



RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

24, NO. 22

NEW YORK, N. Y., MONDAY, August 2, 1943

AUG 6 1943

TEN CENTS

Miller Retained In Office

Miller Buys Blue Web; Continues Personnel

For the first time in history, the coast-to-coast network changed hands when the Blue web was sold Friday to Edward J. Noble, Under-Secretary of Commerce, chairman of the General Motors Corp. and owner of WCA in New York. Noble, who assisted in acquiring the network complete, took immediate

(Continued on Page 3)

World News Roundup Gains Local Sponsors

"World News Roundup" has been added to local sponsors by two network stations during the past week according to E. B. Lyford, Station Department. The program first made available for stations to report sales are in Knoxville, Tenn., for the Coffee Co., on a six-day basis, and WSYR, Syracuse, N. Y.

(Continued on Page 2)

Mutual Readying Coastal Coast Guard Show

In line with its recent "Black and Blue" special feature, the WOR radio service has another show lined up for Wednesday. The WOR radio service division will bring to the coastal web, the 153rd Anniversaries of the United States Coast Guard. Broadcast will originate from the statue of George Washington.

(Continued on Page 4)

Big Bond Day

Dayton is preparing a big war bonds Monday, August 2, celebrating the first anniversary of the Victory Bond Wagon. The WCA system will plug the war bonds at the Victory Wagon where a total of 12 programs, from 11:45 a.m. to 1 p.m., will originate. Arrangements are also being made to have an Air Force band to play.

Old Adage

A recent poll conducted by the research department of WNEW, New York, proved an old adage very often attributed to men. When the listeners were asked to name their three favorite programs on WNEW, one male listener listed the following in the order named: Mission Bell Wine, Kathryn Craven's woman program and Ann Perry's songs, giving him his desire of wine, women and song.

Sees Ad Men Setting Television Pattern

Samuel H. Cuff, program director of W2XWV, New York, television station owned and operated by Allen B. DuMont Laboratories, Inc., intimates that the advertising agencies and advertisers will influence the pattern of television commercial presentations through their own set of rules.

"The advertising agencies and advertisers are the ones who will set the rules for commercial presentation of television."

(Continued on Page 6)

Elgin Watch Returning Over CBS Sat. Sept. 4

Elgin National Watch Co. on Friday officially announced it is returning to the Columbia network on Saturday, Sept. 4, to once again sponsor "Man Behind the Gun."

(Continued on Page 2)

Directorate Votes To Keep Incumbent Until His Term Expires In 1944; Passes Three Resolutions

WJZ Completes Study Of Listening Habits

What is regarded as one of the most detailed studies of listening habits in the area covered by major New York radio stations has been completed and results released by John McNeil, manager of WJZ, Blue Network outlet. The study was conducted for WJZ by Crossley, Inc. Outstanding for intensity and scope.

(Continued on Page 6)

Grove Spot Campaign Readied For Sept. Start

Chicago—Through the Russel M. Seeds agency of this city, Grove Laboratories of St. Louis is contracting for an unusually heavy order of spot announcements. Contracts will be placed for advertising.

(Continued on Page 2)

Nearly 50 Affiliates Take NBC "News" Script

Nearly 50 NBC stations already have expressed intentions to broadcast "Your Radio Reporter," a 15-minute script of radio personality.

(Continued on Page 5)

Special meeting of the board of directors of the NAB held in Chicago Friday failed to result in any change in the status of Neville Miller as president. Meeting was called by seven members of the board, who had met the week before in Washington as part of the Legislative Committee, the members calling the meeting, exercising the prerogative.

(Continued on Page 3)

N. W. Institute Ends; Hear "Analyst" Talk

Chicago—"Because of radio's unique position, it is the duty of every news commentator to present all the issues," Clifton Utley, NBC news analyst, told students attending the Second Annual NBC-Northwestern University Summer Radio Institute. Utley warned against the superficiality in the news wherein the temptation exists to air only the sensational.

(Continued on Page 3)

CBS News Director Sends Pryor on Another Tour

Paul White, CBS director of news broadcasts and public affairs, last week started Don Pryor, CBS news reporter, on his second and more extensive tour.

(Continued on Page 5)

★ THE WEEK IN RADIO ★

NAB's Board Meet

By PEGGY BYRNE

SURPRISE session of a quorum of seven members of the NAB Legislative Committee was held after regular committee meeting in Washington last week. Group called for a special board meeting for the reported purpose of removing Neville Miller, NAB president. Likely candidate for the position was William B. Lewis, former head of OWI Domestic Radio Bureau and previously CBS vice-president in charge of radio. Meeting was held in Chicago last Friday.

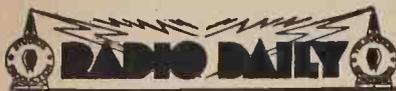
American Federation of Musicians

announced the appropriation of \$500,000 from its funds for the financing of 570 free symphony concerts in cities not usually receiving such music. Plan is result of conference between James C. Petrillo, AFM chief, and President Roosevelt, which took place last December. All symphony orchestras will participate and musicians will receive scale wages. Neville Miller, NAB president, called the plan hypocritical, pointing out that Petrillo's recording ban has deprived American homes of just

(Continued on Page 2)

'Hello!'

Two men formerly with KSD, St. Louis, had an unusual meeting recently. Sgt. Rudolph Schultz, violinist, and Lieutenant Clair C. Callihan, chief announcer, had said their 'goodbyes' two years ago when Schultz left for the Army. However, when Callihan was assigned to naval duty in the Aleutians, the boys bumped into each other accidentally.



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FINANCIAL

(July 30)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

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

"World News Roundup" Gains Local Sponsors

(Continued from Page 1)

Y., for the Netherland Dairy Co., on a thrice-weekly basis.

"World News Roundup," with newscaster W. W. Chaplin, is heard weekdays 8:00 to 8:15 a.m., and Sundays, 9:00 to 9:15 a.m. Only weekday periods are available for sponsorship.

Senator On NBC Thursday

United States Senator Tom Stewart, Democrat of Tennessee and a member of the Interstate Commerce Committee, will deliver an address on freight rates in a special broadcast to be heard over NBC on Thursday from 10:00-10:45 p.m. His topic will be "Freight Rate Discrimination."

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

THE WEEK IN RADIO

NAB's Board Meet

(Continued from Page 1)

such music, as well as depriving musicians of income from recording fees, and that one of the main causes of the ban—to provide work for local musicians—is being violated. He also accused Petrillo of exploiting orchestras and men by not providing maintenance.

NAB ruled against broadcast of United Automobile Workers' ET series. Union sought to buy time for series on controversial public issues. Ruling stated discs were not concerned with a political campaign and were an attempt to influence public opinion, and therefore could be presented only as a public service with the other side of issues also considered. Broadcasting, as well as other amusement enterprises, was placed under jurisdiction of Office of Civilian Requirements in a reorganization of the WPB. George W. McMurphy was named head of the Amusement and Recreation Section. However, Donald R. Longman, head of Service Trades and Distribution Division, subsequently stated that the OCR will not encroach on the work of the Radio and Radar Branch but will act in an advisory capacity. The FCC will start tomorrow. Alleged Sessions of the Cox investigation of purpose of hearings is to establish that the OWI has been dictating personnel policies to local foreign language stations and that FCC sup-

ported the OWI. Witnesses questioned at preliminary sessions vehemently condemned Committee Counsel Eugene Garey's probe methods.

Songwriters' Protective Association met last week to discuss possibilities of establishing the song-writer's proprietary interest in copyrights by means of a preamble to the Constitution and Articles of Ascap. Hooper and CAB ratings showed that Dept. of Agriculture potatoes consumption campaign, conducted through OWI Domestic Radio Bureau, reached 111,800,000 listeners. Survey conducted by FM Broadcasters, Inc., indicated that operators are, on the whole, satisfied with the present position of FM on the spectrum. NEIC Coordinating Committee met last week and heard report of AFRA's Special Project Committee, working on talent pooling. Talent pledges were drawn up. Results will be read at September rally in New York. Four new committees were appointed—Projects, Membership, Executive Secretary and Arrangements. Mutual Broadcasting System is preparing a new program policy made possible by increased funds allotted by board of directors. Policy includes purchase of high quality live sustaining shows. Byron Price, Director of Censorship, released warning to press and radio against extensive discussion of Radar.

Elgin Watch Returning Over CBS Sat. Sept. 4

(Continued from Page 1)

client first sponsored the program from March 7, 1943 until May 30, at that time discontinuing the airing for the summer months. Since then "Man Behind the Gun" has been heard as a CBS sustaining feature Saturday evenings from 7:00 to 7:30 EWT and will continue at the same time for Elgin. Sixty-one Columbia stations will carry the dramatic show.

A CBS advertiser since 1936, Elgin's sponsorship of "Man Behind the Gun" was its first long-term campaign on the network since its initial one.

The Peabody Award-winning program was inaugurated as a sustaining program in October of 1942 and is designed to show how the man behind the gun lives, works and fights. Offered with the full cooperation of the armed services, the program is directed by CBS' William N. Robson. Institutional commercials will be used.

Agency handling the account is J. Walter Thompson, Company.

Wagner Subs For Barlow

Jane Tiffany Wagner, NBC's Director of War Activities for Women, will speak on Ernesta Barlow's "Commando Mary" program Sunday, August 8 (9:15 a.m., EWT), while Mrs. Barlow vacations. Miss Wagner will give a summary of war work for all "available" women.

Grove Spot Campaign Readied For Sept. Start

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start Sept. 6 and run through March 1944. There will also be an extensive white space campaign running about the same time as a promotional tie-ups.

West Coast Bureau, RADIO DAILY

Los Angeles—One of KNX's largest national spot sales, is the sale of two daytime strips and two evening quarter-hour periods to Grove Laboratories. Program for the periods, which include a total of 180 air-minutes weekly, have not yet been set. The contracts were placed by Russel M. Seeds agency of Chicago through Radio Sales, Inc., CBS organization of the same city.

WEVD 5000 WATTS 1330 KILOCYCLES NEW YORK'S STATION OF DISTINCTIVE FEATURES ENGLISH - JEWISH - ITALIAN The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request. HENRY GREENFIELD, MANAGING DIRECTOR WEVD—117 W. 46th Street, New York, N. Y.

COMING and GOING

MRS. GEORGE B. PALMER, radio committee member of the General Federation of Women's Clubs, is spending 10 days in New York as guest of Mrs. Dorothy Lewis, coordinator of listener activities for the NAB. Mrs. Palmer is also regional director of NAB listener activities in Minnesota and founder of the Council there.

EARL MULLIN, manager of the Blue public relations department, back today on vacation, as is also CECILE CUMMING, member of the publicity staff.

FULTON LEWIS, JR., commentator on Mutual network, returns to New York and continues his programs following his vacation on his farm in Southern Maryland.

WILLARD SCHROEDER, sales manager of WCAE, Pittsburgh, is expected in New York this week on a business trip.

JOAN LANE, trade news editor of Business Week, over the week-end on a vacation in the South Jersey shore.

