

Magnuson told RADIO DAILY that there has been only one meeting of the committee—that at which it was decided that they seek \$60,000. "Gene's been taking care of the funds matter," he said, adding that he has no idea who the counsel will be—"It's been sort of hard to get one, from all I hear"—and was quite surprised to hear that Cox has already made a selection. He said that Cox had made it plain he wanted the committee to select the man to serve it as counsel. Both Wigglesworth and Magnuson said that no meeting has been called since then.

Pickard Matter to Fore

Wigglesworth again yesterday brought to the House floor the matter of alleged payments by networks to Sam Pickard, who left a post as a member of the old Federal Radio Commission to become a CBS vice-president. He charged that the FCC, which succeeded the old Federal Radio Commission has "apparently laid to rest," his charges concerning Pickard. He indicated that he would seek to investigate the matter further when the investigation gets under way, and promised that as far as he is concerned, the FCC will come in for a "thorough investigation."

Asked whether this meant that he might go beyond the resolution which called for the investigation, he said he didn't think so, declaring "The resolution calls for investigation of the activities of the FCC, and in my mind that word 'activities' goes all the way." This would indicate that the general radio picture might be studied by the committee, if Wigglesworth has his way.

Aside from that possibility, there has been little to indicate just what the investigation is designed to accomplish. Cox has never made a clear statement on the matter, nor has any other member of the committee.

Magnuson told RADIO DAILY yesterday he doesn't know what's to be accomplished. "I know so little about radio," he said, "that I suppose that's why they put me on the committee."

NBC Dec. War Effort

Time devoted to the war effort in December, by NBC totalled 91 hours, according to a survey just completed. These figures represent an increase of 65 hours over January 1942.

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 Feb. 4-11, 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
Brazil (Southern)		1959	1094
I've Heard That Song Before (Mayfair)		1519	449
Touch Of Texas (Southern)		1370	464
There Are Such Things (Yankee)		1336	1331
Moonlight Becomes You (Famous)		1185	1067
You'd Be So Nice To Come Home To (Chappell)		1152	1219
That Old Black Magic (Famous)		771	687
Why Don't You Fall In Love With Me (Harms)		707	938
I Had The Craziest Dream (Bregman-Vocco-Conn)		673	1140
Moonlight Mood (Robbins)		632	645
Army Air Corps (Fischer)		630	401
Please Think Of Me (Witmark)		624	869
Three Dreams (Remick)		620	373
Weep No More My Lady (Dorsey)		589	256
I'm Getting Tired So I Can Sleep (Army)		502	1001
My Dream Of Tomorrow (Santly-Joy)		494	
This Is The Army Mr. Jones (Army)		468	310
For Me And My Gal (Mills)		467	507
Dearly Beloved (Chappell)		427	306
There Will Never Be Another You (Mayfair)		379	332
I Just Kissed Your Picture Goodnight (Crawford)		373	368
Rosie The Riveter (Paramount)		350	212
When The Lights Go On Again (Campbell-Lott-Porgie)		327	249
Canteen Bounce (E. B. Marks)		326	
Constantly (Paramount)		311	239
Take It From There (Miller)		307	376
Rose Ann Of Charing Cross (Shapiro-Bernstein)		300	730
Don't Get Around Much Anymore (Robbins)		292	216
I Lost My Sugar In Salt Lake City (Mills)		266	225*
Praise The Lord And Pass The Ammunition (Famous)		250	257*
Hey, Good-Lookin' (Chappell)		248	621
Out Of This World (Remick)		242	229*
When The Shepherd Leads The Sheep Back Home (Bregman-Vocco-Conn)		241	345
As Time Goes By (Harms)		240	495
Savin' Myself For Bill (Chappell)		233	150
Why Don't You Do Right (Mayfair)		233	
Taking A Chance On Love (Feist)		216	497
Could It Be You (Chappell)		191	146
Old Man Romance (Witmark)		188	
It's Getting The Best Of Me (Ambassador)		175	
It Can't Be Wrong (Harms)		158	378
I'd Do It Again (Santly-Joy-Select)		156	206
Can't Get Out Of This Mood (Southern)		150	412*
Ev'rything I've Got (Chappell)		143	383*
I Don't Believe In Rumors (Broadcast Music)		140	116*
Don't Cry (National)		139	
Can't Get The Stuff In Your Cuff (Dorsey)		137	
Someone Else's Sweetheart Is The Girl Of My Dreams (Shapiro-Bernstein)		133	158
Whoa Ho (Undetermined)		133	
Daddy's Letter (Berlin)		125	406

(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.

Full Repeal Possible Of "Salary" Ruling

(Continued from Page 1)

earlier proposal that the committee attach a rider to the debt limit repealing the OES salary dictum. His suggestion was shelved Saturday by the committee in favor of a compromise suggested by Wesley Disney, Oklahoma Demo. Disney's suggestion, which should come before the House with the in another week or 10 days, provides that salaries which net more than \$25,000 annually should be pegged to their pre-Pearl Harbor level, with no others can be brought above \$25,000 net level. It would be retroactive until last Oct. 2.

This compromise was obviously signed to bring some of the 15 Democrats on the committee along with 10 Republicans, and it succeeded a 15-10 vote, whereas there was doubt that the Gearhart proposal would have passed.

Rep. Gearhart said he is "not completely satisfied" with the compromise, but feels that it was quite an accomplishment to "pry that loose from the Democrats on the committee." He told RADIO DAILY he does not look for any strong house pressure toward a full repealer, but does feel confident that when the gets to the Senate it will be worked over until there is nothing of a promise left in it. There is a question that Congress will pass a bill, said Gearhart, and he thinks has enough support to override a veto. A veto is, however, extremely likely because of the important nature of the bill to which the rider is attached.

Ogden Nash To Be Emcee On New Ballantine Series

Ogden Nash has been signed emcee of the new Ballantine series, featuring Guy Lombardo and his orchestra, on CBS, starting March 8, 10:30-11 p.m. Program will air on 44 CBS stations along the East seaboard. First alic account to credit the CBS restricting policy is handled by J. Walter Thompson Co.

Placement of this account brings to three hours, total weekly air time agency will have this Spring on CBS and represents the largest time quota agency has had on that network. Most of the JWT accounts, in previous years, concentrated on NBC. Other JWT clients now on CBS are "Lever Bros." Radio Theater, "Elgin Watch Co., half-hour; "The Man Behind the Gun," P. Lorillard & Co., half-hour; "Sammy Kay and Wm. Wrigley, Jr. Company, half-hour, "Sgt. Gene Autry."

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 Recording Facilities. Complete Location Equipment.

Difficult War Years Face Radio, Says Fly

(Continued from Page 1)

The FCC chairman said, however, that wartime restrictions on advertising may mean a greater appreciation of the value of small radio stations. Fly said that results of the special survey the Commission conducted to determine the financial status of most broadcasters were pretty much as expected. Pointing out that a number of the questionnaires failed to come in, he said that it will be necessary to go over the regular reports, however, before an accurate story can be revealed. "Six or eight" stations have surrendered their licenses within the past few months, he said, and other orders are looked for soon, but a number of stations "pushed into liquidation" is not yet startling. "It is, however, a very significant problem, and something that we must do whatever we can to alleviate."

RFC Loans Suggested

As to just what he had in mind should he find it difficult to get advertisers to cooperate, Fly said the first suggestion which came to the Commission was that RFC loans be granted stations in financial straits. "I definitely discouraged that," he said, "because that would bring government in with material interest in stations and possibly lay the blame for the charge that the government was acquiring some influence over the stations thereby and because a solution would leave the station with a fixed obligation to burden them in the future. Such a loan will be a shot in the arm." "Numerous practical difficulties" will come of the same difficulties as will follow from RFC loans ruled out in the second suggestion, Fly continued, referring to reports that the government might buy time from broadcasters. It is his intention to work along entirely different lines, he said, "and wind up the matter on a purely private transactions." "Looking that newsprint and out-of-pocket advertising restrictions would be a shot to the benefit of radio, Fly stated that "advertisers may not appreciate the value of advertising on the small and remote stations. After all, you have intensity of listening there in terms of the number of people who listen in proportion to the total number, and also an intensive quality of listening in advertising to compete with. A shot of the whole thing is that by dirt for advertiser as no comparable audience would be. If these communities have no substantial means of mass communication."

NETWORK SONG FAVORITES

(Continued from Page 6)

FAVORITE STANDARDS OF THE WEEK

SONG TITLE	PUBLISHER OR COPYRIGHT OWNER	ACI
Melancholy Baby (Shapiro-Bernstein)		503
Whispering (Miller)		317
I Know That You Know (Harms)		277
Just One Of Those Things (Harms)		265
Bugle Call Rag (Mills)		259
Star Dust (Mills)		233
Tea For Two (Harms)		214
Summertime (Chappell)		168
All The Things You Are (Chappell)		143
Begin The Beguine (Harms)		132
PATRIOTIC		
Semper Paratus (Sam Fox)		503
Marines' Hymn (U. S. Marine Corps)		363
Anchors Aweigh (Robbins)		285
Over There (Feist)		226

Note: If an old song is being currently "exploited," it is included in the regular ACI listing.

Bannerman Address Opens CAB Meeting

(Continued from Page 1)

King Edward Hotel, was the third to be held during hostilities. In his presidential address Glen Bannerman declared that whatever people may say to the contrary, there would be initiative of privately owned broadcasting stations for a long time to come if station operators were true to their trust and that the association was anxious to mould responsibility of private stations for the days after the war. He called for a frank exchange of views to solidify the position of private broadcasters.

Bannerman paid tribute to the past president, Harry Sedgewick, in his appointment as head of the New York office of the Canadian Wartime Information Board and also told of increasing use of radio by government agencies. He also detailed personal coverage he had made of stations and conferences with federal officials representing 120 days away from association headquarters in the twelve-month period.

Announcement was made that Bannerman has been appointed chairman of the National Radio Committee of the Canadian Red Cross while reports presented showed a total of 3,025 letters received during the past year on association business.

Figures compiled revealed that 55 stations donated \$522,580 of free time in 1942 to government and patriotic charity and religious programs.

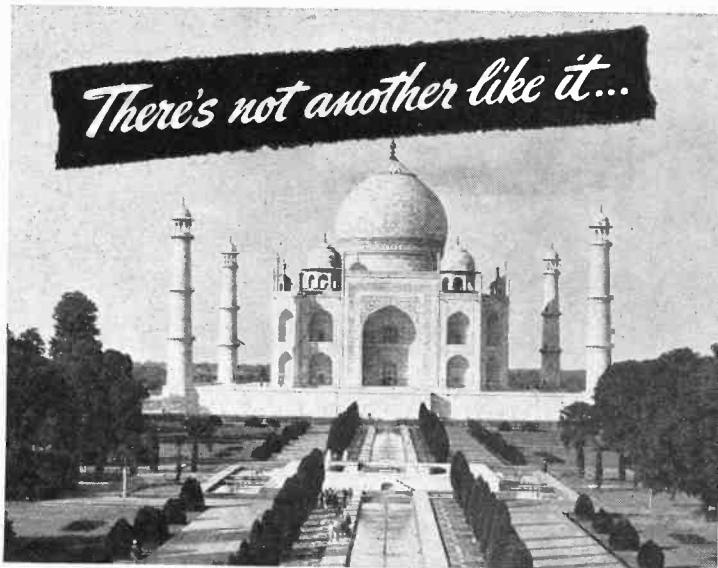
Advertising revenues of member stations held up remarkably well, it was stated, in spite of shortages in civilian goods and sale restrictions but lessening revenue was forecast for 1943 because of exhausted inventories among program sponsors.

Among early steps at the meeting was the adoption of recommendations to set up a committee to study the future of the broadcasting industry in the post-war era.

Members of the association met for first time Dr. J. S. Thomson, newly appointed general manager of the Canadian Broadcasting Corporation, when he addressed the Monday noon-day luncheon.

Stork News

Forrest W. Clough, traffic manager of the Texas State network and KFJZ, Fort Worth, became the father of a daughter recently. Mother and daughter are doing nicely at the Methodist Hospital, Fort Worth.



The Taj Mahal, built by Shah Jahan at Agra, India, as a tomb for his wife, required 18 years to complete. It is recognized as the most perfect example of the Mogul style of architecture, and is considered by many to be the most beautiful building in the world.

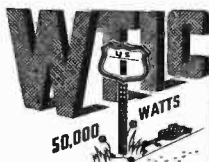
Radio advertisers have, for many years, recognized WTIC as the foremost medium for delivering sales in the Southern New England market. The extremely high per family income and radio ownership in this wealthy area plus WTIC's power, prestige and listener acceptance produce a sales combination difficult to equal.

Include WTIC in your next radio appropriation, and learn for yourself why we continue to 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



ANNOUNCER

immediately. 3 years with 1000
KC and Blue affiliate. Until recently
announcer. Married, one child. 3-A in
Write:

RADIO DAILY
1501 Broadway, N. Y. C.

WBNX NEW YORK

WITH THE MOST INTIMATE AND
EFFECTIVE PROGRAM APPROACH
TO AMERICA'S LARGEST MARKET

5000 WATTS *Directional*
OVER METROPOLITAN NEW YORK

COAST-TO-COAST

OPEN HOUSE" the new show WCAU, Philadelphia, airs for its steady listeners played before a studio audience recently and played to SRO. It was found that the program's subtitle, "A Day Club for Night Workers," carried real significance when a check-up revealed that the audience was made up of a majority male workers from the Philadelphia area.

As soon as teleprinters can be installed at KGGM, Albuquerque, N. M., United Press news will be aired from the station. A. R. Hebenstreit, president of the station contracted for the service on a recent New York trip. As a result of the UP contract the station is enabled to increase its news service to the Albuquerque area.

New faces at WMAZ, Macon, Ga., include Chris Barnhart, now in charge of women's features, Margaret Osburn Rennie, secretary, Fred Kenney and Lloyd Harris on the announcing staff.

Iver Sharp, director of station operations has been elected a vice-president of KSL, Salt Lake City. The election was made at the annual meeting of the Radio Service Corporation of Utah. At that time Sharp was also appointed a director of the corporation. Sharp was formerly connected with the N. Y. Telephone Company.

Christine Neville, of Rochester, N. Y., has just joined the publicity staff of WOL, Washington. Although new to radio, she has had several years experience in publicity and public relations work. She replaces Louise Miller, who has moved into the program department.

WTOL, Toledo, presented a minor Gubernatorial convention by airing talks made by Governors Leverett Saltonstall of Massachusetts and John Bricker of Ohio during a recent Army-Navy "E" award and Lincoln Day dinner.

With Africa playing a prominent role in American life since the invasion of the dark continent by American troops it is a topic of speculation. As such, WHIO, Dayton, brought to its mikes, Ava Hamilton, woman explorer of Africa who answered questions put to her by production manager, Bill Hamilton.

1943 BIRTHDAYS

February 16

Patty Andrews	Douglas Arthur
Mildred Bailey	Edgar Bergen
C. B. Donovan	Aaron Hangor
Bert Kalmar	Wayne King
Jerry Lester	Dell Sharbutt
Joe Smith	"Bert" Greene



Number Sixteen goes up the Mast

People are not in the habit of trusting someone else with a highly prized possession unless they have faith in that someone else.

That is why we are proud of the fact that practically every organization in this area which has won the Army-Navy Production Award has bought time on WGAR exclusively to broadcast the ceremonies.

Recently, upon helping employees of The Bryant Heater Company (and the famed Bryant pup) raise the "E" flag on their mast, we chalked up the sixteenth such ceremony which WGAR has been chosen to air.

All of these broadcasts are pointed to aid the war effort... to turn workers from nonessential labor toward the war plants, to encourage war bond purchases by the public through demonstrating how invested dollars are being turned into arms.

These WGAR programs may not *win* the war, but they will *help*.

P.S.—Six other Cleveland industrial firms are sponsoring regular broadcasts over WGAR to recruit man power, aid in employee and public relations, keep alive product names.



BASIC STATION · COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President; John F. Patt, Vice Pres. & Gen. Mgr.
Edward Petry & Company, Inc., National Representative



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

22, NO. 32

NEW YORK, N. Y., WEDNESDAY, FEBRUARY 17, 1943

TEN CENTS

Year For Farm Audiences

MOD Now Full-Time; Greater Activity By FCC

Washington Bureau, RADIO DAILY
Washington—FCC has granted to Grand Rapids, Mich., a modification of its license to change its operation from sharing time with WASH, Grand Rapids, to full-time, using the facilities of the latter station.

Both outlets belong to the King-Trendle Broadcasting Corp. Brooklyn, has petitioned for special authorization to operate within its main studio at 42nd Street, New York City, from One Nevins Street, N. Y. C.

Shoes Stores' Spots Planned For N. J. Stations

Wise Shoe Stores Inc., through Harrison Associates Inc., has purchased programs and spots on stations in New Jersey—WPAT, WJAT, and WAAZ, Jersey City. The Federal shoe rationing and will also perform a merchandising job via a qualified.

International Programs Led By MBS From S.A.

Broadcasts from leading Latin American republics are being scheduled by the Mutual Broadcasting System for airing during the latter part of February and March. Series are presented in cooperation with the U.S. Chamber of Commerce.

Sale's A Sale!

Edinburgh—Last week an optical salesman, who knew how to circumvent the shortage, phoned James KDKA manager, and tried to sell a home. The salesman was too successful in his effort that the time the conversation was over the salesman a War Bond station's Bond Dept.

All the Answers

Washington—Sixteen pages of suggestions on radio war writing have been released by the OWI. The handbook, entitled "When Radio Writes for War," was prepared by Joseph Liss and Dick Dorrance, of the OWI radio bureau, both former radio men, and is made up mainly of answers to queries from writers within the industry.

Expect Senate's Okay On House Salary Move

Washington Bureau, RADIO DAILY
Washington—Senate concurrence with the action of the House Ways and Means Committee, which Saturday voted to recommend drastic alteration of the President's salary limitation order seemed almost certain yesterday when three Democratic Senators spoke out in support of the House Committee's action. Nothing can actually be done in the Senate, however, until the House votes on the recommendations of the Ways and Means Committee.

It is highly probable that the Senate will act on the bill.

Campbell Signs Berle For Half-Hour CBS Series

Campbell Soup Co. for its half-hour CBS time originally bought to house Amos 'n' Andy, has set Milton Berle for the time along with an orchestra, yet to be selected, a Temme.

CAB Hears Gov't Officials Discuss Manpower Problems

"Voice of The Army" Sets Special Stanza Feb. 22

As a Washington's Birthday feature for the 678 stations receiving its weekly transcribed program, the "Voice of the Army" is sending out for the week of Feb. 22, a special program telling the story of the Purple Heart decoration. "The Purple Heart" is the 132nd program in the Army series.

Battery-Operated Sets Deteriorating In Certain Rural Areas; Rep. Stefan Asks Congress To Take Action

Day-Night Listening Seen At Highest Peak

Commercial programs, in both the day and evening categories, are attaining unprecedented audience ratings, according to report 23 released yesterday by the Cooperative Analysis of Broadcasting, Inc. Twelve nighttime productions passed the "30" mark. This group includes Lux Radio Theater, "Kay Kyser," "Chase & Sanborn."

WHOM Blood-Bank Show: All Day In 7 Languages

Broadcasts in six foreign languages, in addition to English, will be heard over WHOM tomorrow direct from the Red Cross Blood Donor Center, 2 East 37th Street, New York, in a full day schedule of programs from 11 a. m. to 11 p. m.

AFRA Sending Notice Of Increased ET Fees

Notices of AFRA's demands for increases in commercial scale minimums for live and transcribed productions have been drafted, and will be sent out tonight to agencies, advertising.

Washington Bureau, RADIO DAILY
Washington—Radio is threatened with the loss of thousands of its audience as a result of the shortages of zinc and copper, according to Congressman Karl Stefan, of Nebraska. Discussing the metals shortage on the House floor, Rep. Stefan told the House that "a very great number of families that depend solely on radio for news and information are threatened with the discontinuation of this service because they can get no batteries."

Recording Men Confer Re Musician Proposals

Record and transcription companies, and library and wired music services, meeting yesterday, agreed to conduct future conferences with James C. Petrillo and the board of directors of the AFM on the recording ban problem on an industry-wide basis, with all conflicting groups united at least until basic principles of a plan can be worked out.

UP Adds Foreign Outlets; Now Has 640 Subscribers

Under agreements recently completed, UP news now is being broadcast from radio stations in Ankara and Istanbul, Turkey; the Palestine Broadcasting Corp.; the Near Eastern Broadcasting Corp.

"Double Features"

Nearest radio approach to the "double feature" policy of the film industry will occur on Sunday, Feb. 28, when Fred Allen's "Texaco Star Theater" and Phil Baker's "Take It Or Leave It" will follow one another on CBS and each emcee will play the role of featured guest on the other program. Shows will originate at CBS Studio No. 3.



Vol. 22, No. 32 Wed., Feb. 17, 1943 Price 10 Cts.

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

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FINANCIAL

(Tuesday, Feb. 16)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Crosby 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., Nat. Union Radio. Columns include Bid, Asked.

OVER THE COUNTER

Table with columns: Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit). Columns include Bid, Asked.

Campbell Signs Berle For Half-Hour CBS Series

(Continued from Page 1)

vocalist, a quartet and a group of stooges to work with the comedian. Show will be heard Wednesdays at 9:30-10 p.m., EWT beginning March 3, and is the second CBS program for Campbells, the other now heard is the "Radio Reader's Digest" Sundays 9-9:30 p.m., EWT.

Berle is currently in Philadelphia with the "1943 Ziegfeld Follies," home of the agency, Ward Wheelock Company, and will arrange to double from the theater when the legit show hits New York.

STATION MANAGER AVAILABLE

Excellent contacts with national advertisers and agencies. Thorough knowledge of station operations, programming, sales, promotion and market analysis. Wide experience. Desire to leave New York area. Write Box 115, Radio Daily, 1501 Broadway, N. Y. C.

AFRA Sending Notice Of Increased ET Fees

(Continued from Page 1)

vertisers, transcription companies, the networks and other signatories of the union's commercial code. Increase asked is 19, union dropping the .7 which completed the exact point rise in the cost-of-living from December 15, 1940 to December 15, 1942.

Demands are being presented in accordance with the cost-of-living clause in the commercial code which also allows the signatories five days in which to reply.

Wise Shoes Stores' Spots Planned For N. J. Stations

(Continued from Page 1)

ity theme. The spots are transcribed vocal musicals, for the most part, with words and music by Joe Bloom.

On WPAT, sponsor has engaged "Judith Allen-Stars on Parade" for three quarter hours weekly, and "Steve Ellis and his Music Makers" for three quarter-hours a week, in addition to the recorded musical strips daily. On WAAT, to supplement the spots, Wise Shoes has purchased "Paul Brenner" for three quarter-hours a week. Spots are daily, having started Monday, February 15, for a 13-week run.

Scrap Drive On KBS

The 207 radio stations affiliated with the Keystone Broadcasting System, according to President Michael M. Sillerman, will devote 600 collective hours of sustained programming during the week of March 7, to the exhibitor campaign to collect copper, brass and bronze.

In addition, in excess of 1,500 spot announcements will be made during the week, in which listeners will be asked to search their homes for the war-needed metal, then watch their local theaters for news of the "Copper, Brass and Bronze Matinee."

Ed Gardner "INC.'s"

Albany, N. Y.—Secretary of State has issued papers of incorporation to the Gardner Radio Productions, Inc., with 200 shares of stock, no stated par value. Directors are A. Walter Socolow, Lionel Silverman and Alfred A. Rosen. Socolow filed the papers. Incorporation is that of Ed Gardner, of "Duffy's Tavern."

Six International Programs Sked By MBS From S.A.

(Continued from Page 1)

whose president, Eric Johnston, will appear on each program, along with Hardy Burt, economist, and industrial and governmental representatives of each country participating.

Schedule follows: Thursday, Feb. 18, 10:15-10:30 p.m., EWT—From Rio de Janeiro, Brazil; Monday, Feb. 22, 9:15-9:30 p.m.—From Montevideo, Uruguay; Friday, Feb. 26, 9:15-9:30 p.m.—From Buenos Aires, Argentina; Monday, March 1, 9:15-9:30 p.m.—From Santiago, Chile; Monday, March 8, 8:15-9:30 p.m.—From Lima, Peru; Friday, March 12, 9:15-9:30 p.m.—From Bogota, Colombia.

UP Adds Foreign Outlets; Now Has 640 Subscribers

(Continued from Page 1)

Broadcasting station at Jaffa, Palestine; the Iraq Broadcasting Co. at Baghdad; the Egyptian Broadcasting Co. at Cairo, and the South African Broadcasting Co. with stations at Johannesburg, Capetown and Durban. In addition, contracts have been signed to begin service to stations at Damascus and Beirut, Syria, as soon as physical equipment can be completed.

The United Press is the only American news agency serving clients in any of these areas.

Addition of these new broadcast outlets to United Press clientele brings the number of radio stations served, world-wide to a total of 640.

"Voice of The Army" Sets Special Stanza Feb. 22

(Continued from Page 1)

and is produced under the direction of George Lowther of NBC's Transcription Division, and announced by Hugh James. The series is presented under the direction of the Adjutant General and is written and supervised by the Recruiting Publicity Bureau, Governors Island, N. Y.

COMING and GOING

JAMES V. McCONNELL, manager of the Sales Division of NBC, is on a three-weeking to Hollywood to confer with Sidney N. NBC vice-president in charge of the division. He has scheduled stop-overs at cago, Denver and San Francisco.

W. J. ROTHSCCHILD, commercial manager WTAD, Columbia outlet in Quincy, Ill., town for a few days on station and in business.

CHARLES W. PITTMAN, business manager WBML, Macon, has arrived from Georgia talks with the New York station reps.

DOROTHY LEWIS, coordinator of listening activities for the NAB, is attending the meetings in Toronto.

E. E. HILL, managing director of WTAC center, has returned to his Massachusetts quarters after having spent about a week in New York.

BLUE BARRON is back in town fromington, D. C., where he discussed with ment officials the format of his Sunday noon WMC program.

RAY P. JORDAN, station manager of is here from Roanoke, Va., for conference the headquarters of CBS.

LEE B. WAILES, W. E. JACKSON and WEBB, executives of Westinghouse Station in town from Pittsburgh and visiting yet at the NBC stations department.

JOHN E. SURRICK, sales manager of Philadelphia, was here yesterday for conference with the New York representatives of station.

ROBERT R. FEAGIN, secretary-treasurer WPDQ, Jacksonville, a visitor to New expects to remain until late in the week.

KAY KYSER and the members of his "Voice of Musical Knowledge" personnel are in Pedro, Calif., for the broadcasting of the program from the U. S. Navy Section Base.

J. KELLY SMITH has arrived from Chicago, on a short business trip. Called day at the offices of CBS.

FDR Talk Feb. 22

All networks will carry an address to the nation and the world President Roosevelt on the night Washington's Birthday, Feb. 22. The broadcast has been scheduled for 10 p.m.

WANTED

Capable writer who has had network experience. Applicants must write two serial programs a week, which are now on the air. Salary about \$100.00 per week. Please write full details.

RADIO DAILY 1501 Broadway

Box 103 New York City

Advertisement for Philadelphia Story in Radio with WPEN logo and station details: 5000 WATTS, 950 on the Dial, Affiliated Station of the Atlantic Coast Network.

Finds Rural Receivers in Need of Batteries

(Continued from Page 1)
 and the result will be that stations will lose thousands of thousands of listeners."
 Stefan, a former radio announcer, first elected to Congress in 1934 has been running strong ever since.
 A number of receivers in Rep. Stefan's district are already useless because the batteries have died and there is no way of getting zinc for the batteries. One station, he said, had a recent survey which disclosed that 384 sets among its audience are now out of use or soon to be. Forty listeners, he said, at the time that their machines had been out of use, as follows: six months, four five months, three months, 25 two months, two weeks."

Conversion Difficult

Stefan pointed out that many districts which sought to convert zinc sets to electric power were unable to do so because the copper shortage is preventing extension of even the completion of area stations. "Radio is a valuable and completely necessary part of the life of the people of my district," Stefan said. He spoke of the immense contributions to the war effort the Polska farm people are making, pointing out that now "hundreds of thousands have a just complaint because they cannot get a battery to keep their medium of information—the receiving set—in condition to get the valuable reports which are so necessary to keep the farm fully equipped on conditions as they exist in this country and elsewhere, or the facts concerning the progress of the war, markets, weather and other conditions."

Praises Industry

Stefan told the House that radio sales in these rural areas are largely dependent upon the condition of radio. If listeners fall out of the government will suffer a loss of the support of thousands of farm families in many parts of the war effort, he said. A Nebraskan praised the broadcast industry directly for its cooperation with the government, telling Congressmen that the "radio

NEW PROGRAMS—IDEAS

Five-Hour Show

Descriptive of the entire programming is the title of the new, five-hour show, "News 'n Music," aired over WFIL, Philadelphia. Working in conjunction with the Philadelphia "Evening Bulletin," WFIL has inaugurated a program which they feel is designed to give most afternoon radio listeners what they want to hear most, a listenable and informative program.

Running from twelve noon to five p.m., five days a week, there are newscasts every half hour followed by music. The news, straight from the "Bulletin's" newsrooms, is edited by Harold L. Hadley and presented on the air by John Scheuer. Roger W. Clipp, vice-president and general manager of WFIL, has directed the development of this new programming.

Grocery Store Clinics

WRAL, Raleigh, N. C., in co-operation with the Information Committee of the local OPA is holding a series of Grocery Store Clinics to be given in three one-half hour series the week prior to the inauguration of the point rationing program in food stores. This broadcast will be sponsored by independent and chain stores and presented as an educational service of grocers in the localities served by the station.

A model grocery store will be set up in the station's studios and will follow the routine of selling and purchasing food by the housewife. This program will be conducted as an interview with OPA officials, Merchants Bureau and Grocery representatives and Home Economic experts.

stations have not charged the government one cent for millions of dollars worth of free publicity which has gone to our people over many of these stations. I am not prepared to say that zinc or other materials which go into the construction of a radio battery are so scarce that we must discontinue service for the people who have no means of receiving absolutely necessary news over the radio other than battery receiving sets," he stated and declared in conclusion, "I feel that the situation is so serious that immediate attention should be given to it in order that something be done, if that is at all possible, to give these people some immediate assistance. If some assistance could be given to them now, I am sure that we will not only be aiding them to continue to receive the radio service to which they are entitled, but we will be doing a service to our war effort by keeping thousands of people fully informed, whereas if the service is discontinued our government will lose the attention of some of the most patriotic people in our land. Do not forget that a radio receiving set is almost as necessary on a farm today as is a plow."

"Organ Quiz"

New 15-minute local program, "The Organ Quiz," sponsored by Sapo Elixir Chemicals, Inc., and conducted by Ruth Hulse Nelson, organist, has been launched over KMOX, St. Louis, and is heard each Monday at 10 a.m.

Listeners are requested to send in questions which can be answered musically. However, if the organist is unable to play any request, the correspondent is awarded Defense Saving Stamps. At the end of the broadcast, a group of popular tunes will be played for the listeners to identify and send in answers. First five correct letters received will be sent defense stamps.

"Memories That Linger"

To meet the demand for different shows, WLAC, Nashville, presents "Memories That Linger." The feature of the show stems from the teaser announcements requesting the families of men in service to send in copies of interesting letters they have received. Later these letters are read over the air and the one judged the most newsworthy wins a war bond for the sender.

The new program is sponsored by the Commerce Union Bank and the musical background is furnished by a studio staff.

Recording Men Confer Re Musician Proposals

(Continued from Page 1)

Trade execs met far into the afternoon, and therefore, had to cancel the original appointment to confer again with the union executives.

Trade representatives are meeting all day today in committee groups, and tomorrow, the group as a whole will reassemble, with the possibility that the group may meet with Petrillo either tomorrow afternoon or on Friday. Trade meetings have been held in one of Decca's studios.

"One Man's Family" Sells Picture Rights

Carleton R. Morse's radio show, on NBC, "One Man's Family," will be filmed this summer by Charles R. Rogers for United Artists Fall release, it was announced yesterday by Rogers. Deal for the film rights to the air program, now in its 11th year, is said to have entailed terms of more than \$100,000 in cash and a percentage of the profits.

Morse, originator, producer, director and writer of the show, will provide the story for the picture and also will be associated with Rogers in the production. Sponsor is Standard Brands. Agency is J. Walter Thompson.

TOP FLIGHT SPORTS PROGRAM

Available for Sponsorship Over

W C O A

PENSACOLA, FLORIDA

Presenting: "The Sports Spotlight Program" with Gene Kirby... a fifteen-minute resume of national and local sports activities; interviews with outstanding celebrities, many of whom are physical instructors or flyers at the Pensacola Naval Air Station; plus human interest stories of famous stars, past and present.

This program 6:30 p.m. to 6:45 p.m., Mondays through Fridays, follows John W. Vandercook's "NBC News of the World" and precedes H. V. Kaltenborn. This outstanding program was originated the first part of January and has proved to be one of WCOA's hits. It is now available for national sponsorship at an attractive package price.

For particulars call

Irving F. Welch

General Manager, Station

W C O A

at John H. Perry Associates

Murray Hill 4-1647 any day this week.

P. S. Also some choice night-time chain breaks available.

BEST and the MOST
 FOR YOUR DOLLAR

UNBC

In America's
INDUSTRIAL ACTIVE
HARTFORD
 100 WATTS BASIC BLUE

Los Angeles

By JAC WILLEN

WE HEAR that: Raymond R. Morgan Agency have just about completed a new program that might become another "Breakfast at Sardi's" as soon as the deal for sponsorship is completed.

James Saphier and Tom McAvity are cooking a deal for Ransom Sherman that will see him heading a comedy show of super proportions—which is where Sherman belongs.

A new slanting of the "Great Gildersleeve" RKO film versions will enhance the Hal Peary air stanza to even greater Crossley boosts.

Harry Maizlish's new Warner (film) studio set-up will be responsible for some terrific dramatic shows to be released over KFVB.

KNX has now scheduled "The World Today" broadcast from New York five days a week as an integral part of its "Swing Shift" program, and will be heard here at 5:00 a.m., PWT.

Art Baker is branching out as a commercial tycoon, aside from radio, and is now the owner of many of the cities bowling alleys.

Haven Macquarrie's "Noah Webster Says" is close to a deal for national sponsorship.

Horace Heidt is now the proud owner of his own dance-dine spot...the local Trianon.

Al Rackin, RKO radio contact, has been passed by in Uncle Sam's draft and will remain at his studio post.

Despite rumors to the contrary all, with the exception of one, motion picture studios are continuing to make contacts with radio shows with the view of placing stars thereon for picture plugs.

Kay Kyser is still the demand of the boys at the Canteen on Saturday nights for their dance and comedy.

Austin Sherman of AFRA is still the man who is always there no matter what show or where, or how many things that seem impossible for one man to do.

Milt Samuel has had hundreds of requests for photos of his little son "Billy," who appeared on the Blue Net's anniversary poster.

Carol Davis of the NBC press department may soon be tagged for an airer slanted to the WAACS and WAVES.



Thoughts While Waiting for Your Number to Come Up. . .!

• • • "Take a bow" are the sweetest words in show biz. Guys like us on the three dot routine are happiest when our words take a bow for us. Warming us is the applause of an audience—or the fan mail of the dialers—a greater kick comes from saying "We told you so," or knowing that a pat on the back also was a push upstairs. We didn't discover them—and they would have gone just as far without our encouragement—but it's a Crossley "30" for us to see many of our fond predictions come true.



• • • For instance, we'd like to take a bow for the sentences which...touted Paul Dudley as the young producer who'd leave his shoes on the sound waves of time. Paul deviates from the soap opera routine with the Morton Downey afternoon show which makes the listening housewife a nicer person to come home to...told you to keep an eye out for Sue Ryan, written after we had picked ourself off the floor of the Strand Theater and stumbled out into the lobby still giggling and wondering why a great comedienne and the mike were such strangers. We tried to arrange an introduction but now Sue is the sensation of the Ziegfeld Follies and she'll be harder to get than a pair of nylon hose...picked out a couple of lads who were doing Joe E. Lewis' classics and followed them right into a contract with Paramount writing the new Hope-Crosby picture—Lester Lee and Jerry Seelen.



• • • If you're still with us, you might recall the time we hailed the Barry Sisters now heard on WHN, then a couple of obscure misses introducing jive in foreign language songs. They're two where the Andrews were three and when recording comes back, praise the Lord, they'll have their own Bei Meir Bist Du Terrific...Then we admiringly recited the fabulous career of Max Marcin, one guy who parlayed a typewriter ribbon into a golden newspaper career, leading mag writer, successful playwright, movie writer and finally radio producer with his "Crime Doctor" series... We kept repeating predictions of a place in radio history for Walter Winchell, who, by himself, sans writer, band or jokes, kept a record number of radios dialed into the Blue web for a record number of weeks...We loudly applauded the Blue Network's signing Harry Wismer and giving him a free rein in broadcasting sports events—and we were happier than his agent when Sydney Moseley went coast-to-coast via Mutual with his punchy, intelligent news reporting. And so on down the line we find Dinah Shore, Diane Courtney, Lucille Manners, Clark Dennis, Irene Beasley, Nan Wynn and so many more, all sprinkled with more than their share of star dust. We've watched them all grow and spread their wings, and believe us, the thrill has been all ours.



• • • TICKER TAPE: Jack Meakin resigns March 1st from a producing post with Wm. Esty to join Foote, Cone & Belding where he'll handle both Hit Parades...Charlie Godwin, production supervisor of WOR, has a new wrinkle. He defies anyone to point out a town in the country where he can't name the radio station, network affiliate, its power and station manager!...Judith Allen's "Stars on Parade," via WPAT, has snagged a sponsor already—Wise Shoes...Also understand a sponsor is in the offing for Lois January, CBS' Reveille Sweetheart...Ken Delmar, billed on Col. Stoopnagle's "Stooparoots" as Texas Pete, the Oklahoma cowboy from Arizona, succeeds David Ross as the announcer on Stage Door Canteen...Reported that "True or False" may move, sponsor and all, from the Blue to Mutual network.



Remember Pearl Harbor

San Francisco

THE shipbuilder's part in the effort is being dramatized in a KFRC half-hour series on Monday nights. Sponsored by the Bay Area Metal Trades Council, and titled "Report to the Union," the program has a dramatic background in which tribute is paid to welders, mold riggers, production workers, and the others engaged in doing their part on the vital home front. Walter Humphrey, formerly of Chicago, New York radio circles, has joined the KFRC staff and will introduce the series. The cast includes Lou Tobin, Mary Milford, Jack K. Wood, Rod Hendrickson and other Dave Selvin is the writer.

Nathaniel Hawthorne's "House of Seven Gables" has been sponsored by the Meyenberg Milk Products Company, maker of evaporated milk for a new KPO Sunday afternoon series. Already signed for the series are Zella Layne, Floyd George, Elizabeth Russell and Cameron Prichard. The classic was selected to attract listeners in a unique radio "program selection stunt." Listeners voted the Hawthorne story over the other choices—"Little Women" and "Pinocchio."

Biscuit Co. Buys "Chef" On 3 Blue Affiliates

Beginning Feb. 22, National Biscuit Company will sponsor the "Mystery Chef" on three affiliates of the Blue Network in behalf of NBC Entertainment. The three stations to be used by National Biscuit, first national advertiser to sign up for the local sponsored program, are WEBR, Buffalo, N. Y., KQV, Pittsburgh, Pa., and WSGN, Birmingham, Ala. McCauley Erickson, N. Y. handles the National Biscuit account.

"Mystery Chef" is now sponsored on a total of 19 stations. Other sponsors not previously announced are Sioux City Gas & Electric Company, KSOG, Sioux City, Ia.; Merck Department Store, WMFF, Plattsburgh, N. Y.; Lindsay-Robinson & Co. for Gambell's Best Flour, WEL, Roanoke, Va.; Community Store, Inc., KRMD, Shreveport, La.; Roger Bread Company, KOME, Tulsa, Okla.; Silver Loaf Baking Company, KGA, Spokane, Wash.; and Van Camps Bakery, KJR, Seattle, Wash.

Advertisement for WHAM radio station, featuring 'NOT JUST MONROE COUNTY' and 'but WHAMland' slogan.

Advertisement for 'AMERICA AT WAR' program series, featuring 'AMERICA AT WAR' logo and 'SALES FEATURES CO.' information.

WOOD Now Full-Time; Other Activity By FCC

(Continued from Page 1)
 of special authorization to operate unlimited time has been sought by WWO, Fort Wayne, Ind. License of KTBC, Austin, Texas, for 1943 was approved by the Commission. Control of the State Capital Broadcasting Association, Inc., passed that sum to Claudia T. Johnson, A. W. Waler, Jr., R. B. Anderson and R. A. Stuart. An order was issued in the application for renewal of the license of WFA, Lufkin, Texas, and the application for voluntary assignment of license from Ben T. Wilson, R. A. Pett and Thomas W. Baker to L. E. Yates.

Special Service Amendment
 The FCC yesterday amended Section 386 of its rules of practice and procedure, regarding special service authorizations, as to limit the provision thereof to Standard Broadcast Stations, International Broadcast Stations and point-to-point stations only in connection with the furnishing of services for an International Broadcast Service. The amended section reads that:

Special service authority may be granted to the license of a Standard Broadcast station or, in connection with the furnishing of facilities for use to the United States Government to the licensee of an International Broadcast station or an International point-to-point station, for a period other or beyond that authorized by its existing license for a period exceeding that of its existing license. Application for special service authorization for Standard Broadcast Stations must be made by formal application.

BALTIMORE
 The Central Atlantic States

**WHEN YOU BUY WBAL
 OUR SALES GO UP**

Metz & Co., National Representative

★ PROMOTION ★

WBG's Special

WBG, Greensboro, N. C., in its latest promotional-type folder, while physically similar to other such types, breaks away from the usual material by offering radio comprehensively instead of plugging just one station. The feeling generated by the folder implies that the station, since it is a part of radio, has something definite to offer advertisers.

Titled "Nudge Sales Through the Air," the folder is small but compact and simple. But in its simplicity it loses none of its effect.

The front piece is done in blue with russet colored splotches daubed on it. What pictures there are on the folder, and there aren't many, are confined to a row of microphones on the inner edge of the cover, and several small sketches on the inside.

Promotional effort is short and concise and deals with the topic of "What February Means to You." Included under this heading are such topics as "What the Woman Wants to Know," the place news occupies in our daily lives, the road away from dull commercials, the new departments installed at J. C. Penney and new ideas for enterprising merchants. Though the articles are brief, brevity doesn't minimize them.

The back cover features a man aiming a rifle at a target, and the implication is that business men exploiting areas for advertising purposes will hit their mark if the use radio which services an area which

WCOA Bond Sales

In conjunction with her War Bond tour, Lucy Monroe was directly responsible for the pledging of \$21,925 during her fifteen-minute stint on WCOA, Pensacola. Her appearance at the station significantly marked her work as director of patriotic music which she explained to Gene Kirby and Bob Larrabee during the interview which they conducted.

The official singer of the Star Spangled Banner said that her work in organizing group singing firmly convinced her that she was doing a great work because it demonstrated the unity of the people.

Last year the patriotic vocalist was chosen by the Treasury Department to tour the country to promote the sale of War Bonds, and, as she told her interviewers at the Pensacola station, she has made over 300 appearances at rallies and benefit affairs.

The response to her appeal made over WCOA aided ever rising tide of War Bonds flooding into the Treasury. One merchant after listening to the diminutive singer pledged a \$10,000 Bond provided an equal sum was raised during the program. It was!

Her tour is by no means over. She will continue to tour the country promoting the sale of Bonds.

provides a market. Since WBG is radio and it does service a prosperous area the advertiser can hit their target.

WHOM Blood-Bank Show; All Day In 7 Languages

(Continued from Page 1)

a.m. to 8:30 p.m. Thirty-five members of the staff will donate blood and will describe their experiences on the air.

WHOM, in cooperation with the Red Cross, hopes to reach the foreign language groups through the medium of this unusual series of programs and, by so doing, urge the motto participate in the current nation-wide drive for plasma.

The foreign language announcers will first contribute their own blood, and then urge their audiences to join the blood donor army, explaining that there is no pain or harmful effects.

WHOM will begin its broadcasting day from the blood bank at 11 a.m. with the initial experience report in English by Joseph Lang, station general manager. The schedule will continue throughout the day and evening until 8:30 p.m., with 16 programs in Yiddish, Lithuanian, Russian, Polish, German, English and Italian.

A highlight of the Italian programs will be an interview at 8:15 p.m., following her donation, with Mrs. Joseph Savalli, station office manager, whose husband, a former Italian and English WHOM announcer, is now overseas on a special Government mission. Three other girl employees, who are wives of servicemen, will be donors.

Canada Station Managers Responsible To Censors

Montreal—Managers of radio stations are responsible to the censors for seeing that censorship requirements of the Defense of Canada regulations are complied with, said a reply made in the Canadian House of Commons to questions by Dr. Pierre Gauthier (Liberal, Portneuf). In the case of networks, the manager of the originating station has the responsibility, the reply said.

WSAP Joins Mutual

WSAP, Portsmouth, Va., is now on the air as a Mutual affiliate. Construction work had previously delayed operations.

NATIONWIDE - BUT NOT TOO BIG FOR FRIENDLY SERVICE!

Postal Telegraph

CHARGES FOR TELEGRAMS 'PHONED IN APPEAR ON YOUR TELEPHONE BILL.

Day-Night Listening Seen At Highest Peak

(Continued from Page 1)

born," "Fibber McGee & Molly," "Jack Benny," "Bob Hope," "The Aldrich Family," "Maxwell House Coffee Time," "Red Skelton," "Mr. District Attorney," "Rudy Vallee," and "Walter Winchell."

A record number of daytime programs broke through the "10" rating which CAB regards as the high-water mark for daytime ratings. Programs making this grade include "Pause That Refreshes on the Air," "Life Can Be Beautiful," "Romance of Helen Trent," "Our Gal, Sunday," "Kate Smith Speaks," "Big Sister," "Ma Perkins," "Stella Dallas," and "Aunt Jenny's Stories."

Westmoreland Promoted

Minneapolis—H. Elmer Westmoreland, sales manager of WLOL, has been promoted to general manager and elected a vice-president of the Independent Merchants Broadcasting Co. He joined the station in March, 1942, and was previously publisher of the Golfer-Sportsman magazine and with the National Advertising Department of the "Minneapolis Journal."

Chernoff Made V.P.

Howard L. Chernoff, managing director of WCHS, Charleston, and the West Virginia Network, was recently named to fill the post of vice-president of the Charleston Broadcasting Company.

MR. STATION MANAGER, is a shortage of manpower giving you a PAIN IN THE "NECK"?

Now available, first-class musical clock "Emcee." Three years radio experience. Equally capable of selling on air or on the street. Exceptional background as producer. Age 35, married, family. Amply qualified to handle commercial manager's post on small progressive station. A-1 references. Salary and commission basis. Wire or write:

RADIO DAILY, Box 118, 1501 Broadway New York City

PROGRAM REVIEWS

"WHAT'S YOUR WAR JOB?"

Sustaining on
WJZ-Blue Network

Wed. 7:05-7:30 p.m. EWT

TOP-NOTCH SHOW CONCERNED WITH THE HOME FRONT.

Without qualification, "What's Your War Job?" can be marked off as one of the really top-notch shows concerned with Home Front activities. Its purpose is to recruit civilians, particularly women, into war work. And while it might be impossible to check actual results, the method of presentation is bound to influence a large number of listeners to go into action in a war plant job.