"DINNY" DINSDALE, commercial manager of WATN, Watertown, N. Y., in New York this week on station business.

JAMES CASSIDY, special events director of WLW-WSAI, Cincinnati, and his wife HACKETT, WSAI fashion commentator, are returning to West Virginia.

PARKS JOHNSON and WARREN HUNTER, the Hunter Liggett Military Reservation, California for the broadcasting of tonite's "Pop" program, which will have as guest GEN. BASILIO J. VALDEZ, Chief of Staff of the Philippine Army.

SARA ANN McCABE, "Follies" vocalist, to be heard on her own NBC program, returned from Philadelphia, where she participated at a war bond rally.

TED HERBERT, of the WJZ sales department, left Friday on his vacation.

JOHN WELLINGTON, producer on the NBC Network, is at Pando, Colo., for the taping of tomorrow's "Spotlight Bands" program from nearby Camp Hale.

FUR

The first furrier to sample his wares on radio in Baltimore has to say today:

"WITH HAS PRODUCED RESULTS FOR ME HEAD AND SHOULDERS OVER ANY OTHER STATION OR COMBINATION OF STATIONS!"

It takes more than a modicum of moola to buy coats. What have you to see



IN BALTIMORE TOM TINSLEY, President

REPRESENTED BY HEADLEY-REE

Board Supports Miller Until Office Expires

(Continued from Page 1)
of the By-Laws of the NAB permit seven board members act.

er a stormy series of sessions started at 10 a.m. at the Palmer and ran into early evening resolutions were adopted. Reso- No. 1 read to the effect that as the purpose for which a ng was called was misunder- or misrepresented to some of industry members who believed were to hear the report of the ative Committee and not con- themselves with the status of resent incumbent of the NAB ency whose term runs to June 44, the board of directors em- ally decreed it was not the pur- of the meeting or any part of it sider an immediate successor e office.

uating Circumstances" Intervened lution No. 2 took cognizance fact that W. B. Lewis, was a e successor to the presidency B after the present incumbent rved a six year term ending 4 and it was suggested that it esirable to consider Lewis at ime. Also the board paid its and admiration to Lewis for esenting himself as a possible or at this and realized that uating circumstances" inter- to precluded his availability 944 and expressed regrets.

ution No. 3 was for the pur- nominating a special commit- six to report either at regular ial board meetings on a suc- to Neville Miller who would fice when the present incum- term or contract expired. six members of this committee on Elias, of WWNC, Ashville, G. Richard Shafto, WIS, Co., S. C.; John J. Gillin, WOW, J. O. Maland, WHO, Des ; James D. Shouse, WLW, Cin- and Paul W. Morency, WTIC, d.

members of the board were on ecepting two who were ex- These two were Arthur West- nd Frank King. This made 22 the 24 board members in at- ce. Neville Miller attended all closed sessions but one, which the afternoon.

gard to the Legislative Com- no action was taken and its status quo.

Lewis Withdrew Name no action to oust Neville Miller be taken at this time was indi- Thursday night when William is, who was proposed as suc- to Miller by several board rs, wired to Chicago asking name be withdrawn from any ation at this time. Having eady to step in was considered the strong points of the "in- ts"

s told RADIO DAILY at the time: heard of considerable dissen- ising within the industry and hole thing is beginning to look

Blue Web Sold To E. J. Noble; No Personnel Change Planned

(Continued from Page 1)
diate possession of the three key stations in New York, Chicago and San Francisco, as well as the 156 affiliated outlet-contracts.

Key outlets are WJZ in New York, 50,000 watts; WENR, Chicago, also 50,000 watts and KGO, San Francisco with 7,500 watts. This makes a total network to date of 159 stations.

Although formal approval of the FCC for the transfer of the three stations involved is yet to be received, it is understood that prior consultation with the FCC plus tacit okay of Chairman James Lawrence Fly, indicates that all is in order. Noble will divest himself of WMCA as soon as a suitable buyer is found, to avoid the multiple ownership regulations of the FCC.

The sale of the Blue Network to Noble culminates a period during which various interests and individuals bid for ownership. Among these were: James H. McGraw, Jr., president of McGraw Hill Publishing Co.; Dillon, Read & Co., investment bankers; Marshall Field, Chicago, and the Mellon interests in Pittsburgh.

See Additional Investment Required
The belief in industry circles Friday was that additional investment will be required under the network's new ownership in view of the fact that the web, under its setup in the past, has been housed in a portion of the NBC headquarters and had available for its operations the studios and facilities of NBC and RCA.

Blue Network Co. formed a year and a half ago set itself up as an entity apart from the NBC Red and operated directly under its parent concern RCA. This was in accordance with FCC ruling on multiple chain operation which went into effect May 2, 1941. Blue Network was originally formed Jan. 1, 1927, about a month and half after that of NBC.

The Blue's first year on its own (1942) had gross billings of \$15,782,493 and since then the network's business under the presidency of Mark Woods and executive vice-president Edgar Kobak, has steadily grown.

Sarnoff Announcement
David Sarnoff, president of RCA made the official announcement of the sale late Friday afternoon, stat-

like another one of those historic rows. I believe the need for unity among broadcasters—and especially among their leaders—is especially great at this time. Anything to further this controversy I feel, is harmful to the industry.

"Certainly I'm flattered to know that some leaders of the industry want me for such an important post, but before I were to accept I'd want the call for me to be unanimous. I did not in any way solicit the job and I'm unwilling to take it at this time, even if it should be offered me tomorrow because of the circumstances in which the offer would probably come."

ing that an agreement had been reached to sell the Blue Network for the sum of \$8,000,000 in cash. The statement was brief and also said that RCA remains the owner of NBC which will continue to operate the "Red" Network.

No Changes By Noble
After the sale had been consummated Noble said in part: "I have been tremendously impressed with the Blue Network's record of public service, with the work of its management and personnel and particularly with its contributions to our Nation's War effort.

"There will be no change in the management. The officers and executives who have guided the destinies of the Blue Network since its separation will continue at the helm. The entire personnel will be retained and the Network will continue functioning as heretofore.

"The policies and practices which have been responsible for the Network's record of accomplishment will be continued. As a matter of fact, the Network officials plan to extend its services to listeners, advertisers and its affiliated stations."

Continuing, Noble said, "I accept fully the responsibility of public ser-

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N. W. Institute Ends; Hear "Analysf" Talk

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too few issues and items and thereby deprive listeners of a complete picture of events. The commentator's chief responsibilities consist of giving information to those who can read but don't and who depend upon the radio solely for their news.

"Radio must be considered as a primary news source because of this group and for this reason news on the air must be judged not by the standard of how well it complements other media but how well it does the job by itself," Utley told his listeners. He also said that radio newsmen should continue to stress interpretation of the news "because they can excel over all other media in that respect.

Interpretation As Guide

"Interpretation of events will help guard against listener fatigue for he is constantly being given new stimuli to appease his desire to know what the news means."

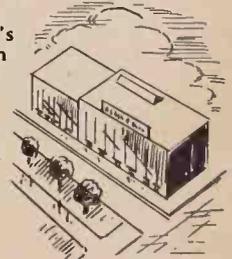
Utley's address was the sixth and final in a series of lecture seminars designed to give students an overall comprehension of the broadcasting industry. The student body and faculty gathered for a dinner and social period Thursday and the institute ended Saturday. ff ff



for ALMS & DOEPKE

Alms & Doepke is one of Cincinnati's oldest department stores... has known Cincinnati and Cincinnati buying habits for over 100 years.

This famous store has renewed its contract on WSAI 16 consecutive times... increased its schedule to present 6-times weekly basis at end of first year... Compelling proof of WSAI's EXTRA selling power!



| | | |
|--|-------------|--|
| 5000 WATTS • DAY AND NIGHT | WSAI | Basic Blue Network Sta. Nat'l Reps. • SPOT SALES, INC. New York, Chicago, San Francisco |
|--|-------------|--|

Los Angeles

By RALPH WILK

THROUGH inadvertence, Dick Joy, announcer on "Those We Love," was credited with being a brand-new home-owner. This was all news to Dick, who has owned his own home in Glendale since 1939.

The Radio division of the Hollywood Victory Committee has set Jane Wyatt and Jean Parker for two "G. I. Jive" transcriptions and Charles Starrett, Doug Taylor and the Sons of the Pioneers for "Melody Round-up" programs for the War Department. Deanna Durbin and Oscar Levant will headline the "Mail Call" show to be transcribed Aug. 5, and John Nesbitt and Walter Huston will wax War Department programs for overseas broadcast this week.

Dan Bowers, former Don Lee staffman at KGB, San Diego, has been added to the KHJ-Don Lee announcer staff. Bowers came to Hollywood from Oklahoma City, where he was radio special events man and news announcer. For two years intervening since he left KGB in 1939, the announcer did radio acting in Chicago, then went back on staff at Oklahoma City.

Art Stander, writer on Groucho Marx's "Blue Ribbon Town" program, was on the writing staff of the Ransom Sherman show for 13 weeks.

Sydney Gaynor, general sales manager of the Don Lee Broadcasting System, returned to his office after a week's vacation in Santa Barbara. Gaynor will leave Hollywood again August 6 for a visit to Mutual stations and advertising agencies.

Paul Hollister, vice-president in charge of advertising and sales promotion for Columbia in New York City, was guest at a luncheon-conference last week when he was feted by George Moscovics, sales promotion manager for KNX and the Columbia Pacific Network, Merchandise Manager Jack O'Mara, Irvin Horders, sales production copy chief, and James Cantwell, art director. Hollister is on the coast for meetings with Columbia executives.

A songwriter who started out to be a lawyer, then turned to writing melodies and finally switched to lyrics writing was a member of the famed team to guest on "Fitch Bandwagon" yesterday, was NBC with Freddy Martin's orchestra. He is Johnny Burke, and with him was his partner Jimmy Van Heusen. Burke has contributed songs to some 13 Bing Crosby pictures. Van Heusen collaborated on four Crosby films—and the team has been in existence for a little over two years. Tom Reddy does the emcee chores with Alex Dreier taking over the last five minutes for a review of the latest news.

VACANT POSITIONS FILLED QUICKLY

CALL

FRANK McGRANN

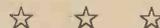
POSITION SECURING BUREAU, INC.
(Agency)

331 MADISON AVE., N. Y.—Tel. MU. 2-6494



Reporter At Large . . . !

● ● ● Individuals possessing that indefinable something which catches the fancy of radio listeners, find themselves overnight stars. . . . to mention a few we have Kate Smith, Bing Crosby, Rudy Vallee, Frank Sinatra and others. . . . in fact, it is expected that the public can recognize talents of individuals. . . . but what we wished to point out is a most unusual circumstance which was uncovered while lunching at Tools Shor's with Nick Keeseley and Doug Storer. . . . back in the early thirties, we believe from 1931 to 1936, a dramatic show, heard over NBC, titled "Crime Clues," had that indefinable something which was reflected upon its two main characters, Spencer Dean and Dan Cassidy, after whom babies and horses were named and who to this day still receive fan mail. . . . Radio's Happy Jim Parsons opened a theater personal appearance tour this week at the 86th St. Orpheum. . . . The CBScreen Guild Players, on August 16, will present Monty Woolley and Roddy McDowall, who will do the roles they created in the film "Pied Piper." . . . Admiral Yates Stirling, Jr., will sub for John Gunther on the Blue's "Where Do We Stand?" show Aug. 8. . . . Photographer Kurt Severn, whose pictures in 1936 showed "experimental cotton planting in S. America by the Japanese," which since Pearl Harbor, have proven the experiments to be phony, guested on Saturday on Frances Scott's "Who, What, When and Where" quiz-whizz over NBC.



● ● ● Can you imagine a radio announcer, at the mike, who couldn't even open his mouth, let alone speak? . . . step up and meet WOWO-WGL announcer Fred Freeland, who, after leaving a decayed molar with his dentist, raced to the studio and in attempting to speak, found that though the spirit was willing, the jaw-bones were on a "sit-down strike" . . . "Cohen the Detective," featuring Jack Rubin and Nat Cantor, which was "sneak-previewed" two weeks ago over the Blue, has been signed for six weeks with options by that network, and will start Aug. 10. . . . People wondered at the odd figure of concerts 570, that James C. Petrillo announced would be given by A. F. of M. That figure might have been merely a hunch on his part, since the address of his offices is 570 Lexington Ave. . . . Connie Haines, vocalovely, currently featured at the N. Y. Strand, will return to the singing slot when the Abbott & Costello program resumes in the Fall. . . . We're looking for a hectic program when Orson Welles visits Groucho Marx "Blue Ribbon Town," CBSilly, August 14. . . . A pair of NCAC's, Jeri Sullavan, CBSongstress and Baritone Thomas L. Thomas have been booked to CBSerenade August 11 on the "Cresta Blancapades" . . . Paula Kelly, former vocalist with Artie Shaw and Glenn Miller orchestras, has replaced Marion Hutton as a member of the Modernaires. . . . Did you hear the Victor Borge silly about the musician who flopped as a bugler? . . . seems the Colonel ordered him to play Taps and he made a Mess of it.



● ● ● The Girls' Dramatic Group of the Grand Street Settlement has voted Kate Smith as one of "the leading women who possess eternal youth and intelligence," the others named include Helen Hayes, Sister Kenny, Mme. Chiang Kai-Shek, Eleanor Roosevelt and Jeannette MacDonald. . . . AMP's new song "Bullfrogs and Marines," was introduced Friday by Percy Faith's NBCentented Hour Orchestra, with Reinhold Schmidt baritoneing the pidgin English lyrics which is spoken by the natives of the Solomon Islands. . . . After a long "second take" of the bill during a recent visit to the Stork Club, Bernard Dudley, youthful commentator on the New York Philharmonic CBSymphony Orchestra, remarked that Billingsley should have a slogan, "all you can drink for \$1,500.00" . . . "Senator" Ed Ford's "Can you top this" gag bears repeating. . . . said the comic, "a man in a restaurant almost choked to death the other day while eating a piece of horse-meat. . . . somebody had yelled 'Whoa' while he was swallowing."



— Remember Pearl Harbor —

San Francisco

ONE of this area's largest outlets for radio advertisement has just been signed with KQ outlet, by Landendorf-United of this city. Placed by Ruth Ryan agency, the deal calls for week exploitation of three breaks and one-minute transcriptions are used, varying in number from five to eleven each week.

Special program ballyhooping of a WAVES recruitment in the large H. C. Capwell department store in Oakland was at KGO, Blue Network station, taking space in both eastbay newspapers the "Tribune" and "Post-Engineer." A well-known Pacific Coast conductor of pre-war days, now in the Venter of the Coast Guard, and master of ceremonies at the which presented outstanding speakers, and songs by second class John Tremaine, followed with Horace Heidt's orchestra sang the Naval Hymn.

Studios of KJBS, San Francisco, dependent, have been completely decorated. . . . Kenneth Owens, at KJBS after a year in Africa, he helped construct radio station Uncle Sam. . . . Sgt. Mary Leonard the women's Marine Corps has a Saturday morning series on for recruits. Jan King, newcomer KJBS, announces the show.

Jack McDonald, KYA sports assigned to handle home games of San Francisco Seals, has been public relations chief of the teaming the absence of Walter Mathews time famous pitcher, now in Marines.

New wrinkle on KYA early evening shows is Bob Sweeney's "Fast Fun." He brings to the femme groups, such as the Ice skaters, women members of the Ad Club, etc.

WOR-Mutual Ready to Special Coast Guard Show

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ton on the steps of the United States Sub-Treasury Building, Wall Nassau Street, New York City. Mutual will carry the program from noon to 1:00 p.m., WOR will air from 12:45 noon to 1:00 p.m.

Movie star Ralph Bellamy will represent Secretary of the Treasury Hamilton, reading the order establishing the original Coast Guard then known as "The Revenue Marine." Later it became "The Revenue Cutter Service." Under the Act of Congress January 28, 1915, the organization became "The United States Coast Guard." The original Coast Guard operated under the direction of the Secretary of the Treasury.

Admiral Parker, Captain of Port of New York will deliver an address, and a band from Ellis Island will furnish music for the occasion.

Sees Ad Men Setting Television Pattern

(Continued from Page 1)

television after the war," Cuff said, in addressing the American Television Society Thursday. "Most of the leaders have already recognized the potentialities of the new medium and a number are conducting experimental programs or planning to do so.

"Now, when the television audience is necessarily limited by wartime restrictions, is the time for advertisers to test the medium, 'play around' with television and experience the growing pains of program development—by trial and error—so that when television becomes full-blown they will be ready for it. There is only one way to understand television, and that is to actually use it."

Cuff, who besides his other duties at DuMont, is also on the air Sunday evenings with "The Face of the War," television's oldest program, declared that in its simplification of television programs "DuMont is in the process of making a molehill out of the mountain."

Television Facilities "Flexible"

"Most persons," he said, "are under the impression that television is very complicated, that it requires large studios and large staffs—so large, in fact, that many in the advertising business believe that it is too complex for them to tackle and they therefore are leaving it alone.

"But all of this is not so. Some operators of television stations have large studios but use only a small part. Regardless of the studio dimensions, television is limited by the size of the viewing screen.

"Television must be intimate. It must be show business, yet recognize the all-important fact that it reaches the public in their homes. When they are lounging and relaxed, they don't want too much theatrical effect; they do want intimate informality. Thus it is a mistake to present programs that try to compete with a stage show in a theater of a floor show in a cabaret, or to present shows that are too formal or dressy. What the viewer sees on the screen must be in harmony with the informality in which he is clothed in body and mind and the intimacy of his surroundings."

Discussing further the commercial possibilities, Cuff said:

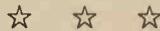
"Television will be the era of the fullest exploitation of trade marks. It is the greatest medium yet developed for the advertiser of trade-marked goods and packages, for he can not only tell his full story but also show his product, animated and in use, and thus exploited to the very best advantage.

"Gadgets, miniatures and similar devices can so build up a setting for the client's product that there is created in the viewer's mind an indelible picture of the trade-marked merchandise. The viewer gets a fixed image of the product and the uses to which it is put. It is up to the advertising business to develop this use of television, for the advertiser will eventually set the pace."

WORDS AND MUSIC

By HERMAN PINCUS

IN the biographies of famous stars, one invariably reads of a particular song which catapulted the artist, identified with it, to stardom... glancing backward we found Nora Bayes and "Shine On Harvest Moon," Sophie Tucker and "Some of These Days," Eddie Cantor and "Ida," Ted Lewis and "When My Baby Smiles At Me," Mary Martin and "My Heart Belongs To Daddy," the Andrews Sisters and "Bei Mir Bist du Schoen," George Jessel and "My Mother's Eyes," Morton Downey and "Carolina Moon," Bob Hope and "Thanks For The Memory," Ethel Merman and "You're The Top," Rudy Vallee and "Deep Night," etc... Fate still is whirling the wheel of fortune in the same manner and thus we find Ella Mae Morse, vocalovely heard on Johnny Mercer's Music Shop via NBC, linked to "Mister Five By Five," which she originally waxed for the writers Gene DePaul and Don Raye under the Capitol Records label, which incidentally is owned by Mercer and Buddy DeSylva... When the stork brought baby Ella 19 years ago to a couple down in Dallas, Texas, the Mother and Father of the infant were playing the piano and drums respectively in a dance band and when the newcomer reached the age of twelve she just naturally became the vocalist for the outfit... later she sang, when but fifteen, with Jimmy Dorsey's band and when Freddie Slack left the Dorsey crew to go out on his own in San Diego, Ella who liked California, shifted her talents to Slack's band where she met and married Richard Showalter, pianist-arranger for Chico Marx' orchestra. So when Mercer took over Bob Hope's spot for the summer, he naturally picked the gal who made "Cow Cow Boogie" and "Mr. Five By Five," hits.



RADIOLOGY: Carlton Alsop, who directs the "Abie's Irish Rose," NBC comedy, has been named producer of the Judy Canova program, replacing Diana Bourbon, who resigned to join the overseas branch of the OWI... Bob (Thanks to the Yanks) Hawk says that the laundry situation is so bad these days, that he gets all his buttons back—but no shirts... Ethel Smith, rumba-samba organist with the "Hit Parade" NBC gig, has signed an MGM movie contract... her first flicker will be "Mr. Co-ed," which is slated to start rolling October 1... Max Marcin's CBS series, "Crime Doctor," started its fourth consecutive year Sunday... Lovely Lois January, last seen on Broadway in "High Kickers," and who presently is known on the air as "Reveille Sweetheart," has been offered a leading role in Mike Todd's forthcoming "Mexican Hayride"... FDR's speech which took over the Jack Carson time made it necessary for a shifting of guesting dates... Bob Benchley will appear on that program Aug. 4 and Simone Simon and Phil Harris will heckle the Carson feller a week later... After two months, a letter from the Victory Twins has arrived from "somewhere in the South Pacific."



LEFT HAND ON THE KEYS: Gladys Shelley, in collaboration with Wallace Jones, hot trumpeter with Duke Ellington's Band, has written a new torch ballad titled, "Until It Happened To Me," which the Duke introduced on the air and which he predicts will go places... Lillian MacDonald and Howard Warren have turned out a Patriotic March called, "In the Land of the U.S.A." which Vicki Nevada has been featuring with marked success on her USO camp show appearances... When George Simon of Melrose Music was on the coast he heard a song titled, "Thinkin' About the Wabash," written by Sammy Cahn, Walter Bullock and Jule Styne, which he wanted to publish... the writers did not think his firm big enough to make the song so they turned down his offer and placed the number with Buddy Morris, who promptly put it in as the plug song of the Melrose catalogue, the firm he just purchased from George Simon... Mack Green swears it'll be on the "Hit Parade."