Thanks to the presence of a name band (Woody Herman's Orchestra), the program carries enough entertainment to make the actual purpose easy to take. The format on this past Wednesday's show is typical of the series. During this half-hour, the theme was a "Salute to Buffalo." (Each week a different war plant center is spotlighted.) In a "We the People" format, interviews were carried on with Buffalo women war workers. Typical guests were a woman bus driver (Buffalo's first) and a grandmother working in the Curtiss war plant.

Interspersed with the personality interviews were live announcements with a "It's your job to get a war job now" theme. And five minutes before the close of the show, local stations cut in to provide U. S. Employment Office announcements concerning local jobs in their particular area.

Showmanship with a capital S is the best description for Woody Herman's contribution to the proceedings. Piped in from a mid-west theater engagement, his band provides pop tunes appealing to most listeners. An "extra" is a standing competition designed to pull in slogans containing the phrase, "United States Employment Service." Prizes each week are five best-sellers written against a war background and donated by prominent publishers.

Coming on at a time when listeners are either around the dinner-table, or relaxing at home, it seems certain that the "Get a War Job" is being heard by a substantially large number of Americans.

Stella Barthoff

Stella Barthoff, for 19 years secretary to Nat Abramson, head of the WOR Artists Bureau, died early yesterday morning from a hemorrhage of the brain at the Women's Hospital in N. Y. Married to Stuart Greenfield, a lawyer, she had obtained maternal leave of absence from WOR in November. Her child, a girl, was born four weeks ago. Funeral services were held at 10:30 a.m. this morning at the Riverside Memorial Chapel.

WORDS AND MUSIC

By HERMAN PINCUS

THE following information re: famous orchestra leaders' favorite tunes, comes from none other than Sammy Kaye, the swing and sway maestro. Says Kaye, if these baton wielders were to dance by the bandstand, Woody Herman would request "Melancholy Baby," Guy Lombardo would ask for "Tea For Two," Benny Goodman's selection would be "All the Things You Are," Rudy Vallee (remembering the grapefruit incident up in Beantown) has displaced "Give Me Something To Remember You By" with John W. Green's masterpiece "Body and Soul," which incidentally is also the choice of Jimmy Dorsey, Paul Lavalle prefers to trip the light fantastic to "Lament To Love," Mark Warnow, leans towards Strauss' "Emperor Waltz" and Kaye's own preference is Hoagy Carmichael's "Star Dust."

☆ ☆ ☆

We happened to stroll into Dick Gilbert's office the other morn at WHN and saw piled up on his desk a stack of mail. One question from us and out came a neat tabulation on "mail received by Dick" as far back as 1940. What amazed us, however, is this: From Dec. 1 to Jan. 2, 1943, Gilbert's fan mail totalled 23,758 pieces. We just thought Postmaster General Frank C. Walker might be interested.

☆ ☆ ☆

Spring, that season which starts the news photogs to haunting Central Park for a shot of the "first robin," is probably Mother Nature's best contribution for the "all things to all men" prize, but to George Putnam, NBC News Reporter, Spring meant only that his Maltex show would take a vacation, since hot cereals are seldom advertised during the Summer months. "So what?" sez you. "So this," sez we. Instead of giving the Robin the "Bird," George will roll out the carpet for that little red-breasted "Spring Bringer" because he has just been renewed for another 26 weeks. (George Putnam, ex Fall guy.)

☆ ☆ ☆

Tin Pan Alley is buzzin' with the Song Pluggin' mystery of the year. In thirteenth place last week, George W. Meyer's old classic composition "For Me and My Gal," was coast-to-coasted 44 times, topping the second tune, Famous' "That Old Black Magic," which received 40 plugs. But the mystery is this. Mills Music Co. publishers of the "Gal" tune has practically no professional department at the moment. We'll spill the answer soon.

☆ ☆ ☆

A recording of Carl Sandburg's tribute to Abraham Lincoln, together with Phil Spitalny's musical program, which was broadcast Sunday over WEFW and which is currently being short-waved to men in the armed forces overseas, will be placed in the National Archives in Washington, D. C. for posterity.

☆ ☆ ☆

Radiology: Johnny "Scat" Davis abandons the baton for the role opposite Ann Corio in her forthcoming film "Sarong Girl".... Stuart (Steve) Brodie, added to "O'Neils" NBCast.... "Dodie" Yates, Benton & Bowles ace distaff director, back on the job after a set-to with "Kid Flu".... Guy della Cioppa will direct new CBS show "Joe & Ethel Turp" with cast augmented by Betty Garde and Jack Smart.... NBC and Blue networks are readying 8 new dramatic sustainers.... Music master Manny Michaels will be a papa shortly.... Hilda Lucy, of Kenyon & Eckhardt, leaves the firm March 1 to join her husband, an officer in U. S. Navy.... Rudy Vallee's Thursday night show registered a Crossley of 30.6 and now ranks with the "top ten".... Jimmy Dorsey's band, contrary to rumors, definitely not disbanding.

☆ ☆ ☆

Leave 'em with a smile: Bob Hawk tells about visiting a night club that was so small, when the sword-swallower swallowed three swords, he stabbed four customers.... Evelyn, of the "Hour of Charm," says, "The Jap planes are called 'Zeros' because that must be the I.Q. of the monkeys that fly them."

☆ ☆ ☆

—Remember Pearl Harbor—

AGENCIES

SHERMAN & MARQUETTE, Inc. has announced the personnel which will comprise its New York staff, with J. Allen Barnett, vice-president in charge. Other department chiefs are Ashley Belbin, formerly of the copy division of Pedlar & Ryan, as head of the creative staff; William Bach, producer and director of radio; Kell Taeger, director of media and research, and W. R. Denning, production manager.

MAJ. GEN. ALEXANDER A. VAN DEGRIFT, recipient of the Congressional Medal of Honor for his accomplishment against the Japanese in the Solomons, will be honor guest and speaker at the "Fighting Marine Luncheon" to be held today by the Advertising Club of New York.

SHERMAN K. ELLIS & CO. has been appointed by E. J. Brach & Sons, Inc., Chicago candy manufacturer, to handle the advertising of "Swing" candy bar. Radio will be among the media used.

JOHN DAVENPORT SCHEUER, regional sales director of Esquire magazine for the past seven years, has resigned his position to become an officer and director of William H. Weintraub & Company, Inc., advertising.

AMERICAN TOBACCO COMPANY is running newspaper advertisements as a tie-up for its new radio program, "Your All-Time Hit Parade," which started this week at Carnegie Hall. Foote-Cone & Belding is the agency.

CARL M. STANTON, who has been account executive on the Lucky Strike account at Foote, Cone & Belding, has been assigned to executive duties in the radio end of the agency. He will divide his time between the New York, Chicago and Pacific Coast offices.

RICKARD & CO., INC., New York has been elected to membership in the American Association of Advertising Agencies.

THOMAS M. KERESY and THEODORE S. STRONG have been named directors of Ivey & Ellington, Inc.

MARVIN D. HICKS has resigned as vice-president of Doyle, Kitchin & McCormick and has joined the local staff of the United States News.

Sweeney's Added Duties In Blue Network Sale

Kevin B. Sweeney, Blue Network western division sales promotion manager has been assigned to additional duties in the sales department of the Pacific Blue Network. He is now in charge of the development of additional Eastern business for Pacific Blue.

Expect Senate's Okay On House Salary Move

(Continued from Page 1)

will reject the House compromise, which would peg high salaries at pre-Pearl Harbor levels and allow no salaries to rise from below the \$25,000 net level. This compromise was offered by Rep. Wesley Disney, Oklahoma, Democrat, who made his proposal because he was fearful that the committee would have rejected the proposal by Rep. Richard W. Gearhart, California Republican, who would have wiped out the salary order completely. Both measures were proposed as riders to the bill to raise the national debt limit from one hundred and twenty-two billion to two hundred and ten billion dollars. Democratic Senators Harry Byrd and Bennett C. Clark, Virginia and Missouri respectively, yesterday said that their votes as members of the Senate Finance Committee would be to attach a repealer to the debt measure when it comes to that committee, after House approval.

Byrd is in favor of ending this government by decree," Senator Byrd declared. "I think we ought to wipe out the executive order and then let Congress decide what ought to be done about limiting salaries. These matters are things that the Congress and not the executive should decide. The executive certainly had no right to order such a limitation in the face of the refusal of the last Congress even to consider such a measure."

Senator Clark said that as a long-time opponent of the salary limitation, he was more than ever convinced that the executive order should be nullified because of the country's need for additional tax revenues.

"The action to limit larger salaries is a sacrifice of revenue by the government for the theoretical purpose of punishing somebody," Senator Clark declared. "I'm for its repeal to keep the revenues."

Senator Walter F. George, Georgia, who is Chairman of the Senate Finance Committee and has long been expected to be opposed to the salary move, told RADIO DAILY yesterday he has not had in mind personal acceptance of any compromise. He said he has not yet voted the members of his committee but he knows that several members are opposed to accepting the compromise, preferring to nullify the salary order entirely.

It is known that Senator Byrd, for one, would prefer to eliminate the whole thing just as I would," he said. Clark is believed to feel the same way.

Union Watch On WMCA

Union Watch Company purchased fifteen-minute record programs with Art Green on WMCA, New York, Sunday, Feb. 21, for a 52-week period through Moss Associates. This is part of Green's "Magic" series.

Three Michelson ETs Sold To 10 Stations

Three transcription programs were sold to ten stations this week by Charles Michelson. Deals include "Hymn Time" with Smilin' Ed McConnell on KROS, Clinton, Iowa, sponsored by Pillsbury Flour, three times weekly, and on WMBR, Jacksonville, Fla., by the Jacksonville Furniture Co., 3 times weekly; "My Prayer Was Answered" on WSIX, Nashville, Tenn., by H. Brown Furniture Co., 6 times weekly; "The Shadow" on seven stations—WBO, Baton Rouge, La., for Godscheu Department Store; WCAE, Pittsburgh, for Duquesne Brewing Co.; WHKC, Columbus, Ohio, for Groves Bromo-Quinine; KWK, St. Louis, for Four Way Cold Tablets; WMBS, Uniontown, Pa., for Uniontown Brewery; WLOL, Minneapolis, Minn., for F & I Products Co., and KOCY, Oklahoma City.

Philco Wins "E" Award

Philco Corp. has been awarded the Army-Navy "E" with a white star for continued "meritorious services on the production front," according to word received yesterday from Robert P. Patterson, Under Secretary of War.

Converted 100 per cent to war work, Philco is turning out electronic equipment for planes, ships and tanks, shells, fuses and industrial storage batteries for the government.

The original "E" award presentation to Philco Corporation, one of the first in the country, was made on August 14, 1942 by Brigadier General A. A. Farmer, Commanding Officer, Philadelphia Signal Depot.

Masonite Award On Blue

Masonite Company, Laurel, Miss., will receive the joint Army-Navy "E" award, Wednesday, Feb. 24 in a half-hour ceremony to be broadcast over the entire Blue Network at 4 p.m., EWT. The program originating in Laurel, marks the 16th "E" award ceremony to be broadcast on the Blue. N. W. Ayer & Co., Chicago, handles the account.

WOR ETs Are "Veritone"

All transcriptions produced hereafter by WOR's Recording Studios will bear the trade name, "Veritone." Name was suggested by Dudley Ruby, member of the station's Artist's Bureau, in a station-wide contest. Announcement was made by Ray Lyon, manager of the Recording studios.

New WMCA Series

In cooperation with the Free World Magazine, official publication of the International Free World Association, WMCA is starting a new series of dramatic programs, tomorrow evening, based on the Association's records of the underground movement in occupied European areas. Program will air Tuesdays, 8:03-8:30 p.m. Among leaders who are associated with the Association are Archibald MacLeish, Vice-President Wallace, Secretary of State Cordell Hull, and Nicholas Murray Butler.

Amusement Field's Quota In Red Cross Campaign

Radio and allied interests were represented at a luncheon of the entertainment industries of Greater New York, meeting to initiate a drive for \$1,500,000 as the trade's quota in the \$125,000,000 Red Cross War Fund. Colby M. Chester, general chairman of the local campaign, announced that the major project in the drive would be a show at Madison Square Garden, April 5.

Among those attending the luncheon at the Astor were Emily Holt and George Heller, of AFRA; Jim Sauter, UTWAC; E. C. Woolley, NBC; W. E. Forbes, CBS; Harold M. Wagner, Mutual; William Judd, Columbia Concerts; Thea Dispeker, Calstar Leigh and Lawrence J. Fitzgerald, NCAC; William Feinberg, local 802 of the AFM.

Michaelis Joins Biow

Arnold Michaelis, CBS director, producer and writer, is now affiliated with the radio department of the Milton Biow Advertising Agency where he will produce and direct the new "What's My Name," series which will start Feb. 21, over NBC from 10:30 to 11:00 p.m., EWT.

Michaelis will also be associated with the production end of other Biow Eastern programs including "Take It Or Leave It," "Philip Morris Playhouse," "Crime Doctor" and other spot broadcasting in behalf of other products.

CAB Hears Officials On Manpower Subject

(Continued from Page 1)

head of Canada's War Finance Committee laid details of next Victory Loan Campaign in April before members to line up radio arrangements for which Independent Broadcasters assured full support.

Highlight of annual banquet was address "The Light Went Out in Europe" by Max Jordan former European director of National Broadcasting Co.

First round table forums centering on "Selling the Medium" was led by Lewis Avery of Washington, director of NAB Broadcast Sales. Enthusiastic welcome was accorded Miller McClintock and Fred Weber of Mutual and Neville Miller president of NAB.

Various advertising displays and equipment demonstration exhibits occupied mezzanine floor of hotel in spite of wartime restrictions and showed desire of companies to keep their name before prospective post war clients.

Close Adds New Shows

Lumberman's Mutual Casualty Insurance Co. has extended its sponsorship of Upton Close, commentator, to twice a week on Mutual, adding a Saturday, 8:30-8:45 p.m., EWT broadcast to his regular Sunday 6:30-6:45 p.m. airing, starting March 20 over 60 stations.

TODAY-12:30

Luncheon of the

RADIO EXECUTIVES' CLUB

OF NEW YORK

at the Loyale
521 Fifth Ave., New York City

T O D A Y

SENATOR D. WORTH CLARK—Chairman of the Subcommittee of the ICC, U. S. Senate, conducting the Petrillo hearings.

HAROLD RYAN—Deputy Censor in Charge of Radio. Introductions and remarks by Arch McDonald, voted by "Sporting News" as the Nation's outstanding Baseball announcer for 1942.

Arranged by WJSV Special Events Dept.

Come on down. All radio people welcome—every Wednesday at 12:30. Bull Ring Bar. Members \$1.00—Guests \$1.50.



Coast-to-Coast



ANTICIPATING even greater shortage of manpower in the near future, WWNC, Asheville, N. C., is inaugurating a school for announcers to ameliorate the handicaps that arise. The course, beginning March 15, will last approximately six weeks and will cover every phase of announcing work. Program director Ezra McIntosh will conduct the classes open to a limited number of men and women.

WBZ, Boston, reports a marked increase in the number of Red Cross recruits since the inauguration of the coast to coast Sunday broadcast, "That They Might Live." A total of 198 registered nurses and women aides have enlisted in the service.

Kenneth W. Church, general manager of WKRC, Cincinnati, has announced the appointment of James M. Patt to the post of executive assistant to the manager. Patt is a veteran of fifteen years of broadcasting experience, having served with CBS in Chicago and KMBC and WDAF in Kansas City before joining WKRC four years ago. He will be in charge of public relations, promotion, public service and war effort broadcasting.

Robert Raisheck, formerly national advertising manager of the Wichita "Eagle," has joined the account executive department at KHJ, Don Lee, Los Angeles. It was announced by Sydney Gaynor, Don Lee sales manager.

WEVD, N. Y., turned Sherlock Holmes recently by broadcasting a letter from a soldier in North Africa to his mother asking that his buddy's only brother be found in New York. The letter was read by the "Jewish Philosopher" and within five minutes after the letter was broadcast the brother, a fighting Frenchman whose family had been wiped out in the Warsaw atrocities, identified himself by telephone. The soldier was found after the Missing Persons Bureau and other sources failed.

What is believed to be a record for a single station was created by Bill Moshier and his "Farm Forum" heard over KIRO, Seattle, during the month of December by selling \$1,288,539 worth of War Bonds. This figure was achieved through the auction of a pure white half-Arabian riding stallion and a pure bred Jersey cow.

Beginning March 1st, the DeKalb Agricultural Association takes over as thrice weekly sponsor of Farm Director Chris Mack's "ag" interchange program, "On the Farm," aired over WNAX, Sioux City-Yankton. The show is a series of farm family interviews and provides an "idea mart" for thousands of midwest farmers.

Race Relations Week was observed on WBNX, N. Y., at 9:15 p.m., yesterday, with a special program in which representatives of various faiths joined. Presented by members of Claremont Community House, the special event brought to the microphone the Rev. Edler G. Hawkins of St. Augustine's Presbyterian Church, Mildred Luke, Rabbi Jerome Rosenblum and Seymour J. Wilmer.

Kay Cooper formerly affiliated with WIP, and Florence B. McIntyre have joined the program department of WIBG, Philadelphia.

According to a recent report from Arden X. Pangborn, managing director of KGW-KEX, Portland, Oregon, Don Kneass is now the chief news editor of both stations. He was formerly chief announcer and had been assistant news chief for the past year. Lucky Lager Beer recently purchased the syndicated "Eye-Witness News" heard at 10:30 each Friday evening.

Florence Murphy's "Magazine of the Air," heard daily at 11:45 a.m. over KSTP, Minneapolis-St. Paul, under sponsorship of the Minneapolis "Star-Journal," is now being devoted to war information. Office of War Information in the Twin Cities is cooperating with her in arranging the material for the show which now includes a Victory Speaker once a week, as well as pertinent interviews with OCD workers and government officials.

The "PDQ Quiz Court" program, which has been heard every Monday evening over KNX, Los Angeles, had its last broadcast February 8. The sponsor, Petrol Corporation is replacing the program with a larger show which will first go on the air March 7.

Another step in the war effort has been taken by WRBL, Columbus, Ga. Recently the upper offices of the station were converted into an employment office for wives of army men who had come to Columbus and Fort Benning. Business forums in the city are cooperating with the staff at the employment office and jobs are secured for all who apply. There is no fee for this service.

The record Rush Hughes of KWK, St. Louis, compiled in the sale of war bonds, veritably a one man campaign, is causing many an advertiser's eye to look in his direction. The most recent client to go on the dotted line is the Koken Company. May Kennedy McCord, First Lady of the Ozarks and nationally recognized authority of Ozark song and folk-lore spoke before the Washington University

Association recently. She discussed the ballads, customs, superstitions and traditions of the Missouri Hills, and to the accompaniment of her guitar, sang many of the ballads which are most typical and representative of the region.

A science teacher by day, a WOWO-WGL, Fort Wayne, engineer by night, is the behind-the-scenes story of Dorsa M. Yoder, newest addition to the staff. He is the brother of Leo Yoder, also a staff engineer. Another new face seen around the announcing booths belongs to Bill Haley. He's heard at 7:15 a.m. as "Neighbor Bill." Besides this he has a farm news program at 6:30 a.m. and emcees the "Farm House" a noon-day farm broadcast. Haley is known throughout the mid-west as an entertainer.

The Minnesota Legislature was put to a test during a WCCO Minneapolis-St. Paul "Quiz of the Twin Cities" broadcast. At that time, senators and representatives from St. Paul and Ramsey County matched wits.

A second mobile unit built by WGN, Chicago, engineers, has been added to the station's equipment. It is designed primarily for portable sound recording, but in emergencies may be used for direct broadcasting purposes. The new unit will enable the station to use its first unit exclusively for broadcasting.

Helen Mary Knox is now the assistant to the program director at the Gary studios of WIND, Chicago. She was formerly affiliated with WMT, Cedar Rapids, and KXEL, Waterloo. Gordon James is the latest announcer at the Gary studios.

WSPD, Toledo, announces that Don Mathis, formerly with WTRY, Troy, is now on the announcing staff.

Jack Harrington recently transferred his activities from WSPD, to WAGA, Atlanta, Georgia, where he will take over the post of news editor.

The Treasury Department has cited Edwin H. Kasper, president of Kasper-Gordon for his work in selling approximately \$10,000,000 worth of War Bonds and War Stamps.

Edward J. Couture, program director of WDLP, Panama City, Florida, inaugurates a general streamlining of programs to meet the current demand for defense workers and Army and Navy personnel. More United Press news periods have been added with a "Victory Mailbag Program" twice weekly. The latter being designed to answer all topics on the war, rationing, OPA regulations, Income and Victory taxes, and the draft.

Jan Kiepara, Polish tenor of the Metropolitan Opera, will make a personal appearance on WBNX, New York, at 8:30 p.m., Wednesday, Feb. 17, in behalf of French War Relief.

Business is moving along at WT Cumberland, Md. In recent weeks Pro & Gamble renewed transcriptions Oxydol's "Ma Perkins" for the sixth consecutive year and at the same time added two other shows for Ivory Bar and "Life Can Be Beautiful" and "The Gebbergs" respectively. And through Wesley Associates of New York, the Fily Finance Corp. began a thirteen series of station break announcements.

Bill Hamilton, staffer on WB Dayton, is burning the midnight oil in order to complete the sound track for an industrial motion picture concerned with the work of a Day Manufacturer of gauges. Wilb force University, Negro college, prepared and broadcast two special programs over the station facilities during Negro Education Week. A broadcast featured Negro contributions to the musical field and other, the place achieved by Negro in American literature.

KHJ-Don Lee, Los Angeles, recaptured with the third series of "Quentin on the Air," the variety program that is written, directed, and originated from behind the walls of the San Quentin State Prison. The show first went on 1941 and some 22,000 letters were received by the Don Lee organization expressing an interest in the start of the series. The program is a Monday feature from 8:00 to 8:30, PWT.

WMC And Draft Chiefs Oppose Deferment Bill

Washington Bureau, RADIO DAILY
Washington — With various members of the War Manpower Commission sniping at the bill, the House Military Affairs Committee this week resumed hearings on the proposed draft deferment bill introduced by Paul J. Kilday, Texas Democrat. That draft deferment be granted only with dependents. Lt. Col. Francis Keesling, chief legislative officer of the Selective Service System, told the Congressmen that administration of the Kilday bill would be extremely difficult.

Col. Keesling said that Selective Service officials have already tried on their own to do what the Kilday bill would make mandatory, but have found it almost impossible to accomplish. The Kilday bill would provide for the pooling of all single men in a state, with induction being ordered first for single men, then men with collateral dependents, then married men without children and finally, for married men with children.

Both WMC chief, Paul V. McNamara and the Selective Service Director Maj. Gen. Lewis B. Hershey, hit the bill over the week-end, but Congressional sentiment continues strong for passage. Whether it is strong enough is questionable, although it is expected that several concessions may be made by the WMC before the bill dies.

1943 BIRTHDAYS

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

February 17

Willard Botts Shirley Flynn
Coreen Gillespie Denise Keller
Eric Madrignera
John McLaughlin Donna Reade



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



INDIANA UNIVERSITY LIBRARY FEB 23 1943

VOL. 22, NO. 33

NEW YORK, N. Y., THURSDAY, FEBRUARY 18, 1943

TEN CENTS

FCC Fund Slash Blocked

Program Clinics Set By Mutual's New Prez

Keeping with the pronouncement made last week to the press in his statement of policy and plans, Walter McIntock, president of Mutual, has scheduled a series of program clinics wherein representatives of the Office of Censorship, the OWI and program execs of 12 key stations on Mutual will participate. emphasis is placed on programming which aided the war effort. The meetings will start Monday, Feb. 22, at the Ambassador, presided over by

(Continued on Page 5)

Procter Young's Family Goes Full NBC Network

"Procter Young's Family," NBC's new serial, sponsored by Procter and Gamble, Inc., for Camay Soap, will be broadcast to the full 125-station network beginning Feb. 22. At that time, listeners in areas covered by additional affiliated outlets will be able to tune in the program. "Procter Young's Family," made its debut over the air 13 years ago. Par & Ryan, Inc., placed the pro-

New Parts And Renewals By NBC Div. Recording

At new contracts and seven renewals for syndicated programs have been announced by NBC's Recording Division.

"Name You Will Remember" has been taken for the first time by KYOS, Merced, Calif.; KZL, La Crosse, Wis., for La Crosse

(Continued on Page 2)

CBS Reporter Back

Mr. J. Donovan, director of CBS' Eastern Staff, has returned to the U. S. from Sydney, Australia, on a vacation. He is being succeeded in Australia by George Morad, press representative for the American Red Cross. Donovan has been on duty in the Pacific theater of war for the past twenty months.

New FDR Time

The speech which President Roosevelt will broadcast to the nation and to the world on the evening of Feb. 22, will be heard from 10:30-11 p.m. It was originally reported as scheduled for 10 p.m. All networks will carry the address of the Chief Executive.

Four N. Y. Stations Pick Up LaGuardia

Four New York stations interrupted their afternoon schedules yesterday, to carry a special address wherein Mayor LaGuardia reported on the critical situation of laundries here, for the lack of fuel, following a conference with the companies. He itemized the types and quantity of laundry which can be sent out. Stations broadcasting his address, which of course went out via WNYC, were WOR, WHN, WJZ and WNEW. The municipal station offers broadcasts to the other stations whenever they bear such special and important character.

Okay Bia Radio Budget For "Hitler's Children"

One of the largest budgets allowed for the radio advertising of a single picture is being spent to plug RKO's "Hitler's Children," which will premiere locally at the Paramount Theater, Wednesday, Feb. 24. Budget is topped only by that used for "Wake

(Continued on Page 2)

Senator Clark Stays Neutral As He Addresses REC Meeting

WHOM 'Language' Show To Aid Red Cross Drive

A weekly Red Cross radio novelty employing several different foreign languages and entitled "Solve It" will begin as a WHOM feature on Feb. 20 and will continue through the forthcoming campaign of the 1943 Red Cross War Fund of Greater New York. The program, originated by

(Continued on Page 2)

Speaker Rayburn Defends Commission As Controlling Influence Over Air; Second Cut Move Also Beaten

Ethics Code Supported As CAB Meet Closes

Toronto—Members of Canadian Association of Broadcasters pledged unanimously at their convention in the King Edward Hotel to uphold the official code of ethics covering advertising appeals, newscasts, controversial public issues, educational, religious and community activities

(Continued on Page 6)

Davis Wants March Start With 15-Minute Newscast

Washington Bureau, RADIO DAILY Washington—Elmer Davis, OWI director, yesterday repeated his earlier pronouncements that his news broadcasts will contain no spot news and will not include material not already available to the press.

Told of criticism that if he used

(Continued on Page 2)

RCA Waives Preference On Certain Foreign News

Washington Bureau, RADIO DAILY Washington—The FCC yesterday approved a resolution adopted by the Boards of Directors of RCA and RCA Communications, Inc., authorizing the

(Continued on Page 2)

Washington Bureau, RADIO DAILY Washington—A move to block off nearly eight million dollars for the FCC provided in the Independent Offices Appropriations Bill for the next fiscal year came a cropper yesterday as Speaker Sam Rayburn, Appropriations Committee Chairman Clifton L. Woodrum and the majority Whip, Robert L. Ramspeck, went to bat for the Commission.

The House met at 11:00 a.m. yesterday, an hour earlier than usual, primed for a knock-down and drag-

(Continued on Page 5)

Super-Tax Requested In Lieu Of Pay Ceiling

Washington Bureau, RADIO DAILY Washington—Faced with Congressional revolt to overthrow his October executive order setting a \$25,000 limit on salaries, President Roosevelt yesterday offered to rescind that order if Congress will vote new taxes to accomplish the same purpose.

If his suggestion is accepted by

(Continued on Page 3)

NBC's Wartime Group Holds Coast Conference

West Coast Bureau, RADIO DAILY Hollywood—The seventh cross-country meet of the NBC-War Clinic, for members of the West Coast, which opened a two-day session at the Ambassador Hotel here, and held a press

(Continued on Page 2)

Time Changes

Columbus, Ga.—WRBL recently broadcast a meeting of the City Council which was assembled to settle the highly controversial issue, "What time shall it be in Columbus?" The mayor called on one of the members for his opinion. Reply was, "I'm only here because my radio is on the blink and I want to know what's cooking." And new elections coming up!

(Continued on Page 3)



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M. H. SHAPIRO : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Wednesday, Feb. 17)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg., Bid, Asked. Includes entries for Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Gen. Electric, Philco, RCA Common, Stewart-Warner, Westinghouse, Zenith Radio, etc.

CBS' "War Words" Book Distributed In Trade

"War Words" the revised edition of CBS' recommended pronunciation of tongue-twisting war words is just off the press. Book, prepared by W. Cabell Greet, CBS speech consultant, contains 4,000 war words, names and places, which have arisen in the war news during 1942-1943. The book is being sent to all CBS announcers, network affiliates including those in Canada and the BBC.

Stella Unger 'Subs'

During Stella Unger's absence her program, "Your Hollywood News Girl," heard over WJZ, N. Y., Mondays through Fridays from 2:45-3 p.m. will be taken over by Sue Read and columnist Danton Walker.

NBC's Wartime Group Holds Coast Conference

(Continued from Page 1) conference for the open discussion of formulated policies of broadcasting under war conditions, and its aims for the future.

Heralding the great importance of the radio industry today as an important symbol in the freedom of speech and Americanism versus the Axis policies, Niles Trammell, president of NBC, Dr. James Rowland Angell, president Emeritus of Yale University, and Educational Director of International Broadcasting, John F. Royal, NBC director of International Broadcasting Relations, individually simplified the future of American radio in their speeches.

Over 20 Languages Used As pointed out by Dr. Angell, "More than 20 languages are now being transcribed on discs for South American and European distribution through the Rockefeller Foundation, with new countries being constantly added to the list such as the Peruvian schools which started the usage of the transcribed releases three weeks ago. Too, they are being encouraged to use their own talent for commercial programming of their own, plus the many educational features such as the recording of the histories of their national heroes for cultural development."

The future of television as a definite network in post-war period was forecast, with plans now in readiness for establishment of regional network offices in Los Angeles, New York and Chicago, as soon as necessary materials could be released for its construction. Educational benefits to modern schooling with visual benefits to students in studies, are predicted as of great import to the national educational program and cultural development.

RCA Waives Preference On Certain Foreign News

(Continued from Page 1) waiver of all preferential provisions in its contracts with foreign correspondents.

RCA Communications was authorized to send the following notice to each foreign correspondent with which it operates a direct radio telegraph circuit under a contract that all unrouted traffic destined to the United States be transmitted over the RCAC circuit:

"At the request of the Board of War Communications and the Federal Communications Commission of our Government, we desire to advise you that we hereby waive all provisions in traffic agreement or understanding we have with you which might prevent the establishment and unrestricted operation of such other circuits between you and other United States companies as you may wish to establish, including any provision which might require the transmission of all unrouted traffic over your circuit with RCA Communications, Inc."

The Commission is advising all other telegraph carrier licensees in the international field that similar action should be taken by them.

Davis Wants March Start With 15-Minute Newscast

(Continued from Page 1)

nothing new the broadcasts will be dull, Davis told a press conference, "I hope it won't be dull." He reminded the press that he had formerly made his living as a radio commentator, and said that after the war is over "I expect to go back on the air—unless I offend every employer who might hire me" in the meantime. He indicated that he was pleased with the idea of a once-a-week 15-minute broadcast, and said that his fan mail when he was running weekly quarter-hour commentaries was much higher than from his subsequent daily five-minute spots. Davis said he hopes to return to the air next month, although he would not say definitely when. He said he had hoped to get a rest before starting the program, "but is doubtful now that that will be possible."

WHOM "Language" Show To Aid Red Cross Drive

(Continued from Page 1)

Maurice C. Dreicer, who will serve as master of ceremonies, will be broadcast from 6-6:15 p.m.

A question on some aspect of Red Cross work will be tossed to two English-speaking contestants in one of a dozen or more foreign languages. Clues to the meaning will lie solely in the intonations and gestures of the interrogator. While the contestants are struggling with the query it will be translated into English and broadcast to listeners from a nearby studio. Thus the radio audience will be able to follow the stabs of the stooges at Polish, Chinese, Turkish and other alien tongues which the station features on its programs.

New Pacts And Renewals By NBC Div. Recording

(Continued from Page 1)

Breweries; WTMA, Charleston, S. C., and the All-Canada Radio Facilities, Ltd. The same programs have been renewed by WSyr, Syracuse, N. Y.; WMBG, Richmond, Va. (Home Brewing Co.), and WHEB, Portsmouth, N. H., for a local creamery.

"Five Minute Mysteries" has been signed by WOW, Omaha, Neb., and renewed by KSD, St. Louis, Mo. (Columbia Brewing Co.)

WFEA, Manchester, N. H., contracted for the "Flying for Freedom" series, for the Charles M. Floyd & Co., men's furnishings store.

"Betty & Bob" were renewed by KFI, Los Angeles, Cal., on a sustaining basis, and by WPRO, Providence, R. I., for the Cherry & Webb department store.

WTMA, Charleston, S. C., has purchased 26 programs of "Time Out with Ted Steele" for Milbren's Laundry and Dry Cleaning Company.

KVOA, Tucson, Ariz., renewed "Getting the Most out of Life" for Bring's Funeral Home, and WLAP, Lexington, Ky., signed a new contract for 266 programs of Carson Robison and His Buckaroos.

COMING and GOING

G. W. "JOHNNY" JOHNSTONE, director news and special events for the Blue Network in Washington, D. C., for talks with government officials and commentators of the work.

JOHN HUNDLEY, CBS assistant director shortwave broadcasting, has returned from vacation spent in Florida.

WILLIAM F. MALO, commercial manager, WALTER HAASE, program director, of WH Hartford, spending several days in Boston.

REV. P. A. ROY, S. J., president of Loy University, New Orleans, which owns and operates the Columbia affiliate, WLW, visiting yesterday at network headquarters.

WALLACE WALKER has arrived from Jacksonville, Fla., for conferences at the headquarters of the Blue Network.

ELSIE MAE GORDON of NBC's "Snowflake," left yesterday for Albany, where will fill a lecture engagement.

WILLIAM SCHUDT, JR., eastern division manager of the CBS station relations department, has returned from Toronto, where he attended the meetings of the CAB.

BEATRICE KAY is in Chicago for an engagement of a week at the Chicago Theater, was accompanied by the Windy City by SYLVIA GREEN, her accompanist, and MIKE VALLI her manager, who will continue on to Hollywood to complete film contract arrangements.

"RED" CROSS, commercial and sales promotion manager, and WILTON C. COBB, station manager of WMAZ, Macon, Ga., paying a yesterday at the CBS offices.

LYLE ENGLER, editor of "Song Hits Magazine" again in Washington discussing song books the armed forces.

BOB KELLEY, commercial manager of WC Columbia affiliate in Burlington, Vt., in New York for a few days on station and work business.

Okay Big Radio Budget For "Hitler's Children"

(Continued from Page 1)

Island" and "Holiday Inn." Contract set through Buchanan & Co., include live participations in women's programs, record jockey sessions, etc. one-minute transcriptions which will start today and finish up Feb. 26. nine stations here. Stations being plugging are WOR, WJZ, WJZ, WABC, WHN, WINS, WQ, WMCA and WNEW.

Made North Central V.P.

St. Paul, Minn.—John W. Boyd, President of North Central Broadcasting System, yesterday announced that Donn Clayton has been elected vice-president and assistant general manager of the corporation. Clayton has been with North Central several years in the capacity of production manager. Prior to his association with the present company was affiliated with WTCN, Minneapolis.

YOUR SALES TARGET in Central Ohio Richest Market WRITE OR DIRECT FOR STATION BLUE

Clark Stays Neutral Due To AFM Proposal

(Continued from Page 1)

The weekly luncheon meeting of the Radio Executives' Club yesterday. Harold Ryan, Deputy Censor in charge of Radio, preceded the Senate in a ten-minute talk on the functions and efforts of his post. Arch McDonald, WJSV sports announcer, presided the program.

"Strike" Without Precedent
Tracing the recording ban developments Clark said that "normally it would be just another strike," because of the war, and increasing use of records and transcriptions made by war agencies for war purposes, the issue became a matter of Senate attention, particularly men efforts of the Army, Navy, Marines, and others, through Elmer Davis and the OWI, and the efforts of FCC Commissioner James L. Fly to have the ban lifted were unsuccessful. He characterized the ban as a "strike without precedent. It is a strike made without any prior demands being made before the strike, probably the only strike in history which was called without having the formal demands first."

Petrillo, he recounted, was living up to his promise made to the Senate committee, but he refused to pass on the merits of the Petrillo plan for a percentage on incomes realized by the producing companies, an unemployment fund to be administered by the union. The Senator noted, that the lack of new records was not falling as hard on the war effort and radio stations as had been anticipated.

Clark commended the industry for cooperation in the administration of the censorship regulations, and assured the listeners that the restrictions were only wartime measures which would be lifted the day peace had been declared.

Prominent Guests Present

Guests of honor at the speaker's table were Mark Woods, president of the Blue; Sydney Kaye, special counsel for the industry to handle the recording ban; Neville Miller, president of NAB; Miller McClintock, president of Mutual; Frank Mullen, president and general manager of NBC; Earl Gammons and Carl Ludland, of CBS's Washington station, WJSV. Out-of-towners among guests included Ray Jordan, manager, WDBJ, Roanoke, Va.; Bob Egan, WPDQ, Jacksonville, Fla.; Charles Pitman, WBML, Macon, Ga.; Leonard Chernoff, WCHS, Charleston, Va.; Harold A. Lafount, president of the Atlantic Coast Network; Lee Whitwick, also of WJSV, Washington, D. C.

Renewals Prove Results

WTBO

1000 Kc. Cumberland, Md.

PROMOTION

NBC Music Contest

In answer to public demand for a patriotic song to express America's victory efforts, a contest of nationwide scope was announced by Samuel Chotzinoff, manager of the NBC music division, and Mrs. Guy P. Gannett, president of the National Federation of Music Clubs.

Judges of the contest which is sponsored by NBC in cooperation with the Federation are: Leopold Stokowski, Fred Waring, Lawrence Tibbett, Maj. Howard Bronson of the special service division of the War Department, and Ernest La Prade, musical research director of NBC.

The composition selected by the judges will receive a world premiere on a NBC network during National Music Week, May 2-8, 1943. The winner will have the music published by the Mills Music Company on a royalty basis if the manuscript possesses sufficient merit.

Rules for the competition are as follows:

The competition is open to any composer now resident in the United States, irrespective of age, color, creed or racial background.

Entries must include words and music of two or three minutes performing time and should be sent to Rhea Silberta at 200 W. 57th Street, N. Y. C., under a nom de plume, and must be accompanied by a sealed envelope containing full name and address of the composer and brief biographical details, such as date and place of birth, musical education (schools attended, teachers under whom the contestant studied etc.) and a list of previously published or publicly performed works.

No composition may be submitted which has been previously published, publicly performed under professional auspices, or which has been awarded a prize in previous competition. Contest will close on March 31, 1943.

Both NBC and the Mills Music Company reserve the right to withhold the world premiere and publication of a composition, if the manuscript obtained doesn't conform to radio and publication standards.

Requests for further information should be addressed to Mrs. Guy P. Gannett, president of the National Federation of Music Clubs, Park Lane Hotel, New York City.

Wedding Bells

Albert A. Cormier, radio executive, and Madeline Stewart White, eastern publicity director of Monogram Pictures, were married on Thursday, Feb. 11, in the Little Church Around the Corner, New York City. Miss White will continue her present post at the Monogram Office, New York.

Lt. Robert J. McAndrews, who was sales promotion manager of NBC, Western Division before entering the service, married Adelina Clara Cisbarri, Saturday, Feb. 13, at St. John's Catholic Church, Los Angeles.

WWNC Booklet

In bringing attention to bear on the market area which WWNC, Asheville, N. C., services, the station recently published a loose-leaf booklet emphasizing those factors which are most important to manufacturers or retailers who are interested in advertising a product.

Titled "WWNC Presents" the booklet is built around a series of blurbs that are illustrated at the bottom of each page with sketches. The booklet itself consists of thirty yellow pages joined together by red, white, and blue rings.

The first part of the promotion-booklet takes up the question of "Buncombe and Bonuses." Ordinarily "Buncombe" means nonsense; in this instance it is the name of a county. And "Buncombe" not used in an analogous sense points out that the county "Buncombe" is a "choice county in a bonus money market." And according to the booklet, "that isn't buncombe!"

Facts presented eradicate any chance of confusing the meaning of the word. Such as: "Buncombe is the hub-county in a vast trading area—nearly 12,000 miles." And in this area there are nearly 1,000,000 people who buy regularly \$134,000,000 worth of goods in a total of 8,000 retail stores.

Radio-wise there are 120,000 radio units who tune in to the 34 top Columbia shows that are aired over WWNC. These top night-time shows are listed in the booklet.

Some of the bonuses the station speaks of are the transfer of the Postal Accounts Division from Washington to Nashville, the occupation of the Grove Park Inn by the Officers of the U.S. Navy, and Appalachian Hall by enlisted men, and the completion of the \$5,000,000 Army Base Hospital which was built by 4,000 workers, and which employs 1,500 full-time workers. These factors translated into dollars and cents represent a bonus of more than \$5,000,000. This last total adds to the area's yearly income.

In getting down to facts regarding advertising rates, figures show that 52 spot announcements cost "only .2-of-a-cent per radio family" to get access to the large annually earned income.

Appoint WBKR Official

It was announced yesterday that Monroe B. England, owner of WBKR, Pittsfield, Mass., has been appointed as consultant to the Department of Information of the OPA's Boston Regional Office in connection with radio publicity.

Philco's Dividend

The Board of Directors of Philco Corp. has declared a quarterly dividend of fifteen cents (15c) per share of common stock payable March 12, 1943, to stockholders of record Feb. 27, 1943.

Super-Tax Requested In Lieu Of Pay Ceiling

(Continued from Page 1)

Congress, which is not at all certain, he will have scored a considerable victory in his fight to limit incomes, since all incomes, not only salaries, will be affected.

Calls Limitation Constitutional

At the same time, he concedes to Congress its right to vote away the salary order, even though he said yesterday in a communication to the House Ways and Means Committee that, he felt, and the Attorney General had assured him, the order limiting salaries is legal and constitutional. The Ways and Means Committee last week-end approved the bill to raise the national debt limit from \$125,000,000,000 to \$210,000,000,000, adding to the bill a rider which would peg high salaries at their pre-Pearl Harbor level and prevent the payment of any salaries larger than \$67,200 gross since Oct. 2 last, the date the disputed salary limitation order took effect.

The President thus seeks to turn what looked like certain defeat into a brilliant victory, since he has already made it known that he was dissatisfied because only salaries were limited by the order. His chances of success are limited, but they do seem brighter today than they would have a week or two ago.

What the President seeks is special taxes on large income which would in effect limit that income of single persons to a net of \$25,000 and married persons to a total of \$50,000 net. The plan is substantially the same as that proposed last year by Treasury Counsel Randolph Paul, and rejected by Congress.

Capital Reaction Unfavorable

The immediate reaction on Capitol Hill was not favorable. Several Congressmen charged the President with trying to put over a deal, with Rep. Disney, a Democrat of Oklahoma, terming the suggestion "confiscatory," implying that the President is again taking it upon himself to say what and how things should be done.

Whether the Democratic majority can be held in line on the issue of income limitation is another matter. So many Democrats have already declared themselves in opposition to the principle of income limitation that any ultimate victory for President Roosevelt on this matter will indicate that the administration has succeeded for the first time in more than a year in regaining control of Congress.

THIS LITTLE BUDGET
WENT TO



WORLD BOSTON MASS.

Los Angeles

By JAC WILLEN

ART BAKER'S "community sing" at the Hollywood Canteen on Thursday evenings had proof of its popularity with the boys last week when Art had a group picture taken of the boys and told them that any one wishing pictures of the same sent to relatives need only leave their names. Result...250 names were collected immediately with buddies of the visitors now sending in requests for more of the same.

Myron Dutton is an indefatigable worker on any and all scripts or productions he has a hand in.

John Guedel, Coast head of Russel M. Seeds agency, is as good at acting as he is at production, writing and supervising, as witness his last Tuesday's pitch on the Skelton show.

Frances Scully is in the midst of a new radio idea that may blossom forth on the local airlines in the very near future.

Louise Squires, well known actress, is currently assigned writing chores on the "Major Hoople" strip...and will likely forego future writing chores in favor of her new medium.

Robert Arden, KFWB and NBC commentator on foreign affairs, has aroused a tremendous inquiry list of phone calls wanting to know the inside on why on February 1, he predicted, "Hitler is either in a strait jacket or in a grave!"

Arden is heard daily over KFWB, and weekly (5:45-6:00 p.m.) Saturdays over NBC.

Two new continuity writers, Irving Ravetch and John Groller, have joined the CBS-KNX staff under continuity director Everett Tomlinson. Groller comes to KNX from WGBI, CBS station at Scranton, Pa., where for the past six years he has served as production manager.

Dinah Shore, swingstress of Eddie Cantor's "Time to Smile" show, plus her own "Dinah Shore, In Person" program, will be featured songstress on the Gershwin Memorial Concert to be presented by Paul Whiteman, Feb. 20, in San Francisco's Civic Auditorium.

Carroll Nye, of Y & R, is one man who does not want to make another motion picture debut.

Art Rush is agonized because the daily 24 hour period does not allow for more of the spots (in working hours) that the Sportsmen could do but can not find time for.

Toscanini C.H. Concert

The season's first Carnegie Hall concert by the NBC Symphony Orchestra will be presented Wednesday evening, March 24. The orchestra will be under Arturo Toscanini's baton, and is being presented as a benefit for the National Foundation for Infantile Paralysis. It will not be broadcast.

The event, coming one week after the orchestra's concert at the Naval Air Training Base at Lakehurst, N. J., marks the second non-broadcast of the symphonic group under Toscanini's direction this season.



A Reporter Says Adieu. . .!

● ● ● Well, it's been fun. I mean covering the radio beat. But Uncle Sam has beckoned, so this lad is off to the wars and another Scoops will occupy this newsboy's pillar. Before signing off, I'd like to spread a few thanks all around. It's been a privilege to chronicle the doings of radio and its people. From the page boys to the network presidents, from the singers to the musicians, from the press agents to the sales dep't, they've all been good guys. That's why penning this column has never been considered as work. And now, I couldn't ask for a better boss than Uncle Sam. I'm glad to be able to go to work for him but it gives me a pang knowing that I'm leaving so many friends. Some, perhaps, will soon be in uniform, too, and we may meet. That will be nice because in some far-away place we may be able to re-create the days when Radio Row knew no war and newscasters were just guys who used to write you from strange and foreign lands. Reading over what was just written, the thought occurred to me that it might be mistaken for a maudlin way of saying "so long." But it isn't. I'd like to thank all of you in radio for the help, consideration and kindness you have given me since I started being a radio reporter. It's a nice feeling to know that of all the thousands of microphone folks I have met—I never came across a microphoney. My successor, I can assure you, is an able newsman and I know he'll meet with your approval. So to him and you, I say "best of luck" and now on with the news for a few more lines—and then it's "30."