—Be A Rational National—

WJZ Completes Study Of Listening Habits

(Continued from Page 1)

The "WJZ Multiple Market Study" measured the dialing habits of listeners to all stations in cities with 75,000 population and over with the ½ mv/m contour of WJZ. This in New York, New Jersey, Pennsylvania, Connecticut and Delaware came under the Crossley scrutiny, a total of 68,226 calls were made. Metropolitan New York, Philadelphia, Allentown, Reading, Scranton, Wilkes-Barre, Camden, Trenton, Bridgeport, New Haven and Wilmington.

The purpose of the survey was to get a much-needed comparison of listening habits in Metropolitan New York with those of the other major cities of people who live outside of New York, but still within the primary areas of the leading New York stations. Because of the diminishing signals of New York's score of dependents and the widely varying degrees of signal strength throughout the 50,000 watt stations in the outside area, time-buyers have concluded that the listening outside of New York cannot be compared with that in the Metropolitan area.

Consequently they have been unable to get an accurate picture of New York station's total following from the various continuing surveys which confine their calls to Metropolitan New York. Lack of factual information on listening in this outside area has been a sore spot among New York time buyers for some time.

According to the "Multiple Market Study" WJZ was revealed as the dominant New York station in six of the ten cities surveyed. No data are being released, however, on WJZ standing with the local stations in the cities surveyed, as the intent of the survey was not to pose WJZ as a competitor of the stations in these particular cities.

In this study, the most comprehensive ever undertaken in these parts by any New York station, the data were made during the last two weeks of May, Monday through Friday, 8 a.m. to 10 p.m. Results were broken down by two-hour periods and an index was computed for morning, afternoon and evening for each

153rd Birth Anniversary Of Coast Guard On W

The 153rd birth anniversary of the United States Coast Guard celebrated with an elaborate program at Esplanade and a huge display of equipment on the Charles River. The music was heard over WBZ-WBZA, Boston at 4:30 p.m. yesterday. Announcer Carl Caruso, packed with a transmitter aboard a Coast Guard amphibian truck, broadcast an on-the-spot description of the water display in the basin. The music on the program was arranged and played by the Port of Boston Coast Guard Band.

THE EXECUTIVE WHO STOPS TO THINK . . .



Knows that "10% for War Bonds isn't enough these days"

Workers' Living Costs going up . . . and Income and Victory Tax now deducted at source for thousands of workers . . .

Check! You're perfectly right . . . but all these burdens are more than balanced by *much higher FAMILY INCOMES for most of your workers!*

Millions of new workers have entered the picture. Millions of women who never worked before. Millions of others who never began to earn what they are getting today!

A 10% Pay-Roll Allotment for War Bonds from the wages of the family bread-winner is one thing—a 10% Pay-Roll Allotment from each of several workers in the same family is quite another matter! Why, in many such cases, it could well be jacked up to 30%—50% or even more of the family's *new money!*

That's why the Treasury Department now urges you to revise your War Bond *thinking*—and your War Bond *selling*—on the basis of *family incomes*. The current

War Bond campaign is built around the family unit—and labor-management sales programs should be revised accordingly.

For details get in touch with your local War Savings Staff which will supply you with all necessary material for the proper presentation of the new plan.

Last year's bonds got us started—*this year's bonds are to win!* So let's all raise our sights, and get going. If we all pull together, we'll put it over with a bang!

This space is a contribution to America's all-out war effort by

RADIO DAILY



you've done your bit

. . . now do your best!





Coast-to-Coast



DICK HAYMES, baritone, will co-star with Carole Landis tomorrow at 10 p.m. on the WMCA, New York program presented in cooperation with the Auxiliary Aircraft Warning Service each Tuesday night. Jerry Sears and his orchestra will also feature Lois January and Paul Sullivan. Literary editor of the New York "Post" Sterling North was a guest of WMCA's program "Fighting Words" Saturday. John McCaffery of Doubleday-Doran presided as moderator as the topic in discussion was "Books and the Home Front." Thomas F. McGloin, acting assistant director, First Aid, Water Safety and Accident Prevention of the New York Chapter of the American Red Cross, will speak on the subject "Learn to Swim" next Saturday on WMCA's "Good Health to You" series.

Members of the University of Oregon summer session radio writers class recently wrote "The Perfect Crime" that was produced on a 15-minute program on KEX, Portland. Mel Baldwin has joined the announcing staff of KGW-KEX, Portland, after being discharged from the Army because of physical disabilities. Baldwin is a native, having been with KWJJ, Portland, previous to this.

James Monks, playing the role of Wade Douglas in NBC's dramatization "A Woman of America," has been signed for the role of Cassio in "Othello" to be produced in the Fall with Paul Robeson in the lead. This is the second contract in a Theater Guild production. Two seasons ago he played a Welsh policeman in "Yesterday's Magic" which starred Paul Muni. Last season Monks was the southern doughboy in "The Eve of St. Mark."

When Clift Gray, SPA, Spartanburg, S. C., arranged to visit Washington, D. C. to gain a clearer picture of the farm situation, he asked his listeners to send in the questions they'd like answered. Collecting all these questions, Gray traveled to the Capital and presented them to Marin Jones, War Food Administrator. The WFA head threw up his arms, exclaiming that it would require his staff at least two weeks to answer all those questions. While waiting for these queries to be answered, Gray made a number of transcribed interviews and air-expressed them to WSPA for broadcasts.

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August 2

| | |
|-----------------|--------------|
| Bob Burns | John Kieran |
| C. Henry Nathan | Doris Rising |
| Clark Ross | Ray Suber |
| Beverly Younger | |

WFBL, Syracuse, released Vol. 2, No. 7 of their mimeograph "Noo-se" paper of four pages back to back for the service boys of the Grecian-named city. Stencil sketches of humorous incidents are used throughout the issue to good effect.

In view of the mounting tension caused by Oklahoma City's present infantile paralysis, Helen B. Schuyler of KOMA asked Dr. R. L. Bennett of the Warm Springs, Ga. Institute, who was in the city at the time by assignment through the National Infantile Paralysis Association, to discuss the current local polio outbreak and to outline preventive measures that could be readily adaptable to the situation.

Maria Ouspenskaya, famed actress of the Russian Art Theater, will be heard on WIP, Philadelphia today before her role in the Bucks County Playhouse production, "The Romantic Young Lady." On the occasion of Mussolini's birth anniversary, WIP presented a half-hour program on the rise and fall of Il Duce. Joe Frassetto's WIP orchestra will vacation until September 3.

WHAM, Rochester, has added the fourth weekly broadcast from Sampson Naval Training Station to its schedule recently. The new program features dramatizations by Sampson's bluejackets of the heroic episodes in the lives of Navy men. The musical background is arranged by Seaman 2nd Class Art Jarrett and the station orchestra.

WPAR, Parkersburg, West Va. was instrumental in helping keep Dan Cupid's date at the altar recently. The story related follows: At fifteen minutes of five, it was found that a neighborhood church organ had gone out of order. One of the bridal group attending the wedding made a frantic dash to WPAR to obtain a wedding march recording. However, there wasn't sufficient time to return to the church on schedule. WPAR called the church and inquired whether there was a radio receiver handy. When it was verified there was one, WPAR played the recording at the studio, filling the church with the melodic strains of the bridal chorus from "Lohengrin" through the speaker of the radio set.

The crisis in Italy, precipitated by Mussolini's downfall, was the occasion for a special broadcast on WTAG, Worcester, last week, in which prominent local citizens of Italian extraction participated in a round-table discussion. Speakers on the program discussed the possible repercussions and gave their opinion of the reactions of Worcester's Italian-American population, symbolized by bonfire celebrations. Michael H. Selzo, former state Senator, was featured on the broadcast with Phil Brook, WTAG chief announcer, presiding at the discussion.

WAOV, Vincennes, Ind. on August 11 will carry the war bond ceremonies to the scene of the two-man Japanese submarine now being moved to the Indiana city on its nation-wide tour. Aline Arnold, the home economist of WAOV, has begun a new series of "canning" programs, sponsored by the East Side Market of the locale as the War Food Administration is stressing to all women the need to preserve all kinds of foods in the midst of the present canning shortage. WAOV recently carried the graduation exercises of nearly George Field Army Air Base. The sports parade heard on WAOV, has been renewed by Esco Walk & Son of Vincennes for 26 more weeks, six days per week.

In appreciation of his "generous cooperation which played such an important part in making our benefit show such an outstanding success," Bundles For America, Inc., has awarded Henry Sylvern, musical director of "This Is Our Cause," heard each Sunday at 4:30 p.m. on WINS, New York, an honorary membership in its organization.

WPAT, Paterson, N. J. will place a mike at the Rotary Club Luncheon in Passaic tomorrow while the war workers and executives will discuss methods of curtailing absenteeism. The objectives will be to aid workers in their shopping problems, transportation, child care, laundry service and other burdens that cause workers to skip a day now and then to attend to these matters.

Lieut.-Col. Bernice Wilbur, author the "Saturday Evening Post" article "Angels in Long Underwear," remarked in her recent visit to the WBZ, Boston studios, that she couldn't get accustomed to the civilian luxuries of easy chairs, thick carpets, as they make her "feel restless." Her visit, however, was to comment on the need for more army nurses over WBZ.

The "Famous Hoosier Hop," for the past eight years a barn dance program on WOWO, Fort Wayne, Ind., reopened last week amidst the colorful atmosphere of rustic costumes, ringing cowbells, whistles and tambourines. The personnel opened the program with an old fashioned square dance.

Elsworth Gosling, staff announcer at WLVA, Lynchburg, Va., resigned to take up new duties as a mike-man with WIP, Philadelphia. Having worked as "Elsworth" on WLVA's "Top O' The Morning" show for the past two years, he will be known as Ken Barrett on WIP. Phillip Allen, manager of the Tri-City stations of Virginia, is vacationing with the family in New Jersey. Hilda Wagers, former music librarian at WLVA, has been transferred to the continuity department. Gale Pearson, announcer, has been named the new music librarian. Claude Taylor, program director of WLVA, is the emcee on the new Dr. Pepper soft drink show

on WLVA and WBTM, Danville, consists of hill-billy and dance billed as the Virginia Mountaineer. Charles Ledingham, newcomer to has been added to the announcing staff of WLVA. He was formerly a showman in a local department store.

A South Haven, Mich. vacanteer offered to buy a \$5,000 war bond. Danny O'Neill, WBBM, Chicago, singer, would sing "Eli Eli" a bond rally held at the resort. However, Danny's accompanist, the tune. Whereupon Danny stituted "A Little Bit of Heaven" for the war bond anyway. Red Cross has asked WBBM's Barnes to write another "Mobilizes" program to stimulate donations.

Ken Banghart, WRC, Washington, announcer, now has six commercial spots. Don Fischer, former WRC chief announcer and NBC presidential announcer, has been promoted to night program manager. New WRC-NBC announcers Tom Haley, John Batchelder and Gene Sandefur. Sandefur has just received a medical discharge from the Air Force after 363 days of service.

Ada M. Rogers, Clinton Ct. chairman of the American Red Cross, was guest on the WMFF, Plattsburgh program "Shopping at Sharron" daily remote from the local department store. Rosebud Creamery barks on its fourth consecutive week as participating sponsor on the morning program "To The World" Merkle's department store sign for an additional 26 weeks on "Mystery Chef," a Blue Network operative show. Ruth Cothran returned from her vacation to resume her bi-weekly feature "News of the Home Front" over WMFF. George Wilson, athletic coach of local high school, joins the announcing staff of WMFF for the summer.

Gilbert-Sullivan On Blue As Symphony Vacates

With Wilbur Evans, American baritone, singing leading roles, a season of Gilbert & Sullivan operettas will be presented over the Blue Network each Saturday, at 8:15 p.m., starting August 21, and running through October 2. Singing the supporting roles will be a soprano to be selected; Frederick Hafner, tenor; Celia Branz, contralto; Paul Reed, baritone.

Filling the time allotted to Boston Symphony Orchestra, which will be off the air during that part of the popular musical extravaganza will be conducted by Josef Sauer. Opening production will be "Pirates of Penzance."

Upon conclusion of the series, Boston Symphony Orchestra, conducted by Dr. Serge Koussevitzky will return to the air.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



24, NO. 23

NEW YORK, N. Y., TUESDAY, AUGUST 3, 1943

TEN CENTS

BBD&O's Tele Schedule

INDIANA UNIVERSITY
LIBRARY
Aug 6 1943

Discusses Blue; McGraw Angles

Washington Bureau, RADIO DAILY
Washington — Possibility that McGraw-Hill Publishing Company will be in the Blue Network picture was raised yesterday by FCC chairman James Lawrence Fly. The chief told a press conference yesterday that he "does not know that McGraw-Hill has dropped from the net." Fly said that Noble has "for the moment taken full responsibility for the purchase but there is some uncertainty as to what persons will be connected with him."

Announcement of the sale of the network was made Friday by RCA—
(Continued on Page 6)

Buck Pays Tribute To NBC "Pacific Story"

Ed S. Buck, Nobel and Pulitzer prize winner and author of such radio classics as "The Good Earth" and "Dragon Seed," has paid tribute to NBC's Inter-American University of the Air's newest series, "The Pacific Story." In a letter to Sterling C. Hayden, director of the NBC Inter-American University of the Air, Miss Hayden said:
(Continued on Page 5)

Florida Citrus Acct. Goes To Benton & Bowles

Florida Citrus Commission has appointed Benton & Bowles, Inc. as its advertising agent for the advertising of Florida oranges, grapefruit, lemons, seedless limes, and canned fruit. Advertising plans are being formulated and will be completed shortly.

Biggest Yet

Hollywood — Paramount's radio production for the Carthay Circle premiere of "For Whom the Bell Tolls" August 16 will be the biggest in local theater history. Spot announcements, six participation contracts on KNX, KECA, KFI, KFWB, KTLA and KFAC, featuring news, music and the cast on special broadcasts will herald the premiere. The premiere will be aired.

Ye Uncle Don

Uncle Don succeeded last night where Superman failed. It seems that at 5:45 p.m. some one in the WOR studios accidentally pushed a police alarm bringing a whole troop of gendarmes who, stationed at entrances and exits, refused to let anyone out or in. Superman, trying to leave, was told "Superman or no Superman, you stay in"! However, Uncle Don, donor of much time to police benefits, got a cordial salute—and admission.

N. Y. FCC Investigation Gets Under Way Today

Indications are that the sessions of the House Select Committee investigating activities of the FCC, starting in New York this morning in Room 705 of the Federal Building, may run for considerable length of time if all of the witnesses are called as proposed by Eugene L. Garey, general counsel of the committee. As stated
(Continued on Page 6)

Cottingham Will Join Erwin, Wasey Agency

C. H. Cottingham, radio director of McCann-Erickson, Inc., will join Erwin, Wasey & Co., Inc. as radio director on August 16. Cottingham formerly was a vice-president at N. W. Ayer & Son.

N. Y. Outlets In Full Co-Op With Mayor On "Disorder"

Sked Belmont Feature On MBS This Saturday

The 41st running of the \$15,000 added Merchants' and Citizens' Handicap, one of Saratoga's featured races, will be described by turf commentator Bryan Field in his broadcast from Belmont Park over the Mutual network next Saturday 4:15-4:30 p.m., EWT. Field will also give a review of the Saratoga Special for two-year olds.

Three Clients In Experimental Move To Use G. E. Outlet Dividing Hour Beginning Next Friday

See August Listeners Maintaining '43 Gains

Every indication that radio listening for the month of August will maintain the average listening pace set earlier this year was revealed in the 100 per cent Yardstick Radio Surveys conducted by the Pulse of New York, Inc. Radio reception in 1943
(Continued on Page 2)

Set Dedicatory Program For Highest Tower Debut

Yankton, S. D.—Tallest radio tower in the Americas will be formally dedicated by WNAX, Yankton-Sioux City, Sept. 4. The tower, 927 feet in height, is the second tallest structure in the country being topped only by the Empire State Building. WNAX, owned and operated by the
(Continued on Page 7)

Four New Web Series Scheduled Over Mutual

Four new program series, varied in character, have been added to the schedule of the Mutual network. They are "Happy Joe and Ralph," "Quiz
(Continued on Page 2)

Experiments with commercial television on the part of agency and client were accelerated yesterday when BBD&O completed arrangements with three sponsors and the General Electric tele outlet WGRB, Schenectady, whereby the agency will utilize one hour of time on regular periods beginning next Friday. Hour chosen is 9-10 p.m., EWT and for the time being there will be a tentative monthly schedule.

General supervision of the commercial tele experiment and exploration
(Continued on Page 6)

N. W. Radio Graduates Find Jobs Waiting

Chicago—Seventy-two jobs were awaiting the graduates of the second NBC-Northwestern University Summer Radio Institute when they were handed their graduation certificates in Chicago last week-end—and the end of the offers from radio stations is not in sight.

This is the climax of a joint educational project
(Continued on Page 7)

Major Clausen Joins Staff Of WJZ Commentators

Another noted figure was added to the list of WJZ commentators in the person of Major Walter Clausen, former Far East war correspondent when he
(Continued on Page 2)

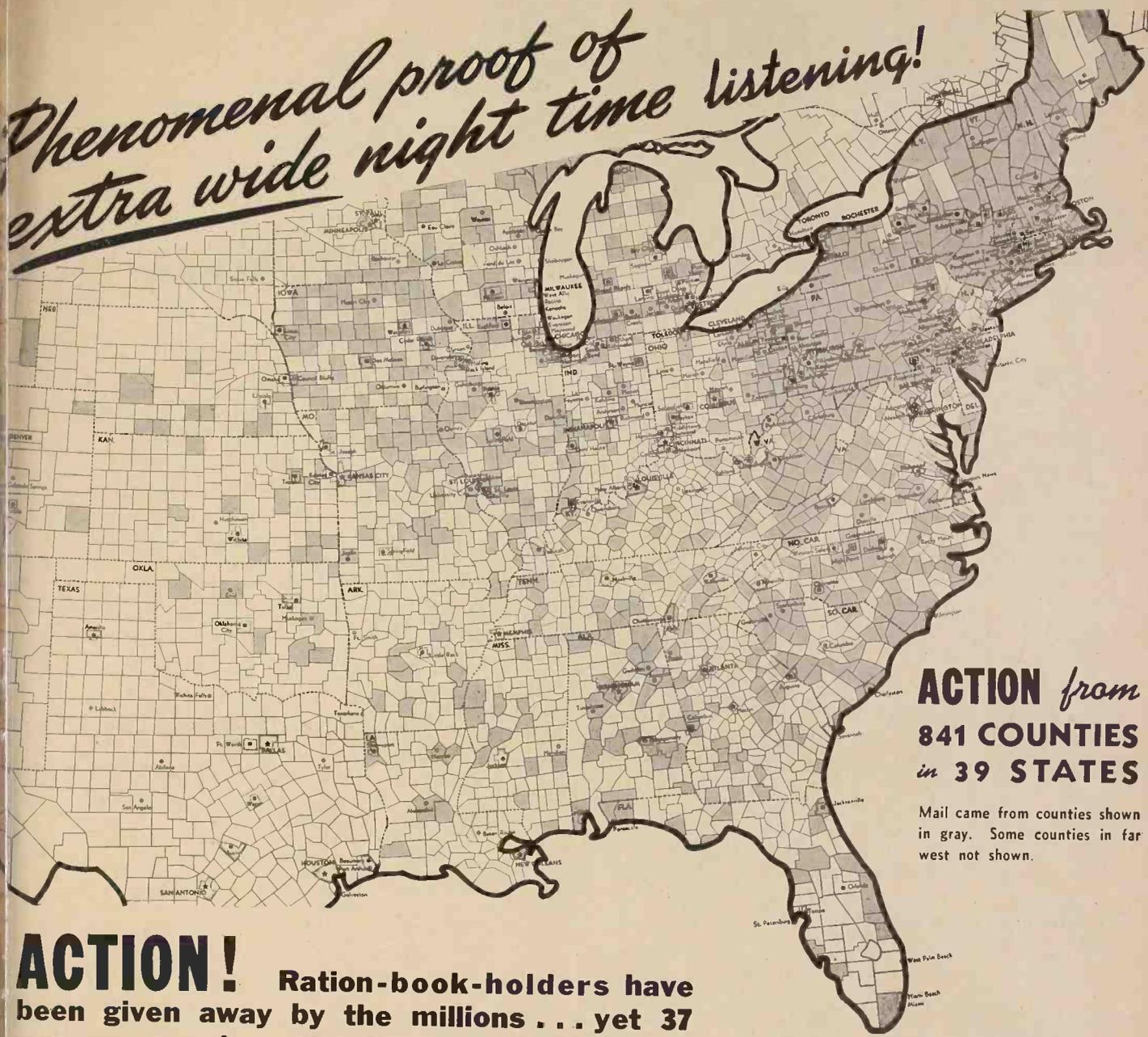
Technique

Mutual engineers used a special technique to assure transmission of "U. S. Army Radio in Africa" to listeners here last Saturday. Early morning, when transmission is usually better, the studios made recordings to synchronize with the "live" broadcasts. When the "live" broadcasts faded because of atmospheric conditions, the transcription supplemented the "live" broadcast.

New York's radio stations gave full cooperation to Mayor LaGuardia in getting him on the air early Monday morning to help curb the rioting that broke out in Harlem Sunday night. The rioting to date has taken a toll of six lives, 200 injured, 359 arrests and heavy looting.

The Mayor urging the people to clear the streets and "go to bed" first went on the air at 12:51 a.m. to 1:00 a.m. and was carried by WOR, WJZ and WABC. The original broadcast
(Continued on Page 7)

*Phenomenal proof of
extra wide night time listening!*



**ACTION from
841 COUNTIES
in 39 STATES**

Mail came from counties shown in gray. Some counties in far west not shown.