● ● ● Gene Towne and Arthur Caesar were taking a drive recently when they were stopped by a cop for speeding. The latter turned to Gene and demanded to know his name. "Napoleon," replied the scripter, who was in a jovial mood. "Don't get fresh or I'll punch you in the nose," threatened the cop. Then he turned to Arthur and demanded to know his name. "Caesar," Arthur truthfully told him—and the cop almost did punch him!



● ● ● Sidney Skolsky relays an anecdote from the coast, which, if nothing else, at least points out how the army can change your viewpoint. Alan Manson, formerly of radio, and now a Sergeant in the "This Is the Army" cast, was introduced to a Hollywood big shot not long ago. Manson merely acknowledged the introduction and started to leave. "Wait a minute," remonstrated the exec, "you don't seem to be very much impressed by me." "A year ago," replied the Sergeant, "I would have been tremendously impressed. But the way I look at it is that now I'm working for a much bigger organization than yours!"



● ● ● Dr. Lin Yutang 'phoned his publisher, Bennett Cerf, to inquire about the reviews on his new book of Oriental wisdom. The eminent philosopher hemmed and hawed and finally confessed: "What I really called you about was my daughter's wish to meet your wife's cousin—Ginger Rogers!"



● ● ● Last week, Marlene Dietrich signed a contract to appear in "One Man's Venus," the new Spewack-Kurt Weill musical which will be a B'way newcomer. She arrived from Hollywood a short time ago to complete the arrangements and was told that, while her talents as a screen star are unquestionable, her ability to sing well and audibly in a Manhattan theater was yet to be proven. So, the other afternoon, Marlene walked out on the empty stage of the darkened Broadhurst Theater and with Kurt Weill at the piano, proved her voice equal to the role.



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

JACK BENNY and his retinue arrived in Chicago yesterday after having completed a tour of Canadian military posts. He was suffering from a cold and will remain in bed until time for his broadcast next Sunday. The Benny troupe plans to remain in the Chicago area for two weeks and is tentatively set to play the U. S. Naval Training Station at Great Lakes, Ill., and Army bases at Fort Sheridan, Ill., and Camp Custer, Battle Creek, Mich. Benny is accompanied on this tour by Mary Livingstone, Dennis Day, Don Wilson, Sam (Schlepperman) Hearn, "Rochester" and his writers, Bill Morrow and Ed Beloin.

Alexander McQueen's one-man show of facts, "Nothing But the Truth," returns to WBBM March 1 and will be aired Mondays, Wednesdays and Fridays for the Campbell Cereal Co., Minneapolis. McQueen is the subject of a forthcoming article in the "Saturday Evening Post."

Joe Wilson, formerly of the sports staff of WGAR, Cleveland, has joined the announcing staff of WJJD.

James Anderson, of the WGN sales department, is the father of a six-pound, eight-ounce boy born Feb. 15. This is his fourth child.

Durward Kirby joins the Blue Network show, "Meet Your Navy," Friday, as master of ceremonies. Jack Stillwell will continue to announce the commercials for Hall Bros.

Penny Lee, songstress with Joe Reichman and his orchestra; Adrienne Moore, currently appearing in "Lady in the Dark," and Murray Forbes, well known Chicago actor, will be guest headliners on the "Ahoj, America" program on WGN tonight.

A new musical program titled "Music for War Workers" made its debut on Columbia Feb. 16 from the WBBM studios. It will be a five-week feature sponsored by Wrigley and will cooperate with the War Manpower Commission in getting more people to apply for war jobs in areas where there is a shortage of workers.

A new three-a-week program of a capella music made its debut on WBBM this week, entitled "Swing," the show will be heard Tuesdays, Thursdays and Saturdays, sponsored by A. J. Brach & Sons, Inc.

Hugh Cox Or T. C. Clark Likely to Succeed Arnold

Washington Bureau, RADIO DAILY Washington—With confirmation of Thurman Arnold to the bench of the U. S. Court of Appeals practically assured, Capitol Hill is buzzing with conjecture regarding possible successor to the Arnold post in the Department of Justice.

Opinion here has it that the Arnold mantle will fall on either Hugh Cox or T. C. Clark, Arnold's two proteges in the Department. Cox is believed to have the inside track, with Clark mentioned as head of the Department's War Problem Division.

Rayburn Defends FCC Hearing Fund Slash

(Continued from Page 1)
...on the bill. The tenor of the republican side was evident from the beginning, when an unidentified member objected that the clerk had omitted referring to the FCC. The remark about the rostrum was that it had been removed but the House was not in session and the noise had prevented the speaker from hearing.

Amendment Suggested
Francis Case, South Dakota, introduced an amendment to the bill to cut FCC funds from the bill, arguing that funds could be better used by the Commission after the Cox report was completed. Cox, however, mentioning the charges against Martin Dies that the Commission had on its rolls three embezzlers whose loyalty to the Constitution was suspect.

Rayburn, whip, Robert L. Ramspeck, then took the floor to defend the case of "demagoguery." The speaker was certain, said Ramspeck, that his colleague from the House will be quite thorough in his investigation of the FCC and prompt report to the House, but cut off funds from the Commission will be in order only if the House refused appropriations for the agencies, since all are under investigation, under the resolution introduced by Rep. Howard W. Hatcher of Virginia and passed by the House last week.

Case Measure
Rayburn had announced that he would support the Case measure but represented a "crack at the Case" by Rep. E. E. Cox, of Ohio, author of the resolution which he will lead a five-man committee in an investigation of the FCC for five minutes and then the Case suggestion was "killed" and to announce that he would not advise the members one way or the other on the matter.

Woodrum postponed for another day the announcement of counsel committee, which announcement had been promised for today. Woodrum had other postponements, including FCC Chairman James H. Doolittle as a "Uriah Heep" (the unstable character in the play "The Merchant of Venice" by David Copperfield).

Woodrum made an argument with reference to an alleged duplication of the FCC War Problems Committee and Communications Committee of the Army and Navy, Cox immediately after that Woodrum had called Fly on the floor and suggested that he would support from the Army

CANCER WANTED

...experience essential.
...38 or not eligible for
...Write: Box 116, Radio
...roadway, N. Y. C.

WAR-PROGRAM IDEAS

"Victory Club"

"Victory Club," program with a double-barrelled purpose, was inaugurated on WTAG, Worcester, last week. Presiding as host and hostess are Bob Dixon, special events chief, and Lorette Charron, organist, who offer musical entertainment and an opportunity to aid the war program. Listeners are invited to join the club by signing pledge cards promising to take part of their change in war stamps when making purchases. During the program, pledge cards are dropped into a Victory Selector which spins several names out. To these members of the club go merchandise awards from Sears, Roebuck & Company, sponsor. Show is heard thrice weekly from 9:30-9:45 a.m.



News of SPARS

A new weekly program, "Ahoy, Coast Guard," made its initial appearance last Saturday, over WLS, Chicago. The program was designed to promote the activities of the SPARS, the women's reserve of the Coast Guard. The quarter-hour show is aired from 2:30-2:45 p.m. (CWT) and features music and short announcements concerning the activities and duties of the SPARS.

and Navy. Cox charged also that the FCC work actually impeded the Army and Navy, and that Fly had been instrumental in having Admiral Hooper, of the Naval Communications Bureau transferred from Washington because he knew so much about radio.

Woodrum followed Cox, denying that he had called Fly. A committee clerk did call the FCC chairman he said, to say that if the Cox charges were true, Woodrum would join the fight against the Commission. Fly, he said, replied that the charges that the FCC impeded the work of the armed forces had been uttered before, and because they were false he had obtained letters from both the Army and the Navy to that effect. These were not new letters, Woodrum said.

Woodrum had in his hand as he spoke a bulky document which, he said, told of the confidential work of the committee in war intelligence. It was not the sort of thing he could read on the floor or put into the record, he said, but if any Congressman was interested he could see it at Woodrum's office.

Defends Deferments

Woodrum then urged the House not to force the discharge of the employees whom Dies had named without fair investigation, pointing out that such action would injure the morale of Commission workers and other government workers. The unusual number of promotions and deferments in the FCC, he said, were justified by the extremely confidential nature of the work and by the necessity for hiring and training young men for this work.

At that point, Speaker Sam Ray-girl.

"March of Health"

In cooperation with the Milwaukee Health Department's campaign to promote better health during wartime, WTMJ has started a new dramatic series, "March of Health." New program is heard every Saturday from 1:15 to 1:30 p.m., CWT.

The new series is intended to keep listeners informed about the best ways to keep in good health during the wartime crisis. Schools and parent-teacher associations are cooperating in an effort to make sure that this information, as given over the air, will reach the thousands of school children in the Milwaukee area.



Shows For Servicemen

In effort to entertain service men when they're in town, WIP, Philadelphia, premiered a special series of variety shows last Monday night.

The entertainment will be furnished alternately by "Victory Caravan" and the quiz-show "Dollars to Doughnuts." These shows are broadcast at 9:15 p.m. from service centers and are handled by Howard Jones and John Facenda.

Talent presented on the program is furnished by the station and also by guests.

burn, author of the bill which created the Commission, took the floor for the first time this session. Saying that he was appealing to the reason of his colleagues, Rayburn reminded them that before the FCC came into being the "air was in chaos," and today, in a world at war, the FCC is the only agency with any control over the air. He urged that they defeat the Case proposal.

Dworshak Proposal Also Beaten

A voice vote was taken first, with those opposing the Case proposal apparently the victors. A standing vote then was ordered. The Case amendment was defeated 162 to 87. Significant was the fact that all 87 supporting Case were Republicans. Twenty-one other Republicans opposed Case, and about five Democrats, including Cox, did not register a vote.

Henry C. Dworshak, Idaho Republican, then proposed that \$206,000 be stricken from the proposed FCC budget and that the war problems division and the hemispheric communications unit be eliminated. By this time a number of Democrats had left and the vote against the Dworshak proposal was 99 to 86, with one Democrat joining the minority party.

Stork News

Clifford Harris, technical supervisor of WIP, Philadelphia, became the father of a baby girl born last week in Temple Hospital. Mother and child were reported doing well.

Howard J. London, publicity director of the radio division of the National Foundation for Infantile Paralysis, recently became the father of a

Program Clinics Set By Mutual's New Prez

(Continued from Page 1)

Adolph Opfinger, network program manager.

Clinics will recess two days, Feb. 23 and 24 so that the station reps can attend BMI music program meetings.

Representing the Office of Censorship, will be Eugene Carr, and from the OWI will be Merritt Barnum and Jack Van Nostrand.

Others attending the session will be Julius F. Seebach, WOR, New York; Frank Schreiber, Myrtle Goulet, WGN, Chicago; Clifton Daniel, WCAE, Pittsburgh; Ed Wallis, WIP, Philadelphia; Herbert Rice, WGR, Buffalo; George Steffy, Yankee Network of New England; Van Newkirk, Don Lee Network; Theodore Campeau, CKLW, Windsor-Detroit; Madeline Enslin, WOL, Washington; Fred Dodge, WKRC, Cincinnati; Pinky Hunter, WHK, Cleveland; Bert Hannauer, WFBR, Baltimore; Mutual officials Tom Slater, Hal Wagner, Lester Gottlieb, James Mahoney, Andrew Poole and Fred Weber, general manager of the Mutual network.

Mutual station program heads last met in Cleveland last September, and made adjustments to present a daytime program pattern of news commentary on the hour every hour merged with light music fare and war effort features.

Three Additional Names Set For AMA Int'l Shows

Three more leading American industrialists have been booked to speak for the fighting forces overseas via shortwave, in the special series of Sunday programs arranged by the National Association of Manufacturers in cooperation with NBC.

Object of the series is to inform the armed forces how the post-war world will shape up and the plans are being made by American industry to provide jobs for returning soldiers.

C. M. Chester, chairman of the board of General Foods Corp., will speak Feb. 21; Paul L. Davies, president of Food Machinery Corp., Feb. 28; and R. E. Gillmor, president, Sperry Gyroscope Co., March 7.

The addresses are broadcast over shortwave station WBOS from 2:12 to 2:15 p.m., EWT.

WHAT'S WHAT IN BOSTON

46—WCOP has sold everything from a magazine to a mattress... what have YOU to sell?

REPRESENTED BY HEADLEY-NEED CO.

WCOP BELONGS ON YOUR SCHEDULE

GUEST-ING

HAROLD L. ICKES, Petroleum Administrator, and GEORGE STROCK, "Life" photographer just back from the Solomons, on the "March of Time" program, tonight (WEAF-NBC, 10:30 p.m.).

RAY BOLGER, on Jerry Cooper's "Keep Ahead" variety show, tomorrow (WOR-Mutual, 7:30 p.m.).

BASIL RATHBONE, with "Tommy Riggs and Betty Lou," tomorrow (WEAF-NBC, 10 p.m.).

ROSCOE TURNER, speed flyer, on the "Scramble" program, tomorrow (WJZ-Blue Network, 7:05 p.m.).

PENNY SINGLETON and ARTHUR LAKE, on the "Camel Comedy Caravan," tomorrow (WABC-CBS, 10 p.m.).

PHIL BAKER, in an adaptation of "George Washington Slept Here," on the "Philip Morris Playhouse," tomorrow (WABC-CBS, 9 p.m.).

WILBUR EVANS, on the Ellery Queen program, Saturday (WEAF-NBC, 7:30 p.m.).

STEFAN HEYN, author of "Hostages," on "Let's Play Reporter," Saturday (WEAF-NBC, 10:30 p.m.).

SEN. JOHN H. BANKHEAD of Alabama, on Columbia's "Country Journal," Saturday (WABC-CBS, 1 p.m.).

JOHN BROWN, announcer on "Battle of the Sexes," and JIM BARKER, of "Lorenzo Jones," on "Nellie Revell Presents," Saturday (WEAF-NBC, 10:30 a.m.).

HEDY LAMARR, ROBERT YOUNG and MARY HEALY, on "Soldiers with Wings," Saturday (WABC-CBS, 10:15 p.m.).

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

MARY MARTIN, JEAN HERSHOLT and WALTER O'KEEFE, at the "Stage Door Canteen," today (WABC-CBS, 9:30 p.m.).

J. B. PRIESTLEY, speaking from England, on "Of Men and Books," Saturday (WABC-CBS, 2:05 p.m.).

Music Suit Defendants Extend Time To Reply

In the recently instituted suit for an accounting of Ascaphone moneys for the past 10 years (Radio Daily Jan. 22), 54 defendants including the Society and all its former and present directors, have obtained extensions of time for filing replies. Deadline set now is March 8. Suit was brought by Andrew D. Weinberger on behalf of Gem Music Corp., Tendon & Haskins Corp., and George Whiting.

CAB Supports Code Of Ethics As Meeting In Toronto Closes

(Continued from Page 1)

and fair business practices, the last named clause containing a promise to adhere to published advertising rates and refrain from secret discounts or bonuses to advertisers, agencies or other users of the broadcasting medium.

Much time was spent in discussing standardization of advertising rates on a proposal that frequency discounts should start with a minimum of 13 separate periods, discounts to be five per cent for 13 times, 10 per cent for 26 times, 15 per cent for 52 times, 20 per cent for 104 times and 25 per cent for 208 times.

Expect Adoption of Discounts

After lengthy arguments, the matter of schedules was tabbed for final decision of the incoming board of directors but the proposed discounts are likely to be adopted for all member stations. The basic time period is to be a quarter-hour and two adjacent quarter-hour periods shall earn 20 per cent discount. The hourly rate shall be double the established half rate, each member station to determine its own basic quarter-hour rate in each time period classification. The latter consists of Class A time for evening, Class B from noon to 1 o'clock and Class C from opening hour to noon and from 1 o'clock to the evening schedule. Rate suggested for one-minute spots is 30 per cent of the quarter-hour charge and for five-minute spots 50 per cent of the quarter-hour rate with no frequency discounts to be given for less than five minutes.

Highlight of the closing day was the address of John J. Gillin, general manager of WOW, Omaha, and director of the NAB, who covered much ground in dealing with the wartime situation and prospects for the radio industry applicable to the whole continent. "Broadcasting as we know it is an outgrowth of World War No. 1," he said, and added, "Broadcasting as we will know it tomorrow will be an outgrowth of World War No. 2."

Sees Schedules Maintained

Gillin further declared: "This year commercial schedules, especially networks, will be maintained if the war continues to go well. For the first three months this year NBC's commercial schedule is 3½ per cent above same period last year and NBC had the biggest year in 1942. Daytime schedule of clients on NBC was practically same as last year when evening schedules have advertisers who had never before used radio. There was stability in network radio advertising. In local commercial programs we find general cutting down by one-address advertisers because they cannot get goods to sell. Stations should make new plans for these clients to keep their names before the public via radio so they will not become business war casualties."

Gillin said he had found regional advertisers continuing as in 1942 and

in some areas intensifying their campaigns. These were largely the same big four who use national networks, namely: soaps, drugs, foods and tobaccos. National spot and regional spot advertisers, he said, were having a difficult time due to the ban on recordings by James C. Petrillo, president of the American Federation of Musicians; however, radio with usual ingenuity, worked out sound effects to replace musical interludes, one successful method being to have a capella choirs take care of five-minute music programs, replacing organ or instrumental units.

From a governmental standpoint, Gillin said the attitude augurs well for the radio industry—as soon as war is over radio will return to free and independent industry. Radio, he said, is performing great service in wartime and further restrictions would come with reluctance because governments are aware of the tremendous job radio is doing to help win this all-out war.

Optimistic on Post-War Television

Gillin predicted television would be installed as soon as the war is over and said colored television was now in laboratory stage and would be introduced when it became practical. In another four years, he said, we will be in an era of streamlined radio and we will look upon our radio of today as box-car age of our industry.

Special committee on methods of measuring station coverage and listener habits brought in a report endorsing a plan of distribution of ballots by mail to select listener groups as used by CBS. Questionnaire asked details on number of nights weekly each station is heard, as well as number of days per week. Chairman G. Walter Brown of Montreal was instructed by the convention to continue to study the listener survey system with a view to adoption of the plan. Jack Cooke of Northern Broadcasting Service declared completed answers on the ballots had been as high as 81 per cent in some sections.

Lewis H. Avery of Washington told the meeting radio now leads both newspapers and magazines as national advertising medium but was a poor second in the field of local advertising. Radio, he said, must concentrate on this department.

Members heard a promise that the Trade Board of the Dominion Government would expand the use of radio during the coming fiscal year to announce and explain new regulations and restrictions.

Manpower a Factor

Dr. T. H. Robinson, assistant director of the National Selective Service, declared the manpower demand for the armed services is becoming more acute and urged stations to employ more women to meet the situation.

Announcement was made to the meeting that the government would

AGENCIES

ROBINSON MURRAY has appointed assistant executive secretary; Richard Turnbull, assistant treasurer, and William A. F. assistant secretary, of the American Association of Advertising Agencies by its Executive Board. John B. continues as president, Frederic Gamble as managing director, executive secretary, and Mrs. MacKenzie, as director of service.

FRANK FERRIN, vice-president of H. W. Kastor & Sons, has resigned his position to join Leo Burnett Chicago, as vice-president in charge of radio.

OFFICE OF WAR INFORMATION has called a meeting of 50 food advertisers tomorrow for purpose of coordinating their campaign with regard to the six program of Food Administration. Claude Wickard.

R. DEL DUNNING, for four advertising manager of the Cummer Products Division, Sterling Drug Inc., joins Ruth Ryan, Inc., New York, as executive. Previous to joining Drug, Dunning was advertising manager for the Manufacturers Division of the Borden Company. O. J. Nickel, formerly of Procter & Gamble Co., has been appointed advertising manager of Cummer Products Division of Borden Drug Inc.

WALTER WEIR has been elected vice-president of Kenyon & Eck Inc. He will be in charge of the work.

require voluntary subscription Victory Loans this year to double the total raised during past year.

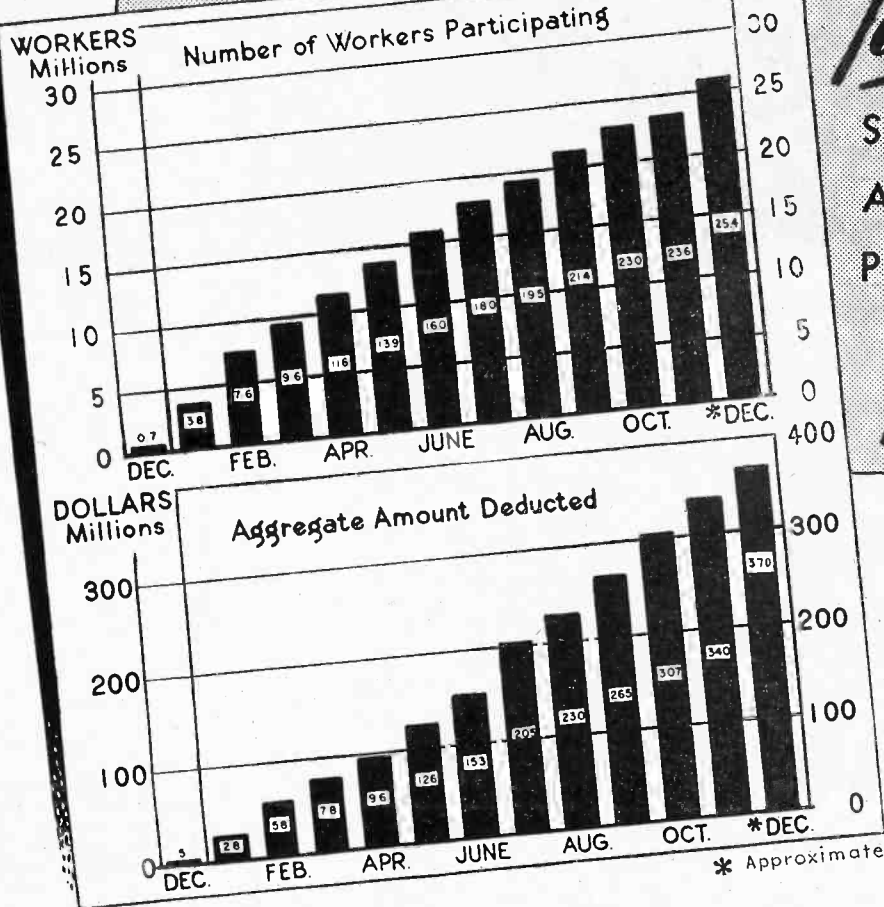
Davis Mansur, of the National Finance Committee, justified bringing of top American radio to Canada to publicize loan campaigns.

Station managers were advised ferments from military service key staff men would be eliminated this year because service boys out to fill quotas regardless of needs.

New Board Members

New board of directors announced as follows: G. R. A. of Edmonton, A. A. Murphy of katoon, G. C. Chandler of Vancouver, Harold R. Carson of Calgary, Cooke of Toronto, Harry S. of Toronto (who was president the first seven years of the association), J. Edward Campeau of Quebec, Narcisse Thivierge of Montreal, Philip Lalonde of Montreal, Bewick of St. John and N. Nathan of Sydney, N. S.

Time and place of the next convention was left to the while directors are expected to firm the appointment of Glen nerman as president and general manager for the third year.



Tomorrow's
SALES CURVES
ARE BEING
PLOTTED...
Today

THESE CHARTS SHOW
ESTIMATED PARTICI-
PATION IN PAYROLL
SAVINGS PLANS FOR
WAR SAVINGS
BONDS (Members of
Armed Forces Included
Starting August 1942)

STUDY THEM WITH AN EYE TO THE FUTURE!

There is more to these charts than meets the eye. Not seen, but clearly projected into the future, is the sales curve of tomorrow. Here is the thrilling story of over 25,000,000 American workers who are today voluntarily saving close to FOUR AND A HALF BILLION DOLLARS per year in War Bonds through the Payroll Savings Plan.

Think what this money will buy in the way of guns and tanks and planes for Victory today—and mountains of brand new consumer goods tomorrow. Remember, too, that War Bond money grows in value every year it is saved, until at maturity it returns \$4 for every \$3 invested!

Here indeed is a solid foundation for the peace-time business that will follow victory. At the same time, it is a real tribute to the voluntary American way of meeting emergencies that has seen us through every crisis in our history.

But there is still more to be done. As our armed forces continue to press the attack in all quarters of the globe, as war costs mount, so must the record of our savings keep pace.

Clearly, on charts like these, tomorrow's Victory—and tomorrow's sales curves—are being plotted today by 50,000,000 Americans who now hold WAR BONDS.



Save with
War Savings Bonds

This space is a contribution to America's all-out war effort by
RADIO DAILY



Coast-to-Coast



BY AWARDING five dollars in war stamps to the person sending in the best question for the day, further interest is being stimulated among listeners who tune in "Information Desk," the new presentation aired over WRBL, Columbus, Ga. The program which depends on listener response is conducted by Jack Gibney, news and special events announcer.

Gustav Brandborg has been named commercial manager of KVOO, Tulsa. He succeeds Willard Egolf, recently appointed to an executive post with the NAB in Washington.

"Juke Box Serenade" is the latest musical attraction to be offered by WRBL, Columbus, Ga. The program was sold to the Georgia Music Company, and is heard Sunday afternoon from 1:45-2. The promotional tie-up is found when a song is introduced on the show. It is announced that the song and others heard during the airing can be found on the "Juke" selectors.

A public service record was chalked up for the "We Women" program, the WWRL, Woodside, N. Y. feature conducted by Marion Steinle. In one week speakers from the Cancer Committee, The Tuberculosis Association, The Red Cross, the AWVS and the Queensboro Home for the Blind have presented facts concerning their organizations over the station's mikes.

Joe Hooker, staff spieler of WKZO, Kalamazoo-Grand Rapids, has been made public relations director in charge of operations in the Grand Rapids studios. His spieling spot is taken over by Donald Mullen, formerly WTCM, Traverse City.

United Press is expanding its service in New Mexico by extending its news wire to KICA, Clovis. This news and radio feature service is now available to sponsors and listeners in East Central New Mexico.

Two new personnel acquisitions have been made at WJJD, Chicago. Jack L. Kamsler is now a member of the sales staff and Norman J. Kraeft, who gained experience spieling at WDWS, and WMBD, is now on the announcing line.

L. B. Wilson, owner of WCKY, Cincinnati, was the recipient of a Certificate of Appreciation from the American Red Cross for his cooperation in behalf of the Red Cross Blood Donor Service. The award was made by Dr. Carl A. Wilzbach, chairman of the Red Cross Blood Donor Service for the Cincinnati-Hamilton County Chapter. Singled out for commendation was for the Stokes Industries "Let Freedom Ring" program, which was dedicated to the Blood Donor Service.

In behalf of the campaign to promote a better understanding among religious groups, WELI, New Haven, is cooperating with the National Conference of Christians and Jews in its Tenth Annual Observance of National Brotherhood Week by broadcasting four special fifteen-minute programs titled "Adventures in Brotherhood." The first of the series starts today.

The second edition of "Victory Caravan" the WIP, Philadelphia, presentation will take to the airlines Monday, Feb. 22, from 9:15 to 9:45 p.m. direct from the auditorium stage of the Naval Hospital in Philadelphia where the show is being given for hospitalized Naval veterans.

A good part of the KOB, Albuquerque, staff is appearing in the stage hit "Old Acquaintance" at the Albuquerque Little Theater this week. Mary McConnell, continuity chief, has the starring role and is supported by Frank Quinn, station manager, Pauline Snapp of the continuity department, and Virginia Keith, the station's first woman announcer. George Johnson, chief engineer, is handling the sound effects.

WPEN, Philadelphia, announces one of the biggest time sales in the Philadelphia area with the signing of Crawford Clothes to a contract calling for the clothing firm to take 40 minutes of news each day, Monday through Friday, beginning Feb. 18. The deal calls for a minimum run of 16 weeks. To make up the 40-minute package Crawford takes five 5-minute news broadcasts and the fifteen-minute nightly commentary of Fulton Lewis, Jr.

KHJ, Don Lee Broadcasting System, Los Angeles, announced that General David Prescott Barrows, former president of the University of California and intelligence officer of the American Expeditionary Forces in Siberia, in 1918, will be presented as a news analyst in five commentary programs weekly at 9:30 to 9:45 p.m., PWT. The series starts Feb. 22 and will be heard on 9 stations of the network.

WPAT, Paterson, N. J., resumes its series of Victory Parties for War Workers and Soldiers, Sunday, Feb. 21, under the auspices of the USO and the Paterson Junior Chamber of Commerce. The 1943 series inaugurates a new policy—the war workers will entertain the soldiers. It becomes a case of where who makes the gun entertains the man who carries it.

For five-week period which began Feb. 15, KNX, Los Angeles, in cooperation with the U. S. Federal Security Agency of the Social Security Board, is broadcasting a special series of programs under the general title "Women's Stake in Social Security." The programs will be heard each Monday afternoon through March 15 over KNX from 4:30 to 4:45 p.m., PWT. Earl R. Hunt, manager of the Social Security Board, will conduct the weekly fifteen-minute periods in interview form.

Dolpe Martin, director of "Youth on Parade" aired over WEEI, Boston, took a tip from one of his listeners and incorporated the listener's idea in the program. In a letter from a woman fan who pointed out that the applause coming at the end of the program was pointless and suggested that Martin set up something worthy of the applause. Martin, considering the idea a good one now selects a "hero of the week" who can be applauded with purpose.

Because of the fast-breaking news developments in the early morning hours, with the prospect of more to come, WDRC, Hartford, has just completed a reorganization of its morning schedule to provide additional short news programs. News summaries are now heard every half-hour, starting at 7 a.m. until 9:15 a.m., and news headlines are used in the intervening musical gaps if warranted.

A form of "Share the Wealth" plan has hit WIBG, Philadelphia, and is presented under that title for two shows that are aired daily for Eizan's Philadelphia furriers. The show gets its name from the fact that there is a daily award of ten dollars that is made via the phone technique. If there is no winner on one day the sum pyramids until there is one. The programs were placed by the M. Evans Richmond Agency of Philadelphia. The agency also placed two other record shows on the station for Kahn's Department store and for Kotzen's Furniture Co.

Harry McTigue, widely known to radio listeners in the middle-west as the "Colonel," has been appointed assistant general manager in charge of programming and production. For the past seven years, McTigue, has been handling baseball for General Mills.

"Stars in the Spotlight" the weekly interview show aired over WTAG, Worcester, has been playing to capacity audiences at the station's studio. Celebrities who have made recent appearances there have been Duke Ellington, Tommy Tucker, June Collyer and Stuart Erwin, and Ella Fitzgerald.

WOV, N. Y., is the only radio outlet in the entire country that will carry the advertising for the O'Sullivan Heel Company. The rest of the advertising appropriation calls for magazines and billboards.

Wyn Cahoon, formerly a player with Columbia Pictures, has WNOX, Knoxville, as staff announcer with a future woman's program in prospect. She is a native Knoxville on the stage before appearing in and created the ingenue role in the way production of "Brother Rat," has appeared on the air many times previously, having worked with Frank in 1942.

A campaign is under way in San Francisco, of which KPO is a part, to raise funds through War Bonds sales to repair and re-fit the battleship USS California, which was damaged in the battle of Savo Bay. KPO's part in the campaign will be to present dramatization of the cruiser's story from the laying of her keel to her battle of Savo Bay and her return to the city for which she was named. Participating in the dramatization will be E. L. Imboden, who will play his original role, that of honor guard at the time the keel was

Sir William Beveridge will answer questions concerning the Beveridge plan in "Answering You," the two-way radio cast that is aired by WNYC, N. Y., between here and England, that will be broadcast Sunday, Feb. 21, at 5:30 p.m. Peter Donald will act as emcee and direct the questions to be fired at the plan's originator by Cecil Brown, Slater and Arthur Altmeyer, head of the Social Security Board.

While the Andrews Sisters are appearing in person at the Orpheum Theater in Oakland, California, they will be interviewed over KLVX, San Francisco.

Dudley Tichenor, manager of WCCO, Colorado Springs, has announced that the AP Radio News Wire has been acquired from Press Association, Inc., a subsidiary of the AP.

"Dawn Patrol" the CKLW, Windsor, Canada, presentation added a new service for late war workers, their consumption of the station's program during the latest news and rebroadcast of the more popular broadcasts. The service is offered every half-hour from 12:30 to 3:30 a.m.

Losely Gets 8-Wk. Leave To Direct Russian Play

Joseph Losely, NBC program producer, has been given an 8-week leave of absence to permit him to direct a new play by the Russian author, Konstantin Finn. After a tour in Boston, the play, with Elizabeth Bergner as the star, will be produced in New Haven early in March. The title has not been selected.

Losely, who has been producing NBC's Inter-American University of the Air programs, will continue his spot shows while directing rehearsals of the new play.

1	9	4	3
BIRTHDAYS			
17	18	19	20
21	22	23	
25	26	27	28
29	30		

February 18

Vivian Brown	Curtiss Demmy
Jimmy Durante	Jacques Fray
Earl George	Bruce Kamman
Walter J. Neff	Elinore O'Reilly
Louise K. McCaffrey	

Small-Outlet AFM Factor

Democracy Series Will "Try" Dictators

Dictators of the Axis nations placed on trial in a series of dramatic productions entitled "The Day of Reckoning" to be presented in cooperation with the Council for Democracy on five Saturdays beginning Feb. 27. The programs will be broadcast from 7:00-7:30 p.m. and are directed by Milton Krents, director of radio for the Council for Democracy. "The Day of Reckoning" will be presented by some of America's foremost dramatists and enacted by performers.

More War Bonds and Stamps

Redden-Blue Net Tieup on Daytime Script Shows

Non-commercial tie-up between Redden Publications and the Blue Network, the publishing organization, will apply scripts for a daytime program to be aired Monday through Wednesday, 3:15-3:45 p.m., EWT, under the title, "My True Story." Productions are launched this week. Script material for the dramas will be taken from one of the four romance magazines published by Macfadden. Arrangements calls for both organizations are being made on the promotion of the program.

More War Bonds and Stamps

Virginia Schools-Stations Page Treasury Program

Four Virginia radio stations and the University of Washington participating in a program to raise approximately 618,000 school dollars. Teachers, War Savings Staff members, civic dignitaries attending the program, a special "Virginia Schools Mobilization" program will be presented.

Reduced

Spectator—When Gordie Ranney was maestro of the WGY band none of the members knew that the full and complete name of their leader was Gordon Randall, after the name of the General "Chinese" Gordon. When Randall reached the station an induction officer looking at his papers remarked, "Okay, you're a private now."

No Paper Monday

Monday being celebrated as Washington's Birthday, a legal holiday throughout the land, Radio Daily will not be published.

22 Int'l Licensees Selected By The OWI

All licensees for the 22 shortwave broadcast stations scheduled by OWI have been chosen, it was learned yesterday. All are licensees with considerable experience with shortwave and international broadcasting, chosen in preference to leading standard broadcasters because of this experience. None of these stations is now in operation, although one is now being assembled on the Pacific Coast. A second is ready for assembly, on either the East or West Coast, and the others are in various stages of preparation.

RKO Plans Campaigns For New Film Release

Following the pattern of the 50-city world premiere in the middle west under the sponsorship of WLW, Cincinnati, RKO Radio Pictures, Inc., for "Hitler's Children" will launch immediately another series of openings throughout the country, with the cooperation and sponsorship of local radio stations in each area. Radio publicity campaigns which will be started ten days ahead of the premiere date, will involve daily spot announcements, quarter or half-hour spots.

Limit Of One Battery A Year Expected For Rural Listeners

Walter Winchell Retired From Active Duty In Navy

Washington Bureau, RADIO DAILY
Washington—Navy Secretary Frank Knox yesterday informed the House Naval Affairs Committee that he has retired Lt. Commander Walter Winchell from active duty. The columnist, whose remarks about certain members of Congress while in uniform were widely reported, has been discharged from the service.

Recognition Of Lesser Stations' Plight Seen In Court Refusal To Dismiss Second Suit Against Disk Ban

FCC Probe Expenses Get House Approval

Washington Bureau, RADIO DAILY
Washington—The special committee to investigate the FCC will have \$60,000 at its disposal, it was announced yesterday by the House Accounts Committee. This was the sum sought by the Committee. Naming of counsel for the inquiry is expected today. Chairman E. E. Clegg has approved the request.

FDR's Monday Address Sked For South America

The international divisions of both CBS and NBC are cooperating to give widespread distribution in Latin America to President Roosevelt's address, Monday night, 10:30 p.m., EWT. The talk will be broadcast in Spanish, English and Portuguese, under the title, "The New Deal for the Americas."

"Liberty" Mag Sets CBS For 5-Min. Drama Series

"Liberty Magazine" will sponsor a five-minute dramatic series every Friday, starting Feb. 26, 6:10-6:15 p.m., EWT on CBS. About 36 stations have been lined up. A few more are still being sought.

Chicago—In denying James C. Petrillo and the AFM a motion to dismiss the government's new ant-trust suit, on the grounds that the "complaint raises issues neither raised nor ruled upon in the earlier suit," Judge Barnes in the District Court here gave recognition to the government's charge that the recording ban is aimed at 500 small radio stations. Complaint is based on statements made in early proceedings by Judge Joseph Padway, attorney for Petrillo. However, since the government filed the suit, Petrillo has changed his position.

NBC Spot Sales Biz Shows Sizable Spurt

A number of new and renewal contracts for stations represented by NBC Spot Sales was announced yesterday by James V. McConnell, manager of the department. Planters Nut & Chocolate Co., through J. Walter Thompson, renewed newscaster George Putnam on WEAJ for 52 weeks beginning Feb. 22.

Radio Dept. Created By Universal Pictures

Universal Pictures has inaugurated a radio department headed by Robert D. Hussey, formerly in charge of a similar bureau for Paramount for several years, according to John Joseph, Universal's publicity director.

Point Rationing Talk

As the United States begins to feel the pinch of increasing rationing, Edward R. Murrow will explain the all-embracing English Point Rationing system, now in effect in England, during his broadcast from London on Sunday, over CBS. Murrow will compare the extent of the more than two-year-old English rationing plan with the rationing system in this country.



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M. H. SHAPIRO : : : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Thursday, Feb. 18)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS B, Crosley Corp., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, Hazeltime Corp., OVER THE COUNTER.

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

Coast Tele Inaugurates Civilian Defense Shows

West Coast Bureau, RADIO DAILY
Hollywood—Television Productions, Inc., Paramount subsidiary, has instituted a series of Tuesday and Friday telecasts over W6XYZ, located on the Paramount lot. Programs, arranged and supervised by Klaus Landsberg, are designed for the training of Civilian Defense personnel. Susan Hayward and Albert Dekker appeared on the opening telecast, as did Mayor Fletcher Bowron.

300,000 POLISH LISTENERS in Buffalo and Western New York can be reached through the POLISH VARIETIES PROGRAMS over Station WHLD 1000 Watts for further details write to: POLISH BROADCASTING BUREAU 754 Fillmore Ave. Buffalo, N. Y.

Coming and Going

EDGAR KOBAK, executive vice-president of the Blue Network, leaves Monday on a trip of 10 or 12 days that will include calls at Elkhart, Ind.; Monroe, La.; Birmingham, Ala.; Atlanta, Memphis, St. Louis and Chicago.

L. W. BROCKINGTON, K. C., formerly chairman of the board of governors of CBC, has landed in Canberra, Australia, and will tour that continent on behalf of the British Ministry of Information. He also will broadcast to Britain, Canada and the United States.

KATE SMITH, TED COLLINS, HENNY YOUNGMAN and other members of the Variety Hour program personnel, go down to Philadelphia today for the broadcasting of tonight's CBS program from the U. S. Navy Yard.

H. V. KALTENBORN, news analyst on NBC, leaves today on an information-gathering trip that will take him to Cuba, Puerto Rico, Brazil, Trinidad, Mexico and the Panama Canal Zone. He will return in time for his broadcast of March 15.

GEORGE LASKER, general manager of WORL, Boston, was in town yesterday for conferences at the offices of the Atlantic Coast Network.

FRAZIER HUNT will be in Washington, D. C., tomorrow for the broadcasting of his evening program over CBS.

EDWARD WALLIS, program director of WIP, Philadelphia, plans to spend next week in New York. He will attend the network program directors' conference at Mutual and the program directors' meeting of BMI.

HERBERT L. KRUEGER, commercial manager of WTAG, Worcester, in Chicago this week to visit station reps and agencies.

CHARLES W. PITTMAN, business manager of WBML, Macon, has returned to Georgia following a few days in New York.

MILES INGALLS, theatrical and radio agent, left Boston to confer with prospective sponsor for new coast-to-coast program featuring Ann McCabe, vocalist.

FDR's Monday Address Sked For South America

(Continued from Page 1)
arrangements made through the Office of Coordinator of Inter-American Affairs. Overseas Branch of the OWI is also shortwaving the address for overseas consumption.

The two networks have cabled their Latin American affiliated stations throughout South and Central America inviting them to pick up their respective shortwave broadcasts of the address and rebroadcast it locally. In addition, the Radio Corporation of America Communications, and International Telephone and Telegraph Co. facilities will be added to transmit the talk by radio telephone circuit to facilitate local rebroadcasting.

It is expected that Monday night's Presidential talk will have practically the same distribution in Latin America as did his Lincoln Day talk. A compilation by the Coordinator's Radio Division indicated that approximately 170 stations rebroadcast the Chief Executive's address locally at that time.

Join CBS Production

Roy Langham, CBS production manager, has announced that Henry Howard and Newell Davis have been named assistant directors in the production department of the network.

EARL GAMMONS, director of the Washington office of CBS, and CARL BURKLAND, manager of WJSV, visiting yesterday at headquarters of the network. LEE CHADWICK, promotion manager of the station, left for the Capital yesterday afternoon.

BARRY WOOD is in Cleveland today for a private party engagement.

PHIL SPITALNY and the members of his all-girl orchestra will travel to Valley Forge, Pa., from which point they will air a special Washington's Birthday Eve program on Sunday.

RAY P. JORDAN, station manager of WDBJ, Roanoke, Va., is in New York for a short visit on station business.

ARTHUR SIMON, general manager of WPEN, Philadelphia outlet of ACN, in town yesterday for conferences at the offices of the network.

JIMMIE LUNCEFORD and the members of his orchestra left town this week on a tour of Virginia, North Carolina, Georgia and Florida.

BENNETT LARSON, general manager of WWDC, Atlantic Coast Network outlet in Washington, D. C., is spending a few days here on station and network business.

PARKS JOHNSON and WARREN HULL will be in Daytona Beach, Fla., on Monday. Their "Vox Pop" program on that night will emanate from the Second WAAC Training Center.

WOODY HERMAN and the members of his orchestra are due in Hollywood tomorrow to start work on a new picture for 20th Century-Fox. MIKE VALLON, the maestro's manager, arrives in the film capital today.

ROBERT R. FEAGIN, secretary-treasurer of WPDC, Jacksonville, who has been here most of this week, will return to his Florida headquarters today.

SGT. GENE ATRY journeys to San Antonio, Tex., on Sunday to broadcast his "Sergeant Gene Atry" program from the Aviation Cadet Center.

"Liberty" Mac Sets CBS For 5-Min. Drama Series

(Continued from Page 1)
to be heard from, so that the total will reach about 40. Phillips H. Lord Inc. is writing and producing the show, and Warwick & Legler Inc. is placing the account. Series will be known as "The Ghost Shift."

Series will feature the safety theme, each program reproducing an industrial accident, though firms and names are being withheld. At the end of the play, "Liberty Magazine" will make an award to a plant which has distinguished itself in accident prevention. This selection will be made in cooperation with the National Safety Council and its War Production Fund to Conserve Manpower. The award will be a wooden replica of the Liberty Bell.

Transcriptions and recordings of the programs will be made available, along with scripts, press releases and leaflets full of material relating to the program, to organizations which may wish to use them as part of accident prevent work in their own factories.

Sponsor is planning a 52-week run, for the series. Commercials will consist of brief references to the highlighting leading editorial features in current issues of the publication. Sponsor has a piece, currently, in the "Famous Fathers" series.

22 Int'l Licensees Selected By The OWI

(Continued from Page 1)
are still in the manufacturing stage. Detailed announcement of the list for these stations will probably be made in about two weeks, upon return of Murray Brophy, OWI communications facilities officer, from trip to London. Brophy will be early next week.

In addition to the 22 announced stations, OWI is now testing the Crosley transmitter in Ohio. The transmitter has already broadcast with 500 kilowatts, on grant from FCC for experimental purposes. Permission to operate with 750 kw. was denied some time ago by the Commission, but it has since been granted through OWI intervention. Operation is now under OWI supervision.

The tests have already been successful with 700 kilowatts power, but have not yet gone above that figure. The station will be used for medium wave broadcast to Europe and other parts of the world, with full power on single band.

Macfadden-Blue Net Ties For Daytime Script Show

(Continued from Page 1)
project also. Publisher will distribute posters to 110,000 newstands, provide banners on 3,000 delivery trucks, and play cards in the windows of retail dealers, display ads in each of the Macfadden publications, and a condensation of a story, used for series, in Macfadden's monthly "Radio Mirror." S. O. Shapiro, circulation director for the publishers, and Phill Carlin, vice-president in charge of programs of the Blue, huddled on deal.

Macfadden series was on Mutual for a 13-week series starting last week, sponsored by Howard Clothes. At expiration of the commercial, the automatic productions remained on air for a while, and the network continued them entirely.

GIVES YOU LOW COST RESPONSE IN The DETROIT AREA
CKLW
800 kc.
MUTUAL SYSTEM
DAY and NIGHT
5000 WATTS

Mill-Outlet Plight Factor In AFM Suit

(Continued from Page 1)

...miting his attention the record
...scription producers, and spe-
...saying he had no quarrel or
...on radio. Whether or not the
...ment's new complaint will have
...nder these changed conditions
...probably be determined later by
...urt.

Delay Meeting With Petrillo

...ard and transcription companies,
...meeting all yesterday afternoon
...wide conference, sent word
...James C. Petrillo, president of the
...that they would not be ready
...met with him today, as some had
...tly thought would be possible.
...ous next meeting is now sched-
...ed for 9:30 a.m. Monday. Petrillo
...ed the trade reps to consider meet-
...th his board of directors in
...ce, when they have concluded
...iations among themselves, be-
...the board members were
...st for time, currently, and felt
...they would prefer to return to
...urisdictions if the trade con-
...tants were to drag out for some
...ndicated that the trade could
...ect to meet in conference with
...nd of the AFM before the end
...week.

Car Winchell Retired on Active Duty In Navy

(Continued from Page 1)

...the ire of certain members of
...is now placed on the inac-
...action by the Navy will prob-
...ing a close to the matter.
...as Congress is concerned, it's
...or," said Rep. Carl Vinson of
...chairman of the Naval
...Committee.
...Winchell came to Washington Wed-
...prepared to appear before
...committee and spent most of the
...andering the halls of the
...after being refused permis-
...be heard by the committee.
...day's move by Secretary Knox
...pected to take the commentator
...of inform.

NBC Tele Monday

...cause of the holiday next Monday
...regular television programs
...postponed to Tuesday for this
...only. Thereafter station W2XBS
...sume its regular schedule of
...tecasts on Monday after-
...nd evening.

STATION MANAGER AVAILABLE

...ellent contacts with national
...advertisers and agencies. Thorough
...nowledge of station operations,
...programming, sales, promotion and
...market analysis. Wide experience.
...willing to leave New York area.
...Box 115, Radio Daily, 1501
...Broadway, N. Y. C.

WARTIME PROMOTION

Women War Workers

"Let's Never Call Them the Weaker Sex Again!" is the heading of the newspaper advertisement put out by Crosley Corp., that has appeared in the newspapers of Washington, D. C., Cincinnati and Richmond, Indiana.