ACTION! Ration-book-holders have been given away by the millions... yet 37 announcements on KDKA brought 38,092 requests from LISTENERS! As a matter of fact, this sponsor (late nite news, 11:05-11:15 p.m.) averaged 1029 replies per announcement. You get 50,000 Watts, Clear Channel, and the world's best known call-letters when you schedule KDKA... but what is of greatest importance, you get LISTENERS... responsive listeners.



50,000 watts and KDKA's long standing listener acceptance combine to give advertisers an extra value—KDKA's regular Tri-State Market Area plus a vast territory well beyond—at no extra cost.



KDKA is one of the Nation's half-dozen, lowest-cost-per-inquiry producers.

any time is good time on

Clear Channel

Los Angeles

By RALPH WILK

MR. AND MRS. UPTON CLOSE have just returned from a trip to Denver, Colorado, where Mr. Close addressed a large American Legion rally at Colorado Springs. The trip was a combined vacation and lecture tour. While there, Close and James R. MacPherson, station manager of KOA, went on a fishing trip and caught a three-pound mountain trout. They are so proud of their achievement that they are having the fish mounted and autographed and hung on the walls of the NBC station in Denver.

Two of the many stooges making people laugh at the Thursday broadcast Fred Brady show, stumbling Lou Lubin and sputtering Charlie Kemper, are being held up as bad examples by the American Association of Speech Teachers!

"Be Honest With Me" might just as well have been the theme song for "People Are Funny" Friday (30) NBC, when the zany in-and-out-of-the-studio stunt show tried to find out just how honest people really were. Emcee Art Baker assigned a member of the studio audience to venture out on Hollywood Boulevard to attempt to find the answer in a typical "People Are Funny" novel way.

Identifying "Ridin' Hard on a Cloud" on the sheet music stands of America is going to be mighty simple, partner. On each copy of the song will be a picture of NBC's sweetheart of song, Ginny Simms, in cowboy shirt, jeans and sombrero. "Ridin' Hard on a Cloud" was written by Guitarist Perry Botkin, a member of the "Kraft Music Hall" orchestra, in cooperation with Bernie Schwartz and Jon Bushallow, Jr. Bing Crosby will introduce it to NBC dialers August 12.

"Murder is the Word for It," the next Carlton Morse "I Love a Mystery" thriller, is centered in the Mother Lode country of California where author-producer Morse spent his boyhood.

"Spitfire," the last film of Leslie Howard, made in England just before his untimely death in the Nazi-downed Lisbon to London transport, will be broadcast by a cast of English stars including Basil Rathbone, Reginald Gardiner, and Heather Angel, on the Monday, August 9th, performance of the Screen Guild Players.

Marvin Best, KHJ-Don Lee announcer, is receiving congratulations on the birth of his first child, a son. The boy was born in the Cedars of Lebanon Hospital, and has been named Douglas Gary.

Have You Met the Voices
of
GILBERT MACK
?

LEX. 2-1100

MAIN STREET

OL' SCOOPS DAILY

Smart Event In Music! ! !

● ● ● In the classic 5-6 p.m. period on NBC Sunday, David Sarnoff in a brief talk turned over the sponsorship of the NBC Symphony Broadcasts to General Motors Corp. . . . C. E. Wilson, president of G.M. accepted the responsibility on behalf of his company as part of the important ceremony. . . . Dr. Frank Black wielded the baton at the opening program which featured Alexander Brailowsky as piano soloist in the Tchaikovsky Piano Concerto No. 1 for Piano and Orchestra in B flat minor as the piece de resistance of the program, both conductor and orchestra proving brilliant in their work. . . . Overture to "Russian and Ludmilla" by Glinka opened the program while an orchestral fantasy of Jerome Kern's "Ole Man River" brought the exceptionally fine musical hour to a close.

★ ★ ★

● ● ● Following the concert in the famed 8H, largest broadcasting studio in the world, NBC gave a reception in the Rainbow Room in honor of General Motors and the press. . . . David Sarnoff, Chairman of the Board of NBC, Frank Mullen, Clarence Menser, and Roy C. Witmer, vice-presidents, Clay Morgan, assistant to the president, and many other NBC officials played host to C. E. Wilson, president of General Motors, Paul Garrett, vice-president, H. H. Curtice, president of the Buick Corp., and many other officials of General Motors from Detroit, Flint and New York. . . . Myron Kirk, radio director, Robert Stewart, General Motors account executive, and Gordon Mills, business manager of the radio department, all of the Arthur Kudner Advertising Agency, also attended. Representatives from the general and musical and trade press of New York were also NBC's guests. . . . Dr. Frank Black and soloist Alexander Brailowsky were among the guests of honor. . . . A fitting climax to an eventful day in radio and music.

★ ★ ★

A Reporter's Report Card . . . !

● ● ● RAYMOND PAIGE: They like him so well at the Starlight Roof of the Waldorf-Astoria (patrons and management) that they've extended Morton Downey's engagement, which was to have ended this week, until September 1. . . . COREY FORD: Listen in next Monday at 8 p.m. EWT and thrill to Ralph Bellamy's portrayal in the lead of the radio adaptation of your book "Short Cut to Tokyo," which will be heard on the NBC Cavalcade of America. . . . H. I. PHILLIPS: A little birdie told us that you will 'sort of mention' your new tome "All Out Arlene," when you guestur Thursday on Martha Deane's WORatory. . . . WILLIAM FORD MANLEY: The National Academy of Broadcasting at Washington, D. C., has selected several scripts of your NBC program "Snow Village," for classroom material in the study of successful script-writing. . . . DAVE RUDMAN: As mutually agreed, sound effects is a vital factor in the successful presentation of comedy or drama on the air. . . . however we wonder what effect, if any, a name can have on a Saturday afternoon shopping crowd. . . . for instance at the A&P Super Market in Newburyport, Mass. where the manager's name is Les Noyes. . . . EILEEN FARRELL: You are slated to guestrill August 29 on Andre Kostelanetz' program. . . . incidentally we hear that CBSolons are readying a fifteen-minute Saturday Nite spot for you in addition to your regular Thursday CBSustainers.

★ ★ ★

● ● ● JACK BENNY: When Grace Hartman defended your reputation one nite last week. . . . she said that you aren't stingy but merely superstitious. . . . that you consider it unlucky for thirteen to light on one match. . . . BING CROSBY: When Johnny Mercer waxes enthusiastic on his NBCcasts and gives out with "That's Capitol," ye sly old Music Shoppe proprietor is really giving a sly plug to his own (and Buddy DeSylva's) recording firm, Capitol Records.

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

MARION CLAIRE, soprano prima donna of the WGN-Jazz "Theater of the Air," will return to the program August 7. She has been vacationing for a month.

A dramatized tribute to the Coast Guard on the 153rd anniversary of its founding will be presented on Wednesday, 5:15 to 5:30 p.m. on WGN. . . . Leonard F. O'Malley, Jr., seaman first class, one of the two survivors of the Coast Guard cutter Escanaba's sinking, will tell his story of the minutes of the boat's loss.

A series of four discussions on the founding phases of the general public "The Lessons of the War" will be presented by the University of Chicago Round Table, on NBC, beginning Sunday, August 8. The program will include the first complete Table broadcast from outside the continental United States in the history of the program. The August 15 broadcast will originate in London and be on the topic "On the Economic System; Today and Tomorrow." Participants will be Eric Johnston, president of the United States Chamber of Commerce, and William B. Ewald, vice-president of the University of Chicago. The third speaker is expected to be a prominent Englishman.

Alma Platts has been added to the cast of NBC's "Helpmate," replacing Kathryn Card, who has moved to New York.

Dick Post, radio director of Russel M. Seeds Company, advertising agency, has gone to New York for a couple of weeks to supervise the making of transcription records at Grove Laboratories. A large number of recordings of the Golden Quartet show will be made.

E. M. Claypool, president of the Publicity Club of Chicago, will be interviewed by WGN listeners what the publicity business is all about when he is interviewed by June Baker on her "Management Program" today, 11:45 a.m. to 12 noon.

Danny O'Neill, new WBBMing discovery will be featured in Caesar Petrillo and his orchestra on the CBS "Forty Chicagoans" Tuesday, August 4th, from 11:11:30 p.m. Ell Henry, WLS Publicist is vacationing, with Don Kelly, motion director, handling his while Ell is away.

June Bundy, of Hollywood, town in advance of Spike Jones his "City Slickers," who opened his engagement at the Oriental Theatre Friday. Miss Bundy reports that Spike band grossed \$21,000 at Orpheum, Omaha, and is now on another big week at the Tower Theatre in Kansas City.

OFFICE ASSISTANT

Age 30, married, college honor graduate with 8 years' secretarial and clerical experience; 6 years in radio. Salary \$40.00 per week. Write Radio Daily, Box 728, 1501 Broadway, New York City.

GUEST-ING

UT. COMM. DOROTHY STRAT-
O director of the women's re-
of the U. S. Coast Guard, on
State to Youth," tonight WFAF-
B 7:30 p.m.).

ANCE HUBERTUS ZU LOEWEN-
N, exiled by Hitler in 1933; EMIL
EGYEL, Hungarian-American
writer; NORMAN E. ISAACS, chief
dial writer of the Indianapolis
News, and DR. EDWARD ELLIOTT,
President of Purdue University, dis-
cussing "Should the Small Nations
Keep Their Boundaries,"
America's Town Meeting of the
Thursday (WJZ-Blue Network,
8 p.m.).

EBEL RANDOLPH, "Mrs. Up-
down," on the "Kraft Music Hall,"
Monday (WEAF-NBC, 9 p.m.).

BERRY WOOD, in a sixth appear-
ance at the "Stage Door Canteen,"
Monday (WABC-CBS, 9:30 p.m.).

FR ADMIRAL LLOYD T.
HAKER, USCG, on the U. S. Navy
show of Music "For Victory" show,
Monday (WOR-Mutual, 7:30 p.m.).

ERIEL HEATTER, newscaster,
on "Double or Nothing," Friday
(WABC-Mutual, 9:30 p.m.).

ETTY HUTTON, on the "Philip
Playhouse," Friday (WABC-
NBC, 9 p.m.).

KIE ROSENBLUM, on Bill
Berber, "Colgate Sports Newsreel,"
Monday (WEAF-NBC, 10:30 p.m.).

K FRANCIS and RICHARD
ARSON, on "Soldiers with Wings,"
Monday (WOR-Mutual, 9:30 p.m.).

STONE SIMON and PHIL HAR-
lan on "The Jack Carson Show,"
Monday (WABC-CBS, 9:30 p.m.).

CE ITURBI, on Morton Gould's
"Blanca Carnival," tomorrow
(WABC-CBS, 10:30 p.m.).

ANK PARKER, on the Joan
Jack Haley program, Thursday
(WABC-NBC, 9:30 p.m.).

NEW PROGRAMS—IDEAS

Accident Prevention

In an effort to stem the prevalence of drowning cases, WTAG, Worcester, recently broadcast a realistic demonstration of a rescue following a canoe "accident." Staged in cooperation with the Red Cross Safety Department, the graphic exhibition was intended to illustrate how waters' deaths could be prevented with safe methods of canoe management and rescue.