The ad was placed in the newspapers by the Crosley Corp. in recognition and appreciation of the contribution made by women as well as men in the nation's war effort.

It is a full-page advertisement that is completely devoted to a citation of just what women are doing, where they are doing it, and the results of what they have done.

The ad is the Crosley Corporation's tribute to the women war workers of the nation.



WSM News Review

"News Review of 1942" is being presented by WSM, Nashville, Tenn. Although the 76-page pocket-size booklet is offered for sale at 25 cents per copy it falls into the promotion category because it does tell the news story of the war as presented by the station from the "Day of Infamy," Sunday, December 7, 1941 to the end of 1942.

The station offers the book in the hope that readers will find it valuable for reading and reference in the home, office and school or as a historic memento for the future.

The news review is edited by William Ladd and is presented in diary form.

In keeping with the promotional aspect of the book there is contained on the inner side of the back cover a letter from a station listener who commends the station for the service it has given him as an individual. His letter states that he relies on the station for market information and news of the world. The letter points out that he can always get the station at any moment from six in the morning to midnight and that he never has any interference from other stations. The implication is that, "Clear Channel" radio made the latter possible.

On the back page of the cover WSM gives the explanation of "What a Clear Channel Radio Station Is."

Additional information concerning

Stork News

Glenn Thayer, technician for WOWO-WGL, Fort Wayne, Ind., announces the birth of a daughter, Drue Elizabeth.

George Chapman, KVOO, Tulsa, engineer, recently became the father of a baby girl, Carolyn.

Fred Barr, emcee of the "1600 Club" heard over WWRL, Woodside, N. Y., is the father of a boy.

Two WIP, Philadelphia, musicians, Elliot Jacoby and Sam Lala passed out cigars, each announcing the first addition to his family.

NBC-Satevepost Tieup

In cooperation with the Saturday Evening Post, NBC's Inter-American University of the Air will present four nationally known figures during its "Lands of the Free" broadcasts to discuss the Four Freedoms of the Atlantic Charter.

The Four Freedoms will be presented on the first four broadcasts of the "Lands of the Free" series starting Sunday, Feb. 21. At that time the first speaker, Mrs. Franklin D. Roosevelt, will discuss "Freedom of Speech." And for the following three weeks, Feb. 28, March 7 and 14, "Freedom of Worship," "Freedom from Want" and "Freedom from Fear" will be discussed by Norman Rockwell, Stephen Vincent Benet and Archibald MacLeish respectively.

In conjunction with this part of the program the "Post" will issue its publication with covers done from paintings by Norman Rockwell and which will serve to illustrate the "Four Freedoms." Accompanying each of the cover paintings will be a short text by an outstanding writer: "Freedom of Speech" by Booth Tarkington; "Freedom of Worship," by Will Durant; "Freedom from Want" by Carlos Bulosan, and "Freedom from Fear" by Stephen Vincent Benet.

Both the "Saturday Evening Post" series and the NBC series are intended to cooperate with the OWI in its campaign to popularize the meaning of the Four Freedoms. Both series have been approved by the "New York City Board of Superintendents as in-service courses for the professional improvement of teachers." Beginning with the Feb. 20 issue of the "Post," its covers and accompanying texts will run in conjunction with a corresponding talk given on the "Lands of the Free" series.

For the first episode of the "Lands of the Free" series George Putnam will act as narrator for the dramatization "The Mayflower Compact."

For the purpose of geneological accuracy it is pointed out that Putnam's antecedents came to this country on one of the first voyages made by the Mayflower.

the station is offered to the extent that it is owned and operated by the National Life & Accident Insurance Company, Nashville, Tenn.

Howard Johnson's Estate

Howard E. Johnson, song writer who died in 1941, left a gross estate of \$10,543.00 and a net estate, after taxes had been deducted, of \$8,559.00, according to an appraisal made by former Judge Louis J. Lefkowitz. Because of Johnson's failure to leave a will, his widow, Edna L. Johnson, receives \$5,000 and half of the remainder of the property. The other half goes to his father.

Georges Re-Named

Portsmouth, N. H.—At the annual meeting, Bert Georges was re-named v.p.-general manager, WHEB.

NBC Spot Sales Biz Shows Sizable Spurt

(Continued from Page 1)

March 15. Programs will be broadcast Monday, Wednesday and Friday from 6:15 to 6:30 p.m., EWT. The same firm also renewed Robert St. John's newscasts on WRC, Washington, D. C., for 52 weeks, commencing March 15. St. John is heard Monday, Wednesday and Friday from 6:30 to 6:40 p.m.

Vick Renews

Vick Chemical Co. through Morse International, renewed its 15-minute musical programs for 13 weeks over three outlets, beginning the week of March 14. Advertising Vatronol, the programs will be heard over KDKA, Pittsburgh, Monday, Wednesday and Friday, 12:30 to 12:45 p.m.; over WGY, Schenectady, N. Y., Tuesday, Thursday and Saturday, 6:30 to 6:45 p.m., and KOA, Denver, 15-minute musical on Monday, Tuesday and Thursday, 4:45 to 5:00 p.m. Vick also renewed 5-minute news periods over WTAM, Cleveland, Monday, Wednesday and Friday, 6:00 to 6:05 p.m., and on the same days, 11:15 to 11:20 a.m. over WMAQ, Chicago.

McKesson & Robbins, through the J. D. Tarcher agency, has renewed news periods for 26 weeks on WMAQ: Monday, Wednesday and Friday, from 12:30 to 12:45 p.m. KDKA: Tuesday, Thursday and Saturday, 1:00 to 1:15 p.m.; WGY: Tuesday, Thursday and Saturday, 12:15 to 12:30 p.m. The spots, commencing during the week of Feb. 15, were taken for the firm's products, Bexel & Calox.

New Standard Brands Pacts

Standard Brands, Inc., through Ted Bates, Inc., signed new contracts with four stations for 18 one-minute announcements a week for 13 weeks, for its vitamin product Stams. The series will begin March 1 on WOWO, Fort Wayne, WTAM and WMAQ.

American Home Products, through Blackett-Sample-Hummert, renewed five spots weekly for 13 weeks on WBZA for the firms Old English polish.

Ruth Norman In New CBS Post

Ruth Norman, formerly casting director of CBS Television, has been appointed casting director for the Columbia network, Douglas Coulter, CBS director of broadcasts announced yesterday.

Los Angeles

By JAC WILLEN

KPAS, Pasadena, which celebrated its first birthday on Feb. 16, has filed an appeal before the War Labor Boards arbitration unit for relief from a 25 per cent additional demand by the I.B.E.W. on a contract renewal.

Phil Kramer, popular radio comedian, in Uncle Sam's army until his release last week celebrated his first week back in town by appearing on five radio shows—but reports for assumption of his new duties at Douglas Aircraft next week.

Hughes broadcasts on behalf of the picture were made on Feb. 15, 17, also 19 and 23, and will go out through KHJ to the 33 stations of Mutual Network's Pacific Coast chain. A one-minute commercial will precede and follow these broadcasts.

Lum and Abner have lost their announcer, Lew Crosby, to the Army. Crosby has handled the commercials on their program for five years.

It's a cute title and a perfect description that a magazine is tacking on Dinah Shore, Blue Network singer, in a forthcoming article. They're calling her "Dinah-mite with a Voice!"

Judge Williams, newest member of Lionel Barrymore's "Mayor of the Town" radio cast, is being played by Cy Kendall, well known as a film actor.

See FDR Super-Tax Idea Certain To Be Rejected

Washington Bureau, RADIO DAILY

Washington—All indications here point to defeat for the President's attempt to substitute limitation through taxation on all large incomes for his salary ceiling order. By unanimous vote yesterday the House Ways and Means Committee moved to report the Disney compromise proposal, which would peg large salaries at their pre-Pearl Harbor level. Even strong Administration supporters were none too optimistic about acceptance of the President's suggestion but they were hopeful of putting up a fight in Congress along strictly party lines.

Even the party unity which was apparent Wednesday has gone-a-glimmering now. From the standpoint of welding the Democrats into an integrated voting bloc, it is believed, the President's letter could not have come at a worse time. There is general resentment on Capitol Hill among those who have been opposing salary limitation right along, and almost no Congressman would be quoted as strongly favoring action along the lines the President called for.

It has become openly a matter of personal resentment with some, like Republican Harold Knutson of Minnesota, pointing out that Congress is going to rescind the salary order, not the President. On the Senate side, several members of the powerful Finance Committee, including Chairman Walter F. George, said with no qualification that they favor outright repeal of the salary order and will probably not accept Disney amendment.

MAIN STREET OL' SCOOPS DAILY

A Radio Must . . .!

● ● ● Mark Woods, Blue Network prexy, who has been named Chairman of the Public Service Committee's 1943 campaign to raise \$10,000 for the Boy Scouts of America, reveals that radio has been asked to raise \$1,000 of that quota and to date \$450 has been donated. There are but two more weeks before the campaign ends. Send your checks to Mark Woods. In every crisis in the past Radio has more than done its share. Let's keep up the record.

★ ★ ★

● ● ● Hot Off the Air Waves: Howard Petrie, NBC ace announcer, huddles today with Boris Kaplan, eastern talent head of Paramount Pictures. . . Bill Robson assigned to direct the "This Is Corliss Archer," CBS show made its debut from the East, last night. . . Harry Carey, whose "Make-believing" in the current thriller "Air Force" gives him a handicap in the "Academy Award Stakes" just in from Hollywood. This reporter's tip should find radio producers losing no time hitching his star to their guestspots. . . Ed Gardner, "Archie" of Duffy's Tavern, signs this week to star in the movie version of that show, slated for production this summer. . . A new show for Tootsie Rolls, "Captain Marvel," is slated for a Blue debut Monday. What's this we hear about a possible suit by "Superman"?

★ ★ ★

● ● ● Radiokays: To Jerry Wayne, whose second broadcast on the "B.T.C.F. Carnegie Hall" takes place tonight, for his untiring efforts on behalf of every Infantile Paralysis Fund Drive. It isn't generally known that at the age of 12, Jerry was attacked by that dread disease and couldn't even speak for two years. . . To Bob (Thanks To the Yanks) Hawk, whose program has been responsible for 840,000 cigarettes being sent to our "Boys" . . . To Pat Rossi, whose kind helping hand to songwriters and music publishers, has earned for him their best wishes on his new WJZ spot. . . To Dick Gilbert, WHN "Disc'ion, who was operated on yesterday morning at the St. Clair Hospital and later that afternoon "jockeyed" his regular 1 p.m. show with the help of Paul Lavalle direct from the hospital. . . To Joan Brooks, "First Lady of the Blue" whose "show-stopping" at Detroit's smartest night "Club Royale" is the talk of that town.

★ ★ ★

● ● ● If We May: We'd like to report that last Wednesday, we tuned in on NBC's "Mr. & Mrs. North" 8-8:30 p.m. Somewhere about near the climax of the story (murder mystery), while being questioned in the District Attorney's office, the suspect, in desperation, pulled out a gun and in the ensuing struggle for the weapon, some unforeseen bit elicited a distinct laugh from the studio audience, thereby shattering, (at least this reporter's) further interest in the story. We think that the broadcast of mystery stories, where the element of suspense is so vital, would be aided greatly, if the studio were minus an audience. Such above-mentioned "spell-breakers" would not occur.

★ ★ ★

● ● ● Radiology: Blue Barron and Guy Lombardo have exchanged vocalists. Mert Curtis going from Blue to Guy and Jimmy Brown, vice-versa. . . Patsy Kirkland, daughter of Nancy Carroll, is the new "Corliss Archer" . . . Bub Miley, for many years, road manager for Johnny Long's orchestra enters the Army today and is replaced by Johnny O'Leary, formerly in a similar capacity with Glenn Miller's outfit. . . Diane Courtney, whose R & H Beer show on the Blue goes off at 8 p.m., will need wings to take her to WOR in time to guesstar tonight on the "Battle of the Boroughs" program which goes on at 8:30 p.m., EWT.

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

A W. (SEN.) KANEY, NBC central division stations relations manager, is back after attending NBC "war clinic" sessions in House and New Orleans.

Six-year-old "Quiz Kid" Juel Kerman will be the guest star on Jack Benny show Sunday and Benny will reciprocate by acting as judge on the "Quiz Kid" program. As the Benny show ends at 6:30 p.m. CWT, and the "Quiz Kids" show starts at that time and the studios are blocks apart, Benny will be provided with a police escort to make the journey in record time.

Beatrice Kaye of the "Gay Nineties" revue is in town and will appear as guest star on the "Victory Matinee" tomorrow.

A new Red Cross show as yet unnamed will make its debut next Tuesday on WBBM. It will dramatize the histories handled by the Red Cross. Pat Flanagan, WBBM newsman, to Florida for vacation.

Sherman & Marquette, Inc., announce that Tom Fizzdale, Inc., has been named to handle all public relations for the company.

Several new employees have been added by the NBC central division. Among them are: Mrs. Aldene Webb as secretary to John F. Ryan, press department head; Bob Farrell, formerly of WWJ, Detroit, and Bob Murphy, formerly of KSTP, Minneapolis, both announcers, and Carl Simonson, staff writer in the press department.

Fletcher Wiley, Hollywood radio man and head of the Housewives Protective League is in town conferring with WBBM's Paul Gibson, conductor of the two Chicago H.P.L. shows.

John Harrington and the New York Cereal Company, formerly sponsored by Campbell's Cereal Company, has been contracted by Manhattan Soap Company (Sweetheart Soap) for 52 weeks effective March 1. Same company has renewed its fifteen-minute program with Don Elder on WMAA for 26 weeks effective March 9.

Ross-Wolfe Write Song

David Ross, of CBS, has written the lyrics for a new patriotic song "Freedom's Morning." The music is by Jacques Wolfe, who also is composer of the famous baritone spiritual "Glory Road."



"Why doesn't he leave his radio tuned all night to WFDF Flint, Mich. for a Musical Clock?"

GUEST-ING

PIL BAKER, in an adaptation of "George Washington Slept Here," on the Philip Morris Playhouse," to WABC-CBS, 9 p.m.).

G. FRANK BOUDREAU, chairman of the food and nutrition board of the National Research Council and executive director of the Milbank Memorial Fund, discussing "Nutrition and the War," on Adventures in Science, tomorrow (WABC-CBS, 1:30 p.m.).

HEB SHRINER, on the Ellery Queen program, tomorrow (WEAF-CBS, 7:30 p.m.).

ED STEVENS, mezzo-soprano, on the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

ERUTH ALEXANDER, associate editor of "Finance Magazine," on "Up, America," Sunday (WJZ-TV, 3:15 p.m.).

MATHA SCOTT, on the "Inner Sanctum Mystery" program, Sunday (Blue Network, 8:30 p.m.).

A. WILLIS ROBERTSON of the American President Lines; **BERTRAND W. GEARHART** of the U. S. Commerce Commission, discussing "Reciprocity Agreements," on Theoranth's "American Forum of Ideas," Sunday (WOR-Mutual, 8 p.m.).

Wins Dismissal Of Declaratory Suit

Decision to dismiss the complaint by Denton & Haskins Corporation and Gem Music Corporation to obtain declaratory judgment against the suit was granted Wednesday in the Federal Court of New York by Judge Charles Steiner. Plaintiffs represented by Andrew Weinberger, sought termination of public performing contracts and their catalogues after the expiration of their present contract with Ascap, December 31, 1950. Louis Fröhlich, of Ascap's general counsel, and Arthur S. Fröhlich, argued for dismissal, Monday, Feb. 15, on the grounds that the complaint was premature and that contracts had seven years to run.

THIS LITTLE BUDGET WENT TO WORL BOSTON MASS.



NEW PROGRAMS-IDEAS

"Auditions"

"Auditions," a new weekly Red Cross War Fund radio program originated by Maurice C. Dreicer made its debut on WOV, N. Y. "Auditions" will take the form of a speech-correction contest and will be conducted by Elizabeth Von Hesse, author of "So to Speak" and who served as speech instructor to Mrs. Franklin D. Roosevelt.

The contestants will read scripts of Red Cross War Fund announcements. At the end of each reading, they will be informed of the errors made and offered suggestions as a means of correcting and improving vocabulary.

The program is presented each Monday night from 11:40 to 11:55 p.m., EWT.

OPA Forum

WHIO, Dayton, has started a weekly series, known as the "OPA Forum." This program on Thursday evenings at 10:35 features district OPA officials and discussions of new regulations and rationing problems which have resulted from war conditions.

RKO Plans Campaigns For New Film Release

(Continued from Page 1)

hour shows based on the picture, and plugging on news commentator and feature programs.

Some of the focal stations listed for this campaign are WXYZ, Detroit, for the Michigan area; the Yankee Network, with 21 stations, for the Boston area; the Texas Quality Network, with special tie-ins with Houston, San Antonio and Fort Worth, for the Texas area; WCAU, Philadelphia, for the Pennsylvania area; WGST, WAGA, and WATL, Atlanta, for the Southern premiere; Mutual's and Don Lee's 33 stations from San Diego to Seattle, including KHJ, Los Angeles; KFRC, San Francisco; KALE, Portland; KOL, Seattle; KGB, San Diego, and KDB, Santa Barbara, for the Pacific Coast openings. For this area, too, John B. Hughes, news commentator, will do four special broadcasts on the subject.

In New York, picture is getting an unusually large radio advertising budget for its opening next week. (See RADIO DAILY, Thursday, Feb. 18.)

Radio Dept. Created By Universal Pictures

(Continued from Page 1)

director of advertising and publicity for Universal. In addition to promoting pictures and personalities through this department, Hussey's duties will also include building up new screen talent through frequent radio appearances. Hussey's department will get under way with the radio exploitation of Walter Wanger's "We've Never Been Licked" and the Howard Hawks production, "Corvettes In Action." Many personalities appearing in Universal pictures are familiar to network audiences.

News Review

"News Of The Week In Review," a half hour Sunday evening show premiered on KLZ, Denver, last week.

The new program utilized the talents of all studio announcers, although none of them got air billing. The script, prepared by the station's news room, dealt with news of the war and national affairs and was both written and read in a March-of-Time-like style and tempo. Organ music served as a background for the entire half hour period.

After going over the week's news, the program gave listeners latest news bulletins.

"Personality Mirror"

"The News Personality Mirror" is the latest program to be aired over WWRL, Woodside, N. Y. The program, conceived by Maurice Dreicer, who has earned the title of "Human Dynamo" and the "Intellectual Idea Man," consists of an analysis of the news and an analysis of personalities through their reactions to daily headlines.

FCC Probe Expenses Given House Approval

(Continued from Page 1)

Cox of Georgia, author of the resolution which resulted in the decision to investigate, said yesterday that the senior member of an old and respected New York legal firm will be in Washington today to begin work. Cox has promised to name counsel several times in the past, and has failed to do so. Never before, however, has he named the hour at which the announcement will be made. This time he said, "tomorrow morning I'll announce who the counsel is—at about 11 o'clock."

Pix Firm Explains Stand In Acquiring Tele Stock

Clarifying Paramount Pictures' position in the television field, Paul Raibourn, film company executive and president of Television Productions, Inc., yesterday issued the following statement:

"Paramount originally entered the television field as a major stockholder in the Dumont Television Company because the executives of Paramount felt that it was for the best interest of the film company to keep fully informed on the progress of television and its possible adaptation to the transmission and projection of motion pictures.

"This investment has turned out to have been a very successful one, not only in money terms but of far greater importance in the fact that its research and developments have contributed materially to the national war effort.

"It was with exactly the same motives and hopes that Paramount became a minority stockholder in the recently organized Scopphony Corp. of America."

AGENCIES

ROY HENDRICKSON, head of the Food Distribution Administration, will deliver an address at the dinner to be given by the Advertising Women of New York at the Hotel Biltmore on March 9.

"NEW FACTS ABOUT RADIO" will be the subject of a talk to be delivered by Arthur C. Nielson president of A. C. Nielson Co., at a meeting today to be held at the Yale Club by the Market Research Council.

ARTHUR D. WHITESIDE, president of Dun & Bradstreet, Inc., will be principal speaker at the weekly luncheon of the Sales Executives Club to be held next Tuesday at the Hotel Roosevelt.

WILLIAM H. BALDWIN, of Baldwin, Beach & Mermey, has been named chairman of the board of directors of Publicity Directors, Inc.

ADVERTISING MOBILIZATION COMMITTEE has extended until Feb. 22 the deadline for the filing of entries in its "Advertising Goes to War" exhibit.

Virginia Schools-Stations In Huge Treasury Program

(Continued from Page 1)

broadcast from Mt. Vernon on Feb. 22, from 9:45 to 10:15 a.m., EWT. WRVA will feed for a state-wide broadcast.

Appearing on the program will be Governor Colgate W. Darden, Jr., Dr. Francis P. Gaines, State of Virginia War Savings Administrator, Dr. Edward Alvey, of the Virginia War Savings Committee, George Washington High School band and chorus, and representative school children. James Wallington is being brought down especially by the Virginia War Savings Committee as narrator for this war bond festival.

The Virginia stations which will take part are: WOPI, WCHV, WBTM, WFVA, WLVA, WMVA, WGH, WTAR, WPID, WRNL, WSLS, WLPM, WINC and WRVA.

Wedding Bells

Harold Turner, staff pianist for WGN, Chicago, was married Feb. 6, to Barbara Reed at the home of the bride's parents in Prairie View, Ill.

GETTING A SIGNED RECEIPT IS A STANDING RULE OF **Postal Telegraph**

CHARGES FOR TELEGRAMS 'PHONED IN APPEAR ON YOUR TELEPHONE BILL.

New Democracy Series Will "Try" Dictators

(Continued from Page 1)

formers of the stage and screen. Dr. Frank Black, general musical director for NBC, will compose special music for the series and will conduct the NBC orchestra.

In "The Day of Reckoning" the Axis leaders will answer for their crimes. The dictators will be defended by the devil and the people by freedom-loving statesmen of the past.

The inaugural program on Feb. 27, written by Moss Hart, American dramatist and collaborator of "As Thousands Cheer," "The American Way" and "You Can't Take It With You," will have Adolf Schicklgruber, alias Adolf Hitler, called to account. The prosecutor will be Abraham Lincoln. Major Raymond Massey, now on active duty with the Canadian Army at Ottawa, will be granted a leave of absence to enact the role of the Illinois lawyer who became the Great Emancipator. Monty Woolley, of the stage and screen, will appear as the devil, attorney for the defense.

The March 6 script will deal with Benito Mussolini, Italian dictator and founder of Fascism. He will be prosecuted by Benjamin Franklin, American statesman and scientist, the son of a Boston tallow chandler.

Others whose cases will be heard are Hideko Tojo, on March 13; Pierre Laval, on March 20, and Vidkun Quisling of Norway, on March 27.

Canada Radio Sales Show Gain Of 23%

Montreal—December, 1942, sales by retail radio stores, as reported by the Internal Trade Branch of the Dominion Bureau of Statistics show a gain of 23.4 per cent over November, 1942, a gain of 10.5 per cent over December, 1939, and a decline of 5.3 per cent compared with December, 1941. For the calendar year 1942, sales declined 3.9 per cent compared with 1941.

Department stores reporting to the bureau sold radios, musical instruments and supplies in December valued at \$609,762, compared with \$637,640 in December, 1941, a decline of 4.4 per cent.

Special Radio Guards Get Wage-Hour Overtime

U. S. Department of Labor, Wage and Hour and Public Contracts Divisions, has required that NBC pay 11 guards at its shortwave facilities, Bound Brook, New Jersey, a total of \$2,245.52 in restitution of withheld wages and overtime under the Fair Labor Standards Act. Small amount of the total is being contributed by the Blue Network for guards serving its WJZ transmitter at the same area.

Guards were engaged through a local sheriff. Misunderstanding arose as to who was employer and therefore responsible for payment.

WORDS AND MUSIC

By HERMAN PINCUS

MANHATTANTALIZER: When Lucille Norman, featured singer in George Hale's Versailles Revue, finally got a date to face the microphone in the Metropolitan Opera Auditions of the Air, she sang over a dead mike due to the fact that it was Sunday, Dec. 7, 1941 when the sensational news of the Jap sneak attack took over every wavelength. However, an M-G-M talent scout was in the studio audience and what was supposed to have been a tough break, turned out quite the contrary. Not long afterwards, Lucille found herself in Hollywood, with a neat role in "For Me and My Gal." Dean Murphy, star of the Hale show, has also been signed by M-G-M and leaves soon for the Coast to appear in the forthcoming "Broadway Melody of 1943."

☆ ☆ ☆

Leo Feist, Inc. and Robbins Music Corp. who are publishing the score from "Cabin In The Sky," M-G-M's film version of the stage success of the same name, starring Ethel Waters, Lena Horne, Duke Ellington, Louis Armstrong, "Rochester" and the Hall Johnson Choir, reserved about 300 seats at Loew's Lexington Theater, to accommodate orchestra leaders and other members of the music trade, for a sneak preview of the picture, earlier this week. Preview was set at 9 p.m., so that Ork Pilots could go back to their respective bandstands in time for the late shows.

☆ ☆ ☆

Sidney J. Flamm, vice-president in charge of sales at WPAT, received a phone call last week from a friend, whose son had just been stricken with an attack of appendicitis and taken to a hospital in Brooklyn. On his way home that night, Flamm stopped off at the hospital and found that his wife Blanche, a volunteer nurse's aide, was attending the child.

☆ ☆ ☆

Several weeks ago, Kate Smith introduced Abner Silver's new ballad entitled "There's A Ray Of Sunshine" (just a cloud away). In response to a flood of requests, La Smith will repeat the song tomorrow. Co-authors of the song are les freres Kenny, Nick and Charlie.

☆ ☆ ☆

Just for a gag, Joe Rines, Blue NetWORK pilot, penned a novelty tune for one of his air characters to sing. Requests for copies resulted and Irving Berlin, Inc. will publish the song entitled "Honya." Bet the heroine of the song is named "Sonya."

☆ ☆ ☆

Add Russian data: Tanya Tova, brunette Russian beauty, currently canarying at the Casino Russe, represents that United Nation which is busily engaged in changing the Nazi's goose-step to "Cooked Goose" step.

☆ ☆ ☆

Next Sunday, Feb. 21, Harry James will sponsor a unique dancing contest, to be held at the Hollywood Palladium, with Tommy Dorsey's orchestra giving out with the music and the contestants none other than the following name band leaders, currently in Hollywood on picture and P.A. assignments: Harry James (the sponsor, who dare not win) Benny Goodman, Woody Herman, Horace Heidt, Jan Garber, Ozzie Nelson, Paul Whiteman, Kay Kyser and Freddie Martin. Their respective and beauteous partners will be their vocalists and luminaries of the screen including Lucille Ball, Patricia Dane, Marsha Hunt and Helen Forrest, with the Judge's Bench filled by Service Men. (And the Bandleaders refer to their calling as WORK.)

☆ ☆ ☆

Just received a letter from Buddy Valentine, former Tin Pan Alleyite, who has settled down out Milwaukee way and is raising two little future songwriters. Buddy, who established some sort of a record by hitch-hiking to the coast and back six times, still does a bit of writing, his latest being, "There'll never be a U. S. Hitler."

Little Battery Help Seen For Rural Areas

(Continued from Page 1)

or excessive use of the radio means consumption of three or sets annually, until the zinc situ is eased there is small chance more than one set will be available each year.

Members of the Consumers Dues Goods Section will meet with Radio and RADAR branch today to clarify the battery situation. Officials of the latter branch are believed to feel that although the shortage is serious the radio battery question has been mismanaged by consumer goods people.

Norfolk, Nebraska—WJAG reports in connection with Rep. Stefan's recent Congressional speech the station received 500 letters from listeners revealing that the radio battery shortage has deprived the tensers the use of their radio. Some two per cent of the listeners have been without their radio for months or more. The situation continues bad with no relief in sight. Most of the letters show that the most part the listeners, most of whom are farmers, have depended on radio as their only source of news since they live miles from any radio center.

It is feared that, since they have been without the use of their radio and deprived of their accustomed farm news a hardship will be worked on the farmers in "producing enough food to meet the quotas set by agricultural department." In connection it is stressed that programs directed today to agricultural communities have definite and important educational value to the farm community.

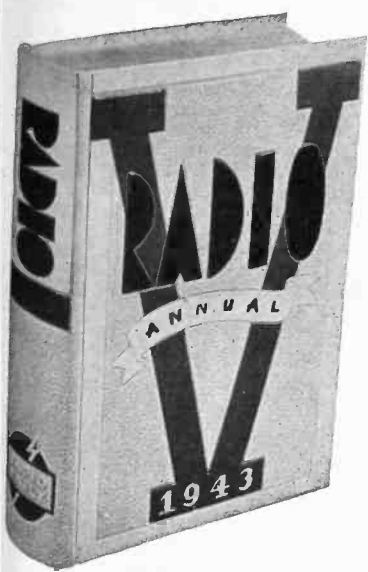
Standard Radio Readies New Sound Effects Discs

A group of new sound effects discs World War II is announced Standard Radio, transcription library producers of Chicago and Hollywood. Three double-faced discs are devoted solely to airplanes, with another three to war sounds on the ground. Aerial dogfight scene features engine Spitfires, German Messerschmitt bombers, machine gun and cannon fire, and bombs bursting in the background. A similar ground effect features tanks, artillery and planes strafing overhead.

Speedy American planes, Lightning, Airacobras and Thunderbolts have been engraved on wax in perspective, sustained flight, strafing and passbys. New high-velocity guns also recorded for the first time.

These new war effects make possible a new degree of realism in dramatic sequences, furnish an unadorned sound concept of the horrors of modern war.

Milton M. Blink, co-owner of Standard Radio, announces that two additional double-faced discs are being leased, with new perspective modern steam passenger trains and two new crowd effect scenes.



THIS IS THE BOOK

that will be on the desks of Radio Executives all over the country.

Radio Annual is recognized as the most reliable and convenient source of radio information in the industry.

MAIL IN THIS COUPON TODAY

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Please rush Radio Annual, given complimentary with a year's subscription to Radio Daily.

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RADIO DAILY, 1501 Broadway, New York City

★ ★ Coast-to-Coast ★ ★

FULTON LEWIS, JR. deserts his home station, WOL, Washington on Feb. 25, for another combined lecture and news gathering tour. He will visit the Middle West, the South and the South West, and will broadcast from Mutual stations en route. His tour ends in Salina, Kansas, March 12.

Bliss Harris, continuity writer and actress leaves KVOO, Tulsa, to conduct her own show at WLW, Cincinnati. Manton Mares, of the news bureau, succeeds Walt Dennis as sales promotion manager.

The OWI transcribed series "Uncle Sam" goes on the WCHS, Charleston, W. Va., airwaves Mondays through Fridays at 5:00 p.m., under the sponsorship of the Cohen Drug Stores. Station promotion for the show is built around the theme: "Listen to your Uncle Sam, he listens to you."

The mobile unit of WHEB, Portsmouth, N. H. turned modified fire-engine when it broadcast on the spot account of a fire in a nearby town. Listeners were informed of the progress of the fire and estimated the extent of damage when figures were available.

Sales chief, Carrol Neeld, of WCBS, Springfield, head civilian Naval recruiter in Central Illinois, supervised the entire publicity campaign for the Naval Procurement Drive that was held recently in Springfield. During Secretary Knox's visit to the city for the Lincoln Day Memorial Services Neeld acted as the Secretary's personal aide for the American Legion.

"Red River Valley Gang" aired over WCCO, Minneapolis, has been extended to a half-hour under the sponsorship of Cargill, Inc. Formerly the sponsors took the first fifteen minutes of the show which is heard every Saturday evening from 8:45-9:15.

With 269 consecutive broadcasts completed, the Curran & Joyce Company, soft drink manufacturers, have renewed the "Opportunity Hour," contract for the fifth consecutive year. "The Opportunity Hour" heard Sundays at 3:00 p.m. over WLAW, Lawrence, Mass., is designed to give aspiring radio artists an opportunity to be heard. A trophy is awarded each month to the winner. In March, a special contest will be conducted to determine the winner of 1942. A War Bond will be awarded to the winner.

Grammar and high school students were recently treated to two rebroadcasts of popular programs through the cooperation of WELL, New Haven. On Wednesday afternoon the transcribed version of Walt Disney's "Bambi" was presented and on Thursday Eddie Rickenbacker's Valentine's Day talk to the high school group was re-aired.

Susanne Fischer, Metropolitan Opera Company soprano, and Earl Wrightson, Blue Network and concert baritone, have been booked by NCAC for appearances on the Eastman Kodak Company program, "Musical Pictures" which is broadcast over WHAM, Rochester. The soprano will appear on the program, Friday, Feb. 26, at 7:30-8:00 p.m., EWT and Wrightson, Friday, March 12.

Tomorrow, WGY, Schenectady, one of the ten oldest stations on the air, reaches its majority. It will be twenty-one years old. The birthday will be modestly observed with a half-hour program emphasizing that the station has gone to war. "On Washington's Birthday the station will broadcast Eddie Rickenbacker's address before the joint session of the New York State Legislature. The "Telephone Hour" was cancelled to make way for the Flying Ace.

The Detroit Orchestra program, aired each Sunday afternoon at 6:00 p.m., over WWJ, Detroit, has been renewed for an additional seven weeks by Sam's Cut Rate, Inc., department store. It is interesting to note that this program held the symphony musicians together after the orchestra was disbanded because of a shortage of funds. No effort is made to sell merchandise on the show, the only sales talks allowed are those for War Bonds.

A double participation sponsorship by the Lockheed & Vega Aircraft Corp. begins today on the "Housewives Protective League" and "Sunrise Salute" programs, heard over KNX, Los Angeles. The aircraft companies will use the two daytime programs to stimulate their employment drives.

With prospects for an enlarged market because of driving curtailment, the used car dealer, "The Smiling Irishman" has purchased 42 spot announcements weekly over WLIB, N. Y. A mail survey reveals that since the station went on the air in May and up to Dec. 31, 1942, 129,000 letters have been received from listeners.

After serving for two and a half years as sports announcer for WHIO, Dayton, William H. Hamilton, has been upped to the production managerial spot. Before joining the station he gained radio experience along radio row in Columbus.

Eileen Murphy, one of the recent "finds" of the Yankee network talent hunt, used her debut to sing "He's Just My Bill." She was actually singing to her "Bill" who is in the Navy.

In cooperation with the Regional Office of the OWI, Maxine Keith is presenting a series of programs defining "Point Rationing" aired daily over WMCA, N. Y., at 4:45 p.m.

The first of a weekly series of programs of the variety type was aired from the Rome Air Depot through WIBX, Utica, N. Y., Feb. 18, from 7:30 to 8:00 p.m. The production was handled by John Seagle, former NBC and CBS star.

Pvt. Robert Walsh, who went under the name of Bob Becker as a civilian radio announcer will be back with his first love when he will handle the "Music From Monmouth" show aired over WAAY, Newark-Jersey City and WCAP, Asbury Park. Walsh was formerly with WNEW, N. Y., and Mutual and was special features director for WAAY.

Irvin G. Abeloff, program service manager of WRVA, Richmond, Va., was presented with an "Award of Merit" in acknowledgement of his patriotic contributions to the war effort in obtaining the enlistment of recruits for service in the construction battalions of the United States Navy. The award, first to be issued in this area, is signed by Rear Admiral Ben Moreell, Civil Engineer Corp., Chief of the Bureau of Yards and Docks, Washington.

Vivian Accord, secretary to the sales department at KHI, Don Lee, Los Angeles, was recently named staff assistant of the American Red Cross, Overseas Division. She is now in Washington receiving training for work in foreign lands.

News along the "Funny Money Man" front reveals that WLOL, Minneapolis, starts the syndicated scrip series Feb. 22 on a five quarter-hour weekly basis. WDBJ, Roanoke, drew 8,126 pieces of mail in the first two weeks of broadcasting for the Dr. Pepper Bottling Company. The Allen A. Funt series now has 3,000,000 club members ranging in age from 102 to a tot enrolled one day after birth.

In response to the growing interest the part of war workers and the listening audience in the KNX Los Angeles, "Swing Shift" program, began six mornings a week from 12 noon to 6 a.m. PWT, the program has augmented with additional news broadcasts to the point where it is now the latest news developments heard. Dick Joy, news broadcaster and announcer, has been assigned to the narration for " Raiders of the Past," a new action film.

Newsnotes from WTAG, Worcester, E. E. Hill, managing director, held his desk following a meeting of Raymer-represented stations in Boston. David H. Harris, program production manager and Eleanor Parson, war program manager, attending England meeting of war program managers in Boston. Lou Chalmers, and director of the St. Charles was appointed organist, choir director of the Worcester Presbyterian Church.

"The Lady Next Door" is now in fourth week at EGEO, Fort Worth, and getting stronger, judging from mail-pull. The program is the variety featuring organ music, tasteless budget-savers. Show is sponsored 5 days through Fridays at 9:45 a.m. by Golman Baking Company.

Loveman's, one of Nashville's best department stores, now open on WLAC, seven days a week. 15 days are given over to the transcribed program, "Soldiers of Press," Monday, Tuesday, Thursday and Saturday spots are given with the "Lady From Loveman's" musical show, the Wednesday being donated to OWI. On the program, called "Question-Air," questions concerning all phases of war effort are answered by an officer of the OWI, in conjunction with Virginia Mansell, emcee of the popular Loveman's program.

AP War Correspondents Given Chilean Salute

Santiago, Chile—An account of heroic devotion to duty shown by Associated Press correspondents during World War II was broadcast a nation-wide Chilean radio broadcast Feb. 11.

The account of AP men was given by Lautaro Ojeda, Associate Staff member at Santiago, as part of a 15-minute ceremony in observance of the founding of Chile's first newspaper, La Arora De Chile, in 1812. Ojeda described the dangers faced by such AP staff men as Clark Vern Haugland, Larry Allen Hancock, C. Yates McDaniel, and late Harry Crockett, whose death while serving with the British Mediterranean fleet was announced recently.

Hancock has been missing since Japanese overran Java. Allen, prisoner of war in Italian hands.

1 9 4 3 BIRTHDAYS

February 19
 Lucille Browning Tom Dawson
 Connie Gates Ken Robinson
 John W. Swallow Frank Wilson
 Lt. Comdr. Eddie Peabody

February 20
 Jane Colbert Judy Frost
 Richard Hlamber Burt McMurtre
 Curtis Roberts Vera Van
 Bruce Wendell

February 21
 Joan Allford Ethel Beckwith
 Shirley Bell "Big Bill" Childs
 Arthur Rosenberg Thomas L. Six

February 22
 E. D. Bedel Nacio Herb Brown
 Nora Cuneen Bernard Estes
 Gene Hamilton Bess Johnson
 Phil Lord John McGovern
 Kenneth Roberts Robert Weede
 Gertrude Virginia Richmond
 Grace Johnson



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



22, NO. 35

NEW YORK, N. Y., TUESDAY, FEBRUARY 23, 1943

TEN CENTS

Disk Meet In Abeyance

Selects Garey FCC Probe Counsel

James L. Garey senior member of the firm of Garey, Desvernine & ... of this city was named to ... as counsel for the Special ... to investigate the FCC by ... an E. Cox of Georgia. Selec- ... Garey, who has never prac- ... before the Commission, followed ... weeks of indecision on the ... Cox. Unofficial feelers to a ... of Washington lawyers were ... to have been repulsed.

Delay in selecting counsel, ac-
(Continued on Page 7)

"Info. Please" Shows Growth On Red Cross Fee

"Information Please" gives ... benefit performances for The ... Red Cross 1943 War Fund ... March it will be the first time ... mission has ever been charged ... the broadcast. The program's ... in the Red Cross drive ... result of a conference be- ... Walter Gifford, national chair- ... the fund, and Dan Golenpaul, ... producer.

"Information Please" will visit
(Continued on Page 2)

Service Renewal; Most Commercial On Air

Stream Advisers, Inc., has re- ... Cities Service Concert pro- ... a 56-station NBC network. ... & Belding placed the ac- ... the sponsor's petroleum ... auto tires and accessories. ... Cities Service Concert is the
(Continued on Page 2)

Head-Ache

Every Friday at 1 p.m., WOR ... and broadcasts the music ... military band from Maryland ... radio editors haven't yet found ... to squeeze it into their list- ... headlines without several ... obligations. Reason: the organ- ... is officially known as The ... Wood Arsenal Chemical Wel- ... Center Band.

Degrees

Buffalo—If Dr. Frederick A. Hodge had any more degrees tacked on to him he could qualify for a good burn. As it is the conductor of "Reading Between The Lines," the WBEN literary presentation, can point to the B.A., M.A., and Ph.D. which should follow his name. And just to keep the record straight he attended two colleges, taught at four and did chemical engineering in World War I.

CAB's New Directors Formally Accept Code

Toronto—New board of directors of the Canadian Assn. of Broadcasters on Friday, holding its first meeting since the annual convention of the organization earlier in the week formally accepted the new and revised code of advertising practices and program structures.

All clauses were endorsed with the exception that referring to the "Controversial Public Issues" which was cut down to one sentence of 60 words.

Court Issues Injunction On "Texas Ranger" Title

Akron, Ohio—On petition of the Midland Broadcasting Corp. of Kansas City, Mo., and the Burkhardt Brewing Co. of Akron, the Common Pleas Court of Summit County, Akron, has issued an order enjoining the advertising and presentation of any en-
(Continued on Page 7)

Musicians Union Adjourns Exec. Board While Recording Men Mull Angles; NAB Disapproves Proposals

Hope Continues Lead In Hooper's "Top 15"

Bop Hope still holds top billing among the "First 15" of the Hooper National Program Ratings Report. The Feb. 15 release reveals that "Fibber McGee and Molly" moved up to second place, while Charlie McCarthy and the "Aldrich Family" came in third and fourth, respectively.

The greatest gain was made by Walter Winchell, again being heard over
(Continued on Page 2)

AAU Track Meet On Air Via ACN-Local Stations

Track and field meet at the Madison Square Garden, Saturday, Feb. 27, under the auspices of the AAU, will receive wide radio coverage. Atlantic Coast Network, with its ten stations, represents a newcomer to the field
(Continued on Page 7)

AMP Elects Andrus V.-P. Finney Muzak Chairman

At a meeting of the board of directors of Associated Music Publishers Inc., Friday, John R. Andrus was elected vice-president of the company. Andrus has been associated
(Continued on Page 3)

Hope of an early settlement of the recording ban took on a pessimistic note late last week when the AFM executive board was adjourned upon notice from the record and transcription companies that they were unable as yet to attend another conference. It was deemed advisable by James C. Petrillo, president of the mu-
(Continued on Page 3)

MBS Sets Ad Drive; Institutional Copy

Mutual's biggest advertising campaign to date, a series of monthly full page copy in leading trade papers, plus additional coverage twice-monthly in weekly publications, is under way under the direction of President Miller McClintock, who will sign each ad. Under the lead, "As Large
(Continued on Page 7)

Realign Exec Officers Of Lone Star Chain

Fort Worth—A realignment of the executive officers of the Lone Star Chain was announced last week. In the new set-up O. L. Ted Taylor succeeds Harold Hough as chairman of the operating committee; Ken L.
(Continued on Page 2)

★ THE WEEK IN RADIO ★

... Chain Regulations By BOB LITZBERG

UNLESS some other action is taken in the network's Supreme Court suit against the FCC chain regulations before April 1, the regulations will go into effect on that date as a result of last week's denial of the NBC-CBS request to enjoin enforcement until the court makes final disposition of the case. In disposing of the request, U. S. Solicitor General Charles Fahy held that the request should be properly addressed to the FCC and not to the Supreme Court.

Reply briefs in response to the government and Mutual Broadcasting System briefs were filed with the court by both NBC and CBS. The stalemate in recording, which has been going on since August 1, when all recording was banned by AFM President James C. Petrillo, reached the negotiation stage last week-end; proposals whereby the recording ban would be lifted were forwarded to all recording and transcription firms
(Continued on Page 2)

No Complaints?

Phila.—In some countries a slip of the tongue can cause riots. In others a laugh. When it happens in Philadelphia conclusions are merely speculative. However, Roy Neal is announcing a program of record music to "Suit your every mood" but told WIBG listeners that it was "to suit your every nudel!" Station claims it is superb classification.



Vol. 22, No. 12 Tuesday, Feb. 23, 1943 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.

Hope Continues To Lead Hooper's "Top Fifteen"

(Continued from Page 1)

the airwaves on "Jergens Journal." This program, which was not on the list of "First 15" in the January 30th Hooper report, jumped to eleventh place with the return of Winchell.

The Average Rating, currently 12.4, shows an increase over the corresponding period for last year.

The complete list of the "First 15" is as follows: Bob Hope, Fibber McGee and Molly, Charlie McCarthy, Aldrich Family, Jack Benny, Radio Theater, Frank Morgan-Fanny Brice, Mr. District Attorney, Screen Guild Players, Bing Crosby, Walter Winchell, Rudy Vallee, Abbott and Costello, Eddie Cantor and Kay Kyser.

Red Skelton again leads the program broadcast after 10:30 p.m., EWT.

Two "Info. Please" Shows Tacking On Red Cross Fee

(Continued from Page 1)

Washington, D. C., for its broadcast over NBC Monday, March 1, from 10:30 to 11:00 p.m., EWT. The broadcast will originate in Constitution Hall, and the entire proceeds of ticket sales will be turned over to the District of Columbia Chapter.

Later in the month, the program will visit another city, yet to be announced, where a similar arrangement will be worked out.

NCAC SELLS
RADIO
"I LOVE A MYSTERY"
PROCTER & GAMBLE
CBS—MARCH 22
FIVE TIMES WEEKLY

★ THE WEEK IN RADIO ★

... Chain Regulations

(Continued from Page 1)

by the AFM executive board. Last Monday, the first meeting of recording and transcription companies with Petrillo took place; it was followed during the week by special committee meetings, to find a method of ironing out the details for a satisfactory settlement of the recording situation. In Washington the Supreme Court refused to reverse the decision of a Chicago Federal Court, which threw out the first of two anti-trust suits brought against the union by the Department of Justice. The AFM on Thursday was unsuccessful in its attempt to have the second of the government's anti-trust suits thrown out of court.

Attempts to block FCC appropriations for the next fiscal year were blocked in the House of Representatives last week as administration leaders in the House went to bat for the Commission. Appropriations Committee Chairman Clifton L. Woodrum and Representative Robert L. Ramspeck, majority whip in the House, defended the passage of the bill without cutting off the Commission. Meantime Representative Cox, chairman of the subcommittee to investigate the FCC, was preparing to start hearings, having received an appropriation of \$60,000 to carry on the inquiry.

Fear for farm radio audiences was expressed in the House of Representatives last week, when Congressman Karl Stefan of Nebraska asked the House to take some action in relieving the shortage of metals that go into the manufacture of batteries. It was learned later from the WPB that farmers and others, using battery re-

ceivers, cannot depend upon obtaining more than one set of batteries each year. As far as shortages of replacement materials are concerned, there was one bright light: last week E. K. Cohan, CBS director of engineering wrote engineers of the network's affiliated stations telling them of the satisfactory results being obtained from the repair of transmitter vacuum tubes by a CBS-supported firm in New Orleans. Atlantic Refining Co. has announced that it will continue baseball sponsorship in minor league leagues operating in 1943; P. Lorillard & Co. for Old Gold cigarettes, signed to sponsor the Brooklyn Dodger games for the coming baseball season over WHN, New York.