The "incident," which took place at near-by Lake Quinsigamont, was covered by Patricia Neighbors, announcer for WTAG's FM station W1XTG. Picturing the scene as a boy and a girl overturned in their canoe, Miss Neighbors described the subsequent rescue by a life-saving expert, pointing out the proper holds and correct method of uprighting the canoe.

"Tic Tac Toe"

A new program called "Tic Tac Toe," a 15-minute show featuring Frances Ferguson, now being heard on WINN, Louisville, collects background information on invasion points and battle areas and supplements this with excerpts from letters received

"News In Review"

A new series of 15-minute programs "The News In Review" will be presented on WHK, Cleveland, as a radio newsreel. The program will stress the outstanding events and highlights in the world of sports, locally, nationally or internationally. The series will include a theme and incidental music. The reporters are members of the WHK staff who will bring the news to the mike will be Russell Wise, Washington News; Duke Lidyard, local; and Walt Davis, sports. Carter Wayne will do the announcing.

"Job Counselor"

Sponsored by 10 war plants and industries advertising for war workers "Job Counselor" is a new program heard on KLLX, Oakland, Calif., from 5:15-5:30 p.m. daily except Sunday. The program's theme deals with types of jobs offered, working conditions and essentials of war work. "Job Counselor" personally visits the plant of each advertiser, certifying conditions and opportunities offered.

by the families of boys in the services.

McGrann Sets Up Post-War Job Plan For Servicemen

Cooperating with the President's announcement recently that this country will stand-by the service men in obtaining jobs for them directly after the war, Frank McGrann, head of the radio and motion picture division of the Positions Securing Bureau, Inc., has opened a special "post-war employment registry" for men in the armed forces who left jobs in radio or motion pictures. Capt. Albert Duffy of the Army Signal Corps at Wright Field was the first to register. Duffy, before entering the service, was a Hollywood script writer.

McGrann says that he plans to apply to his registry principles of the college draft of candidates for berths on professional baseball and football teams. By this means the agency expects to serve as a clearing house of available post-war radio and motion picture manpower. McGrann has indicated a hope that such a service will provide quick job replacements following demobilization.

OCD Head On NBC Show

Washington—OCD Director James M. Landis will appear on the seventh program in the special NBC-OCD series to be aired Saturday at 5:00 p.m., EWT. Subject of the program will be the work of civilian defense volunteers in caring for the children of working mothers. Landis will present a citation for outstanding work in this line to the city of Seattle, Wash., and an NBC cast in New York will dramatize a composite story on child care.

Pearl Buck Pays Tribute To NBC "Pacific Story"

(Continued from Page 1)

Buck, who is president of the East and West Association, said:

"I should like to congratulate you on the new NBC series, 'The Pacific Story.' It is very timely and much needed. We still have a war to win in the Pacific and a peace to make, and surely we ought to know the countries and peoples over there. They are so much like us in their hopes and needs, if we only knew it. 'Everybody here in the East and West offices appreciates the series—naturally, since we are at work on the same job of trying to explain peoples to each other on the two sides of the world, and they join in good wishes for the success of the series.'"

Richard J. Walsh, editor of the magazine "Asia and the Americas," also sent congratulations. Walsh declared the series "should go far toward providing national comprehension of Asiatic problems."

WINS And Trent Corp. File Pleas With The FCC

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday received an application for shift to the 1010 band from WINS, New York, to be effective when it begins operation on 50 kilowatts, unlimited. Stipulated frequency was 1000 kilocycles.

The Commission also was asked to approve the transfer of control of the Trent Broadcasting Corp., Trenton, N. J., from A. Harry Zoog to Elmer H. Wene, who recently purchased 43 1/2 shares in the station.

AGENCIES

BETTER VISION INSTITUTE, Inc., has named Lennen & Mitchell to handle its advertising campaign which will start about Oct. 1.

JAMES C. CUMMING has joined John A. Cairns as account executive. He formerly held a similar post with Grey Advertising Agency. SAMUEL KAY, formerly with the Grey organization but more recently with Gimbel Brothers, has rejoined the agency today as controller.

DAVID RUTLEDGE has joined the Omaha office of Beaumont and Hohman. He formerly was national advertising manager of the Dayton "Journal-Herald."

BBD&O has been appointed to place the business of Northwest National Life Insurance Company. J. M. Bridge will be account executive.

JERRY LESTER PRODUCTIONS, INC., theatrical producers, has named Arthur Pine Agency to handle its advertising.

WILTON C. HAFF has been elected executive vice-president at Gregory Advertising, Incorporated, of Cleveland, Ohio, according to Honor Gregory, president.

BOZELL & JACOBS Advertising Agency baseball team will represent Omaha in the Nebraska American Legion midget baseball tournament at Norfolk, August 6, 7, 8 and 9.

Fur Account On WDRC

The fur department of Wise-Smith's department store has contracted with WDRC, Hartford, for three five-minute periods weekly in August through September. The program contracted for is "Memory Lane," late afternoon musical feature. The account was handled by J. Eric Williams, salesman.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

987,600

That's the population in WDRC's Primary Area — Connecticut's Major Market! For this big audience, WDRC is the buy—with one low uniform rate for all advertisers — national, regional, local. WDRC, Hartford, Basic CBS for Connecticut.



DENVER
20th
'42 DRUG SALES
Sell Drugs in '43 with
KLZ Denver
Represented by The Kars Agency, Inc.

Fly Discusses Blue; Also McGraw Angles

(Continued from Page 1)

to Edward J. Noble, WMCA licensee, for \$8,000,000. No formal application for transfer of the licenses for WJZ, New York; WENR, Chicago, or KGO, San Francisco, all owned by the Blue Network has yet been received in Washington.

Sale of the network, Fly said, is an "outstanding example" of industry-government co-operation. He emphasized that he was not expressing approval of this particular transaction—"that's up to the entire Commission," he said.

That Fly does expect approval for the sale, however, was indicated when he said he did not contemplate pressure upon Noble for the "immediate divestment" of WMCA. Commission regulations make the sale of WMCA obligatory when approval of Noble's purchase of the Blue stations is approved.

May Take Minority Interest

Fly made it clear that the Commission will be watching to see whether McGraw-Hill does come into the picture again. It would be possible for the publishing company to acquire a minority interest without formal application, the only requirement being the filing of full details with the FCC. The original purchaser was to have been a partnership composed of Noble and James H. McGraw of McGraw-Hill, but the FCC attitude toward publisher ownership of stations is credited with responsibility for withdrawal of McGraw—provided complete withdrawal is intended. Fly is apparently not certain that complete withdrawal was intended.

Shouse Heads Radio Group To Eliminate Absenteeism

Cincinnati—James D. Shouse, vice-president of Crosley Corporation and general manager of WLW-WSAI, was appointed chairman of the sub-committee on radio for the Cincinnati campaign against illegitimate absenteeism. The committee is in charge of a series of broadcasts that will be carried on Cincinnati stations as a part of the drive to reduce absenteeism in the metropolitan and surrounding areas.

Serving with Shouse on the committee are Mortimer Waters, manager of WCPC; Kenneth Church, manager of WKRC; Fred Palmer, manager of WCKY; and Walter Callahan, manager of WSAI.

Shouse said that all local stations are cooperating in the absenteeism campaign, and that, while they are being paid for the time to make these broadcasts, they are actually devoting more time to them than they are being paid for. Broadcast periods on the local stations are being coordinated, so that regardless of the shift a worker may be on, he will have an opportunity to hear some of the announcements.

NEW BUSINESS

WLS, Chicago: Three new sponsored shows and a renewal are included in business announced by WLS this week. Foley & Company (drugs) began its sponsorship of "Mountain Theater" yesterday for a period of 52 weeks. For an eight-week period the program will be aired three times a week, and for the remaining 44 weeks six quarter-hour shows will be used. Jack Holden will be emcee and the Prairie Ramblers' music will be featured.

Dr. Hess and Clark (poultry remedies), Ashland, Ohio, begin sponsorship of a musical program called "Home Harmonies" today, using five five-minute periods weekly for 52 weeks. Show will feature recordings of Bill and Mary Adams and their four sons. Business was placed through N. W. Ayer Agency, New York.

The F. E. Myers & Brothers Company (water systems), of Ashland, Ohio, have contracted for an early morning program beginning September 13, to be heard each Monday, Wednesday and Friday from 6:30 to 6:45 a.m., and featuring musical recording by the Sons of the Pioneers. Business was placed for 10 weeks through Meldrum & Fewsmith Agency, Cleveland.

Pioneer HiBred Corn Company, Princeton, Ill., has signed another 26-week contract for Julian Bentley's 12:30 p.m. news, for three 15-minute periods weekly. Placed through R. J. Potts-Calkins & Holden, Kansas City, Mo.

WGY, Schenectady General Foods, two anns., two per week, through Benton & Bowles, Inc.; MacFadden Publications, four anns., four per week, through Raymond Spector Co., Inc.; American Chicle, 26 anns., one per week, through Badger, Browning & Hersey. Studebaker Co., South Bend, Ind., 42 news programs, three per week, through Roche, Williams & Cunningham; J. J. Grass Noodle Co., Chicago, part in "Market Basket," 104 programs, two per week, through Charles Silver & Co.; N. Y. Power & Light Corp., five anns. per week, six times; Resinol Chemical Co., 145

anns., scattered schedule, through Courtland D. Ferguson, Inc.; Benrus Watch Co., 260 anns., 52 weeks, five per week, through J. D. Tarcher & Co.; Pillsbury Flour Mills, 130 anns., scattered schedule, through McCann-Erickson, Inc.; Beech-Nut Packing Co., 26 anns., two per week, through Newell-Emmett Co.; Lever Bros., 80 anns., through Ruthrauff & Ryan, Inc.; N. Y. State Savings Bank Assn., spots on "Musical Clock," five weeks, three per week.

WFIL, Philadelphia: Morris Plan Bank of Philadelphia, Philadelphia (banking service) six fifteen-minute studio programs weekly for 52 weeks, thru Philip Klein Advg. Agency, Philadelphia; Carter Products, Inc., N.Y.C. (Carter's Little Liver Pills) three five-minute transcribed programs weekly for 52 weeks, thru Ted Bates, Inc., N.Y.C.; Griffin Manufacturing Co., Inc., Brooklyn, N. Y. (Griffin Shoe Polish) four anns. weekly for 52 weeks, thru Birmingham Castleman & Pierce, Inc., New York City; National Biscuit Co., N.Y.C. (Premium Crackers) 12 anns. weekly for 13 weeks, thru McCann-Erickson, Inc., N.Y.C.; Garden State Racing Association, Camden, N. J. (Garden State Park) three fifteen-minute studio programs weekly for 10 weeks, thru Al Paul Lefton Co., Inc., Philadelphia; Rice & Holman, Merchantville, N. J. (Rice & Holman Ford Dealers-Merlin Motor Company) five anns. weekly for indefinite period, thru Cox & Tanz, Philadelphia; Dr. Jaynes, Philadelphia (Cough Remedy) five anns. weekly for 26 weeks, thru J. M. Korn Co., Philadelphia; Harry Krouse, Philadelphia (automobile dealer) 11 anns. weekly for 13 weeks, thru Samuel Taubman, Philadelphia; Coronet Magazine, Chicago (Coronet Magazine) blanket contract for at least 52 transcribed anns. within 52 weeks, thru Schwimmer & Scott, Chicago, Ill.; George Gorson, Philadelphia (used cars) one ann. weekly for 52 weeks, thru Philip Klein Advg. Agency, Philadelphia.