Annual convention of the Canadian Association of Broadcasters was held in Toronto last week, at which time members met for the first time the newly-appointed president of the Canadian Broadcasting Corp., Dr. J. S. Thomson; highlights of the meeting were upholding of the official code of ethics, discussion of the standardization of advertising rates and war manpower problems. FCC Chairman Fly predicted that this year and next will be much more difficult than 1942 for the radio business. The Cooperative Analysis of Broadcasting, Inc., released a report showing that both daytime and night-time listening are attaining unprecedented audience ratings. The OWI announced that all licensees for the 22 shortwave broadcast stations scheduled by the Federal agency have been selected and would be announced in about two weeks.

Realign Exec Officers Of Lone Star Chain

(Continued from Page 1)

Sibson succeeded James W. Pate as managing director of the chain. Other members of the operating committee are T. Frank Smith and Harold Hough. Smith succeeding to the position formerly held by Maj. Tilford Jones, now in the Army.

It was also announced that the offices of the Lone Star Chain will be moved from the Medical Art Building in Fort Worth to the Tower Building in Dallas.

Cities Service Renewal: Oldest Commercial On Air

(Continued from Page 1)

oldest continuous commercially sponsored show on the air. It has earned that distinction through uninterrupted weekly broadcasts since its debut Feb. 27, 1927.

Frank Black conducts the orchestra with Lucille Manners and Ross Graham, soloists.

Wallace On Blue Mar. 8

Vice-President Henry A. Wallace, delivering the keynote address at the opening session of the Conference on the Christian Bases of World Order, will be heard over the Blue Network on Monday, March 8, from 11:30 a.m. to 12:00 noon, EWT.

WHEN SPEED'S YOUR NEED
PHONE TELEGRAMS TO

Postal
Telegraph



CHARGES FOR TELEGRAMS
PHONED IN APPEAR ON YOUR
TELEPHONE BILL.



THIS LITTLE BUDGET
WENT TO

WORL
BOSTON
MASS.

COMING and GOING

HAROLD LAFOUNT, president of the Atlantic Coast Network, heads a large group leaving today to attend the opening of the new station of WORL in Boston. Others in the party include EDWARD CODEL and HILLIS HOLT, station manager and chief engineer, respectively; ACN: ARTHUR SIMON, general manager, WPEN, Philadelphia; RICHARD W. DAVIS, general manager of WNBC, Hartford, and FR. GOLDSTEIN.

BENEDICT GIMBEL, Jr., president of Philadelphia, and EDWARD WALLIS, president of the station, spending this week in New York to attend meetings at Mutual, BML.

HAROLD V. HOUGH, general manager of KCKO, Fort Worth, and GEORGE CRANS, station manager, in town for conferences at headquarters of the Blue Network.

JEROME SILL, manager of station service, the station relations department of CBS, Friday to visit the network's newest affiliate, WYNY, of Watertown, N. Y. He was accompanied by JACK COWDEN.

JOHN WELLINGTON, Blue Network producer, left over the week-end to handle the Coca-Cola program from Camp Rucker, a new Army establishment, the location of which is not divulged.

RALPH WEIL, manager of WOV, and HELEN LONDON, publicity director of the station, in Boston for the opening of WORL's new station.

J. KELLY SMITH was here from WBBM, Chicago, last Friday. Paid a call at the CBS office.

GRANT F. ASHBACKER, president of W. Muskegon, Mich., and WILLIAM C. WESLEY, commercial manager of the station, were in New York Friday for conferences with local representatives.

FRED DODGE, program director of W. Cincinnati, spent the week-end at Parris Island, S. C., laying the groundwork for the program that will be piped from the Marine Base Sunday.

"COTTONSEED" CLARK to Wheeling, Va., for the broadcasting of the Bank of America newcast over the Blue Network.

HELEN SIOUSSAT, CBS director of talks, out to Newark today, where she will deliver an address before the Radio and Speakers' Bureau of the Newark Defense Council.

BRUFF OLIN, Jr., general manager of W. Blue Network outlet in Poughkeepsie, N. Y., spent Friday here on station business.

DEE ENGELBACK left town on Friday to handle the Blue Network broadcast of the Boston Symphony concert.

Lewis Joins Mutual

George Lewis, formerly associated with the Shubert legit production, has joined the press department of Mutual. Marge Kennedy, who has been assisting Lester Gottlieb, director of Mutual's publicity, will be in the network's sales department.

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.

Risk Men-AFM Fail To Meet; NAB Disapproves Proposals

(Continued from Page 1)

musicians' union to permit the executive board members to return to their respective jurisdictions.

include representatives of the recording men who are holding their conferences are still delving into the legal aspects of the AFM proposals for added fees as a means of ending the ban. Musicians union, it is understood, will not resume until the disk men have agreed on a course of action.

Washington Bureau, RADIO DAILY
Washington—Complete disapproval of the proposals submitted recorded by James C. Petrillo as a basis upon which to negotiate a settlement of the AFM recording ban indicated Friday by the NAB. Difficult problems are placed before the record people by the AFM suggestions, which call for special fees to be paid into the AFM treasury for each recording made by members.

These nine difficulties are according to NAB:

- 1) The unsound public policy involved in the acceptance by any industry of an obligation to persons whom that industry does not employ, has never employed and to whom it has no relation.
- 2) The unsound public policy involved in permitting any organization to levy fees upon employers and the public for employment purposes instead of levying such taxing power to the government.

(3) The problem of whether the payment of such a sum would be regarded as an evasion of wage stabilization regulations, since, under the precedent which would be created by the acceptance of the demands, any labor leader could, instead of asking for increased pay for the members of his union, ask for an equivalent amount to be paid directly to the union itself.

(4) The problems relating to income tax and other liability on any industry which made such a payment, especially since the labor union itself would be exempt from taxation on the amounts received.

(5) The conflict between the acceptance of such a principle and the desire of the War Manpower Commission to draw all citizens not engaged in necessary work into the war industry.

(6) The conflict with the anti-inflationary policies of the Office of Price Administration, which has frozen the cost of products and services at the prices charged during March, 1942.

(7) The precedents which would be established with respect to other labor unions representing singers, announcers, actors, engineers, etc.

(8) Conflict with the National Labor Relations Act which forbids direct contribution by employers to unions.

(9) The problems involved in the admission, implicit in the acceptance of such a principle, that Mr. Petrillo has a genuine grievance or any real unemployment problem.

That the NAB does consider the recording ban a radio problem and very much so is indicated in the fact that the trade association is continuing to take a hand despite the fact that the AFM claims "no quarrel with radio."

Elects Andrus V.P. Finney Muszak Chairman

(Continued from Page 1)

the company for 13 years, and several years has been its treasurer. As vice-president-treasurer, he will handle administrative matters and general supervision of the treasury and accounting departments. Alexander J. Sayles, who for 8 years has been chief accountant, was elected assistant treasurer of the company. C. I. Finney, who is president of the NAB, was elected chairman of the board of directors of Muszak Transcriptions Incorporated, Friday, at the affiliates board meeting. K. R. ... was elected president; John R. ... vice-president and treasurer, ... Alexander J. Sayles, assistant treasurer.

"Reveille Sweetheart" Gets Sponsor On CBS

Effective Monday, Feb. 22, "Reveille Sweetheart" starring Lois January, takes on its first participating sponsor, the Pal Blade Company. By becoming a participating sponsor of the show the blade company makes its debut as a WABC advertiser. Participations for "Pal" Razor Blades will be broadcast Monday through Saturday.

"Reveille Sweetheart" is an early morning program featuring entertainment directed particularly to war workers and soldiers.

★ 77%

of the evening AUDIENCE

(from N.B.C.'S "Tale of 412 Cities")

WTAG WORCESTER

CAC SELLS STAGE SHOW 'CASIN STREET' THREE WEEKS AT ROXY THEATRE NEW YORK



SATISFIED SPONSORS

wrote this ad

to prove his

ranking as one

of America's top

Newscasters . . .

FULTON LEWIS, JR.

We have had hundreds of people thanking us for making it possible for them to hear Mr. Lewis.

- a Men's Clothing Co.

Fulton Lewis, Jr. is definitely the 'prestige' feature of our campaign.

- a Brewer's Agency

His news broadcasts are highly informative, instructive and impartial in character.

- a Bakery Corporation

We feel that this portion of our advertising program is dignified and beneficial.

- a Banker

AVAILABLE FOR SPONSORSHIP IN YOUR CITY . . .

All over America they're hearing and talking about Fulton Lewis, Jr. . . . an outstanding feature that means results for any sponsor (sponsored on 121 stations by 63 advertisers). You can sell him at your one time quarter hour rate per week. Wire, phone or write WILLIAM B. DOLPH, WOL, WASHINGTON, D. C.

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



So Mrs. Mullane TOOK THE CONSEQUENCES...

YOU'VE undoubtedly heard the story of Mrs. Dennis Mullane, the Staten Island lady who muffed a question on Ralph Edwards' "Truth or Consequences" show on NBC the other Saturday night.



3. IT WAS RALPH EDWARDS' TURN to take the consequences. Special office space was rented—200 clerks, working on 24-hour swing shift, were hired to handle the mail which averaged 30,000 letters daily, and bore post-marks from every State in the Union and from Canada. And they're still coming!



4. HERE IS 17-YEAR OLD HAROLD MULLANE, brought from Le Jeun, North Carolina, on the air with his mother and father on the following Saturday with some of the pennies the young Marine received.



CENT SATURDAY NIGHT on Procter & Gamble's "Truth or Consequences" Master of Ceremonies Ralph Edwards told Mrs. Dennis Mullane she was going to ask every person listening to put a penny in an envelope and mail it to you. You are to take the pennies to the bank and buy War Bonds for your son, Harold, enlisted in the Marines..."

2. EARLY THE FOLLOWING MONDAY MORNING Mrs. Mullane answered the postman's ring. He deposited 10,000 letters in Mrs. Mullane's living room. That batch was just the beginning of the deluge. Tuesday, trucks drove up with 30,000 more letters. Then Mrs. Mullane called, "Help!"

... became the focal point for an... of pennies from every State in... If not, a quick left-to-right on... surrounding photo captions will bring... to date.

... you'll admit, has been very... Mrs. Mullane.

... what does it all mean to advertisers... ally those who are looking for the... way to do the great variety of sell... public relations jobs necessary in... these?

... just two things:

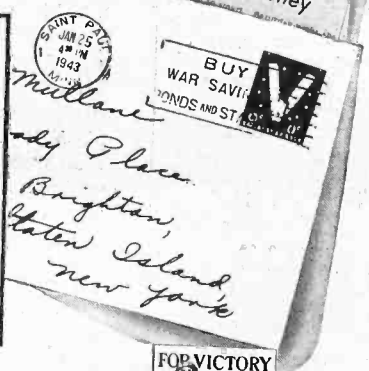
... The Network Most People Listen To Most!



Latest Count!

For one 20-second announcement on "Truth or Consequences" on NBC

- 112 sacks of mail
- 204,000 letters
- 300,157 (27½ bags) pennies
- 200 clerks hired
- Mail from every State and Canada



... is the NATIONAL BROADCASTING COMPANY



Los Angeles

By JAC WILLEN

KUDOS to Pauline Drake, who plays Bessie on "The Great Gildersleeve" show. She's radio's first coast actress to double-time in radio and a defense job.

Vera Vague's next picture will be "Swing Your Partner" at Republic. The story is about radio and radio personalities, and will include Lulu Belle and Scotty, and Pappy Cheshire among others.

Among those present at the Ambassador "War Clinic" press conference for NBC were William Hedges, NBC Station Relations Manager, Clarence Menser, NBC Program Manager, and Roy Witmer, NBC Sales Manager.

The youngest of Eddie Cantor's five daughters, Janet, 14, has just completed the manuscript of a detective story which she is submitting to the "Pulp" magazines.

Gag writers on the Burns and Allen show have dreamed up another impossible proper name, "Myron Fudnick," which is destined to become a fixture in the comedy series. Their most recent creation was "Chauncey J. Trallafanz"—strictly double-talk.

With the addition of another 15-minute news period, five days a week over KFVB on Feb. 15, Sontag Drug Stores of Southern California are now sponsoring 22 quarter-hour programs per week. Besides the KFVB show, Sontags are sponsoring "Baukhage Talking," KECA; (Mon.-Fri.) KFAC, 15-minute Mondays through Friday; 15-minute news period, KFVD, Monday through Saturdays. The account is handled through the Milton Weinberg Advertising Company.

When Sara Berner, Hollywood's tip-top comedienne, went down to the California Shipyards last week to entertain the workers, she went over so big that they voted her entitled to one of their treasured "Award of Merit" pins presented by the Maritime Commission. She is the first non-employee so honored. Presentation was made by the chairman of the Cal-Ship Employees Club.

John B. Hughes, noted news commentator, will plug "Hitler's Children" on four of his nightly broadcasts at 9:30 p.m. preceding the opening of the picture tomorrow, at the Pantages Hollywood and RKO Hillstreet Theaters, on a deal just completed by RKO-Radio.

NCAC SELLS
VAUDEVILLE
DAVE MALLEN
TEN WEEKS AT
RADIO CITY MUSIC
HALL



Radio Is My Beat . . . !

● ● ● Ralph Edwards' "Truth or Consequences" has been booked into the Roxy opening next Wednesday. Contestants will be selected from the theater audience. . . . Frances Greer, Met opera star, makes her WOR-Mutual debut, Thursday, on the "Treasure Hour of Song," subbing for Licia Albanese, the program's star, who will be busy orioling at the Met that evening. . . . Earle McGill as Irish as Mrs. Clancy's grandfather, director of CBS' "Report to the Nation," speaks Yiddish fluently and once directed an All-Jewish version of "The Royal Family". . . . Sir Stork left a baby girl at the Frank (Joan Banks) Lovejoys, Thursday. . . . At the recent Radio Exec's luncheon, Arch McDonald, toastmaster "eased in" like the Major-Leaguer he is, with his opening remark, "Our station is the second best in Washington—every one of the other five stations says so". . . . Barry Wood has until March 1 to decide whether or not to trek Hollywood and become a cowboy-singing star.

★ ★ ★

● ● ● Not only is Arturo Toscanini the greatest living Maestro, but he's also the answer to a copy-desker's prayer: For instance; the first time he saw a Mickey Mouse short, he exclaimed, "Magnifico-Incredible! I must have Mr. Disney to my home." Another time, during a rehearsal of an opera, the composer of the opera was present and was amazed when he realized that Toscanini was conducting without referring to the score. Said the thrilled composer, "It's a shame to think that the Maestro knows my opera by heart when I myself don't." And again: A temperamental diva at the Metropolitan once resented his criticism of a certain vocal interpretation, saying haughtily, "Please Remember, I am the star of the opera." Toscanini bowed politely and murmured, "Madame, I will keep your secret."

★ ★ ★

● ● ● Dropped into a rehearsal yesterday of the Camel Comedy Caravan and as we thought, the smoothness and all-around pep and spontaneity of that program must be attributed to its Producer-Director, Phil Cohan, who not only is the namesake of the Immortal George M, but also is gifted with that rare sense of timing, so vital to successful showmanship.

★ ★ ★

● ● ● Radio At Large: Bill Dunn, CBS correspondent back from the Pacific, will be dined today at the Ambassador. . . . Paul Lavalle's 32 piece (11 men brass section), closes an engagement at the Roxy, but Tin Pan Alley will echo its approval for a long time. . . . Big-name singers will do well to brush up on reading lines, thereby adding to their value to a show. Smart showmen, namely Rudy Vallee and Bing Crosby, both originally singers, have reached the top brackets they now enjoy through having mastered the art as M.C.'s. Lanny Ross' agile foiling with comedians, who appear on the Camel CBS show, where he is Singing-M.C., further proves that contention. . . . Female vocalist for the new Campbell's Soups, which is slated to CBstart in March with Milton Berle hasn't yet been selected. Strong possibility Lucky Gal may be G.G. . . . Arnold Stang can't wait until "Random Harvest" gets tired of its record-breaking run at the Music Hall and leaves to make way for Bob Hope-Dorothy Lamour-Goldwyn Production "They Got Me Covered," in which Arnold does his stuff. . . . Patsy Campbell in the cast of the "Joe & Ethel Turp" CBSlick Runyon comedy, was secretly wed last Spring to Alfred R. Reilly now in Africa with Uncle Sam's High, Wide and Handsome Fliers.

★ ★ ★

—Remember Pearl Harbor—

To the Colors!

GEORGE MARTIN, newscaster KHJ, Don Lee, Los Angeles, has received his commission as ensign in the Naval Reserve. He will report at the station until ordered to sea for training.

—vvv—

GEORGE MEYER, KDKA, Burbank, engineer has been commissioned a 1st Lieutenant in the Army and will report for training at Monmouth.

—vvv—

PVT. MAYNARD M. DUNN, formerly of the Tri-City Navy control room, is now in OCS 1st Signal Corps at Camp Crowder.

—vvv—

The most recent staff member, WSB, Atlanta, Ga., to answer call to the colors are WALTER PASCHALL, news editor, and SHALL DAVIE, engineer, weeks before MARK BARTON, production manager; JIM BRIDGES, assistant production manager, and CHARLIE McCLURE, chandising director, left for the front.

—vvv—

Chief Engineer AL SMITH, WWO-WGL, Fort Wayne, reported for duty with the U. S. Army at Fort Monmouth, on Feb. 18. He has been commissioned a 1st lieutenant.

—vvv—

Two more staffers of WGN, Chicago have entered the service as Aviation Cadets. They are CHARLES CORMIER, an accountant, and JOSEPH PIATKIEWICZ, news editor.

—vvv—

GROVER COBB, who just left his primary training in the Navy Corps is back at KSAL, Kansas, while awaiting call to service.

—vvv—

BILL HOWARD, writer and announcer at WSPD, Toledo, Ohio, is now with the U. S. Army.

—vvv—

ALBERT E. GIBSON, better known as "Hoot," recently left his position as promotion manager of WSM, Nashville, Tenn., and is now a 1st Lt. in the Infantry in training at West Point and Lee. . . . JUD COLLINGS, social events and commercial announcer is now in the United States Army as an aviation cadet. . . . WINSTON ("Red") DUSTIN, has entered the Army Air Forces, and is presently with the public relations branch of the ferrying command at Memphis.

WHAT'S WHAT IN BOSTON

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

REPRESENTED BY HEADLEY-NEED CO.

WCOP

BEAN ON R. SCHMIDT

CC Selects Garey Probe Counsel

(Continued from Page 1)

to Cox, will probably make the hearings impossible. The plan is to get under way with public hearings about the middle of March, but Garey will not be able to put all time into the work until the next week or early in March. The hearings would point toward hearings in April.

It is said Garey was the ideal man for the job, and was particularly qualified, he added, because he had a man who had no previous connection with radio. He described Garey as a "close friend of Jim Hines" and mentioned that he had delegated to the New York National Convention in 1938.

Garey is a native of Chicago, where he was born 51 years ago. He has been affiliated with the Federal Reserve Department, Board of Taxation and Security Exchange Commission. He is the author of "National Commercial Corporation" and graduated from Chicago-Kent College in 1913.

The selection of Garey as committee chairman makes it almost certain that the hearings will be the occasion for new networks. Garey, according to industry sources, has the same tendency to play to the press as Cox, is known to oppose New Dealism and is considered to be an extremely clever lawyer.

Track Meet On Air ACN-Local Stations

(Continued from Page 1)

Following the sports events, Net will go on the air 9-9:30 p.m., then 10:15-10:30 p.m., and catch the mile run, the 1,000 meter and one mile walk, etc. Jack will do the announcing for the meet. WJW will again broadcast the races, including the mile run, and the 1,000 meter walk. WJW will record the races and put them on the air at 10:15 p.m.

WJW Joins CBS Web; Effective March 1

WJW announced the affiliation with CBS, Watertown, N. Y. beginning approximately March 1. WJW has a large radio listeners in New York's "Country." WJW broadcasts with a frequency of 790 kilocycles with full power, full time. The station is managed by Thomas E. Martin.

ARTIST?
Call
2-1100
AND FOREMOST

PROMOTION

WGAR House Organ

WGAR, Cleveland, comes up with an example of an informal and interesting house organ for distribution among its employees and former employees in service. Using a mimeographed format on legal size stock, the "WGAR Home News" contains personal items, cartoons, and chatter. Typical features of the "Valentine Issue" are a message from manager John F. Patt; department news; a report on a survey conducted among employees on the subject of the 10 best things WGAR accomplished; and a page of Valentine greetings directed to WGAR employees in the armed forces.

An unusual feature is the inclusion of actual photograph prints stapled in the edition. One such picture is devoted to an up-to-date shot of the present staff for the benefit of former WGARites now in the service.

While this house organ is not a promotion piece in the sense that it promotes sales, it is outstanding promotion for the job it performs in maintaining friendly employee-management relations.

Court Issues Injunction On "Texas Ranger" Title

(Continued from Page 1)

Participants as "The Texas Rangers" on the Hillbilly Jamboree or any other show promoted and staged anywhere in Ohio by Larry Sunbrock and Jack Andrews.

The action resulted after Sunbrock and Andrews in promoting their show for a stage presentation in Akron announced "The Texas Rangers" would appear in person.

The court's order also enjoined WJW of Akron from carrying commercial announcements that the original "Texas Rangers" would appear in person at the Sunbrock-Andrews jamboree.

The Burkhardt Brewing Co. is sponsoring the transcribed music of the original "Texas Rangers" over four Ohio radio stations—WADC and WAKR in Akron; WLOK in Lima and WIZE in Springfield.

Benzinger To Army

Charles Benzinger, of CBS publicity, reports to the U. S. Army Air Force on Thursday.

"Info. Please" Brochure

A brochure to promote the change of "Information Please" to the new sponsorship of H. J. Heinz Company, has been sent to all NBC affiliated stations.

The promotion piece contains a photograph of the experts in action—John Kieran, F.P.A., and Oscar Levant, with author Jan ("Mrs. Miniver") Struther—and portrait studies of quizmaster Clifton Fadiman and Dan Golenpaul, the program's originator. Pre-announcements, news material, mats of spot-light advertisements for newspaper use, and proofs of tie-in insertions scheduled by the sponsor, are also included in the folder.

Public Service Brochure

A Public Service Brochure summarizing the station's war effort for 1942 has been released by WQAM, Miami.

The brochure presents a numerical breakdown of the station's effort showing that during 1942 a total of 5,936 announcements and 2,259 programs devoted to manpower, defense financing, home front and morale were broadcast.

The actual cash value of time and announcements was \$161,015.00.

MBS Sets Ad Drive; Institutional Copy

(Continued from Page 1)

A Charter As The Wind," borrowed from Shakespeare, the first advertisement, to appear in March, points to the "room and need . . . for a kind of service no other network affords . . ."

This pattern," the ad explains, "comprises intensive coverage of the major markets . . . and extensive coverage of the home-town communities."

"Now That Nations Are Neighbors" is the title of the second insertion which stresses Mutual's reputation as "the First Network For News"—an important factor towards the making of neighbors of "all the nations of the earth."

Emphasizing Mutual's contribution to a "fuller understanding of what the word 'global' really means," the second ad stresses that the news coverage phase of Mutual's public service has an explanation of "why Mutual has been able to weld the radio of 48 states into a compact, loyal assembly, eager day and night to hear what our correspondents and commentators (and advertisers) have to say."

Wedding Bells

Raymond Keane, owner of the Denver Advertising agency which bears his name and now a sergeant in the Army, was married in Denver recently to Ethel Hines.

Another
WCKY
Star!

50,000
WATTS
CBS

DAVID CARTER DEANE
WCKY ORGANIST

THE *L. B. Wilson* STATION

NCAC NOW

OFFERS

THE FAMOUS GISH SISTERS

RADIO'S NEWEST
FEATURE PROGRAM

GUEST-ING

BOB "BAZOOKA" BURNS, on the Burns and Allen program, today (WABC-CBS, 9 p.m.).

PAUL PECHENIHA OUGLITSKY, as guest conductor on the "Sinfonietta" program, today (WOR-Mutual, 11:30 p.m.).

REGINA SCHOOLMAN and CHARLES SLATKIN, discussing "America's Leadership in the Arts," today (WABC-CBS, 4:30 p.m.).

DALE CARNEGIE, at "Duffy's," today (WJZ-Blue Network, 8:30 p.m.).

ANIS FULEIHAN, as soloist on the program of the Columbia Concert Orchestra, tomorrow (WABC-CBS, 3:30 p.m.).

FRANK MORGAN, on Eddie Cantor's "Time to Smile," tomorrow (WEAF-NBC, 9 p.m.).

CHARLES KULLMAN, tenor, on "Great Moments in Music," tomorrow (WABC-CBS, 10 p.m.).

KATHRYN GRAYSON, vocalist, on the "Cresta Blanca Carnival," tomorrow (WOR-Mutual, 9:15 p.m.).

MONTY WOOLLEY, in an adaptation of "Life Begins at 8:30," on the "Phillip Morris Playhouse," Friday (WABC-CBS, 9 p.m.).

Coast-to-Coast

FEELING that the time is ripe to help increase the food production all along the line, the H. C. Capwell department store is sponsoring Barbara Lee in a once-weekly half-hour shot over KROW, Oakland, on the theme of home gardening and dealing specifically with Victory vegetable gardening. The Department of Agriculture of the University of California is furnishing the latest developments in home gardening.

WCAE, Pittsburgh, through the aid of the War Savings Staff and the courtesy of the British Broadcasting Company, arranged for a McKeesport boy, now serving in England, to appear on the "American Eagle Club in London," heard over the station last Saturday. This was done in an effort to help the McKeesport ten per cent War Bond drive.

A new 15-minute news period at noon on Sunday has been added to the WJR, Detroit schedule. It will be sponsored by the Emmco Insurance Co., of South Bend, Ind., which also sponsored broadcast of the University of Michigan football games last fall. Jack White, who provided the color portion of the football broadcasts, also will give the Sunday news. White also is the reporter on the 11 p.m. news broadcast from WJR five nights weekly.

Win Bettinson missed his first "750 Club" broadcast Wednesday morning, Feb. 17, for the first time in two years. He attended a War Production Directors meeting in Boston on that day. "750 Club" with close to four thousand members is a home-makers program that is heard five times a week for an hour and a half each day over WHEB, Portsmouth.

Dale Morgan, special events announcer for KSO, Des Moines, is opening a new series of five-a-week broadcasts. He will go to the service camps, the WAACs, the Army, the Naval Training School at Ames, the Pre-Flight School at Iowa City, to various war industries, and in the homes to cover some phase of the war activities. For more than a year Morgan has been conducting an interview series which replaced his man-on-the-street broadcasts and these will now be transformed into his War Front broadcasts.

A "Report on the War" will be given by Under Secretary of War, Robert Patterson from Pittsburgh over WIP, Philadelphia today from 10:15 to 10:30 p.m.

Ever since Jerry Burns, all-night program announcer on KXOK, St. Louis, started to ask for mail the station has received letters from 42 states. Jerry anticipates that within a week he will have scored in all 48.

AGENCIE

CHARLES A. WELSH, co-author of the book, "Germany's Master Plan," will be guest of honor and principal speaker at tomorrow's Celebration Forum luncheon to be held at Advertising Club of New York. Guests will be welcome.

BATTEN, BARTON, DURST, OSBORN, INC., has been appointed by the "Minneapolis Star Journal Tribune" to handle its promotional advertising. The Minneapolis office of BBD&O will place the business.

J. O. PECKHAM, of the A. C. Son Co., will deliver an address tomorrow at the luncheon of the B. Advertising Assn. which will be at the Belmont-Plaza Hotel.

COMMITTEE ON INDUSTRIAL DEVELOPMENT of the New York Chamber of Commerce has named Erwin, Wasey & Co., Inc., to cooperate in promoting a knowledge of the necticut city's industrial and real estate advantages.

Cleary Recovered

Jack Cleary, supervisor of Network announcers, is expected at his desk today after having been out for a while as a result of injury to his back.



AVAILABLE:

FLASH!
3 NIGHTS A WEEK HAVE
JUST BEEN SPONSORED.
3 STILL OPEN. HURRY!



Bump pitched 3 World's Series for the Yanks and covered the 1942 Series from New York and St. Louis press boxes. He is a trained public speaker.

A PROVED, 3- or 6-TIME PROGRAM
COVERING NEW ENGLAND'S BEST 10 MINUTES AND FEATURING

BUMP HADLEY AND WBZ

In a single contest, Bump Hadley swamped himself with 2,860 thoughtful letters from fans, each selecting a 9-man ball team with reasons-why! (All for a modest prize, when only one in a thousand would try to beat an expert at his own game.) This shows what a terrific team you get in Hadley and WBZ from 6:05 to 6:15, Mondays through Saturdays. Put your message across home plate all through New England with Hadley in the box, either 3 or 6 times weekly. For rates ask any NBC spot salesman, or apply to WBZ.

WESTINGHOUSE RADIO STATIONS INC.

WOWO • WGL • WBZ • WBZA • KYW • KDKA
REPRESENTED NATIONALLY BY NBC SPOT SALES

WBZ
WBZA

BOSTON - SPRINGFIELD

Disk Men State Position

Exec-Labor Unit Confer With WMC

Washington Bureau, RADIO DAILY
Washington—Representing management and labor, the "Electronics Manpower Advisory Committee" has organized to prepare recommendations to the War Manpower Commission and other government agencies on manpower problems in the electronics industry. It was organized by the radio division of the Navy Bureau of Ships, the Army Navy electronic production division and the Radio Division of the War Relocation Authority.

Reported Missing In "Clipper" Accident

Washington Bureau, RADIO DAILY
Washington—J. Cuhel, Mutual Broadcasting System's foreign correspondent, is reported as missing after a check of the passenger list was made by the Pan American Airway's plane, the Yankee Clipper, which exploded in the Taugus River, Lisbon, Portugal.

Net's Coast Meeting Sus In 'Understanding'

Washington Bureau, RADIO DAILY
Washington—Concluding a two day meeting at the Ambassador Hotel here, the network executives and representatives of affiliated stations on the West Coast arrived at a clear understanding of the problems of each.

Catching Up

The AFM ban prohibiting the use of recordings of instrument music on stations carrying Procter & Gamble's transcribed "Snow Villagers" which is heard as a live broadcast on NBC, to run four weeks on the live broadcasts. Reason: transcripts concerned a character playing the piano. Changes had to be made in order to fill in the schedule.

Starts With 17.9
Premiere on Feb. 12 of American Tobacco's "All Time Hit Parade" played to 17.9 of the sets among the radio audience according to the CAB which says this is the highest rating ever recorded by the research organization for a first performance of a radio show. Show which originates at Carnegie Hall is in the former "Info. Please" spot.

AFRA Forwards Notice Of 10% ET Increase

AFRA has forwarded its notice of increased scale of 10 per cent to transcription companies, which is more or less a five-day time-allowance unless the companies involved take issue. This is apart from the live talent increase or sustaining programs. "Pursuant to the provisions of the Code of Fair Practice for Transcriptions and Recordings for Radio and Broadcasting Purposes, Minimum Terms and Conditions for Radio Recording Artists, which provide for an adjustment in the minimum rates of pay under the cost of

CBS Clearing Strip For B. F. Goodrich Co.

CBS is still working on time-clearance for the B. F. Goodrich Rubber Co. which is buying a five-minute strip 6:55-7 p.m., EWT on the tail end of "The World Today" program;

Twelve Leading ET And Record Firms Inform Petrillo That Proposals Are Considered Unsound

Study Of 48-Hour Law Planned By NAB Group

Washington Bureau, RADIO DAILY
Washington—Surveys to determine the effect of the 48-hour week order in four areas were decided upon yesterday at a joint meeting of the NAB Wage Hour and Labor Executive Committees here. With the result of these surveys NAB will attempt to work out with the War Manpower

Radio, Phonograph Cut Safe For Morale—OCS

Washington Bureau, RADIO DAILY
Washington—American civilian morale would not dip below the danger point if production of radios, phonographs, needles and replacement parts were cut to 3.2 per cent of the 1939 production, according to Joseph L. Weiner, director of the

FDR On All Nets Sunday; Also Eisenhower-Nimitz

President Franklin D. Roosevelt will be heard on all four networks next Sunday at 4:15 p.m., EWT in connection with the Red Cross drive;

In a letter to James C. Petrillo, president of the American Federation of Musicians, 12 recording and transcription companies informed the union head to the effect that until many points are clarified, they would not consider negotiations on the plan to tax recordings as a means toward lifting the present AFM ban. Seven fundamental points are raised which are held to be up to Congress since they concern a great many American people.

In addition, four reasons are listed

Small Station Plight No Fault Of FCC—Fly

Washington Bureau, RADIO DAILY
Washington—An attempt to lay the economic plight of small stations at the door of the Commission was parried Monday by FCC Chairman James Lawrence Fly. The suggestion that the Commission might be at fault for licensing many of these small stations was by implication, growing from a

PA Names Joe Torbett Special Rep In Capital

Joe H. Torbett, news executive with Gannett and Scripps-Howard newspapers for many years, has been named special representative at Washington

OWI Oversees Branch Readies Major Reorganization Moves

Sterling Drug Net Profit Equals \$4.04 Per Share

Net profits of Sterling Drug Inc. large user of radio time, for the year ended Dec. 31, 1942 were \$7,086,354 after all charges and after provision of \$8,500,000 for Federal and foreign income and excess profit taxes, James Hill, Jr., president, said in the Company's annual report mailed to stock-

Washington Bureau, RADIO DAILY
Washington—To "enable it to aim with a rifle rather than with a shotgun," OWI has announced a reorganization of its Overseas Branch. No important personnel changes are involved, although the announcement of the reorganization coincides with admission, after weeks of rumor, that Edgar Ansel Mowrer, erstwhile ace foreign correspondent, and William Whitney, who was head of the

"The Purple Heart"

The story of the Purple Heart, U. S. Army decoration, is being released later this week to 678 stations as the 132nd program in the transcribed series, "Voice of the Army." Established in 1782 by Gen. George Washington, the Purple Heart is awarded to American heroes for "any singularly meritorious act of extraordinary fidelity or essential service."



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

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

FINANCIAL

(Tuesday, Feb. 23)

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. Row: Nat. Union Radio.

OVER THE COUNTER

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

FDR On All Nets Sunday; Also Eisenhower-Nimitz

(Continued from Page 1)

with the President will be heard Gen. Dwight Eisenhower from Africa and Admiral Chester Nimitz from a naval base in the Pacific. Appearance of both the latter depend upon whether their presence does not interfere with military or naval duties.

FDR will be introduced by President Norman Davis of the Red Cross.

WHPEN Philadelphia 5000 WATTS • 950 ON THE DIAL. Affiliated Station of the Atlantic Coast Network.

Coming and Going

DR. LYMAN BRYSON, CBS director of education, has returned from a trip to Washington, D. C.

DALE ROBERTSON, general manager of WARM, Scranton, is in New York on station and network business.

FRANK KING, president and station manager of WMBR, Columbia outlet in Jacksonville, arrived from Florida yesterday for a short visit.

FRED DODGE, program director of WKRC, Cincinnati, is en route to Parris Island, S. C., to lay the groundwork for the full-hour broadcast next Sunday from the Marine training base. Maj. Gen. E. P. Moses, commandant of the base, will participate in the program.

KINGSLEY HORTON, sales manager of WEEI, Boston, in town yesterday for conferences at the headquarters of CBS.

LEONARD KAPNER, president and general manager of WCAE, Pittsburgh, is in New York. Paid a call yesterday on the local representatives of the station.

MERLE JONES, general manager of KMOX, Columbia affiliate in St. Louis, and WENDELL CAMPBELL, sales manager of the station, have joined the executive contingent currently in New York.

CAPT. JOE THOMPSON, of the radio branch of the war Department, was at Ft. Snelling, Minn., yesterday, for the broadcasting of the "Pass in Review" program over Mutual.

JAMES KANE, an assistant to George Grandall, CBS director of publicity, left yesterday on a short trip to Baltimore.

G. BRUCE McCONNELL, president and general manager of WISH, Blue Network outlet in Indianapolis, a caller yesterday at network headquarters.

"HUB" JACKSON was in town from WCOS, Columbia, S. C., for talks with the New York station reps.

VICK KNIGHT, executive producer of radio for the Milton Biow agency is here from the West Coast for a brief stay.

MURRAY B. GRABHORN, national spot sales manager of the Blue Network, has left on a six-day business trip. In Chicago today, he will spend tomorrow in Detroit, Friday in Cleveland and will return on Saturday.

HAVEN GILLESPIE, song writer, is in New York from Cincinnati on a short business trip.

LEO L. FITZPATRICK, executive vice-president and station manager of WJR, Columbia's outlet in Detroit, has arrived for a few days in New York.

MILES INGALLS, radio and theatrical agent, off to Cincinnati to discuss a coast-to-coast program which would originate in the Ohio city.

AL SHEEHAN, program director of WCCO, the CBS outlet in Minneapolis-St. Paul, conferred yesterday at the offices of the network.

LOREN STONE, commercial manager of KIRO, Seattle, has returned to his Washington headquarters following a coast-to-coast business trip.

HOWARD LANE, central division field manager in the station relations department of CBS, arrived yesterday from Chicago.

WALTER B. HAASE, program manager of WDR, Hartford, in town from Connecticut on station business.

DON S. ELIAS, executive director of WWNC, Asheville, N. C., outlet of CBS, is spending a few days in New York.

EDWARD WALLIS, program director of WIP, Philadelphia, will pass this week in New York attending the meetings at Mutual and BMI.

FRED PALMER, sales director of WCKY, Cincinnati, is here for business conferences at CBS.

JACK FIELD, JR., sales manager, and OLLIE CARPENTER, assistant sales manager, of WFPT, Raleigh, N. C., plan to spend this week in New York on station business.

ED BUCKALEW, station relations manager for the Columbia Pacific Network, left Hollywood Monday for an extensive trip through California and the Northwest. He plans to return around March 17.

Cuhel Reported Missing In "Clipper" Accident

(Continued from Page 1)

North Africa where he was to cover the front for the network.

Other passengers on the ill-fated Yankee Clipper included well known radio and theatrical folk who were going over to entertain the armed forces under the auspices of the USO. Reported rescued but in "poor condition" is Jane Froman. Also reported as safe were Yvette, singer; Gypsy Markoff, Jean Lorraine of the team known professionally as Lorraine and Rognan.

Pan American Airways stated last night there was some hope for some of those reported missing due to the known presence in the waters nearby of Portuguese fishermen who may have picked up some of the missing passengers.

CBS Clearing Strip For B. F. Goodrich Co.

(Continued from Page 1)

at some Western points the period may be heard at 8:55-9 p.m. local time. BBD&O is the agency for Goodrich; no contracts actually signed as yet.

AFRA Forwards Notice Of 10% ET Increase

(Continued from Page 1)

living clause, we hereby give you formal written notice that the minimum rate of pay specified in the said agreement should now be adjusted 10 per cent from the amount set forth therein."

As previously stated in these columns, commercial radio rate for live talent is expected to be adjusted at 19 per cent, due to the fact that one contract survey is based on a longer term in effect.

WHAM advertisement for Monroe County, featuring a map and text: '5305 factories swell buying power for 900,000 radio homes. Not' Rep. George P. Hollingbery Co. 50,000 Watts... Clear Channel... Full Time... NBC Blue and Red Networks. ROCHESTER, N. Y. "THE STROEBING-CARLSON STATION"

Study Of 48-Hour Law Planned By NAB Group

(Continued from Page 1)

Commission a uniform national poll for radio in regard to the 48-hour week.

Although administration of the hour order is a local affair it is believed that if a sound policy is worked out in Washington it will be observed by the local officials.

The four areas to be studied for effect of the order are Baltimore, Washington, D. C., San Francisco and Springfield, Mass.

About 50 Stations Exempt

Only about fifty radio stations the country, according to NAB estimates, would be exempt from WMC order on the basis that they have less than eight employees, but the contention seems to be that enforcement of the 48-hour week most stations would not mean a great saving of manpower. What NAB hopes to show by a study of the approximately 30 stations in the areas is, apparently, that placing employees on the 48-hour basis would not mean release of workers at most stations.

The meeting, which was not attended by committee members which did include several network representatives, discussed radio matters generally, including the AFM cording ban. Ed Hollander of WMC spoke briefly on operation of the 48-hour week order.

William Schudt III

William Schudt, Jr., eastern division field manager in the station relations department CBS, is confined to his home with pneumonia.

WHAM advertisement featuring a cartoon character holding a sign: 'WHEN YOU BUY WHAM YOUR SALES GO UP'. Text: 'Edward Petry & Co., National Representatives'.



At Last! **MODERN
WAR SOUND EFFECTS**

We have just completed a series of truly startling Super-Sound Effect records, making available to radio for the first time, the authentic sounds of warfare as it is fought today.

There are highly dramatic airplane effects, including Spitfires, Messerschmitts, the P-38, P-39, P-47 and other modern fighters and bombers in various flight maneuvers, dog-fights, dives, etc., new ground battle effects with tanks, falling bombs, machine-gunning and cannon fire, all amazingly realistic; the official British air raid alarm and all-clear.

The release includes, in addition to 12 sides of warfare sounds, 2 sides of new train effects and 2 featuring a Midway crowd and a crowd of natives.

These remarkable new effects, like all Standard Super-Sound Effects, are pressed on genuine Victrolac, guaranteeing lowest surface reproduction, something no longer to be expected from records made of reclaimed shellac.

A catalog supplement giving complete descriptions of these new effects is now in the mail. Write for your copy at once, if you do not soon receive it.

★ *Standard Radio*

45 WEST 45th STREET
NEW YORK, N. Y.

360 N. MICHIGAN AVENUE
CHICAGO, ILLINOIS

6404 HOLLYWOOD BOULEVARD
HOLLYWOOD, CAL.

Los Angeles

By JAC WILLEN

BURNS and ALLEN'S first New York guest will be Madeleine Carroll, followed by Jose Iturbi and Deems Taylor the second week.

Eddie Cantor's next broadcast will be heard from Camp Elliott, near San Diego, with Tyrone Power guesting.

Warwick & Legler opened their new Hollywood offices this week for handling of the Pabst-Groucho Marx and other shows on tap. William Randol, Jr., has been set as office manager with Dick Mack in charge of program supervision and as producer of the Marx opus.

H. Park Warwick, president, and J. R. Warwick, vice-president of the agency, returned to New York after their three-week stay here to complete their future West Coast programming plans.

Radio, Phonograph Cut Safe For Morale—OCS

(Continued from Page 1)

Office of Civilian Supply. Weiner's estimate—which he regards as a "warning" rather than as a recommendation to Federal authorities—is contained in his "bedrock" report, submitted last month to James F. Byrnes, head of the OCS, at Byrnes' request.

The report contains Weiner's estimates as to the value of civilian goods and services which must be maintained as a very minimum. If these activities dip lower than the estimates offered by Weiner—which will be revised at frequent intervals—the harmful effect upon civilian morale will be more detrimental to the war effort than the savings effected will be beneficial to the war economy.

Weiner's table shows that, at manufacturers prices, radios, phonographs, records, etc., produced in 1939 were valued at \$229,000,000. At the consumer level the value was \$378,000,000. The minimum to which these could safely be cut would be 7.3 and 12.1 million respectively—or 3.2 per cent in each case. Weiner tabulations follow:

	1939 Value in Million Dollars		Minimum Needed Million Dollars	Per Cent
	Mfrs. Prices	Consumer		
Receivers	50	0	0	0
Standard	50	0	0	0
Shortwave	63	0	0	0
Automobile	27	0	0	0
Phonograph and Record Players	23	0	0	0
Radio Phonographs	17	0	0	0
Records	18	1.8	10	10
Needles	1	.5	50	50
Replacement Tubes	10	5	50	50
Radio Equipment not Mentioned	20	0	0	0

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



A Reporter's Report Card. . .!

● ● ● JACK BENNY: Joan Davis threatens to violin-sole on an early Vallee show. . . BOB HAWK: You may not realize it but you'll soon be donating the 1,000,000th cigarette on your "Thanks to the Yanks" giving. . .

MARTIN BLOCK: Understand that several morale officers plan to set up "Ballrooms" at their respective Army Camps. . . JAY JOSTYN: Has your brother, a Captain under the Gen. MacArthur Command, sent you the Koala Bear he promised? . . . PVT. SID WEISS: The two biggest laughs heard on Tom Slater's "This Is Fort Dix" program last Sunday via WOR occurred during your interview. Bet you can hardly wait for the next Crossley. . . PHILIPS H. LORD: Your radio thriller "Counterspy" is being considered by a newspaper syndicate for daily comic strip. . . ED GARDNER: Nice steppin'—we mean your up-to-the-minute remark. "Don't kick. Rationing of shoes means the Axis will get the boot."



● ● ● GEORGE TRENDLE: Expect to see you in our office the early part of next week. . . ARCH SHAWD: Where is that letter you promised? . . . BERNARD ESTES: Nice gesture, we mean WINS' presenting a transcription of Borough President John Cashmore's heart-feltribute to Hero Sgt. Meyer Levin's parents. . . PAUL LAVALLE: When you were chosen "Mayor of Basin St.", it really is a mythical kingdom. The name of that N'Awleams street was changed to North Saratoga, yars and yars ago. . . ROSE BLAINE: March 1 will mark your ninth anniversary as vocalist with Abe Lymanipulators of music. . . GERTRUDE CRIPPEN: You should feel quite at home on the "Crime Doctor" CBS shows: your dad, Henry Clay Crippen, criminal lawyer back home in Billings, Mont. never lost a murder case. . . JOAN EDWARDS: You will make a personal appearance at the Paramount theater soon.



● ● ● M-G-M: Paramount is taking a gander at the Korn Kobblers' doin's at Rogers Corner. . . CROSS & DUNN: Friends will toss a gala party for you tonight at the Greenwich Village Inn, to celebrate your tenth anniversary as a team. . . DOROTHY LAMOUR: Little Red Riding Hood had only one wolf to contend with. . . JOHNNY LONG: You and the band go into the Hotel New Yorker in May. This is your third encore there. . . INGE ADAMS: You are the lucky auditioner for the "Queen of Sheba" role featured in the NBC daytimer "Light of the World". . . TED COLLINS: You and 29 other national figures will be appointed by Secretary of Agriculture Wickard to recruit a Farm Army of three million. . . JIMMY DURANTE: Herb Shriner says the Navy is going to draft your proboscis (schnozzle to youse) for use as an aircraft carrier. . . JERRY LESTER: While waiting for a big radio show, you'll give out with LesTERRIFICS at the Strand Theater beginning March 12. . . PERRY COMO: Your vocalsthenics last Sunday on the CBS "Only Yesterday" show may make you an exclusive CBSStellarynxer. . . HELEN O'CONNELL: Next Tuesday you start the first of your consecutive guest-singing shots on the Jolson-Woolley Columbia Broadcasting Systemper-relaxer. . . FRANK FORREST: You will be the summer replacement for a current ciggie show, starting June 6.



● ● ● BERT LEBHAR: You're the entertainment chairman of the Jewish Memorial Hospital of New York benefit at the Astor Saturday. You're also slated as a strong contender for the Eastern Bridge Championship held at the same time at the Hotel Park Central. (It's your move, and speed is the word for it) . . . PEGEEN FITZGERALD: Beginning next Monday, you'll WOR-SPRED entertainment for the Glidden Paint Co.



Remember Pearl Harbor

Chicago

By FRANK BURKE

CLEM MCCARTHY, sportsman will be guest of Bill Stern on Sports News Show on NBC (WMA) at 9 p.m. Feb. 27. Clem will discuss with Bill the effect of the war on the future of the sport of kings.

Gil Faust, assistant producer actor on the WBBM-CBS serial "Perkins," will be added to the WB production staff Feb. 27, assuming the post of producer vacated by He Steward.

Lawrence Gilliam, director features for the BBC, left for West Coast Saturday after having completed arrangements for WB to carry the Gilliam-Corwin CBS series, "Transatlantic People to People." Gilliam will visit Denver, Los Angeles, San Francisco to New York and London.

Sterling Drug Net Profit Equals \$4.04 Per Share

(Continued from Page 1)

holders. This is equivalent to \$4.04 per share on 1,750,667 shares, which compares with earnings in 1941 of \$3,651,386 after all charges and Federal and foreign taxes of \$6,100,000, or \$4.96 per share on 1,740,000 shares.

President Hill reports sales during the year at \$53,447,584, an increase of 12.1 per cent over the \$47,678,000 shown in 1941. The consolidated balance sheet shows current assets of \$30,548,932, as against current liabilities of \$14,946,413.

During the year dividends of \$1.00 per share were declared and paid to more than 24,400 stockholders. In addition to the dividends paid during the year, charges of \$262,113 were accrued, representing items not applicable to the current year's operations. The net increase in earned surplus for the year was \$890,908, bringing the earned surplus balance at Dec. 31, 1942 to \$18,735,121.

Brockway on McBride Program

Richard E. Brockway, regional director of the U. S. Employment Service Division of the War Relocation Authority, will speak at WEAF today during the "Home Front Forum" conducted by Mary Margaret McBride. The program will be broadcast from 1:00-1:45 p.m.

★ the BEST and the MOST FOR YOUR DOLLAR

WnBC

In America's INDUSTRIAL ACTIVE HARTFORD

5000 WATTS BASIC BLUE

Small Station Plight No Fault Of FCC--Fly

(Continued from Page 1)

...put to the chairman during
...conference.

...this business of the radio sta-
...financial status," asked the
...regulator, "there seems to be an
...among some advertisers that
...financial plight of the small sta-
...not particularly a war problem
...as they have been in financial
...plight for some time."

...Fly comment at this point was,
...in the first place, I don't think that
...is accurate, and in the second
...is so what? Let's assume they
...have been in a bad way for a long
...time, too, let's assume they are
...essential to the nation and the
...world in time of war."

...questioned next as to whether it is
...the advertisers' responsibility to
...the stations," Fly replied, "I
...suggested that it is the re-
...sponsibility of the advertiser or any
...one's concern of his at all. It is
...a question of fault or dereliction.
...a question of recognizing cer-
...tain circumstances which may very
...well merit the sympathetic attention
...of us who are promoting that
...essential public service."

...though a large number of special
...reports giving approximate operating
...profits for last year have been
...issued by the Commission, it is un-
...certain that the results of this special
...report will be released, Fly said, be-
...cause the annual reports have been
...filed. The annual reports will
...provide much more valuable data, he
...said, these are due at the Commis-
...sion March 1.

James Joe Torbett Special Rep In Capital

(Continued from Page 1)

...Press Association, Inc., radio sub-
...sidiary of The Associated Press, is
...announced by Oliver Gramling,
...general manager of PA. Tor-
...bett joined the staff at PA's New
...York headquarters and will take up
...his special position in a few weeks.

...for the last seven years, Torbett
...was managing editor of Gannett
...newspapers in Rochester, Utica and
...Syracuse. Prior to that, he was with
...the Howard newspapers for nine
...years, managing editor of the Cin-
...cinnati Post and feature editor of
...the New York World-Telegram. He
...worked with the Kansas City "Star"
...for six years.

...Torbett has been on the executive
...staff of The Associated Press
...and the Editors' Association, and is
...a member of the American Society of
...Newspaper Editors. He is a veteran
...of World War I, in which he was a
...sergeant in the Marine Corps.

O'Connell On Jolson Show

...O'Connell, singer now heard
...on "The Blue Belcher Basin Street"
...on the Blue Belcher, has been signed to do the
...spot on the Al Jolson-Monty Wool-
...fson program Tuesday nights over
...the spot left vacant by
...the late Al Jolson. She will continue to be
...on the Blue.

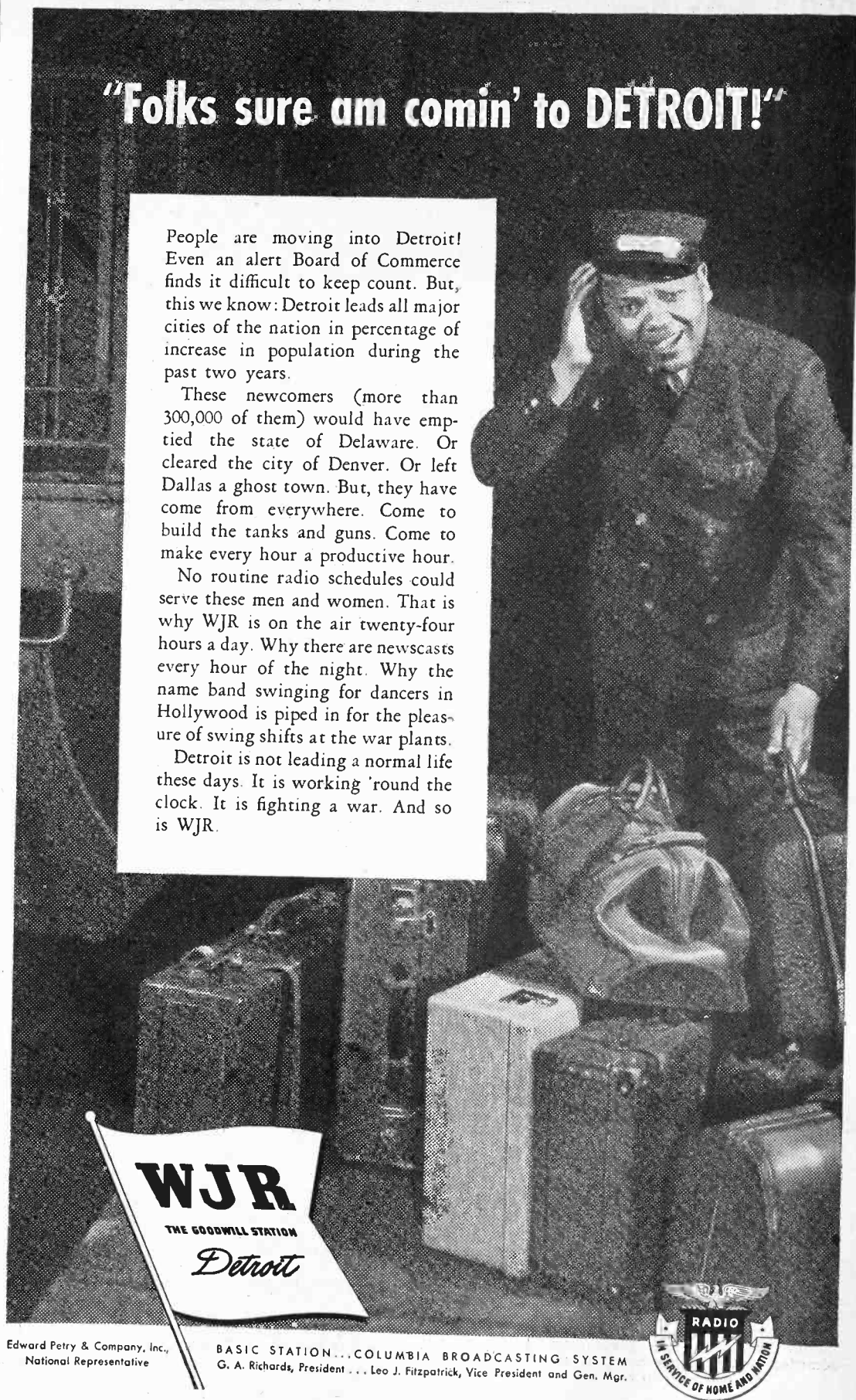
"Folks sure am comin' to DETROIT!"

People are moving into Detroit!
Even an alert Board of Commerce
finds it difficult to keep count. But,
this we know: Detroit leads all major
cities of the nation in percentage of
increase in population during the
past two years.

These newcomers (more than
300,000 of them) would have emp-
tied the state of Delaware. Or
cleared the city of Denver. Or left
Dallas a ghost town. But, they have
come from everywhere. Come to
build the tanks and guns. Come to
make every hour a productive hour.

No routine radio schedules could
serve these men and women. That is
why WJR is on the air twenty-four
hours a day. Why there are newscasts
every hour of the night. Why the
name band swinging for dancers in
Hollywood is piped in for the pleas-
ure of swing shifts at the war plants.

Detroit is not leading a normal life
these days. It is working 'round the
clock. It is fighting a war. And so
is WJR.



Edward Petry & Company, Inc.,
National Representative

BASIC STATION...COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President... Leo J. Fitzpatrick, Vice President and Gen. Mgr.



OWI Overseas Branch Completing New Setup

(Continued from Page 1)

Branch's Intelligence Bureau, have resigned.

Two major organizational changes are involved. In the first, Elmer Davis, OWI director, becomes chairman of the Overseas Planning Board, which includes also Robert E. Sherwood, Overseas Director, as vice-chairman, Milton Eisenhower, Assistant OWI Director, James P. Warburg, Deputy director of psychological warfare policy, Gardner Cowles, Jr., Director of Domestic Operations, Ferdinand Kuhn, Deputy Director United Nations Information Policy, Joseph P. Barnes, Overseas News Chief for New York, and Owen Lattimore, San Francisco Chief.

The second change involves the setting up of seven regional divisions, all patterned after the British Division, under Kuhn, creation of which was announced early in January. Region 1, the British, includes the United Kingdom and Eire, Australia and New Zealand, India and South Africa.

All To Work from Washington

Region 2, under Percy Winner, includes France and Belgium, North Africa, Italy, Spain and Portugal. Douglas Miller, author of "You Can't Do Business With Hitler," heads Region 3, which includes Germany, Austria, Holland and Switzerland.

Norway, Denmark, Sweden, Finland and the Baltic states are included in Region 4, headed by Bjarne Braatoy, former Norwegian shipping man. Robert Parker, until he returns to Ankara, will serve as chief for Region 5, which includes Turkey, Greece, Czechoslovakia, Poland, Jugoslavia, Hungary, Rumania and Bulgaria. No chief has been named yet for Region 6, covering Iran, Iraq, Egypt, Syria and Lebanon. George Taylor heads region 7, including Japan, China, Indonesia and the Philippines.

All these regional chiefs will work from Washington in the future, it was revealed. They will be assisted in the carrying out of their programs by James Linen, Chief of the Outpost Service Bureau, who will also be transferred to Washington. All will be directly responsible to Sherwood.

Seen as Victory over OSS

The effect of the shuffling, according to Eisenhower and Sherwood, will be "to focus the work of the Branch toward specific areas of the world." The planning thus far has not been as sharp as it should be, and adoption of this new organization plan signifies that OWI has finally emerged victorious in its behind-the-scenes struggle with Col. Donovan's Office of Strategic Services. The OSS has long sought to take over a good deal of the OWI work in foreign lands, but the new OWI setup is believed to be projected as a result of final assurances from the White House that the job to be done in these lands is to be done by OWI.

Both Sherwood and Eisenhower admitted that planning has thus far

(Continued on Page 8)

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 Feb. 12-18, 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 WEF 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)
You'd Be So Nice To Come Home To (Chappell)		1530	1152
For Me And My Gal (Mills)		1315	467
I've Heard That Song Before (Mayfair)		1263	1519
There Are Such Things (Yankee)		1190	1336
Moonlight Becomes You (Famous)		996	1185
That Old Black Magic (Famous)		933	771
Moonlight Mood (Robbins)		868	632
Brazil (Southern)		864	1959
I Had The Craziest Dream (Bregman-Vocco-Conn)		782	673
Why Don't You Fall In Love With Me (Harms)		740	707
Weep No More My Lady (Dorsey)		691	589
Please Think Of Me (Witmark)		615	624
Rose Ann Of Charing Cross (Shapiro-Bernstein)		611	300
Savin' Myself For Bill (Chappell)		608	233
Hey, Good-Lookin' (Chappell)		482	248
I Don't Believe In Rumors (Broadcast Music)		459	140
Dearly Beloved (Chappell)		413	427
Taking A Chance On Love (Feist)		388	216
I'm Getting Tired So I Can Sleep (Army)		387	502
When The Lights Go On Again (Campbell-Loit-Porgie)		386	327
As Time Goes By (Harms)		369	240
Touch Of Texas (Southern)		353	1370
Canteen Bounce (E. B. Marks)		334	326
Take It From There (Miller)		322	307
Army Air Corps (Fischer)		299	630
There's A Ray Of Sunshine (Lincoln)		289	150*
I Just Kissed Your Picture Goodnight (Crawford)		261	373
Giddap Mule (Advanced)		249	...
Don't Get Around Much Anymore (Robbins)		234	292
Abraham (Berlin)		231	164*
Rosie The Riveter (Paramount)		219	350
Happy Go Lucky (Paramount)		203	...
When The Shepherd Leads The Sheep Back Home (Bregman-Vocco-Conn)		202	241
It Can't Be Wrong (Harms)		201	158
Three Dreams (Remick)		190	620
Out Of This World (Remick)		187	242
Mister Five By Five (Leeds)		181	362*
Why Don't You Do Right (Mayfair)		179	233
Daddy's Letter (Berlin)		170	125
It Started All Over Again (Embassy)		165	...
There's A Harbor Full Of Dreamboats (Shapiro-Bernstein)		163	...
If I Cared A Little Bit Less (Feist)		160	180*
Are You Spoken For (Bregman-Vocco-Conn)		149	168*
I'm Old Fashioned (Chappell)		141	142*
Hip Hip Hooray (Robbins)		133	509*
I Lost My Sugar In Salt Lake City (Mills)		133	266
The Tulips Are Talking Tonight (Berlin)		132	...
At The Crossroads (E. B. Marks)		128	210*
My Dream Of Tomorrow (Santly-Joy)		127	494
9-20 Special (Regent)		120	154*
There Will Never Be Another You (Mayfair)		120	379

(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.

Blue Net Coast Meets Irons Out Problem

(Continued from Page 1)

other, and as pointed out by Stult, manager of station in Seattle, speaking for the assembly of broadcasters, "he wanted to thank the Blue Network in behalf of the station representatives for the hospitality and understanding shown. A great deal has been accomplished at this meeting," he declared, "many problems have been clarified."

Most important subject matter discussed was that of programming scheduling, with time availability principal difficulty under consideration. Much light was thrown on the subject by Phillips Carlin, president in charge of program for Keith Kiggins, vice-president in charge of station relations, and E. Gilman, vice-president in charge of the Blue Network's Western Division, in presenting network's position.

"Our booking of shows is only a part of the picture," Carlin pointed out. "The network's eventual strength will be the local strength of its combined members."

Blue Progress Outlined

In this connection, Gilman cited instances where the Pacific Coast stations have had to pass up business because the desired time was not available on certain stations. "I realize the importance of your local activities," western executive told the gathering, "and that you have a serious responsibility as far as your local audience is concerned. However, no network can operate profitably unless it can have desirable time to sell."

In calling attention to the situation made by the network in the first part of its independent operation, Gilman said: "Revenues to stations in the West have been up from 28 per cent in 1941 to 51 per cent over 1941, the average being 51 per cent. And over 1940, when actual separation started, revenues went up as much as 450 per cent with an average increase of 197 per cent. The present rate of acceleration in revenue you are receiving from Blue today should show a substantial increase over 1942."

Station representatives who attended the two-day session were: Kroeck, KTMS, Santa Barbara; DeBanta, KERN, Bakersfield; Kees, KOH, Reno; Charles P. S. KTKC, Visalia; George Ross, KJL, Stockton; Wm. H. Ryan, KECA, Los Angeles; Thomas E. Sharp, KJL, San Diego; Leo O. Ricketts, KJL, Sacramento; Harvey Wixson, KJL, Spokane; Arden X. Pangborn, KJL, Portland; W. G. Stult, KJR, Seattle; and Robert Dwan, KGO, San Francisco.

Pearl Buck On Mutual

Allentown, Pa.—Mutual will broadcast Pearl Buck's first public appearance on America from the Allentown High School Auditorium on the coast to coast hook-up today, 8:15 to 8:30 p.m.

The subject of her speech is "America Means to Me" which she will deliver as the first of a series of Books and Authors Rallies, organized to help the War Savings

Recording Companies State Position With Regard To Proposed AFM Fees

(Continued from Page 1)
Recording men consider the proposals as unsound. The forwarded yesterday to the office follows:

Text Of Letter
Meeting with you on February 15th, assigned companies engaged in various of the recording and transcription business to consider the proposals which were distributed on February 12th. Conference has been spent by us in an attempt to give you a response which would result in the re-employment of our members. Any such response must be in relation to these prior facts:

On June 25, 1942, without previous warning, you announced that you would allow any of our musicians to make recordings after July 31st. This complete cessation of recording has been operating under a license which imposed on us a 'closed shop' condition. Under this license, we had to pay your members at rates which were the highest for skilled service in the industry. In addition substantial royalties on phonograph records manufactured have been paid to the musicians who made them. Although other working conditions were not ideal, you nevertheless called a meeting without previous notice or demands. You allege wholesale unemployment for members (a claim we deny). You have continued this strike and the re-employment for a period of almost nine months. In doing so, you have deprived of Elmer Davis of the services of both military and civil engineers. During those seven months you offered to return your members to work even to state the conditions upon which you would do so. This continued until the committee under the Chairmanship of Mr. Worth Clark of Idaho insisted upon some proposal. Even now you insist on a proposal in form only.

It is obvious that the recording companies are not interested in the re-employment of our members. You insist upon an additional sum directly to the AFM and above their payments to the musicians employed. You further insist that this sum be accumulated or used for the union's uncontrolled disbursement to the benefit of union members who are not employed. The destructive and dangerous nature of our proposal is that it assumes that the industry owes a special obligation to non-employed by it,—an obligation which is not a responsibility of the union. In addition to the soundness of such a proposal, the objections are at once apparent:

Technical Progress

Were alarmed at the damage which would be done to the whole field of technological improvement if the use of any new device, of proven value to people as a whole, were to be delayed by the costs of special industry relief in addition to the other costs of pioneering research, development, and subsequent promotion.

Unfair Treatment of Non-Employees
We do not believe that our companies, which have employed the highest number of musicians at the highest rates in the history of the music industry, should be asked to assume responsibility for the unemployment of our members, even if such unemployment is the result of such of your union members who cannot be employed by us.

Unfair Employment and Use
We do not approve a proposal which would levy a private tax upon every phonograph record manufactured and sold when

Application for Announcer
50 k.w. station.
Address Box 119, care
Radio City, 1501 B'way, N. Y. C.

it is obvious that the records used in the home, far from creating unemployment, have been the source of much profitable employment to your members. This has been publicly and officially proclaimed on more than one occasion at your own union's conventions. Such records used in the home constitute at least eighty per cent of the total phonograph record output, and thus, under your proposal, eighty per cent of your tax would ultimately fall squarely on the public which buys records for home use and is in no way responsible for whatever unemployment you may claim exists.

Duplicates Government Relief

"(d) The Government has provided taxes for unemployment relief. A second tax for a new private system aimed at the same relief seems wholly unjustified. Similar proposals could, with no more excuse, be made by singers, engineers and others contributing to the high quality of our products. Any such private and isolated system of unemployment relief within an industry is not only contrary to public policy but would be in direct conflict with the various plans under discussion in Government circles for the expansion of uniform and nation-wide social security measures. No private and limited scheme for the benefit of a few within an industry can be pyramided on top of Federal and State social security plans without creating serious inequities. Certainly mere membership in a union should not entitle a member to special privileges from an industry which does not employ him but happens to employ some of his fellow members.

"We recognize that because a social philosophy is new it is not necessarily wrong. What you have proposed is a startling new kind of social philosophy for both industry and labor. While we believe that it is wholly wrong in principle, we doubt that either a single union or a single industry is qualified to be the final judge. Only the people of the United States are qualified to decide whether multiple systems of unemployment relief administered by a variety of private as well as governmental agencies shall now be created. Authority for the application of such basically new social theory should therefore come from the people's representatives in the Congress. Such sanction would necessarily be accompanied by rules and regulations defining the limits, requirements and approved objectives of such union relief funds, and subjecting the union and its administration of such funds to Governmental control and supervision. As in the case of pension and retirement plans created by corporations for the benefit of their employees, the Treasury Department would unquestionably desire to

participate in such regulation and supervision.

Fundamental Questions

"This is not rhetoric but plain statement of fact because only the Congress should be called upon to answer such fundamental questions as the following:

"(a) Would not such a payment directly to a union offer an easy means of evading the 'wage freeze' regulations; or, on the other hand, would it not be deemed an indirect increase in compensation to the members employed and, as such, in violation of the regulations?"

"(b) If, on the other hand, it were ultimately determined that the additional payment directly to the Federation were not additional compensation, direct or indirect, to the employees, would not such a payment be merely a gratuity, and therefore a waste of a company's assets which would subject the company's management to liability under the law?"

"(c) Would not your proposal be in violation of Section 8 of the National Labor Relations Act which provides that it shall be an unfair labor practice for an employer to contribute financial or other support to any labor organization?"

"(d) What would the Treasury think of your proposal if it resulted in diverting taxable income in the hands of the employer to non-taxable receipts in the hands of your union?"

"(e) If on the other hand the Treasury Department refused to allow such payments as a deductible expense of the employer, would not the employer be compelled to pay not only the contribution to your fund but also an income tax on the amount of that contribution?"

"(f) Would not any plan for creating artificial employment for unemployed members of the Federation be contrary to the policy of the Manpower Commission, which is seeking to draw into War industries at least those persons not presently employed?"

"(g) Would not such a payment as you propose subject both you and us to the charge of a conspiracy to maintain or to increase prices,—and a resulting prosecution by the Government or civil suit by an injured consumer?"

Congressional Approval Required

"Only if you procure Congressional authority for the creation of a fund in accordance with your proposal could such a proposal become operative without raising many presently unanswerable questions.

"Pending such Congressional authority for a plan which you yourself have termed 'absolutely new,' we suggest that you permit your members to return to work immediately and produce phonograph records and trans-

Form Exec-Labor Unit To Confer With WMC

(Continued from Page 1)

Company, Inc., chairman; J. D. Washburn, Sprague Specialties Co., North Adams, Mass., and W. K. Wiggins, Western Electric Co., Chicago.

Members representing labor are: Harold Sharpe and James J. Conroy, United Electric Radio and Machine Workers of America (CIO), and Lawson B. Wimberly, International Brotherhood of Electrical Workers, (AFL).

At the organization meeting, attended by representatives of the armed services and the WPB, it was decided to set up a special "task committee" to summarize the manpower problems of the electronic industry for presentation to the full committee.

Levey Gets 5-Year Pact As Scophony Corp. Prexy

Arthur Levey, founder, director and a major shareholder in Scophony, Ltd., has been signed to a five-year contract as president of Scophony Corporation of America, it was announced following a meeting of the board of directors of the television company.

It was reported that the board took this action in order to assure continuity of management and to keep Levey at the helm of the organization which he established.

scriptions which are sorely needed for both civilian and military morale.

"You know of course, that we stand ready to meet with you at all reasonable times when you have anything further to submit. We want you also to know that the views here expressed represent our individual as well as our joint decisions."

Signatories Of Letter

Transcription companies signatory the letter are: Associated Music Publishers, Inc. by John R. Andrus, vice-president; Empire Broadcasting Corp., Gerald A. Kelleher, president; Langworth Features Programs, Inc., C. O. Langlois, president; Muzak Corp., C. M. Finney, president; Radio Recording Division, NBC, by C. Lloyd Egner, vice-president; Standard Radio, by Gerald King, partner; World Broadcasting System, Inc., by A. J. Kendrick, vice-president, and for his own firm, C. P. MacGregor.

Phonograph companies who signed the letter are: Columbia Recording Companies, by Edward Wallerstein, president; Decca Record, Inc., Jack Kapp, president and RCA-Victor Division of RCA, by Lawrence B. Morris, director of Personnel Contact Relations. Also for the combination music and film juke-box type of outfit, Soundies Distributing Corp. of America, by Samuel Oliphant, attorney.

AFM president Petrillo was in Chicago yesterday, but as per understanding, any communication for him or the AFM was to be addressed to the home office in New York. As stated in yesterday's RADIO DAILY, the AFM's executive board called off its meeting until the recording companies decided on a course of action.

NETWORK SONG FAVORITES

(Continued from Page 6)

FAVORITE STANDARDS OF THE WEEK

SONG TITLE	PUBLISHER OR COPYRIGHT OWNER	ACI
Night And Day (Harms)		493
Embraceable You (Harms)		329
Begin The Beguine (Harms)		307
Summertime (Chappell)		304
Somebody Loves Me (Harms)		293
I Can't Give You Anything But Love Baby (Mills)		282
Avalon (Remick)		216
Smoke Gets In Your Eyes (Harms)		201
I Got Rhythm (New World)		173
Anything Goes (Harms)		164

PATRIOTIC

God Bless America (Berlin)		292
Anchors Aweigh (Robbins)		212
Yankee Doodle Boy (Vogel)		130

Note: If an old song is being currently "exploited," it is included in the regular ACI listing.

GUEST-ING

REP. MARTIN DIES, discussing "Our Domestic Foes," on the "National Radio Forum," today (WJZ-Blue Network, 10:30 p.m.).

ILKA CHASE, as guest emcee, on the "Cresta Blanca Carnival," today (WOR-Mutual, 9:15 p.m.).

REP. JOHN J. SPARKMAN, of Alabama; ERNEST L. BELL, executive secretary of the Citizen's Committee for the National Service Act; REP. GEORGE H. BENDER, of Ohio, and MARTIN H. MILLER, national legislative representative of the Brotherhood of Railroad Trainmen, on "America's Town Meeting of the Air," tomorrow (WJZ-Blue Network, 8:30 p.m.).

M. L. WILSON, assistant director in charge of nutrition in the Office of Defense Health and Welfare, discussing "Nutrition in Wartime," on "Adventures in Science," Saturday (WABC-CBS, 1:30 p.m.).

George L. Beebout

Toledo—George L. Beebout, 35, program director of WFMI, Youngstown, died Feb. 22 of Leukemia. Beebout was formerly an announcer at WHBC, Canton, and later program director of WHKC, Columbus, Ohio. He leaves a wife and his parents.

Coast-to-Coast

WITH the public barred from the scene of activities the "steel city's" Stage Door Canteen, WWSW, Pittsburgh, is giving the embattled home front listeners a break by airing the festivities every Wednesday evening from 9:30 to 10:00 p.m., starting tonight.

William Chamber, former control room operator of WWNY, Watertown, N. Y., has returned to his position after receiving an honorable discharge from the Army. Female Keglers are having their Bowling Tournament sponsored for airing by several Watertown merchants who have shouldered the financial responsibility for six fifteen-minute broadcasts. Sports announcer, Jack Case, handles the show.

Three automobile dealers in Salina, Kansas, are of a highly optimistic frame of mind. They have signed with KSAL for a series of spot announcements... one to be read each time a car is sold. The dealers have added this service to their regular daily four spots.

Spieler Dave Murphy of WGY, Schenectady, was recently signed to handle the D & H Anthracite Hour and the "Vicks Dinner Dance" for Vick Chemical Company. Murphy, in addition to his latest assignments also conducts the station's literary forum, "Speaking of Books."

Roger Rambeaux is the new publicity and promotion manager at KLZ, Denver. Bud Thorpe, sports editor, arranged, and will take over the emcee spot for the annual party of the Alumni and Quarterback Club of the University of Denver.

WSAY, Rochester, went all-out in building up the Victory Auction that was handled by Dave Elman. It was held under the auspices of the local B'Nai B'rith and had the cooperation of the Rochester Telephone Company who installed six telephone lines to the auction desk. Appearing on a preceding program held in the afternoon to plug the auction were Dave Elman, Clare Luce and Joseph Levy of the N. Y. "Times."

WCHS, Charleston, recently inaugurated a new series of programs which originate from the Charleston Service Center and are aired over the West Virginia network. The two-piano team of Fray and Braggiotti were featured in the initial broadcast in which service men, from all branches of the armed forces, were interviewed by staff announcers.

A record of sorts was achieved by "Views of Vogue and Value" presented by Rita Hackett over WSAI, Cincinnati, when the Alms & Doepeke Company renewed their sponsorship for the 6-day morning program for the 15th consecutive time... Shillito's department store returns to the list of station clients by sponsoring "The Mystery Chef" five days weekly at 2:15 p.m., as a straight institutional feature.

A new program, "Bullets for Truth," designed to unfrock alien propaganda, is being sponsored by the Acme Brewing Company. It will be aired over KNX, Los Angeles, for a 26-week run Tuesdays, Wednesdays and Thursdays from 7:30 to 7:35 p.m., PWT.

Lennie Mills is the new girl in the program department of WBT, Charlotte, N. C. She is the product of a short training period at CBS, N. Y. Larry Walker entertainer and announcer is added to the BC Remedy Company's weekday program... Frances McLeod, secretary to E. J. DeGray station office manager leaves the staff to take up a new residence in Norfolk.

AGENCIE

WAYLAND B. GEISSINGER, manager of the Los Angeles office of Batten, Barton, Durstine & O'Connell, Inc., has been elected a vice-president of the company, it has been announced by John C. Cornelius, manager of the Western Division, which comprises Chicago, Minneapolis, San Francisco, Hollywood and Los Angeles.

AL NELSON, president of Nelson Co., San Francisco, has accepted three new civic responsibilities: election to the board of directors of the Boy Scouts of America, San Francisco area; election to executive committee of the board of directors of the San Francisco Chamber of Commerce, and chairman of the first "Task Force" sub-committee of the C. of C.

CAMPBELL-EWALD CO., INC., March 1 will move its New York office from 1230 Sixth Avenue to Rockefeller Plaza.

SWERTFAGER & HIXON, has been named to handle the advertising of all the Macfadden publications. The agency formerly handled the promotional publicity of just about all the magazines.

ODELL CO., INC., of Newark, N. J., has appointed Abbott Kimball to handle its advertising.

OWI Overseas Branch Completing New Set

(Continued from Page 6) Not been sufficiently sharp, really beginning to find out, we must do now from the chief of our outpost bureaus," said Sherburne. Most of the outpost chiefs have been in the country for conferences during the last two months.

OWI outposts are now to be located in Oran, Algiers, Casablanca, Dakar, Belfast, London, Reykjavik, Berlin, Madrid, Stockholm, Ankara, Brazzaville, Honolulu, Teheran, Johannesburg, Accra, Beyrouth, Calcutta, Bombay, Kanton, Chungking, Nome, Canberra, Asmara.

TODAY-12:30

Luncheon of the

RADIO EXECUTIVES' CLUB

OF NEW YORK

at the Loyale
521 Fifth Ave., New York City

"BROADCASTERS DECLARATION of INDEPENDENCE"

WILLIAM B. WAY, V.P. and General Mgr. of KVOO, Tulsa, will discuss this subject thoroughly.

Come on down. All radio people welcome—every Wednesday at 12:30. Bull Ring Bar. Members \$1.00—Guests \$1.50.

1943 BIRTHDAYS

Calendar grid for February 1943 showing days 1 through 30.

February 24

- Theodore Albán, May Singh, John Harrison, Jack Ingersoll, Dora Johnson, Joe Laurie, Jr., Bert Lytell, Pauline Morin, John Neff, Ruth Pickard, Robert A. Schmid

RADIO EXECUTIVE

Seeks New Connection

Competent, experienced, draft-exempt man, now employed with large organization seeks new connection with radio department of adv. agency, talent agency, artist's bureau, motion picture company or station or network. Knows selling, production, talent, writing, publicity and fine connections in entertainment industry. Salary to start second in importance opportunity to do big things. Box Radio Daily, 1501 Broadway, New York

FCC Edict Aids FM-Tele

Calling Confab AFM Investigators

Washington Bureau, *RADIO DAILY*
Washington—Although there has been any definite statement as to what the special Senate Commerce Subcommittee constituting the AFM recording ban it is generally believed that the recording companies operate on the basis of the AFM sessions will mean further sessions attempt to explore many of the recording business. Significant comment, however,
(Continued on Page 2)

Dennis Appointed NAB Publicity Dept.

Dennis, formerly sales promotion and merchandising manager of Tulsa, Oklahoma, has been named director of news and information of NAB. Though he took a few weeks ago when Willard was placed in charge of public information his appointment was not public until yesterday when he introduced at the Radio Executive luncheon. When Dennis
(Continued on Page 2)

Morrison Leaves CBC To Join Airline Firm

The Canadian Broadcasting Corporation yesterday announced the resignation of Hugh Morrison, who for the past five years was CBC director of news and public affairs broadcasts. He has accepted the post of vice president of the British Indian Airways. Morrison joined the CBC in 1938 as
(Continued on Page 2)

Them Keys!

How much burning the midnight oil to do with it is hard to say. Phi Beta Kappas on the WJSV, Washington CBS handled a couple of choice assignments last week. Lee Vickers first stint as presidential commentator, and Gunnar Back has been selected as commentator for "Good News Roundup," which takes place in the Capital.

CBS "Gramps"
Recently Hugh Cowham and Harold Fellows were believed to be the only grandfathers active in the affairs of CBS. It develops however that they are not only mistaken but novices, as it were. Dr. Lyman Bryson, it comes to light, is not only a grandpa but has three grandchildren to back up his claim.

Second BMI Meeting Of Program Directors

Second in the BMI series of program director meetings concluded here yesterday, with representatives from 25 stations taking part in the two-day arrangement. Seven of the program directors who are here for special conference of program directors of Mutual network with the net's president, Miller McClintock, attended the BMI sessions. Mutual's recessed for the two days, and is being resumed today. Merritt E. Tompkins, vice-president
(Continued on Page 6)

NBC Gives Desk Space To Three U. S. Agencies

Three government agencies, the U. S. Civil Service Commission, the WAAC's and the AWVS, will take over desk space allocated by NBC on the main floor of its Radio City headquarters. The space is being given over to
(Continued on Page 2)

Way Calls For Industry Czar And Stronger Self-Regulation

Bill To Halt Milk Advt. On N. Y. Senate Calendar

Albany—Bewley Whitney bill to discontinue State Milk Publicity Advertising Campaign after March 31, 1943 was reported out and was part on the Senate general orders calendar yesterday. Adoption of the Bewley Whitney bill would terminate the campaign three months before the
(Continued on Page 2)

CP Pleas Ineligible For Approval Now To Be Retained For Future Action; Existing Tele Facilities OK'd

CBC Filling Board; Further Probe Seen

Montreal—Announcement is expected immediately of two appointments to vacancies on the Board of Governors of the Canadian Broadcasting Corp. One was caused by the appointment of Dr. J. S. Thomson, as general manager and the other by the retirement of Mrs. Nellie McClung. Labor, it is reported, is to be given representation. Howard Chase, of
(Continued on Page 6)

New SESAC Music Guide Sent To 5,000 Executives

New 63-page edition of the SESAC Music Guide has been issued and is being sent to some 5,000 executives in the trade including agencies, stations, transcription and recording companies, hotels, cafes and all users
(Continued on Page 2)

Five 'Language' Outlets Raise Big Paralysis Fund

More than \$16,000 was collected by the five Foreign Language stations in New York in behalf of the Infantile Paralysis Fund it was announced yesterday by Joseph Lang, manager of
(Continued on Page 2)

Washington Bureau, *RADIO DAILY*
Washington—As a result of extreme shortages which since the start of the present war have developed in material, equipment and skilled personnel, and also in order to sustain continued interest in television and FM, the FCC issued the following statement: "FM Broadcasting Stations: The Commission will not dismiss or deny any FM applications which cannot qualify under the provisions of the memoran-
(Continued on Page 7)

Colleagues In Tribute To Memory Of Cuhel

Impressive tributes were paid to the memory of Frank J. Cuhel, Mutual foreign correspondent who has been reported missing and assumed lost as a result of the crash of the "Yankee Clipper" at Lisbon, Portugal. Overseas broadcasters, also network commentators and officials joined in praising the ability and character of the MBS reporter, who
(Continued on Page 7)

Bernard Estes Resigns WINS Publicity Head

Bernard Estes has resigned as director of news, special events and publicity of WINS, New York, effective March 26 when his current contract expires. His future plans have not been revealed as yet. Estes has been
(Continued on Page 2)

Fast—As Usual
Philadelphia — While Lloyd Thompson was interviewing Edward Everett Horton on his "Stage and Screen" program, on WIBG, Horton mentioned that his name first appeared in lights in Philly thirty years ago. He had a photograph taken of it but never received the picture and never could locate the photographer. A phone call located both shortly following interview.



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M. H. SHAPIRO : : : Editor
MARVIN KIRSCH : : Business Manager

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

FINANCIAL (Wednesday, Feb. 24)

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, OVER THE COUNTER, Bid, Asked.

Walter Dennis Appointed To NAB Publicity Dept.

(Continued from Page 1) joined KVOO, in August, 1941, he was made assistant farm editor. Prior to that he had spent eight years on metropolitan newspapers. At the station, Dennis's successor is Manton Marrs, who has been with the station as a rewrite man in the news bureau.

Spewacks Writing Script

The well known husband-and-wife playwrighting team of Sam and Bella Spewack will fashion the script dealing with the infamous case of Benito Mussolini vs. The World, which NBC, in cooperation with the Council for Democracy, will present Saturday, March 6, at 7 p.m. (EWT), as the second in the series of programs titled, "The Day of Reckoning."

Renewals Prove Results WTBO 820 Kc. Cumberland, Md.

Bernard Estes Resigns WINS Publicity Head

(Continued from Page 1)

with the station two and half years. He is credited with originating, editing and scripting "Copy Desk Newspaper of the Air" which has been aired for two years continuously, and with being the first independent station news editor to exploit the re-broadcasting of BBC news in America, and other special events broadcasts.

Before joining the station, Estes was managing editor of the Free Press, Easton, Pa. He also was a foreign correspondent for four years, working in France, England, Germany and the Far East for the AP, and as a free lancer for several American dailies.

NBC Gives Desk Space To Three U. S. Agencies

(Continued from Page 1)

the agencies for the purposes of giving information, accepting job applications and to receive enlistment applications.

The Civil Service Commission representatives will be present Mondays through Fridays from 9:30 to 11:00 a.m. and from 2:30 to 6:00 p.m. Attendants from the WAAC's will be present from 8:00 to 10:00 p.m. Mondays through Fridays, and the AWVS group will sell War Bonds and Stamps from 2:00 to 10:00 p.m., Saturdays only.

Bill To Halt Milk Advt. On N. Y. Senate Calendar

(Continued from Page 1)

June 30 ending provided for in the bill passed last year.

Rural proponents of the milk advertising campaign are expected to battle the repeal bill in both Houses of the legislature. However no continuation bill has yet been introduced. Milk publicity fund spends about \$310,000 annually for advertising, mostly in radio.

Three outdoor advertising control and regulation bills were introduced yesterday by Senator Thomas Desmond and Assemblyman John Bennett.

NBC's Petition Re KOA Passed Over For Week

Washington Bureau, RADIO DAILY

Washington — FCC Commissioner Walker yesterday passed for a week the petition of NBC, on behalf of KOA, Denver, for indefinite continuance of the petition for rehearing against the Commission's recent action in granting WJW, Akron, use of the 850 kc. channel. WJW was also granted permission to move from Akron to Cleveland.

Continuance from March 16, to April 19, was granted in the case of WCOP, Boston, seeking a license renewal. Charges have been made that several employes of WCOP, an Italian language outlet, have or have had strong Fascist leanings.

Clark Calling Confab Of AFM Investigators

(Continued from Page 1)

was made by any members of the subcommittee. Chairman D. Worth Clark of Idaho pointed out simply that by submitting his proposals Petrillo had fulfilled his pledge to the subcommittee. "There's no question in the world that he has kept faith with us," said Clark. The Idaho Democrat also made it plain that the Senate group has no authority to approve or disapprove the AFM proposals.

Clark said he will call a meeting of the subcommittee next week, at which time the Senators will decide upon what further action they should take. There were no significant comments from other members of the investigating group.

Five 'Language' Outlets Raise Big Paralysis Fund

(Continued from Page 1)

WHOM, N. Y., and chairman of the Radio Division of the Foreign Language Broadcasters Committee.

Lang disclosed that 14 different language groups participated in raising the money which was turned over to Basil O'Connor president of the campaign for the Infantile Paralysis Fund.

The money was collected through direct appeal made over the air-waves and by signature blanks which were distributed among friends, relatives, and neighbors.

The five stations that participated in fund raising project were: WBNX, WBYN, WEVD, WHOM and WOY.

New SESAC Music Guide Sent To 5,000 Executives

(Continued from Page 1)

of music. Guide contains a listing of recordings, titles and numbers and artists, also a listing of Latin American and other Spanish music as well as a complete list of publisher members and description of their respective catalogs.

Of special interest to program directors of stations is a classified music list of hundreds of types of music available for various occasions and programs, making the Guide the most comprehensive yet issued by the performing rights society.

Morrison Leaves CBC To Join Airline Firm

(Continued from Page 1)

a member of the program staff in Ottawa, later moving with the program department to Toronto.

He was a Rhodes Scholar from Alberta in 1930, and after graduating with honors from Merton College, Oxford, he joined the staff of Lord Beaverbrook's "Evening Standard," in London. Later he returned to Canada where he followed a journalistic career before entering the radio field.

Although the operating headquarters of the Airline is in Port of Spain, Trinidad, he will work out of New York.

COMING and GOING

WILLIAM S. HEDGES, vice-president of in charge of station relations, stopped Denver yesterday en route back from the clinics' held on the West Coast. JOHN M. manager of the press department, and M. GAINES, of station relations, have to New York from the same tour.

F. W. WOODRUFF, JR., executive of WRBL, CBS outlet in Columbus, Ga., in for the NAB meetings.

QUINCY A. BRACKETT, president and manager of WSPR, Springfield, Mass here for conferences at the headquarters of Blue Network.

GENE O'FALLON, head of KFEL, Denver New York for NAB Board meetings.

ROY LANGHAM, production manager of leaves today for a vacation of two weeks Washington.

JOHN E. SURRICK, sales manager of Philadelphia, in New York yesterday for with the local reps.

GUNNAR O. WIIG, treasurer and manager of WHCC, Rochester, N. Y., leaves for home.

HAROLD E. FELLOWS, station manager WEEI, Boston, a visitor yesterday at the C. bia offices. KINGSLEY HORTON, sales manager of the station, left yesterday for Boston.

HOWARD L. CHERNOFF, managing director of the West Virginia Network and vice-president of the Charleston Broadcasting Company, is at WCHS, Charleston, following six days in New York.

BLAINE CORNWELL, program director KMOX, Columbia affiliate in St. Louis, is for a few days on network and transient business.

JOHN WELLINGTON, Blue Network producer in Harrisburg, Pa., to handle tonight's Cola "Spotlight Band" program.

MAJ. EDWARD BOWES will broadcast program tonight from the Royal Theatre Miami.

HOYT B. WOOTEN, owner and general manager of WREC, Memphis, has arrived from neseue on a short business trip. Called yesterday at CBS.

HUGH FELTIS, of the Blue Network relations department, off to visit affiliate Cincinnati and other Ohio cities.

JOHN E. FETZER, president and station manager of WKZO, Columbia's outlet in Kalispending a few days in New York.

C. BRUCE MCCONNELL, president and general manager of WISH, Blue affiliate in Indianapolis, who has been here since the early of the week, will leave Saturday for his headquarters.

E. J. FREY, station manager of CWBR, Waterbury-New Haven, has arrived Connecticut for a brief stay in New York.

PEPSI-COLA (thru Newell-Emmett) adds only WLIB in New York to its schedule for 1943. There MUST be a reason... we reach a market that none of our contemporaries consistently serve. NEW YORK'S WLIB THE VOICE OF LIBERTY 1190 ON YOUR DIAL

PROMOTION

KSTP's "Planalyzing"
 "Planalyzing Planalyzing" is the title of the latest brochure put out by KSTP Minneapolis-St. Paul. Planalyzing promotion is KSTP's own method of merchandising and promoting a radio campaign which is fully explained in the folder, consisting of two steps: (1) an analysis of particular sales problems of account in the KSTP market, followed by, (2) a promotion plan. The cover of the triply-folded promotional piece is a photograph of the promotion department discussing presentation. On the inside is a yellow, accordion-folded folder containing reduced reproduction testimonial letters from various sponsors and agencies about the station's promotional work, set diagonally on a photo background of sponsor products. On the next two pages are a series of captioned pictures showing the KSTP promotion department's work, outlining the general approaches to individual promotions, the initial conferences to the clients through. The last page includes a concise definition of the Planalyzing Promotion and a listing of its selling points.

"Coronet" Article
 Coronet & Rubicam, Inc., is distributing a direct mail promotion, reprinted from the February, 1943, issue of "Coronet" Magazine, wherein Wendell H. Aldrich has done an article on the "Aldrich Family." Article is entitled "Henry! Henry Aldrich!"

**Complaint Expected
 Ascap-Music Action**
 Pending the order Tuesday, Feb. 23, to dismiss the complaint brought by the American Music Corporation, to obtain a declaratory judgment against Ascap, the U.S. District Court Judge Charles E. Steuer gave the plaintiff five days to file a new complaint within 10 days. Order was filed yesterday. Whether an appeal or new complaint will be filed had not been determined yesterday, by attorney Arthur Weinberger, for plaintiff.

Canada Radio Fees
 Deal—It was stated in the Commons yesterday that the Post Office Department received 100,000 commissions for radio licenses in Canada during 1942.

**THIS LITTLE BUDGET
 WENT TO
 WORL
 BOSTON
 MASS.**



WWL's Folder
 In the popular style of the "Worry Bird," "Do-Nothing Bird," etc., which has wide-spread appeal, WWL, New Orleans, has issued a folder with appropriate type and sketches declaring "open season" on the two birds "I Dunno" and "Aw Forget It," which, according to WWL are two nemeses of advertising.
 On the cover WWL declares itself in black and orange on a white background. The first page contains the blindfolded "I Dunno" bird, which is ignorance—"one who sees that lots of people 'don't know' about things like good radio programs"—and the "Aw Forget It" bird which makes people "forget all about things... even free entertainment like good radio programs." The next two pages show what WWL does about those two birds. Reproductions of street car dash signs and space ads appearing in newspapers show how WWL advertises the sponsors' advertising. The back page shows the effect of this on the birds, who are flying away from "WWL Land," or the State of Louisiana.

"Treasure Island" Ad Award
 Promotion ad prepared by WOR's promotion department, and entitled "In the Manner of Treasure Island" has been selected as one of the 20 best radio advertisements in 1942 by Professor Heberer of Kansas State College of Agriculture and Applied Science in a survey among the country's stations. Only seven other stations over 10,000 watts won awards.

**Mme. Chiang Kai-Shek
 On CBS-MBS Tuesday**
 Madame Chiang Kai-Shek, wife of China's generalissimo and leader, will broadcast an address to the American people which will be heard over Mutual and CBS from 10:00-10:30 p.m. on Tuesday, March 2. The broadcast will originate at Madison Square Garden, New York, where a mass meeting will be held under the sponsorship of Citizens Committee to Welcome Madame Chiang Kai-Shek. The First Lady of China will be introduced by Wendell L. Willkie.
 Governors of nine states, including New York's Thomas E. Dewey, and the Consuls General of the 25 United Nations having representation in New York City will attend the mass meeting. Each of the Governors is scheduled to make a brief address of welcome. Others to speak include Mayor Fiorello H. LaGuardia of New York City and other state and national figures.

Ruth Fowler Takes BBC Post
 Ruth Fowler, formerly secretary to George Allen, program director of WABC, has left the CBS station to become assistant and secretary to William Reid, who is administrative assistant to the BBC. Her headquarters will still be in New York.

**WHAT THE RADIO
 TIME BUYER WANTS
 TO KNOW ABOUT**

WTAM



POPULARITY

● MORE PEOPLE listen to WTAM, Cleveland, than to any other station in the whole Northern Ohio area. In the morning WTAM has 38.9% of the audience; in the afternoon 43.1% of the audience and in the evening 53.2% of the audience... a combined average of 45.1% as against 27.8% for the next station. Yet the COST of WTAM is only \$.000073 per family.

* Hooper Index, December-January 1942-43

**WTAM
 CLEVELAND**

NBC Network 50,000 Watts ● Owned and Operated by NBC
 REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Los Angeles

By JAC WILLEN

DAYMOND R. MORGAN AGENCY has just set a deal with Petrol Corporation in line with the recently announced intention of CBS President, William S. Paley, to showcase new talent from the West Coast.

The wide-awake agency has contracted for a one-hour amateur talent broadcast every Sunday morning, 10 to 11 a.m., over KNX, starting March 7.

Contestants will be comprised of under seventeen year old age limit, with winner of every thirteen week period given a screen contract.

Alton Alexander, producer-writer of "Soldiers of Production" program, the Phil Spitalny "Hour of Charm" program, and the Woody Herman "What's Your War Job" program is currently on the West Coast arranging for an eight week setup of the later program from the West Coast due to Woody's film commitments. Alexander is on a four weeks leave-of-absence from his other programs, which he will resume when he returns to New York.

To comply with requests of listeners throughout the Southwest, KMTR has scheduled a daily broadcast of its own key release, Radio Newsreel, for 5 o'clock every afternoon except Sunday, instead of the twice-a-week policy formerly in vogue.

Increased releases have been made necessary due to war conditions, and the advisability of keeping the interviews in the "Newsreel" right up to the last minute, according to Kenneth O. Tinkham, KMTR general manager.

Major Eddie Dunstedter has turned over his baton to Master Sergeant Harry Bluestone to conduct the Army Air Forces West Coast Training Center orchestra on the Sunday night "Wings Over the West Coast" program heard over KHJ and the Don Lee net at 8:30 p.m., PWT. Major Dunstedter remains director of the orchestra at the Air Force Center.

"Announcers Are People" program of Feb. 24, at 12:15 p.m., had Sid Goodwin, KECA producer as a guest seeking to prove to the listening audience and the announcers as well, that "producers are people" also. Goodwin, veteran coast announcer-producer, discussed some of the problems of the behind-the-scene men of radio, the producer.

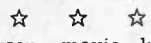
RADIO EXECUTIVE Seeks New Connection

Competent, experienced, draft-exempt radio man, now employed with large organization seeks new connection with radio department of adv. agency, talent agency, artists' bureau, motion picture company or radio station or network. Knows selling, production, talent, writing, publicity and has fine connections in entertainment world. Salary to start second in importance to opportunity to do big things. Box 120, Radio Daily, 1501 Broadway, New York City.



Notes From A Ringside Seat. . .!

● ● ● Low Lehr should be happy to know that the three most popular film favorites in China (where those brave people need laughs) are Mickey Mouse, Donald Duck and Low Lehr in that order. The Chinese don't understand what the characters say, but their screen antics make for an Esperanto-like language, universal in scope and understanding. . . . When Cecil Humphreys, CBS actor appearing as George Washington in the current Broadway stage success "The Patriots," fell on the stage and broke his leg, he received this wire from James Montgomery Flagg: "Am suggesting a plaque be placed at Broadway and 41st street in your honor to read 'George Washington Slipt Here'." . . . Coca-Cola has renewed for another 26 weeks its "Spotlight Bands" programs on the Blue Network—Horace Heidt is this week's champion and will be heard Saturday night 9:30 EWT from Los Angeles. . . . Frank Sinatra and Michele Morgan are being groomed as a new romantic team by RKO Pitchers. . . . Ken Roberts, announcer for NBC's "What's My Name?" series, will ditto for the new Alec Templeton-Dubonnet Wine show which makes its Blue debut March 1.



● ● ● Kathryn Grayson, movie luminary will guesstar on "Cresta Blanca," March 3. . . . Artie Pine, publicity purveyor extraordinaire, has authored a comedy-farce which may be backed for a summer-try-out by Ann Corio. . . . John Thomas, currently appearing in the Broadway play, "Counter-Attack," joins the cast of "Snow Village," NBC daytime serial. . . . Eddie Beloin, one of Jack Benny's sriptesars will don Khaki in March. . . . Edwin C. Hill, when broadcasting, depends on his memory for most of his background material, yet invariably forgets his wife's birthday. . . . Doff your hats, caps, berets, toppers or whatever you wear to keep your skull warm, to Phil Spitalny's "Hour of Charmers." Within a fortnight, every one of his 35 distaffers will have made at least one donation to the Red Cross Blood Bank. . . . Actors with sparse growth a la tete (bald-heads, to youse) are having their troubles finding artificial head-dress (most of the wigs had been imported from Czechoslovakia). Many a leading man runs to his wig-maker, bares his dome and says, "Can you top this?"



● ● ● Several weeks ago this column ran an item on the fact that belatedly, motion picture producers have taken advantage of the wealth of screen material uncovered by radio—so in justice to them, we add, turn-about is fair play as the Nazis have discovered on the cold steppes of Russia. Radio, too, has benefited by stellar performances before the mike on the part of motion picture stars. For instance, Edmund Gwenn's inspired performance as Hercules Mulligan on the recent "Cavalcade of America" over NBC, wherein he thrilled us with his "George Washington-aiding." And two of his fellow-Britons rate similar accolades, Charles Laughton, for his unforgettable "Gettysburg Address" and Raymond Massey's thrillinging "Abe Lincoln" characterizations. . . . Dick Pack, WORchid-tosser and Theodore Irwin, associate editor of "Look" mag, have completed a satirical story based on broadcasting in general and news commentators in particular, titled, "Good Evening, America." William Morris is agenting. . . . Gracie Barrie, who took over the Band while hubby Dick Stabile, "Coast Guards" at Manhattan Beach, proudly lets the world know it via her theme song, "I'm Taking Over While My Man's Gone." . . . Herb Shriner would have you believe that "they're fitting blackout shades on W. C. Fields' blushing-beak" . . . Abe Lyman tells about mongrel meat being served to Nazi soldiers in Germany. "Just a case of dog eat dog," avers Abe.



Remember Pearl Harbor

Chicago

By FRANK BURRE

HARLAN EUGENE READ, joined WBBM in September will broadcast his interpretative world events under sponsorship of McKesson & Robbins, Inc., starting March 1. He will be heard five times a week, 10:30-10:45 CW, Bexel, a vitamin product.

Frank P. Schreiber, manager WGN, and Mrs. Myrtle Goulet, MBS Chicago office are attending Mutual program clinic in New York.

The Roy Shield program on WGNBC will be heard twice a week starting this week. In addition Tuesday broadcast at 11:05 p.m. Shield and his orchestra will be heard on Saturdays at 1 p.m.

Clyde J. White, for the past years senior supervisor of the engineering department, will be for duty as lieutenant, senior in the U. S. Naval Reserve and will be assigned to the aviation branch of the navy. Robert S. assistant supervisor, will replace White.

Jack Benny and his troupe broadcast from Camp Custer, Michigan, Feb. 28, then follow two or more camp appearances in the Chicago area the troupe will broadcast from St. Joseph, Mo., a broadcast starting the March 7 show. Plans beyond date call for a hop to the West for a three-week stay, followed by a loop back through military posts in Texas and an expected windup in Mexico City some time in April.

GE's Tele Movie

Schenectady — "Sightseeing Home," the new General Electric television movie has just been released. The movie was made at GE Television Studio, WRGB.

The movie traces the steps of a picture takes from the time it is the television camera in the studio until it is shown on the screen of receiver set.

"Sightseeing at Home" is available to schools, colleges, service clubs, and other organizations, at cost other than transportation charges. The film may be obtained from GE film distribution centers in major cities or by writing to Visual Instruction Section, Schenectady, N. Y.

Advertisement for WCOP with 'WHAT'S WHAT IN BOSTON' banner and 'WCOP' logo.

GUEST-ING

CLARENCE D. CHAMBERLAIN on Alma Kitchell's "Meet Your Neighbor," tomorrow (WJZ-Blue Network, 12 noon).

ESSA LANDI, on "Double or Nothing," tomorrow (WOR-Mutual, 10 p.m.).

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

HARRY WHITING, HARRY PASCH and ARTHUR LUKACH, all on "hams," and MRS. EDITH WATKINS, MRS. KATHERINE EDWARDS and JEAN HUDSON, literary operators, on the Crumit anderson quiz program, Saturday (WABC-CBS, 8 p.m.).

EDNA BLUE, founder of the American Foster Parents Plan for Children, and CORP. JACK HANON of Ft. Knox, expert on gun shows, on the "Hobby Lobby" program, Saturday (WABC-CBS, 8:30 p.m.).

REV. WALLACE E. CONKERN, D.D., Protestant Episcopal minister of Chicago, on Columbia's "Church of the Air," Sunday (WABC-CBS, 10 a.m.).

WEL WATERS, Negro dramatic singing star, on the "Radio Parade Digest," Sunday (WABC-CBS, 5 p.m.).

ANTINA ORLIKOVA, assistant manager of a Soviet merchantman, and BETH BERGE, sheet metal worker in a war industry, on "We, the People," Sunday (WABC-CBS, 10 p.m.).

EUGENE LIST, soloist on the program of the New York Philharmonic symphony, Sunday (WABC-CBS, 8 p.m.).

ADEMAR KAEMPFERT, managing editor of the New York Times, discussing "The Airplane Tomorrow's World," on the "Unit of Chicago Round Table," Sunday (WEAF-NBC, 2 p.m.).

JOHN McCLAIN, USNR, just returned on duty with a Navy photo unit in North Africa, on "We, the People," Sunday (WABC-CBS, 10 p.m.).

SH D. McGOLDRICK, Commissioner of the City of New York, on "Education to Learning," Sunday (WABC-CBS, 11:30 a.m.).

Looking for Announcer
on 50 k.w. station.
Address Box 119, care
Radio Daily, 1501 B'way, N. Y. C.

NEW PROGRAMS—IDEAS

"Service Stars"

WWJ, Detroit, recently aired two new programs that should generate listener-interest. Ty Tyson handles "Service Stars" a program that is of a peripatetic nature. Tyson picks a street at random and stops at the first house displaying a service flag. If he finds a story, a studio engineer sets up a recording machine, and records the interview with the family. The program is broadcast in transcription form and is aired every Wednesday and Friday evening. The program is aired for fifteen minutes and is sponsored by the J. L. Hudson Company, one of the leading department stores in Cleveland.

The second new program is conducted by Fran Harris under the title of "Fran Harris Reports." She is the first woman newscaster in Michigan and her program deals with women in the factory, in the services, in the news, and interviews with women in interesting war work. The program is heard each Tuesday and Thursday at 1 p.m., for fifteen minutes.

"Fantasia"

Outstanding works in the fields of music, literature, and art are blended into a specialized program inaugurated recently over WTAG, Worcester. Entitled "Fantasia," program attempts to create a mood of restful pleasure as a calming influence to combat wartime nerves. Conducted by announcer, Louis Chapin, as narrator, selections from the musical world serve as the framework of the program with literary excerpts from writers and thinkers interspersed.

The facilities of the Worcester Art Museum have been made available to include impressions and descriptions of current exhibitions. Representatives of the three arts will appear from time to time as guests on the program, aired on WTAG Sundays from 10:30-11 p.m.

gram is heard each Tuesday and Thursday at 1 p.m., for fifteen minutes.

WSAI Is Key Station In First Cincy Blackout

Cincinnati—During the first total blackout of this area held last night, WSAI, acted as originating station for the network of Cincinnati stations.

The stations broadcast four chief explanatory announcements that emanated from the control center in the City Hall.

Local radio stations participated at the request of OCD officials who wanted complete coverage for this first complete blackout.

Special permission to broadcast the test warnings was obtained from the Office of Censorship in Washington.

Mackenzie On WLW List

Cincinnati—Dwight Mackenzie, AP foreign correspondent and author "The War Today" who just returned from an extensive fact-finding tour of England, India, Africa, and China will be the 25th WLW World Front guest observer, Feb. 27 and 28.

Mackenzie will be interviewed by Gregor Ziemer, the station's European commentator, Carl D. Alcott, Far Eastern Authority, and will participate in "The World Front" program round-table discussion.

Scott On "My People"

Hazel Scott, who is currently appearing at Cafe Society Uptown, has accepted the invitation extended to her by the OWI and will star in the negro morale-building program "My People," over WOR-Mutual, coast to coast, this Saturday, Feb. 27, from 7 to 7:30 p.m.

Adams "Hit Parade" Producer

While continuing his duties at CBS as assistant director in charge of light music, Wendell Adams has been assigned by Foote, Cone & Belding, agency handling the account, to produce the American Tobacco (Saturday night) "Hit Parade."

Latin-Amer. News Series Over Five Int'l Stations

"Comments by Victor Hugo-Vidal," a new series of news commentaries for Latin America are now being broadcast three times weekly, Monday, Wednesday and Friday, at 7:45 p.m., EWT, over the five CBS and aligned shortwave stations, WCRC, WCDA, WRUL, WLWO and WRX, in cooperation with the Office of Coordinator of Inter-American Affairs.

Hugo-Vidal, until recently has been broadcasting a sponsored series of programs, "Noticias Confidenciales" for Latin America. Authority on Latin American affairs, writer, traveler and former U. S. Treasury and Justice officer, he not only writes and announces this show but also directs and produces the Spanish and Portuguese versions of Robert L. Ripley's "Believe It or Not" and the dramatic program "Tributo A Los Heroes" both of which are broadcast in cooperation with the Office of Co-Ordinator of Inter-American Affairs.

Avalon Sets Farr

Floyd Farr, chief announcer of KPO, San Francisco, will be heard in a new series of week-day newscasts starting March 1 for Avalon cigarettes, sponsored by the Brown & Williamson Tobacco Corp. The newscasts will be heard at 7 a.m. (PWT) over six other NBC Pacific Coast stations.

Arnold Approval Seen Certain

Washington—Senate approval of the nomination of "trust buster" Thurman Arnold to the bench of the District of Columbia Court of Appeals seemed assured yesterday as a result of the hearing on the matter held by a Senate judiciary sub-committee. Senator Carl Hatch, sub-committee chairman, said he would recommend approval to the full committee without a full report.

AGENCIES

BEN DUFFY, vice-president of BBD&O in charge of marketing and plans, has been elected executive vice-president of the agency for the East, including the company branches in Boston, Buffalo, Cleveland and Pittsburgh. John C. Cornelius, manager of the Western Division of BBD&O, was elected executive vice-president for the West, in charge of the Chicago, Minneapolis, San Francisco, Hollywood and Los Angeles offices.

HENRY C. KLEIN has been appointed radio director of the New York office of MacFarland, Aveyard, it has been announced by A. E. Aveyard, vice-president in charge of the local office, which was opened several weeks ago at 30 Rockefeller Plaza. Klein formerly was associated with D'Arcy Advertising Company.

MONROE F. DREHER, INC., with offices in Newark and New York, has been elected to membership in the American Association of Advertising Agencies.

NATIONAL ASSN. OF TRANSPORTATION ADVERTISING is sponsoring an "Exhibition of Transportation Advertising" which now is on view in the Benjamin Franklin Hall of the Advertising Club of New York. It will continue until March 6.

ADVERTISING FEDERATION OF AMERICA has announced new members as follows: Fred M. Randall Co. and Zimmer-Keller, Inc., of Detroit; Jackson Brewing Co., of New Orleans; Petroleum Engineering Publishing Co., of Dallas; Charles L. Rumrill & Co., of Rochester, and Interstate Broadcasting Company.

PHILIP C. ROGERSON, formerly of "Time," has joined the public relations staff of N. W. Ayer & Son, Inc.

ARTHUR MEYERHOFF & COMPANY, Chicago, Illinois, has been elected to membership in the American Association of Advertising Agencies.

ARTHUR E. GOLDMAN has joined the Biow Company as account executive. He formerly was with the American Tobacco Company.

"AMERICA AT WAR"

A patriotic program series combining a timely dramatization with an inspiring talk by nationally prominent speakers. Cooperatively sponsored and we even sell it for you. Has already made good money for 25 radio stations. Write for details to Don Searle.

SALES FEATURES CO.
1023 NO. 17TH ST. . . . OMAHA, NEBRASKA

Second BMI Meeting Of Program Directors

(Continued from Page 1)

and general manager of BMI, presided. Trade talks on the music situation were delivered by Sydney Kaye, counsel, and Carl Haverlin, vice-president. Neville Miller, president, greeted the directors who were given accounts of BMI's plans for expanding its script service, and renditions of BMI tunes.

Program managers attending the meetings Feb. 23 and 24 were:

WAVE, Louisville, Ky., George Patterson; WBAP, Fort Worth, Texas, George Cranston; WBZ-WBZA, Boston, Mass., W. Gordon Swan; WCBM, Baltimore, Md., Charles Roeder; WHK, Cleveland, Ohio, C. M. Hunter; WIRE, Indianapolis, Ind., Bill Dean; WJR, Detroit, Michigan, Norman White; WJW, Akron, Ohio, Harold Waddell; WLSL, Roanoke, Virginia, James H. Moore; WPEN, Philadelphia, Pa., Lew London; WRVA, Richmond, Virginia, Irvin G. Abeloff; WTMJ, Milwaukee, Wis., Warren Mead; WTMJ, Milwaukee, Wis., Maurice Kipen, and

WWL, New Orleans, La., Ed Hoerner; KHJ, Hollywood, Calif., Van C. Newkirk; KMOX, St. Louis, Mo., Blaine Cornwell; WJAS-KQV, Pittsburgh, Pa., Ray Shannon; WCCO, Minneapolis, Minn., Al Sheehan; WSBA, York, Pa., Otis Morse; WFBR, Baltimore, Md., Bert Hanauer; WOL, Washington, D. C., Miss Madeline Ensign; WIP, Philadelphia, Pa., Edward Wallis; WKBW-WGR, Buffalo, N. Y., Herbert C. Rice; WCAE, Pittsburgh, Pa., R. Clifton Daniel, and WNAC, Boston, Mass., George W. Steffy.

Special Oboler Play

Arch Oboler will do a special fifteen-minute broadcast this Saturday, Feb. 27, at 10:45 p.m., EWT. He is doing the broadcast on behalf of the National Conference of Christians and Jews as the final event of Brotherhood Week. It will be over WJZ-Blue, and the title of the program is "I Have No Prayer."

Stork News

Bob Wylie, chief announcer at WFMJ, Youngstown received a welcome Valentine's Day present when he became the father of an 8-pound, 6-ounce baby girl.

KIRO, Seattle, staffers added to the population by presenting two more citizens to the country. Norman Runion, station announcer, became the father of a son, and Bill Tucker, of the sales staff, kept in step by celebrating the arrival of a son of his own.

Hal Coulter, sales promotion manager of KYW, Philadelphia, is happy to announce the arrival of his baby daughter who was born recently at Delaware County Hospital. It's the first child born to the Coulters.

WORDS AND MUSIC

By HERMAN PINCUS

NAN WYNN, radiophile, who recently came east on a personal appearance tour of theaters, has been signed to a long term contract by Columbia Pictures, her first starring role to be in the musical "Rhapsody in A Flat." Same studio has signed Fred Shields, radio announcer, to do the commentary on the opening scenes of George Stevens' "The More The Merrier," starring Joel McCrea, Jean Arthur and Charles Coburn... Bob Russell's lyrics grace the sheet music of three current topopular tunes. "Brazil," published by Southern, "Don't Get Around Much Anymore," a "Robbins" urance and "I'm Not Just Anybody's Baby," a "Santly-Joy" able. Bob broke into Tin Pan Alley with the hit "Time Was," and at the rate he's going it won't be a long "Time When" he ranks with "Ascap"tivators of the higher brackets.

☆ ☆ ☆

A Low Bow: To LYLE ENGEL, publisher of Song Hits Magazine, for sending hundreds of copies of the mag containing song lyrics to army camps for use in "Community Sings"... To HELENA, BARONESS de POLENZSKE, for her "Know Thy Neighbor" series, dedicated to promoting better understanding and cooperation between the peoples of the United Nations, slated to start March 2 on FM station W47NY... To KATE SMITH, who despite a recent severe illness, plans an extensive and prolonged itinerary for the next few months, which will take her show to a great number of army camps throughout the country... To THE JESTERS, Guy, Dwight and Wamp, whose popularity with songpluggers, music publishers and songwriters, springs from their kindness to the latter from way back to the WTIC days... To TOM SLATER, whose "This Is Fort Dix" program, tends to ease the transition from Civilian to Soldier, for hundreds of Uncle Sam's new Hit-erasers."

☆ ☆ ☆

Behind the Scenes: The howl of laughter which heralds the opening of each session of "Truth Or Consequences," is caused by Ralph Edwards' quip to a studio audience front-seater: "Look—there's Tony Galento—Oh I beg your pardon, madame"... "Bomber Command" new song written by Lt. Col. Ellis O. Keller, Gene Marvey and Paul Taubman and published by Carl Fischer, Inc. is dedicated to the U. S. Army Air Force Bombardment Units and smack-dab in the middle of the chorus is the now-famous lines "Off we go into the wild blue yonder," from the official "Army Air Corps" heartfelt composition by Capt. Robert Crawford, who generously gave his permission for inclusion of the original phrase in the new song. Stand up and take a salute, Captain Crawford... Amanda "Of Honeymoon Hill" Huff, writes to let us (and you) know that Ed Begley, in reality, "the direct antithesis of the cruel, heartless brute, he portrays on that program."

☆ ☆ ☆

Radiology: Betty Rann, boogie-woogie pianiste, heard on the "Chamber Music Society of Lower Basin Street," program is taking no chances, now that shoe-rationing is so much a part of the American scene. Because she wears out her shoes twice as fast due to continual stamping on the piano pedals, Betty now wears carpet slippers during her Broadcasts... WHN's Barry Sisters are wearing their hair short these days and urge their female radio listeners to do likewise. This new hair-do eliminates the need of using hair pins, bobby pins, curlers, etc., which can then be used for vital war production... Scatsinger Chubby Jackson, joins Jerry Wald orchestra, which heads west soon to appear in a Universal moom pitcher... Vocalist Lynn Gardner will leave Bob Allen's Band, March 1.

☆ ☆ ☆

Aviation Cadet Johnson Brenneman, Radio Daily alumnus, reports a new "torture" for underclassmen at the Army Pre-flight School at Kelly Field, Tex. Upperclassmen, on the least pretext, order the former to give out with vocal renditions of "Lone Star Beer Is a Clear and Sparkling Brew," a transcribed jingle heard on local stations many times daily.

CBC Filling Board; Further Probe S

(Continued from Page 1)

Montreal, vice-president of the therhood of Locomotive Engine mentioned as the representati Labor, while the probable suc of Mrs. McClung is Mrs. Sutherland, of Reveltoke, B.C.

These appointments are being when the Committee on Radio B casting is about to organize and according to Progressive Con tive intimations, delays in board vacancies are to be further.

In the inquiry last session, disclosed that almost a year elapsed before some vacancies on board had been filled. This con of things was held, by some members, to be contributory of irregularities which developed.

The new appointments will plete the Board of Governors membership is nine.

See Shorter Inquiry

This year's inquiry is unlikely as lengthy as last year's when policies of the Board and certal penditures were gone into exte ly. This led to the recommend that Gladstone Murray be use another position than that of g manager of the corporation. Th commendation was carried out b but meanwhile Murray has left corporation.

Another subject of inquiry w the new management's policy on tical broadcasting. It will be re that at the Winnipeg conventi the progressive conservative refusal to broadcast the norma speeches caused considerable p

The Committee will inquire in new management so far as it done. Some of the progressive servatives find that consid change has been effected since last inquiry and are disposed to the new management and broa ing set-up and policy a chan demonstrate what can be done.

Netherlands Bureau Sets Phila. Broadca

The Netherlands In*ome Bureau, in conjunction with premiere of "No Surrender" Netherlands Government War hibit, will give ten broadcast Philadelphia. The programs were ranged by H. Emory Ellis, R. Officer of the Domestic Broadca Division of the Netherlands Infom tion Bureau.

The "Exhibit" is a collection unique war relics, dioramas, ph graphs, posters, Prizes of War other exhibits.

Cooperating with the Netherla Information Bureau are all stati in Philadelphia who are contri ing from one to four quarter periods to ensure success of the ject.

A similar exhibition and broadcasting enterprise will be undertaken in Boston March 8.

Peagues In Tribute To Memory Of Cuhel

(Continued from Page 1)

route to North Africa aboard a flying boat.

Wm. Dunn, CBS foreign correspondent now in New York, eulogized his friend and colleague in a tribute to the Mutual network Tuesday night. Dunn and Cuhel both worked for the Dutch East Indies and Java for their respective networks.

"There will be sadness in the hearts of all correspondents who knew Cuhel," Dunn said, "for we know what he was—a gentle, respected colleague, a stern editor and an irreplaceable friend."

Moorad, CBS correspondent in Australia, broadcast from Melbourne yesterday that "there will be a moment of silence at the commentators' round table in Sydney for Frank Cuhel. His is a sad loss to the profession."

W. Bailey, director of Australian News and Information Bureau in New York City, said, "I admired Cuhel. Mr. Cuhel did in presenting news to the American public. Australia has lost a good friend."

McClintock Statement

McClintock, president of the Broadcasting System paid this tribute to Cuhel: "Frank Cuhel was one of the finest correspondents but a human individual. We at Mutual who knew him will never forget him. Our hearts are saddened."

Moseley, Mutual network commentator, said on WMCA, "Frank was a valued comrade and a fine commentator."

Heater pointed out that "those who wear the arm band of a correspondent also serve."

Hubert, John B. Hughes and other commentators were others who paid tribute to Cuhel.

CBS Production

Brackett and Chester Gierman joined CBS' production department as assistant directors, Roy Gierman, CBS production manager, was announced yesterday.

Gierlach was a production executive at NBC. Prior to that he had been arranger for the Led Zeppelin band. He has been assigned to the Columbia network day-after-day.

Joining CBS production, Gierman was employed by the Blue Network. He is a former client of theatrical agencies on the East Coast. He was an assistant director at Disney. Both Brackett and Gierman will begin their new duties Monday.

Glasser joined the CBS production department effective Feb. 18. Randall, CBS director of production, has announced. Miss Glasser is a contributor to the Writers' Guild. Prior to that she was a feature writer for the Washington Post, Washington Herald and Chicago Sun.

Way Calls For Industry Czar And Stronger Self-Regulation

(Continued from Page 1)

industry, "adopt a code with teeth in it, to save itself."

Way, here for the NAB Board of Directors meetings, addressed the members of the Radio Executives Club at the regular Wednesday luncheon, pleading with the time buyers and commercial copy writers to shoulder their share of the responsibilities which, at present, lie primarily with the station managers. He said he was going to bring to the attention of the NAB, again, his "Declaration of Independence for Broadcasters," and would continue to press the issue until the trade formulated an effective code.

Cites "Obligation to Public"

"We have an obligation to the public, and if we keep plugging announcements and poor shows, the public will come down on us with hard blows."

In reply to questions from those in the audience, Way stated: "We're in show business whether we like it or not. And when we lose the enter-

tainment value in commercials the public will not stand for it... What I'm talking about is a Will Hays for the radio industry."

Two of NAB's recent appointments made their first public appearance in the New York radio circles, yesterday, at the luncheon. They were Willard Egolf, director of public relations, and Walter Dennis, in charge of news and information. Other NAB personnel present included Everett Revercomb, auditor; C. E. Arney Jr., assistant to the president; Dorothy Lewis, coordinator of listener activities.

Out-of-Towners Present

Guest list consisted of Gene O'Fallon, KFEL, and director at large of the NAB; Tom Loft and Dale Taylor, WENY, Elmira, N. Y.; Gunnar O. Wiig, WHEC, Rochester, N. Y.; Jerry White, WFMD, Frederick, Md.; James Moore, WSLR, Roanoke, Va.; Jerry King, Standard Radio, Los Angeles; Bill Dowdell, news editor, WLW, Cincinnati.

Court Reserves Decision In Song Infringement Suit

Federal Judge Edward A. Conger after a four-day trial reserved decision on the infringement suit brought by the Jewel Music Publishing Co., Inc., against the Leo Feist, Inc., Music Publishers, charging plagiarism.

The Jewel Music Company, in behalf of the writers Jules Loman and Louis Rigga, who wrote the song "Carnival In Cotton Town" in 1936 charge the Feist Company with plagiarizing the song when they published "Drummer Boy," which was written in 1940.

In answering the infringement charge the Feist Company contends that "Drummer Boy" was written by Roger Edens who was then on assignment for Metro-Goldwyn-Mayer where he worked as a composer and arranger. The Feist Company claims that "Drummer Boy" was published after Edens had written it.

Harker To Blue Sales

Tom Harker has been appointed a member of the sales staff of the Blue Network, effective March 1, by D. B. Buckham, eastern sales manager. For the past three years Harker has been on the sales staff of the Mutual Broadcasting System in Chicago and previously was on the New York sales staff of Edward Petry & Co., radio representative. He replaces Morris "Steve" Mudge, who has joined D'Arcy Advertising Company, New York.

Wedding Bells

Barbara Barnhart, known to WOWO, Fort Wayne, listeners as Jane Weston, conductor of the "Modern Home Forum," was married Feb. 5, to Sgt. Richard Ramsell, of Baer Field.

KMAC Studios-Offices In New Modern Quarters

San Antonio—Seventeen modern rooms covering a total of 3,000 feet of floor space comprise the new home of KMAC, indie outlet here. Staff and equipment moved last week from the Smith-Young Tower to the new quarters in the Bank of Commerce Building near the center of the city.

Though finishing touches still are to be made, owner Howard W. Davis and program director Tony Besson were enthusiastic about the plan of the new studios after the first few hours on the air. Plan features a compact arrangement which allows the program director to be in close contact with vital departments at all times. Besson's office next to the other executive offices opens at his right on both news room and music library, beyond which master control faces both the modern, glassed-in studios. The large studio has a raised platform-stage accommodating up to 20 musicians comfortably, with ample space on the lower level for turntables and a moderate audience if desired. Smaller studio will probably be used mainly for news broadcasts which are featured every hour on the station.

The new layout, almost 50 per cent larger than the old, is modern throughout in plan and decoration, using indirect lighting only. Station will continue to use its 250-watt transmitter located outside the city.

WMCA Wartime Dramas

Series of five dramas based on wartime New York, and entitled, "Father Knickerbocker's War Diary," will be aired by WMCA in behalf of the 1943 fund appeal for New York Catholic Charities, starting March 6, Saturday, 9:15-9:30 p.m. Scripts are based on cases cared for by Catholic Charities.

FCC Helps FM-Tele In New Rule On CP's

(Continued from Page 1)

Memorandum opinion of April 27, 1942 (freeze order), for construction permits or for modification of construction permits requesting extension of the periods of construction. Instead, the Commission will take no action at this time upon such applications but will retain them in the pending file. Applicants for construction permits whose applications were surrendered or dismissed pursuant to the memorandum opinion of April 27, 1942, may request reinstatement of their applications.

"The policy adopted today is in addition to the policy announced August 4, 1942, which provided for the issuance of licenses for high frequency (FM) broadcast stations during the war, provided construction had reached a point where substantial service could be rendered.

Television

"Holders of construction permits for television stations, experimental and commercial, may obtain licenses during the war to operate existing facilities on either an experimental or commercial basis, provided construction has reached a point where the station is capable of rendering a substantial service. Licenses issued under this policy will be subject to the condition that construction will be completed in accordance with the rules, regulations and standards of the Federal Communications Commission as soon as the necessary materials and engineering personnel become available.

"The Commission also decided to continue its policy of not dismissing or denying television applications which cannot qualify under the provisions of the memorandum opinion of April 27, 1942. Instead, no action will be taken at this time upon such applications and they will be held in the pending file. Applicants for construction permits for television stations whose construction permits have been surrendered or dismissed pursuant to the freeze order may request reinstatement of their applications."

Canadian Marconi 'Strong' Despite War Restrictions

Montreal—Although the financial statement of Canadian Marconi Co. for 1942 will not be available for probably two months, good progress has been made within the range of the company's operations under war conditions.

Operating profits are likely to be among the highest in the company's history in one direction, that of receiving sets, despite the fact that output ceased under government regulations, as from April 30 last. As a result sales in the final eight months of the year were from stocks on hand. These, it is learned, are now almost entirely exhausted. As with most restrictions of this nature, resumption of production may not be permitted during the war period.



Coast-to-Coast



G. R. (RED) BAUER, of WINN, Louisville, Ky., has been appointed sales manager. Bob Campbell, station-newcomer, is now handling sales promotion. Jimmy Clishin is the latest replacement on the musical staff. His forte is the piano.

The disabled veterans at the Edward Hines, Jr., hospital were entertained by the entire cast of the "Breakfast Frolic," the WJJD, Chicago, presentation, at the station's annual party. The entertainment was given in cooperation with the Chicago chapter of the American Red Cross. Joe Wilson, formerly affiliated with the sports staff at WGAR, Cleveland, and with WHBC, Canton, has joined announcing staff.

"Victory Club," the new fifteen-minute program on WTAG, Worcester, sponsored by Sears, Roebuck & Company has been contracted for a thrice-weekly airing for a 26-time period. Contract marks a year of continuous broadcasting on the Worcester station by the Sears' local store. In the present set-up "Club" members have promised to take change in war stamps when making purchases.

The reading field of "Mikes and Men," the WLIB, N. Y. radio news column, has been increased three-fold by appearing in the "Whitestone Herald," "College Point News," and the "North Shore News."

An enlightened triumvirate will join hands on the WBNX, N. Y., program dedicated to Brotherhood Week. A Catholic, Jewish and Protestant student from New York University will appear on "Brotherhood for Victory," tonight, at 8:30 p.m.

An insight to the work of the Bronx Council for Social Welfare is being offered by WBNX, N. Y., through their public service feature "The Community on the Alert" which began Feb. 18, at 8:15-8:30. Louise Blackham chairman of the council's radio committee is in charge of the series.

Furniture and decorations at WHEB, Portsmouth, were at a minimum when Keith Boss, staff announcer, was through borrowing for his Demolay production, "Nuts and Jolts," a musical comedy. Keith, a Demolay officer, cast and produced the show.

Radio listeners of WLW-WSAI, Cincinnati, got an earful when Carroll D. Alcott, station's Far Eastern observer had Pierre J. Huss, Central European manager for INS in front of the "mike." Huss revealed that he was the first correspondent to be granted an interview with Hitler when he first came to power. When asked why he didn't shoot Hitler, Huss replied that he wanted to live. He pointed out that Hitler was more closely guarded than any American gangster.

Evelyn Howe and Ted Austin are handling the 15-minute three-time weekly show, "Sloganaire" for the Royal Furriers. The program, through a telephone method of selection gives away a ten dollar prize to those who know the slogan of the day. For those qualifying for the consolation prize a new spring hat will do the consoling. Gift certificates for the bonnet-winners are mailed after the program.

When "Guess Who" was first presented over CKBI, Prince Albert, Canada, the telephone wires were so overloaded that the show had to be cancelled. But the sponsor wanted it back on and back it came. This time with modification to prevent the overloading of the wires again. Now the program confines listeners to certain pages of the phone book who are allowed to call instead of the "en masse" response of the previous program.

They're practically coming in the windows and going out the doors at CIRO, Seattle. War conditions necessitate a rapid turnover in office personnel. Some of the latest changes are: Bill Moshier, former publicity director is now educational director; Art Lindsay, west coast announcer now fills the position of program director, replacing Maury Rider; Norma Nellis has been transferred from the Music Library to program editor, and Frances Berglund has been added to the staff to assist Bill Moshier.

The most recent addition to the WEEL, Boston, staff of announcers is Clifton T. Holnam, Jr., formerly of WFCL, Pautucket, R. I. Jesse Buffum, agricultural director, has received permission from Donald Culross Peattie, author of "An Almanac for Moderns," to use excerpts from the book on the air.

"Let's Make a Victory Garden" is the new program debuting over KGVO, Missoula, Montana this week. A greater part of the program is devoted to informal talks on seasonal suggestions for preparing and planting the Victory Garden. The other portion of the show is given over to answering questions from listeners. Program is conducted by the Orchard Homes Garden Club.

Samuel H. Cuff, news commentator on NNEW, will deliver a series of lectures on "Strategy of Our Global War Today" at Columbia University, starting March 4. Cuff is substituting for Hanson Baldwin, of the New York "Times," who is leaving the country on a newspaper assignment.

Sam Hayes, newscaster for KNX, Los Angeles, is now serving on the gasoline panel of the North Hollywood ration board. Sam's a busy man these days what with keeping up with the news and doling out gas to those who think they deserve it.

WHIO, Dayton, staff musicians, directed by Henry Lange, will provide the program for the Dayton Lions Club on March 4th at the regular weekly meeting. The program will be entirely musical and will consist of a parade of station talent before the members of the Club, in the Van Cleve Hotel.

The distaff side announcer is becoming more common as the male ranks are being depleted. Olive Merrill is the second female announcer to help man the WTAG, Worcester, FM outlet, W1XTG. She conducts WTAG's "Polly and the Postman" when not taking care of her announcing stint.

Four new faces are visible around the KGW-KEX studios in Portland, Oregon these days, according to word from Arden X. Pangborn, managing director. Day Foster, formerly of KORE, Eugene, Oregon, has been named war program manager. In the commercial department, Earl Headrick, who worked for KSLM, Salem, Oregon, has been added to the sales force, replacing Arch Kerr, who moved to Hollywood. Ed Bennett, stage and radio actor, and Frank Coffin, formerly with KXRO, Aberdeen, Washington, have taken over jobs on the announcing staff.

With the news occupying such a prominent part in the daily lives of Americans, KYW, Philadelphia, is making sure that no one shall go news hungry. In satisfying the increasing demand for this service the station added another news period to their schedule. The new program will be edited in the press room from the wires of the AP, UP, and Reuters, and will be aired from 1:45 to 2:00 p.m., Mondays through Fridays. John Scanlon is the newest addition to the announcing staff. He comes to the station from WTRY, Troy.

"Texas Jim" Robertson, Blue Network's singing cowboy, will be featured at "Pappy Howard's Barn Dance" held at the Meriden, Conn. City Hall, today. Robertson's engagement was booked through NCAC.

Recent NBC War Clinic in Chicago was attended by three executives of KSTP, Minneapolis-St. Paul. Stanley E. Hubbard, president, presided at the session, attended also by K. M. Hance, vice-president and treasurer, and Sam L. Levitan, sales promotion manager. Bulova Watch Company has boarded the "Overseas Special," all-night program with a seven-announcement participation nightly. Time signal announcements will run seven nights a week for a year. This, in addition to Bulova's other spots on KSTP.

Don Rodgers is the newest addition to the announcing staff at WKBN, Yorktown. He joined the station after making an honorable discharge at Fort. Rodgers is no new hand in radio. His spot was in Lexington, Kentucky. Most listeners will hear him as he conducts "Musical Clock" program.

"Open House" the WCAU, Philadelphia, day club for workers, been offering outstanding talent, added new filip to the show. For Wednesday matinees, "Sound" have been introduced. It is an audience-participation stunt which assures members of the audience vicarious rides on roller skates, marksmanship, drive automobiles, comic pantomime to the accompaniment of weird sound effects.

Val Jensen, former announcer at WJL, Baton Rouge, Louisiana, is now a member of the announcing staff at WINS, N. Y., and George Finny has been added to the news room. He was recently with the International News Service.

WOV is reaping much publicity having chosen the "Miss United Nations" recently, in conjunction with the United Nations drive among motion picture outlets. Station's contest winner is being used for promotion of war relief activities next week and will make personal appearances here and in Toronto, Canada. Interviews being arranged and throughout the tour, station's call letters getting plugged.

A new "phizz" belonging to Lou who helped himself to previous radio experience in Portland, Oregon, is now around WINX, Washington, D. C. Lou throwing vowels with the rest of the staff announcers.

WJLB, Detroit, has named E. Smith Company, Inc., as the national representative for the station. Appointment was effective Feb. 1.

WOL, Washington, recently received 52-week contract from the "Saturday Evening Post" for 13 one-minute commercials per week. Contract was placed through MacFarland, Aveyard & Company.

CIAA Appoints Vogel To Head ET Production

George J. Vogel, formerly a program supervisor and director in the Radio Division of the Office of Coordinator of Inter-American Affairs, has been appointed director of transcription production, William Hill, director of the New York radio station has announced. This is a new position. Hillpot explained, in which increased transcription activities for Latin American broadcast. Vogel, who has been with the coordinator's Office a year, formerly was manager of the two Philippine Islands stations, KZRM and KZRM Manila.

1943 BIRTHDAYS

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

February 25

Ellis Andres Victor Bay
E. A. Ellington Jack McNally
David Kelley Roberts, Jr.
Ranny Weeks

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 38

NEW YORK, N. Y., FRIDAY, FEBRUARY 26, 1943

TEN CENTS

Garey FCC Probe Plans

Program Changes Discussed At Meeting

Recommendations for a changed programming schedule were discussed by Mutual program directors here Monday and yesterday and will be presented to the Board of Directors for approval as soon as possible. In addition, a conference, called by Miller, president, sought a tightening of the news bulletins every day from two to one minute in length.

Some time was spent seeking ways of providing more prompt news of affiliate stations for special reports.

Buy More War Bonds and Stamps \$50,000 In Bonds Hear Brown Lecture

Syracusanians in four days have raised \$150,000 to obtain seats for a lecture by Cecil Brown, CBS correspondent. Climaxing the anniversary celebration of WFBL, Syracuse radio station, Brown will make two appearances in Syracuse tomorrow with capacity crowds in the afternoon more than 100 high school students of the city.

Devotes 106 Hours To War Effort In Jan.

106 hours was devoted to war effort by the Blue Network in January of this year. In January, the second month of the United States war participation in the war, the network devoted 39½ hours. Of the total in January of this year, 81 hours was devoted to war effort.

Patriotic Porker

Washington—"Finis" was written in the career of a good, solid pig yesterday when "Franklin" male pig owned by C. W. Win, Ford Motor Co. newsman on the Blue Network, gave an order to help alleviate the pig shortage. The nobility of the pig is enhanced when it is known that his widow, Fleurette, is a very blessed event.

Radio Reporter Toll

Loss of Frank J. Cuhel, Mutual's correspondent, on the Pan-American Clipper last week-end, brings to seven the number of radio war correspondents killed, captured or missing since Pearl Harbor. The dead are Don Bell, NBC, and Ed Beaudry, CBC; captured are Bert Silen of NBC, Ed Ward of CBC, Eric Davis of CBC and Royal Arch Gunnison of Mutual.

Davis Starts Mar. 12; Sets Up Three Rules

Weekly quarter-hour broadcasts by Elmer Davis former CBS newscaster now Director of the Office of War Information, will get under way Friday, March 12, it was revealed yesterday by OWI. The series will be carried weekly from 10:45 to 11:00 p.m., EWT, on CBS, NBC and Blue, with Mutual rebroadcasting each Saturday at 4 p.m. via transcription.

Three WEAF Renewals; One New Shoe Account

The Planters Nut and Chocolate Co. have renewed for another year the 6:15 p.m., EWT, news spot with George Putnam heard Mondays, Wednesdays and Fridays on WEAF. J. Walter Thompson is the agency. The Charles B. Knox Gelatine Co. has renewed their participation in the program.

Stauffer Successor To Lewis As Domestic Radio Bur. Chief

School Administrators To Convene By Radio Net

Recent cancellation of the annual meeting of the American Association of School Administrators by the ODT has resulted in the decision to hold the meeting by radio. Such a plan was held feasible some time ago. Cooperating with the AASA and the ODT, the Blue Network will present the meeting.

Promises Very Thorough Investigations Backed By Staff Of 25 Lawyers; Expect Opening In April

Spot Business Spread Over Wider Territory

Spot business during the last quarter of 1942 spread to geographical areas which in the past received an infinitesimal share of the national placements. Trend has become more pronounced since the first of the year, according to check reported by National Radio Records.

In a tabulation of national accounts Canada Fears AFM Ban May Hurt "Loan" Drive

Toronto—Fears have been entertained in local broadcasting circles that the AFM ban on transcriptions may have an adverse effect upon the Victory Loan Campaign which is to be launched around the end of April.

Convention-AFM Biz Before NAB Board Today

Two major trade topics, whether or not the NAB will hold a convention this year, and what to do about the Petrillo recording ban, will be disposed of at today's sessions of the National Association of Broadcasters.

Detroit—First class fight to a showdown was indicated yesterday by Eugene Garey, counsel for the House Committee to investigate the FCC when he stated that the inquiry would seek to disclose what the Commission Chairman James L. Fly and his aides have been doing to "socialize" the radio broadcasting industry. Garey at the time, announced the appointment of Fred R. Walker, former assistant U. S. Attorney here, as chief assistant.

Garey, chosen by Rep. Eugene E. McCarthy, will lead the investigation.

Ickes 'Rebukes' Blue For Rep. Dies Script

Washington Bureau, RADIO DAILY
Washington—Harold L. Ickes Secretary of the Interior yesterday rebuked the Blue Network for permitting Rep. Martin Dies, chairman of the House Committee on Un-American Activities for attacking a former Interior employee without mentioning the name of the person he was attacking. The rebuke was made in a letter to the network.

NBC Thesaurus Library Adds 12 Subscribers

Twelve stations have been added to the list of subscribers to NBC's Thesaurus library, according to NBC's Radio-Recording Division. The newcomers and their locations follow:

Rush Order

New Haven—Prompt and effective action by WELI saved the life of Naval Lieutenant Richard Thackston who was seriously injured in an automobile accident. Less seriously injured was Lt. (jr. gr.) Jim Britt, former sports announcer who requested Phil Buxbaum, Jr., station sports spieler to make an appeal for blood donors. After the appeal was made offers poured in.



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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Thursday, Feb. 25)

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 Pfd., Stewart-Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

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

Lee Returns To KGFF In General Manager Post

Shawnee, Okla.—Joseph W. Lee, after serving three months on active duty with the Navy, returns to his post as general manager of KGFF. Lee resigned as president of the Oklahoma network last November, and took a leave of absence as station general manager in order to enlist. After three months of training at Norfolk, Va., he was given an honorable discharge. He resumed his duties at KGFF, and as a member of the Board of Directors of the network, Feb. 15.

Blue Devotes 106 Hours To War Effort In Jan.

(Continued from Page 1) hours and 24 minutes represented sustaining time, and 24 hours and 43 minutes, sponsored time. Time devoted by WJZ, New York, key outlet in January was 13 hours and 15 minutes.

Landon Improving

Herb Landon, publicity director of WOV, seriously ill since Sunday, with intestinal flu, was reported slightly improved yesterday.

School Administrators To Convene By Radio Net

(Continued from Page 1)

three special broadcasts during March, in which educational leaders will explain the roll of schools in wartime and will outline new policies that have been formulated to meet the exigencies of war.

The first broadcast of the series will be made Thursday, March 18, from 8:30 to 9:30 p.m., EWT, during the weekly "America's Town Meeting of the Air" forum.

The second "convention" airing will be held Wednesday, March 24, when the educators will be heard on the "National Farm and Home Hour" broadcast from 12.30 to 1:00 p.m., EWT.

The final broadcast will take place Friday, March 26, from 3:45 to 4:00 p.m., EWT, when John W. Studebaker, U. S. Commissioner of Education, and William G. Garr, Secretary of the Educational Policies Commission, will speak on "What the Schools Are Contributing to the Winning of the War." The final program will originate in Washington.

Davis Starts Mar. 12: Sets Up Three Rules

(Continued from Page 1)

laid down three rules which he will follow:

- 1. The broadcasts will not carry news which has not already been available to the press and radio. 2. The broadcasts will be factual and will attempt to summarize and clarify important war developments in order to promote clear understanding of the nation's wartime problems. 3. Every effort will be made to make each broadcast responsive to the questions uppermost in the minds of the public.

Davis stated that he receives many letters each week from people who write that they want some one in the Government to sum up each week what is being done and why—and how it affects each individual. Recently a group of important radio people informed the OWI he said that people in their communities were eager to get a clarification of important issues of the war such as Davis might make.

Three WEAf Renewals; One New Shoe Account

(Continued from Page 1)

Mary Margaret McBride broadcasts heard Mondays through Saturdays on WEAf at 1:00 p.m., EWT. Kenyon & Eckhardt, Inc., is the agency.

The Gruen Watch Co. has renewed their time signals on WEAf for another year. McCann-Erickson is the agency. Paramount Pictures, Inc., is participating in the Mary Margaret McBride program for their new production, "Hitler's Children." Buchanan & Company is the agency.

P. W. Minor & Son, Inc., is participating in "And So to Brady," heard on WEAf at 12:15 p.m., EWT, Mondays through Fridays, for Treadeasy Shoes. Stewart Hanford & Casler, Inc., is the agency.

Spot Business Spread Over Wider Territory

(Continued from Page 1)

buying spots during October, November and December, NRR reports that states in the East North Central part of the country, embracing Illinois, Indiana, Michigan, Ohio and Wisconsin, showed a healthy gain of business, with the total 103 accounts coming fairly close to the 159 for the leading market in the Middle Atlantic states of New York, New Jersey and Pennsylvania. Report for trends during the first three months of 1943 will be complete at the end of March. Pacific area, including California, Oregon and Washington, reported 79 different spot accounts for the survey, a gain, NRR holds, which is significant. All told there were 270 spot advertisers throughout the country for the quarter period.

Buys \$150,000 In Bonds To Hear Brown Lecture

(Continued from Page 1)

Syracuse and Onondaga County will be guests of WFBL.

Saturday evening Brown will speak before 2,000 persons, while 700 men of the armed services will occupy seats on the stage at Lincoln Auditorium. Tickets to the affair were distributed on the basis of war bond purchases. Tickets were priced at \$100, \$50 and \$25 but were given free to bond buyers during WFBL's anniversary week. Although scheduled to close Friday night, WFBL's bond and ticket office closed at 3 o'clock Thursday afternoon when the last of the 2,000 tickets was distributed. A preliminary report showed bond sales of more than \$150,000.

MBS Program Changes Advised At Meeting

(Continued from Page 1)

cial events and war programs, and discussing overseas programs. Recommended that the program reps meet every three months to trash out problems which would improve network service.

Eugene Carr, representing the Office of Censorship, read and explained the new code. Merritt Barnum and Jack Van Nostrand, of the OWI, headed discussions of OWI programs, with station reps exchanging helpful ideas on the subject.

NBC Thesaurus Library Adds 12 Subscribers

(Continued from Page 1)

KODK, Kodiak, Alaska; WMOB, Mobile, Alabama; WORD, Spartanburg, S. C.; WRLC, Toccoa, Ga.; WLEU, Erie, Pa.; W47NY, New York; WBIG, Greensboro, N. C.; WAGA, Atlanta, Ga.; WGAC, Augusta, Ga.; KOCY, Oklahoma City, Okla.; WGGC, Gainesville, Ga. and KROC, Rochester, Minn.

The Radio-Recording Division also announced the receipt of 44 renewals for Thesaurus service since Jan. 1, 1943.

COMING and GOING

KATE SMITH, TED COLLINS, HENRY YOUNG and other program personnel are in Fico, Va., for the broadcasting of tonight's show from the U. S. Marine Barracks.

HENRY P. JOHNSTON, vice-president and general manager of WSGN, Birmingham, Ala., in town for conferences at the headquarters of the Blue Network.

DOROTHY CORWITH, lecturer in the public service division, leaves today for a tour in Richmond, Va., where she is scheduled to deliver 14 talks to civic organizations in the area.

HUGH K. BOICE, JR., national sales manager of WMBD, Columbia affiliate in Fico, has arrived from Illinois for a short visit on a tour and network business.

MADELEINE CARROLL in town for her appearance on Blue Barron's "Music of Yesterday and Today" program.

DON SEARLE, general manager of WOI, Omaha, is in New York for conferences with the New York representatives of the station.

HAROLD E. FELLOWS, station manager of WEEI, left yesterday for Boston following a days spent here.

GASTON W. GRIGNON, general manager of WISN, Milwaukee, Wisc., visiting yesterday on the local reps.

COTTONSEED CLARK, Blue Network producer, off to Springfield, Mass., for Sunday broadcast of the "Soldiers of Production" program.

F. W. WOODRUFF, JR., executive manager of WRBL, CBS outlet in Columbus, Ga., who left the early part of the week here, has returned to the home offices.

THOMAS G. TINSLEY, president and station manager of WITH, up from Baltimore on station and network business.

MURRAY B. GRABHORN, national spot manager of the Blue Network, will return tomorrow from a trip to Chicago, Detroit and Cleveland.

ARTHUR SIMON, general manager of WPHI, Philadelphia station of the Atlantic Coast network, left New York yesterday for his headquarters. He had been in Boston for the opening of the new WORL studios.

BLAINE CORNWELL, program director of Columbia's St. Louis outlet, KMOX, left yesterday for Missouri after a few days here on network business.

ARTHUR REILLY, newscaster on WLW, Cincinnati, is in Washington and is broadcasting his nightly "News from the Four Corners of the World" from WOL in the Nation's Capital.

A. K. REDMOND, station manager of WHTA, is in town. The station is the CBS affiliate in Harrisburg, Pa.

MERLE JONES, general manager of KMOX, returning to St. Louis after having spent the early part of this week in New York.

Advertisement for Polish Varieties Programs in Buffalo, featuring station WHLD 1000 and Polish Broadcasting Bureau, 754 Fillmore Ave., Buffalo, N.Y.

'Rebukes' Blue for Rep. Dies Script

(Continued from Page 1)
took place during the weekly program conducted by the station "Evening Star" licensee Washington Blue outlet WMAL, Wednesday night.
"It does mind a Congressman an attack on another person mentioning his name but one t criticize a Congressman," d. "That ought to help me get air next time."

Identity Unrevealed

Comment of the cabinet officer to the portion of Dies' in which the Texan charged \$8,000 a year employe of department had once told a meeting that it was necessary for this group to obtain jobs in government for purposes of border within and "infiltrating." Identity of the person Dies referred to was known to him, said he added, however that the had been investigated last by a Senate committee, which charges into an ash can, they belong. "Just another Mr. Dies attacking some one perfectly safe distance that is characteristic of the so-called gentleman Texas," said Ickes.

slap at the Blue Network usually as an after-thought. had opened up against Dies, our mentioned that the talk, Ickes had read of in a news- carried by the Blue. Then Ickes take the network to us referring to complaint ral Dies' Congressional support radio commentators and -lived Blue policy adopted e recent Winchell-Pearson

Script Passed by Network

script which charged five Federal employes or one eral employes with the sort Dies specializes in charging th, was prepared in advance y by the Blue before it was

ating on the matter Blue s here indicated that it was matter of extending the of the air waves to the Con- pointing out that the air ly free also to those who tice members of Congress.

EVERY TELEGRAM'S A CASH TELEGRAM AT Postal Telegraph

CHARGES FOR TELEGRAMS
PHONED IN APPEAR ON YOUR
TELEPHONE BILL.

PROMOTION

Re "Info. Please"

In preparation for the recently-begun new "Information Please" series, more than 50 west coast executives and salesmen of the H. J. Heinz Company met at KPO in Radio City, San Francisco, to listen to a closed circuit broadcast, designed to acquaint Heinz employes with the company's aims in sponsoring the show. The firm's reps here heard H. J. Heinz, Jr., speaking from New York, declare the company was not using the program to sell more goods, but only to educate the public in the need for cooperation to avoid serious shortages.

He said the program will be used to explain point rationing for other purely institutional and governmental aid efforts. Also heard were President Niles Trammell of NBC, Clifton Fadiman, John Kieran, Oscar Levant and Franklin P. Adams. Heading the western executives were R. D. Ballenberg, regional manager; G. F. Mason, coast manager, manufacturing department, and E. G. Frasier, E. D. Brinkman and T. A. Rhorabaugh.

License Photostat

KFEQ, St. Joseph, Mo., has put the back of its program log to good use with an arresting bit of copy. On the 8 1/2" x 11" cardboard sheet it has reprinted a portion of the first page of its original radio license.

The sight of a legal document always arouses curiosity, and leads the reader on to the message printed below: that, as can be seen by the date on the reprint, KFEQ has been in

Harris' "Fifth Symphony" To Premiere On Blue Net

Dr. Roy Harris' "Fifth Symphony," dedicated to the people of the Soviet Union, will be given its world premiere tomorrow, in the regular broadcast of the Boston Symphony Orchestra, conducted by Dr. Serge Koussevitzky, on the Blue Network at 8:15 p.m., EWT. The composition, the first fifth symphony ever composed by an American, will be played in honor of the 25th anniversary of the Red Army. Members of the Soviet Embassy at Washington have been invited to attend the broadcast at Boston's Symphony Hall. Dr. Harris today received from Moscow, through the Embassy, a wire which conveyed "warm greetings to a great artist and a great and friendly nation" from the Society for Cultural Relations.

Miles Shoe Spots

Miles Shoes Inc., shoe chain, through the Grey Advertising Agency, has started a series of spot campaigns, using for the initial plunge, WNEW and WMCA. Plan is to widen the campaign in the near future. Few weeks ago account was reported interested in network production featuring George Jessel. Another shoe account, National Shoes, renewed its WNEW spot schedule.

"Canal Days" Example

"Canal Days" says WSAI, Cincinnati, "is vivid proof that radio advertising alone can build a business."

The program's sponsor, which six years ago was a small dealer in electrical appliances, has become one of the largest and most successful businesses in its line in the state of Ohio.

The station in its press release emphasizes the importance of the program which has used one character actor in the main part since the time the program was first broadcast. And points out that the show brings to life the early scenes and people who lived in the famous old "Over the Rhine" district in Cincinnati. The incidents are furnished by listeners and former residents of the district.

UP Baseball Folder

As a part of its continuous campaign, United Press has issued a folder about its coverage of baseball. Prepared as an aid to stations in obtaining sponsors, the folder is a description of how baseball will be covered this year. The new angles in baseball are northern spring training and the questions arising as to the results.

UP states it will cover spring training camps as well as the games. The folder is simple and concise, with pictures of southern and northern training camps as a background, and the message, pointing out the new aspects, clearly set forth.

operation for twenty years. This is followed by a brief history of the station's growth and its service to the adv.

Convention-AMF Biz Before NAB Board Today

(Continued from Page 1)

board of directors of the NAB, meeting here at the Hotel Roosevelt yesterday and today.

Yesterday's meetings were devoted to reports on the following war problems: manpower and the 48-hour week; materials—tubes, batteries, gasoline and tires; home sets; daylight time; rationing and legislative matters. No specific action or recommendations on the topics were issued pending official government clarification.

THE Philadelphia Story IN RADIO 5000 WATTS
950 on the Dial
Affiliated Station of the Atlantic Coast Network

Garey's FCC Probers; Hot Fight Indicated

(Continued from Page 1)

Cox of Georgia as special counsel for the House Committee, promised a strong organization of some 25 attorneys and investigators. "We are going to find out," Garey stated, "whether the Commission has a policy of its own, or whether it follows the policy in accordance with the law of Congress."

It is expected that with the type of organization Garey has in mind and the material he plans to assemble, he will need at least a month in which to complete his data and ready his plans generally. According to these plans, as previously indicated, the probe of the FCC will probably get under way early in April.

Meanwhile it is presumed that the FCC is not exactly lying down and awaiting the probe but is assembling its own material for defense or offense purposes.

Gerber Buys CBS Net For One-Time Program

Gerber Products has bought the full CBS network for a one-time shot this Sunday 1:30-1:45 p.m., EWT. Program will be an interview with Mrs. Gerber on the subject of baby food rationing. Business placed through Federal Advertising Agency, Inc.

Vimms Renews NCBS

Minneapolis—North Central Broadcasting System announced yesterday a renewal from Lever Brothers via BBD&O, N. Y., for Vimms Vitamin Tablets for an additional series of one-minute spots on seventeen North Central Stations Mondays through Fridays.

Pearson Expands Quarters

Due to increased office activity the John E. Pearson Company, national radio representatives, have moved to larger quarters on Park Avenue, New York. At present the firm represents WIRE, Indianapolis; WAOV, Vincennes, WJJD, Chicago; KDTH, Dubuque; KGGF, Coffeyville; KSAL, Salina; KGBX-KWTO, Springfield, Mo.; and WEW, St. Louis.

★ 77%

of the evening AUDIENCE

(from N.B.C.'S "Tale of 412 Cities")

WTAG WORCESTER

Los Angeles

By JAC WILLEN

JOHN GUEDEL, West Coast general manager and vice-president of Russel M. Seeds Agency, now in the East on agency business with return scheduled some time next week.

H. Bart McHugh, vice-president of MCA still gandering around Hollywood for an over-all look prior to his return to the New York office.

Jean Hersholt, in the East on leave of absence from film and Motion Picture Relief Fund duties, was invested with an honorary doctorate by the Rollins College of Winter Park, Florida, this week.

Sportscaster Frank Bull, who announces the basketball games every Friday and Saturday over KFVB at 8:30 p.m. has launched a one-man campaign to collect baseballs and bats for the U. S. Marine base at Mojave.

Eddie Paul, music director of the Rudy Vallee program, is being congratulated for his music on a recent "Speaking of Animals" Paramount short which has been nominated for an Academy "Oscar." Title of the entry is "The Bird Farm."

Abner's "Hedy Lamarr" is seven eggs up on Lum's "Mickey Rooney" by the last report of the egg production feud, in which Lum and Abner have entered their pet backyard poultry.

Haven Macquarrie's "Noah Webster Says," NBC sustainer, hit a 9:4 Hooper rating last week—a new high we believe for an unsponsored show.

Leslie J. Fox, Los Angeles representative of the Paul H. Raymer station, representative organization, hit the nail right on the head the other night when he threw a cocktail party at the Ambassador. Delegates of the two-day NBC War Clinic meet dropped in to say good-byes just as the incoming delegates of the Blue Network scheduled two-day session at the same spot dropped in to say hello.

"Corlis Archer," currently airing from the East Coast, seems certain to return to CBS West Coast outlet KNX when author F. Hugh Herbert returns to Hollywood to assume new screenplay writing chores at one of the studios. Herbert is currently aiding in the casting and rehearsals of the stage version of the series in New York.

Charles Swallow, son of John Swallow, program director, NBC Western Division, reported last week to Fresno, to receive his primary Air Force training at Lemoore Field.

In a popularity poll conducted by Radio Life, local fan mag, Harry James won in three classifications—Hot, Sweet and Favorite Recording Artist. His vocalist, Helen Forrest, won the Girl Singer classification. James' recording of "I've Heard That Song Before" was chosen Favorite Song.

Bryan "Digest" Conductor

Don Bryan, formerly music director of WMCA, will wield the baton on the "Radio Reader's Digest" show on CBS beginning this Sunday, succeeding Lyn Murray's orchestra.



Reporter At Large . . . !

● ● ● Martin Block's trigger-thinking yesterday, served him in good stead, when during solicited-telephone-book orders for a new client of "Make Believe Ballroom," the WNEW switchboard was flooded with phone calls, many orders being lost thereby; Block asked his New York and Brooklyn listeners to hold up their phone calls for five minutes to give Jersey callers a chance; he then allotted the following five minutes exclusively to Manhattanites, another 300 seconds to Brooklyn and in this way, over 1,000 book orders were handled during the fifteen minute show. . . . This column feels a bit flattered in having one of its favorites, Diane Courtney, selected for that vocal spot on the Milton Berle-Campbell's Soup show which CBS starts next Wednesday, 9:30-10 p.m. . . . The Jesters, Dwight Latham, Guy Bonham and Wamp Carlson, whose trio-roling on that R & H Beer show is ear-resting, will trek Hollywoodward in three weeks to appear in Columbia Pictures' forthcoming "Doughboys In Ireland." Aside to Harry Cohn. Ask them to sing you the Miller Music new "doughboy song" titled "Top O' The Morning To You."



● ● ● Vicki Vickee, "Blue Velvet Voice of The Blue" is now accompanied on her Friday noon broadcast, by Paul LaValle's string orchestra. . . . Stuart Brody, 23-year-old radio actor, has a miniature reproduction of his Honorable Discharge from the U. S. Army, which answers questions of impolite-headed "patriots" . . . Jack Rubin, Ed Wolfe office exec, heard on the "O'Neills" now, is back on the job after a week's tussle with "Kid Flu" . . . Deep River Boys, en route on a Government-sponsored Good-Will tour of Central and South America, sent this wire to Bob Kerr from Tucson: "This is sure tough country, send money for new shoes." Wonder if the lads think they have to walk their way through the tour . . . Morton Downey's new Coca-Cola daily song festivals are Blue-excellent. . . . Charlie Spivak has signed a contract to Victorecord . . . Dick Granville, "The Galloping Dark Horse of the Musical Merry-Go-Round," featured platter-show heard over WMPS, is in New York—and may stay. . . . Rita Johnson, MGM movie star, will appear opposite Monty Woolley in the Charles Martin radio adaptation of "Life Begins at 8:30" tonight at 9 over WABC. . . . Victor Borge, featured the past year on the Bing Crosby and Nelson Eddy shows, arrives in New York next Friday for a Waldorf-Astoria booking and Eastern guest-shots. . . . Bob (Front Page Farrell) Shaw, may accept the scripting job offered by a major Hollywood production firm. . . . Has Chick Vincent, director of "O'Neills" and "Pepper Young's Family," sold a new program to a Hearst syndicate? . . . Bert Boyer has a date today, at 6:30 p.m. with Paramount talent scouts. . . . Patsy Campbell signs a new CBS contract today and will appear in the "Joe & Ethel Turp" program—Hope Emerson, song caricaturist and comedienne also added to "Turp" cast.



● ● ● WHN production staff rates a bow for its timely and appropriate salute to the New York "Boys" terous and triumphant victory on the Tunisian Front. The Tuesday "Gloom Dodgers" hour called on George Hamilton Combs to make comparisons of their valor with historic deeds of their fathers, members of New York's famed 77th and Rainbow Divisions, a generation ago. The show played "hour and date" with the headlines . . . Marion (Betsy Ross Girl) Loveridge, 12 years old WEAf songstress, will be gifted with a corsage and Flag on next Sunday's broadcast, by the Betsy Ross Auxiliary of the Veterans of Foreign Wars. . . . Vick Knight, ace producer and supervisor of all the Biow Radio shows, has changed his plans and will not come East until April.



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

MANDEL BROTHERS OF CHICAGO have renewed for 52 weeks 5-minute news periods every on the hour, 24 hours a day, WIND. Deal was handled by Selmer & Scott, Chicago.

WIND aired returns of Chicago primary election direct from "Daily Times" newsroom on Feb. 21 with bulletins starting fifteen minutes before close of polls and continuing until major races were decided. Paper coverage was augmented by radio news wire. Last-minute intensions to 20,000 judges and handling the election were broadcast over WIND Feb. 20-21.

WGN's farm series, "The Farmer Speaks Up," presented an unusual broadcast of a Farm Rationing program in action on Feb. 20. The Saturday show was based on a request from Wheaton, Ill., board for permission to buy a combine and seventy feet of wire fence. The request was handled by Gail Compton, Chicago "Tribune" farm editor and conductor of the farm series. Purpose of the show was to disclose operations of the bona fide farmers' requests.

Patti Clayton, WGN's green and brown-haired songstress, has selected "Radio's Most All-Singer" by 900 officers and men of the First Regiment of the Illinois Re Militia and a group of Chicago announcers and actors. In recognition of the honor, Miss Clayton the guest of the First Infantry Washington's birthday regimental review at which she was presented a scroll signed by the men of the Infantry. Patti is featured currently on WGN's morning "Musical M wagon."

Murphy Products Co., of Burton, Wis., has entered its thirtieth year as an advertiser over WLS the renewal for another full year the 9 to 9:30 period of the Saturday night National Barn Dance. Murphy Products has sponsored a portion of the Barn Dance since 1930.

Chuck Acree and his "Something Talk About" program has been signed over WLS for 13 weeks by the of Wheat Co., Monticello, Ill. Contract started Feb. 22 and was placed by Rogers & Smith, Chicago.

Jessel On WINS Show Sunday

George Jessel will be featured on "All Men Are Created Equal" WINS Sunday, Feb. 28 at 1:15. The program is produced and directed by Clifford Burdette.

WBNX NEW YORK
 WITH THE MOST INTIMATE AND EFFECTIVE PROGRAM APPROACH TO AMERICA'S LARGEST MARKET
5000 WATTS Directional
 OVER METROPOLITAN NEW YORK

GUEST-ING

LANCY KELLY, on Jerry Cooper's "Step Ahead" variety show, today (WOR-Mutual, 7:30 p.m.).

ARLINE JUDGE, on "Stars Over Hollywood," tomorrow (WABC-CBS, 10 p.m.).

MANUEL L. QUEZON, president of Commonwealth of the Philippines, **HAROLD L. ICKES**, Secretary of the Interior, on the United Nations Salute to the acts of the Metropolitan Opera broadcast, tomorrow (WJZ-Blue Network, 4:27 p.m.).

PRENTISS M. BROWN, Price Administrator, on Esther Van Wagoner's "Headlines from Washington," tomorrow (WNEW-ACN, 12:45 p.m.).

AULA LECLER, journalist and correspondent, on Frances Scott's "Play Reporter," tomorrow (WAF-NBC, 10:30 p.m.).

GEN. HARLAN BUSHFIELD of North Dakota, on Columbia's "Country Journal," tomorrow (WABC-CBS, 10 p.m.).

ETTE DAVIS and **WILLIAM MORGAN**, on "Soldiers with Wings," tomorrow (WABC-CBS, 10:15 p.m.).

ACK BENNY, on the "Quiz Kids" program, Sunday (WJZ-Blue Network, 7:30 p.m.).

DOWLER V. HARPER, deputy chairman of the WMC; **MAJ. JOHN WALKER**, chief of the farm labor in the U. S. Department of Agriculture; **SEN. WARREN R. AUSTIN**, Republican of Vermont, and **EDWARD A. O'NEILL**, president of the American Farm Bureau Federation, discussing "Manpower Policy," on Theodore Granik's "American Forum of the Air," Sunday (WOR-Mutual, 10 p.m.).

FR. REV. MSGR. FRANCIS W. BISH, LLD, vicar delegate for Catholics in the armed forces, on "Mutual's Radio Chapel," Sunday (WOR-Mutual, 11:30 a.m.).

LILLIE BURKE, on the "Only Yes" program, Sunday (WABC-CBS, 8 p.m.).

AN PEERCE, tenor, and **GREGOR FIGORSKY**, cellist, on the Coca-Cola program, Sunday (WABC-CBS, 8 p.m.).

THIS LITTLE BUDGET WENT TO WORL BOSTON MASS.



WAR-PROGRAM IDEAS

"Homemaker Club"

Arthur Jones, conductor of the "Homemakers' Club of the Air," heard daily over KXOK, St. Louis, has inaugurated a new feature on his program to increase the sale of war bonds. Jones, whose program is made up of contributions by listeners, is offering a war savings book with the first page filled with quarter stamps, to all contributors to his program. It is Jones' belief that with one page filled, the person receiving the book will complete it for a bond.



"Dating the USO"

"Dating the USO" is the title of the new type quiz show being conducted by Adrian Roberts, special events announcer at WMOB, Mobile. The quiz pits the wits of the service men against Victory Belles and nurses. Service men winners of each show are given free long distance calls to their home. To date the calls

"Gardening for Victory"

"Gardening for Victory," a radio series built especially for the American home farmer, has been launched jointly by the San Francisco "Examiner" and KPO-NBC, San Francisco. Dedicated to the proposition that every available plot of ground should be drafted by householders who want to do their bit in fighting the food scarcity problem, the series will utilize a new technique, combining the oral and the visual. Garden editor Oliver Kehrlin, of the "Examiner," will dovetail his garden page with radio discussions between himself and Leonard B. Gross, KPO Public Service Director, which will be broadcast each Sunday, 8:45 a.m. Program will include news of outstanding victory garden efforts in the KPO area, and queries on particular problems of listeners will be answered.

have ranged from Boston to Havana, Cuba.

"Gay Nineties" Title Wins Court Protection

Supreme Court Justice Louis Valentine yesterday ruled that the title "Gay Nineties" belongs to its originator, William "Bill" Hardy, owner of "The Gay Nineties," night club some of whose entertainers are featured on CBS under the same name.

Justice Valentine's decision came as a result of a request for an injunction, which was granted, against Pauline Fisher, operator of a Brooklyn restaurant known as "The Gay Nineties." The decision stated:

"It appears that Hardy was the first to use the name in association with the operation of a restaurant or night club. Miss Fisher does not attempt to explain how she comes to use the words 'Gay Nineties' except to assert that these were words describing a period in our history. Obviously, the taking of the name by Miss Fisher was not in good faith."

Wedding Bells

The nuptial season is on in full swing at KIRO, Seattle. Recently Norma Nellis, program editor, and Ted Baughn, announcer, announced their engagement. Lillian Rogers of the music department forsakes her career to take up duties in the home. She was married to Burt Ryan of the Seattle-Tacoma Shipbuilding Corp. Madeline Reynolds, a member of the staff, recently became Mrs. Gordon Allen. The couples spent their honeymoons in San Francisco.

John Harmon of the commercial department of KGVO, Missoula, Montana, was married recently to the former Virginia Davidson of Spooner, Wis.

Eleanor Ingling, secretary to Henry Hede in the Blue's purchasing department, was married last week-end to Sgt. M. H. Stevenson of Leonardo, N. J.

Packed Fruit, Vegetables Will Be Grade-Labelled

Washington Bureau, RADIO DAILY
Washington — OPA Administrator Prentiss M. Brown yesterday spiked rumors that grade-labelling of the 1943 package fruits and vegetables will not be required. First announcement that this practice would be adopted by OPA was made last December, and a month ago grade-labelling of canned grapefruit juice was announced.

In a brief statement, Brown said OPA will follow this policy in order to give consumers assurance as to the quality of the food they buy and to make flat pricing by OPA possible. No reference was made to the effect upon trade marks or advertising by brand names. Nothing in the order however, is designed to eliminate the use of brand names, and OPA has taken the position that grade-labelling actually affords protection to brand names.

Announcer Auditions Set By WLIB For Monday

Auditions will be held on Monday night at the Flatbush Ave. studios of WLIB, Brooklyn, to fill three vacancies on the outlet's announcers' staff, it was learned yesterday. Auditions will begin at 7 p.m. Station has lost several of its staff recently to the war effort. It was also announced that the station has realigned its personnel to take care of the recent resignations. Edith Zarnow, formerly of the business staff, has been assigned to the traffic department; Roger Wayne, assistant to Waldo Mayo, musical director, has taken on the additional duties of production chief; Malcolm Child will divide his time in the future between announcing and continuity writing; and Paul Gould and Kenneth Josephs will share the newscasting stints.

AGENCIES

MACFADDEN PUBLICATIONS has named Swertfager & Hixon, Inc. to handle the advertising promotion of all its publications. Appointment does not affect the status of the reader-listener promotion of True Story Magazine, which is being handled by Raymond Spector, since January 1943.

THE FOLLOWING CLINICS of the Advertising and Selling Course of the Advertising Club of New York will be conducted in charge of the following leaders:

Mon., Mar. 1—Sales Promotion Clinic—R. H. Bennett, Associate Advertising & Merchandising Manager, General Food Sales Company, "Promoting a Food Product"; Copy Clinic—Robert D. Work, Manager of Copy Department, Young & Rubicam, Inc., Basic Copy Ideas.

Thurs., Mar. 4—Sales Promotion Clinic—Elsa Lang, Promotion Manager, N. Y. "Herald-Tribune," "Publications Promotion"; Copy Clinic—Alfred Eichler, Copy Executive, Ruthrauff & Ryan, Inc., "Strip Continuity Advertising."

The clinic meetings, confined to students of the course and members of the Advertising Club, will be held at the Advertising Club, 23 Park Avenue, at 6:15 p.m.

SIDNEY SENZER has been named copy chief of William H. Weintraub & Co., it has been announced by Elkin Kaufman, executive vice-president of the agency.

ZONITE COMPANY, for its Larvex Division, has planned an expanded advertising campaign for the coming year. Radio spots on 54 stations will be used. McCann-Erickson, Inc., controls the account.

BROOKE, SMITH, FRENCH & DORRANCE, Inc., of Detroit and New York, has announced the addition of Keith Babcock to the creative staff and planning board of the Detroit division.

GAIL D. GORDON, account and radio executive for the past seven years with Ketchum, MacLeod & Grove, Inc., Pittsburgh, has been appointed director of advertising for The Waring Corporation, headed by Fred Waring, New York City.

WANTED to BUY full time RADIO STATION NEW ENGLAND STATE PREFERRED

Reply to Box 121
Radio Daily, 1501 Broadway, N. Y. C.

NEW BUSINESS

WOWO-WGL, Fort Wayne, Ind.:—Peter Eckrich & Sons (Meat) three State Basketball Tournament games, direct; three State Semi-Final Basketball Tournament games, direct, and three Super Regional Basketball Tournament games and State finals, direct; Perfection Biscuit Co. (Baked goods) three Sectional Basketball Tournament games, direct; Joslyn Manufacturing Co. (Institutional) 13 15-min. ET's, "Uncle Sam," direct; Dr. Salsbury Laboratories (Poultry Remedy, disinfectant and conditioner) 39 one-min. anns., thru N. A. Winter Adv. Agcy., Des Moines; Washington State Apple Adv. Com. (Apples) 36 one-min. anns., thru J. Walter Thompson, Seattle; Hadley Furniture Co. (Furniture) 300 100-wd. anns., direct; National Social Hygiene (Social talk) 11 100-wd. anns., thru Clem Steigmeyer, Ft. Wayne; Tokheim Oil Tank & Pump Co. (International Adv.) 13 15-min. ET's, "Uncle Sam," direct; S. F. Bowser & Co. (Institutional Adv.) 13 15-min. ET's, "Uncle Sam," direct; Fort Wayne Optical Co. (Optometry) 26 15-min. news pgms., direct; Little Crow Milling Co. (Coco Wheats) participation in "Modern Home Forum," thru Rogers & Smith, Chicago; Rad-bill Oil Co., Inc. (Renuzit Dry Cleaner) 39 participations in "Modern Home Forum," thru Harry Feigenbaum Adv. Agcy., Phil.; Standard Brands, 234 one-min. ET's thru Ted Bates, Inc.

KGO's "Bond Wagon" Resumes Road Tour

San Francisco—Inactive since the Christmas holidays, the KGO Bond Wagon took to the road again recently with an appearance at the California lodge, B'nai B'rith, where slightly more than \$100,000 in War Bonds and Stamps were subscribed. The previous record of \$91,000 was set by the Mission Merchants' Association, visited by the Bond Wagon prior to Christmas. Bill Baldwin, KGO special features chief, acted as auctioneer, while KGO artists Sonia Shaw, Clancy Hayes, and Glen Hurlburt entertained. During its four months career the KGO Bond Wagon has sold Bonds in the amount of \$1,620,000.

Sullivan Twice-Weekly On CBS

Paul Sullivan, newscaster, now reports the news twice a week over Columbia network on Mondays and Fridays. (WABC-CBS, 6-6:10 p.m., EWT). Sullivan's program close, "Goodnight and 30" became familiar through his newscasts over CBS which he began in 1939 for a tobacco sponsor. He won considerable notice for his on-the-spot broadcasts of floods, disasters and the air blitz over London.

Sullivan continues the program for the Barbasol Company, on which John B. Kennedy formerly was heard. Kennedy began broadcasting a twice-weekly news analysis program over CBS on Feb. 18 for the "Victory Service League."

Canada Fears AFM Ban May Hurt "Loan" Drive

(Continued from Page 1)

by the Dominion Government, particularly with respect to arrangements for the full co-operation of the radio industry for the drive. It is pointed out that the broadcasting facilities of the country are such that complete promotion for the Government can only be made through the use of both network and non-network stations, with two programs needed—one for the CBC basic system and the other by electrical transcription over privately-owned stations.

Because of the possibility of interference with the full effect of radio's co-operation for the Loan drive and because of the physical situation in the Dominion, the Canadian Association of Broadcasters has suggested that the Government officials concerned open negotiations with the Musicians to permit the production of transcriptions to round out the co-operation which the independent stations hope and intend to give in support of the war financing effort. In this respect, special reference has been made to spot and five-minute announcements for both national and regional use which require musical introductions and fadeouts or musical background.

Royalties Considered

With regard to the proposal in the United States that royalties should be paid on mechanical reproductions for a fund for musicians to be administered by representatives of the broadcasters, the AFM and the public, the opinion has been expressed here semi-officially that if the royalty fund plan were adopted in the Dominion, the money should remain in Canada and be administered in this country for Canadian musicians. In any event, it has been brought out that the effect of the transcription ban on radio activities has been brought to the attention of the Canadian Department of Justice. It was also revealed that no transcription concessions have been secured for war promotion programs sponsored by the Government in Canada, similar to those reported in the United States, and it was felt that some action along this line would have to be taken in the Dominion, particularly by the Government departments or agencies directly concerned. This was a matter appropriate to Government attention, rather than to the broadcasting stations, it was believed.

Patterson Joins Blue In News-Script Dept.

Schuyler Patterson, newspaperman and magazine writer, has joined the news division of the Blue Network as an editorial assistant to G. W. "Johnny" Johnston, director of news and special features. Patterson was formerly with the New York "Times," the New York "World" and the New York "Sun," and his articles have appeared in various magazines. He will cooperate with Blue newscasters and commentators originating at New York studios of the Blue in the preparation of their script material.

Big Loss To Government By Pay Ceiling—Disney

Washington Bureau, RADIO DAILY

Washington—A loss to the Federal Government of \$110,000,000 as a result of the President's salary stabilization order is estimated by the Joint Congressional Committee on Internal Revenue Taxation, according to the report submitted to the House yesterday by Rep. Wesley E. Disney, Oklahoma Democrat. Disney reported for the House Ways and Means Committee majority, on the bill to increase the national debt limit, to which he attached a rider voiding the major part of the salary limitation order.

His rider, according to Disney, prohibits salary hikes above \$25,000 net, "and pre-Pearl Harbor salaries are not reduced or confiscated." Salary raises to above the \$25,000 net figure would be void if they were awarded after December 7, 1941.

Disney pointed out that if his amendment is passed, "the revenue as compared with that under the executive order will be increased by \$20,000,000."

Claims Authority Violation

A major part of the report was taken up by a discussion of present taxes on high incomes, Treasury policy in regard to large salary increases, and a statement that the President's order was clearly in violation of the intent of Congress when the price control bill was passed.

The letter sent to the Ways and Means Chairman Doughton last week by the President, in which he offered to rescind the salary order if Congress would pass special "super-taxes" on high incomes which would in effect limit all income to \$25,000 per year for single persons and twice that for married couples was included in the report without comment.

No minority report has yet been filed, although it is likely that a report on the bill will be filed by the ten Democratic members of the Committee who opposed the Disney rider.

Rep. James P. McGranery, Pennsylvania Democrat, told RADIO DAILY that if a minority report is to be filed, it will be filed today. "I hope to get to work on it tonight," he said yesterday afternoon, "but I'm not at all certain a minority report will be filed. I've not yet read the majority report, but hope to this evening, I'll decide whether to write a report of my own." He said if he decides to file such a report it will go in whether or not any other members of the Committee sign it with him.

Stork News

Two staff members of KHJ, Don Lee, Los Angeles, became fathers of daughters a day apart. Linda Lee Jones was a Valentine's Day gift for Charles Jones, studio engineer, and a day later George Martin, morning supervisor of the announcer booth was celebrating the arrival of Sarah Clary Martin.

A daughter was born to Mr. and Mrs. Mel Vickland at the Polyclinic Hospital, Thursday, Feb. 18. The father is night program supervisor for the Mutual network in New York.

To the Colors

ED BRADY, of the WGN, Chicago programming department, has joined the Army and is at Camp Grant. WARD QUAAAL, former station announcer, has received an appointment commission and has been assigned to the Naval Training Station at Norfolk, Va.

—VVV—

KCMO, Kansas City, Mo., has seen two more announcers to the service. JAMES BUNN, entering the Air Corps as a flying cadet, and MITCHELL GROSSMAN, reporting for induction.

—VVV—

TONY VACCARO, formerly station engineer at WHEB, Portsmouth, is now at the U. S. Army, is stationed at Miami Beach and has been assigned to the Army Air Corps.

—VVV—

BARTHOLOMEW JAMES LEN, former CBS page staff member, has left the network to become an apprentice seaman in the United States Merchant Marine.

—VVV—

GORDON DAVIES, former educational director of KIRO, Seattle, and PAT HAYES of the announcing staff are now in the U. S. Army.

—VVV—

HENRY M. (HANK) JACKSON, former CBS sales manager in San Francisco, has been named a major in the Special Service Division of the Army.

—VVV—

GENE AMOLE, announcer at KMYR, Denver, has left the station to become a member of the U. S. Army.

—VVV—

TED PHILLIPS, special events engineer for WCBS, Springfield, has answered the call to the colors and is now serving with the U. S. Army.

WJZ Program To Salute Bucknell "U" Anniversary

To bring to the attention of the public the role that the small colleges of America are playing in the war and to mark its 97th anniversary, Bucknell University, Lewisburg, Pa., will sponsor "Hail Bucknell Warriors" on WJZ Sunday, Feb. 28, at 2:30-3 p.m., EWT. Edward J. Wehm, New York, is the agency.

Represented in the armed services by 752 alumni, the university, with a total student body of 1,200, will present a dramatized version of the story on a typical American college campus.

Bucknell faculty and students, including President Arnaud C. Marshall, will comprise the cast for the program which will be shortwaved to England and North Africa.

Taylor To Red Cross

John Taylor, radio script editor at Pedlar & Ryan, is leaving the agency to become assistant field director under the American Red Cross, with our armed forces overseas. He will go to Washington for a short training period, first. His successor at the agency will be Mary Louise Angel, formerly of the Henry Souval agency, and the Compton Advertising agency.

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



AFTER touring the New England Army and Navy camps and forts the "Devy Edwards Caravan" returned to WLAW, Lawrence, Mass., for an overhauling. Previously, the "Caravan" was composed of men and women, but when it takes to the road again in the middle of March it will be an all-girl troupe. In addition to her camp appearances which find her on the go three and four nights a week, Devy conducts her own weekly reveille program, "The Service Salute."

To fill the gaps made by the departure of several WIBG, Philadelphia, staffers to the armed forces, Ray Walton, formerly with WEST, Easton is now on the announcing staff, and Hallman March has been added to the engineering department.

"Go Forth With the 94th" the all-military production from Camp Phillips, one of the featured programs that KSAL, Salina, Kansas, broadcasts direct from one of the Camp's recreation halls each Monday night from 8:00 to 8:30.

Bruce Grant, formerly of KSO-KRNT, Des Moines, has replaced Paul O. Godt, who recently resigned, as studio manager of KARK, Little Rock.

Book Ways, Inc. has launched a daily five-minute newscast over WLIB, New York, in connection with a promotion campaign for the "Standard American Encyclopedia." Brooklyn Paramount Theater has begun series of spots over WLIB promoting pictures featured at the theater. Doubling in brass is Joan Sack, who starts announcing and writing continuity for WLIB this week.

1943 BIRTHDAYS

February 26

Joseph Bonime Vernon Delston
Eddie Gallaher Beulah Julius
Maximilian Pilzer John Stanzola
Joseph J. Bender

February 27

Harold Robertson Carson
Upton Close Ruby Cowan
Ramona Gerhard Dunker Gilson
Emmett Hurdt Robert Kelly
David D. Lee Malcolm Meacham
Frank Munn "Texas" Jim Robertson
David Sarnoff Maurice Spitalny
Harold Turner Samuel R. Zack
Gladys Zazorin

February 28

Harry Kramer Selma La Porte
David Lowe Dorothy Ott
Harold Parkes Olan Soule
Alan Wray

"United We Give" is the name of the half-hour show offered by WWL, New Orleans, as part of the campaign launched by the station for the Crescent City's United Community and War Chest. The quota set for the fund was \$1,485,000—total subscribed was \$1,576,552. One of the largest totals raised in the South.

Although China is very much in the war and one of our United Nations allies, actually little is known of the country. In overcoming this lack of knowledge, WQXR, N. Y., is presenting the background story of our eastern ally in a series called "Speaking of China." The new series started Feb. 22, at 10:30 p.m., and will be heard for 15-minutes for 13 weeks.

"Swing" the opium for terpsichore's addicts has been given additional life on the "Strictly Swing Club" heard over WDRG, Hartford. The show was originally scheduled for a half-hour but was extended on demand of its membership polled by President-Announcer Russel Naughton to a full fifty-five minutes.

Leslie F. Smith, general manager of WMUR, Manchester, N. H., recently severed relations with the station by sending in his resignation.

Among other things WFIL, Philadelphia, keeps busy doing pick-up broadcasts for Army-Navy "E" awards. During the latter half of February the station added two more to its already impressive number. Anice Ives recently brought Martha Allbrand, author of "No Surrender" to the mike for a guest appearance on her "Everywoman's Club." The author provided facts concerning the Dutch Exhibit that is being held in the Quaker City.

Going right into the home at breakfast time, or a simulated home, is the way WHIO, Dayton, brings out the new point rationing system. On the show "Jack and Betty" the rationing problem is discussed with Betty giving all the answers to Jack who knows little or nothing about it. (As is the case with most of us). The show is sponsored by the Liberal Market.

Margaret Daum, radio soprano, will officially open the Worcester, Red Cross Drive, Sunday Feb. 28. She is usually heard over the New England Network and WTAG, every Sunday at 4:30 p.m.

Paul Fisher, formerly of WJPA, Washington, Pa., has joined the announcing staff of WCAE, Pittsburgh, and Ben Muros is the new chief of continuity at the station.

On this Saturday's broadcast of "North Jersey War Production." WPAT, Paterson, N. J., will feature William F. Todd, chief of field service section of the War Production Board, Washington, D. C., in an address on "Labor-Management Cooperation on the Production Front." He will speak from the station's Paterson studios.

Although he's only 17, Charles Baxter, WTOL, Toledo, announcer, is now the oldest member of the staff in the point of service. He joined the station when he was 16. Until he's called by Uncle Sam in March when he'll be the ripe old age of 18 he will handle the "Navy Send-off Breakfast," "Hollywood on the Air," and the "High School Forum."

Russ Hodges, sports commentator for WOL, Washington was honored with the presentation of a gold football charm by the Washington Redskins' Football Team, whose games he described this past season. The award was made in appreciation of the job he turned in.

Local members of the armed services who have been cited for gallant action are being saluted on a new program from WSAI, Cincinnati. The show, which is called "Salute to Our Heroes," is being sponsored by the War Bond Committee of the Hamilton County Savings & Loan Association to back up their drive to sell \$50,000,000 in war bonds through their offices during 1943.

WJSV, Washington, has been tendered two resignations: John Heiney, one-time promotion manager and most recently program director at the station, and Esther Kravitz, who handled commercial traffic in the sales department, are severing their present affiliations. Grace Mydland is the latest addition to the staff, she takes over the receptionist spot.

A second series of broadcasts devoted to the church related colleges of Michigan has been started by WJR, Detroit. A similar series was aired last year. The new series goes on the air Saturdays at 1:30 p.m., and feature talks by the presidents or deans of the colleges. Recorded music precedes the talks.

Recent induction orders effecting staff members brought about some changes in the WSLI, Jackson, Miss., studios. Nancy Chambers and Paul Dorman of WFOR, have been added to the announcing staff. Jimmy Stevenson joins the transmitter force and Roy Weindel, announcer and Austine Perkins, chief engineer's wife have returned from New Orleans with operator's permits.

Mary Morgan, CKLW, Windsor, Ontario, Fashion Commentator will get the chance to either improve or keep in status quo the slightly wacky fashions that women are prone to wear in wartime or in peace. She has been made a member of the New York Fashion Group, Inc., and will now have a chance to confer with such stylists (those responsible for those weird contraptions that pass as hats) as Lilly Dache, Molyneux and other American designers.

Hugh B. Terry, manager KLZ, Denver, new member of the Scout executive board, has been named general chairman of the annual Boy Scout Circus, scheduled for Denver in March.

McKesson & Robbins will sponsor William Winter, West Coast CBS newscast, in a new program beginning Feb. 2 in behalf of Bexel tooth powder. will broadcast from 12:30-12:45 p.m. Tuesdays, Thursdays and Saturdays over the Columbia Pacific Network. In the deal was J. D. Tarcher & Company of New York.

Activity in Northern Ontario the wires humming these Bernard L. Cowan has joined the announcing staff of CHEX, Pete coming from Toronto where worked as a free-lance actor announcer. Ken Campbell joins staff as an announcer. He comes from CJIC, Ste. Marie. CKGB, Timmins now lists Kendrick B. Crosley as a staff member. George Cleary joins the staff of CKWS, Kingston as a junior announcer.

Taking its cue from the success of programs in England, KMOX, St. Louis, with the cooperation of the U. S. Air Forces Technical Training Command is launching a sustaining musical program for war workers. Aim: to increase production. Local war plants will pick up fifteen-minute programs, twice daily on loudspeakers. Music will be provided by the Jefferson Barracks 147-piece band.

Latest station added to those broadcasting to troops in Alaska is WYLA, Alaska, which broadcast unofficially as KRAY before receiving its license. Working with OWI, WYLA is airing transcriptions of most shows, as well as frequent news bulletins. ET's are supplemented with local talent, and wide use is being made of remote facilities. The station is operated entirely by army personnel.

New additions to the KCMO, Kansas City, Mo., staff are Peggy Vandenberg, writer, Norma Kosovitz, assisting traffic and continuity, Dal Stallard, Bill Lang announcers. Dave Brainerd, veteran continuity editor at KCMO, is head of the station's Publicity and Promotion Department.

Dress Mgr. Makes Debut As WOR Advertiser

First dress manufacturer to appear on WOR. McKetterick-Willis Inc., bought participations on "Beauty," and started advertising Monday. Commercials will be in keeping with the theme of the program which has been to cut down on buying and to make old clothes housefurnishings do with repairs. Program will add, however, if individual has to purchase a new dress then the listener should buy one, and of course, the sponsor's product is recommended for its economy price. Presence of a dress manufacturer among radio advertisers is held significant in that group of firms has held selling to be primarily visual. Irving Servant Advertising Agency placed the count.