Stauffer And OWI Execs Meet Today In New York

Washington Bureau, RADIO DAILY
Washington—Details of OWI co-operation with the Treasury on the Third War Loan Drive next month will be discussed today when Merritt Barnum, Lavinia Schwartz and Nat Wolfe, Radio Bureau deputy directors in charge of the New York, Chicago and Hollywood offices, meet with Director Don Stauffer and his Washington deputies, Philip Cohen and William Spire.

Lum 'N Abner Mercer Guests

Lum 'N Abner will be heard as guests tonight on Johnny Mercer's "Music Shop" at 10 p.m. on WEA.

Will Re-Classify Fathers For Induction After Oct. 1

Washington Bureau, RADIO DAILY
Washington—Emphasizing that the armed services, despite recent victories, still are seriously in need of manpower, Selective Service headquarters here yesterday stated that pre-Pearl Harbor fathers within the 18-37 age group will be re-classified to make them available for induction after Oct. 1. However, it was stressed that calls for these men will be kept to an absolute minimum.

Karole Singer On WINS

Karole Singer, of WHN "Gloom Dodgers," will appear Sunday on "This Is Our Cause" over WINS.

BBD&O Tele Schedule For Three Accounts

(Continued from Page 1)

tion of such will be under the guidance of Fred Machee agency president and its television board.

Schedule as now set calls for Goodrich Rubber Co. using a half-hour feature demonstrating its products; also a brief talk by Joe Collyer, president of the company. Script is by John Southwell. BBD&O radio copy department, Garth Montgomery and Marge L. also of the agency.

Lever On Schedule

Lever Bros. for Vims will use a minute comedy sketch by Kunne, featuring Joe Lyons. Board of the radio copy department and others as well. Dramatized commercials will also be used.

Hamilton Watch Co. will take time breaks and has produced a series of slides.

BBD&O had already tried an experiment on the q. t. but which proved to be that of Royal Crown Cola as an experiment. Other agencies scheduled to delve into the possibilities of commercial tele as a war proposition are Benton & Bowles, planning to use DuMont studios; and Ken & Mitchell are also known making a close study of developments.

N. Y. FCC Investigation Gets Under Way Today

(Continued from Page 1)

In these columns previously, and being probed here is the foreign language station situation. Particular emphasis will be placed on the Italian language outlets, according to the witness heard last week by Gary in press sessions in his own offices here. There was no change up until last night's selection of Rep. Hart, New Jersey Democrat and Wigglesworth, Republican to hold the New York hearings. Chairman Cox of the Select Committee will not be present, as stated last week.

Washington Bureau, RADIO DAILY

Washington—FCC Chairman J. Lawrence Fly said yesterday that he did not think the Cox Commission hearings due to resume today after a ten day layoff, had been postponed because of the Italian developments and certainty that head lines will be difficult to attain. The hearing get under way in New York with FCC relations with foreign language broadcasters reported to be the subject.

Fly said the Commission welcomed any such investigation and added that foreign language broadcasters have been doing "a grand job."

There have been some "no spots," he said, but we've ironed them out. Fly said 171 stations now engaged in foreign language broadcasts with 40 of them programming less than one hour per week in foreign tongues. Foreign language programs account for less than 1 per cent of broadcast hours, he said.

★ ★ Coast-to-Coast ★ ★

ARTHUR TANDY, British Consul for Cincinnati; Air Commodore Drawley of the RAF; Brigadier-General Turner, commandant of the Army Air Force Ferrying Division; and Mayor James Stewart of Cincinnati, will be interviewed on WSAI, Cincinnati, August 5 on a special program from the Taft Museum there where a special traveling RAF reconnaissance photo exhibit will be on display. The photos, taken from British bombers over Europe, show the devastation left by RAF bombings.

Pete de Lima, KECA and KFI, Los Angeles news analyst, will replace Fleetwood Lawton for six weeks, as of July 30, when Lawton leaves the air to make a brief visit to England and the Continental war zone. Larry Smith will take over Lawton's NBC programs on KFI at 8:15 p.m., Monday, Wednesday and Friday.

Ernest Charles, veteran of the KNX-CBS, Los Angeles transcription department, has been moved to a post as contact producer. Bob Miller, former KNX technician, has been made audio supervisor in charge of all audio operations, Chief Engineer Les Bowman announced.

Howard Baker, formerly of WMC, Memphis, has joined the engineering staff of WJNO, West Palm Beach, Fla. Engineer Warren Spencer took a visiting sailor friend to the shore for a swim. They left their clothes in the car and, when they returned, they saw that their car had been broken into and there was stolen \$65 from Spencer and \$60 from his sailor friend.

The United States Department of Agriculture has discontinued its "Market News" feature broadcast to the home-makers in the Greater Cleveland area. However, WHK executives arranged to have a similar service to be broadcast from the Northern Ohio Food Terminal, the first of which was held yesterday on Eleanor Hanson's "Lady Fare" program at 1:45 p.m. George Urban, who has been associated with the terminal for 14 years, is the market reporter, visiting the mart each morning for his statistical report.

When the lullaby-music and poetry-cooing of the "Sleepy Hollow" will be heard on WSB, Atlanta, organist George Hamrick will be playing his 1,000th consecutive broadcast. Over three years ago, Hamrick walked up to the program director and asked to try such a program on WSB.

Audrey Summers, WBT, Charlotte, continuity writer, was presented with a full-size layer cake last week with a single candle on her first anniversary with WBT. Fellow staff members joined in the occasion. Claude Casey, WBT's yodeler, who was given a leave of absence for a feature role in "Swing Your Partner," will return to the WBT talent staff August 22. A. D. Willard, Jr., WBT general manager, was guest speaker at a recent meeting of the Masonic Fellowship Club of Charlotte. Willard spoke on "Radio's War Effort." Jack Knell, WBT news editor, is on the job after a week's vacation.

Since Fred Shepard, WNOX, Knoxville time salesman for seven years entered the army, commercial manager Harry LeBrun is handling Shepard's accounts until a replacement can be found.

Howard Langfitt, recently returned from the South Pacific, has been named farm director for KSO-KRNT, Des Moines, Ia. His radio experience included farm news on WSUI, Iowa City, and WHO, Des Moines. Langfitt replaces Mal Hanse, who is now an ensign stationed in Florida. Andy Woolfries, recently returned from a special assignment with the British Navy, is heard over WMT and KRNT, Cedar Rapids, and Des Moines, Ia., respectively.

Thelma Nurenberg, formerly correspondent for the MacFadden publications in Russia and Germany, was interviewed by Frann Filmore on her program "The Woman Today" over WHIO, Dayton recently. R. D. Higgs, studio engineer of WHIO, has gone to Chicago to take his Navy Radio examination. Higgs has been with the CBS station eight years.

Pat O'Brian, who at 24 has 10 years of radio experience, joined the announcing staff of WCKY, Cincinnati. O'Brian received his medical discharge from the U. S. Air Force two weeks before he would have graduated with a commission when he was injured in a dive during tactical training. O'Brian started on the air as a "Voice of Youth" character on WIND, Gary, Ind. He has also been heard on KMCA and KABC, San Antonio, and KEYS, Corpus Christi.

The River Rondoliers, a girls' chorus, made its debut on "Uncle Tom's Juveniles," kiddie program on WTAG, Worcester. Specializing in old-fashioned songs dedicated to parents, the youngsters who show the greatest talent will be developed later as soloists. The chorus is directed by Lou Chapin of the WTAG staff.

Harry Burke, assistant general manager, and Al Larson, office manager of WOW, Omaha, a captain and lieutenant, respectively, are active in the Nebraska CAP Army Air Cadet recruiting campaign. A newcomer to the WOW newsroom staff is Carl Uhlarik, formerly a member of the public relations staff of the OWI and a radio script writer. Tom Dailey, sports announcer for WOW, is the first golfer of the Cornhusker state to enter the Iowa State College Master's golf tournament. A look at the course, while broadcasting the Cyclone-Nebraska game in 1941, prompted Dailey to file his entry for the 1943 meet.

James E. Rogers, author of "The Child and Play" and special representative of the National Recreation Association, told of his many visits to as many parks in the city and complimented the Neighborhood Community Nights for their effort on WENY, Kingston, N. Y. recently.

Sinclair Hatch, regional director of the Office of Civilian Defense for the 2nd Corps Area, was interviewed Monday by Harold John Adonis on the "State and Nation" forum over WHN, New York. Topic of the interview was "Civilian and Defense."

The other day instead of the staff of WHIO, Dayton taking out the advertiser to lunch, the advertiser invited the cast of his program and the salesman to have lunch with him at the Van Cleve hotel. Liberal Markets representative, bank-rolling "Jack and Betty," was the host to show his company's appreciation for the way the cast handled the broadcasts regarding rationing and its many restrictions.

Bert Stanley, featured in the cast of the current Broadway production "The Vagabond King," and an understudy to John Brownlee, the leading baritone, is now doing a series of song recitals over WBNX, New York, every Thursday at 1 p.m.

Walter Tyrrell, formerly staff announcer, has been appointed chief announcer and daytime news editor of WINX, Washington, D. C. The WINX, staff, en masse, practiced up on glamor so that Ethel Davis, vacationing vice-president, could be met in the manner in which she had become accustomed to while in Hollywood.

Newest announcer at WJTN, Jamestown, N. Y. is Bob Dambach, formerly of WEBR, Buffalo. Al Spokes is now handling the play-by-play description of the Jamestown Falcons baseball games of the Pony League. Julius King, public relations director of the Chautauqua Institution, is now heard three times weekly in his own news commentary direct from Chautauqua. J. Ralph Carlon has been assigned announcing duties on WJTN's feeds of the Chautauqua concerts on the Blue.

WWNY, Watertown, N. Y., on first stations to use the syndicated program "Funny Money Man," will start it August 30 through the sponsorship of the I. P. I. Business Schools. This will be heard three times weekly. "Money Man" is handled by Al Funt, radio productions.

Marguerite Miller, June graduate of Ohio U., joined the announcing staff of WMAN, Mansfield, the feminine addition.

A dramatized tribute to the Coast on the 153rd anniversary of its founding will be heard on WBBM, Chicago, tomorrow evening at 5:15 p.m.

Molly Pitcher Day will be celebrated on WING, Dayton with a special interview of women workers. Mrs. Gladys Knee of the Finance Committee, a WAAC and a housewife doing voluntary work will be queried. Molly Pitcher was the heroine of the American Revolution who fought the Battle of Monmouth after her husband had been killed.

Dan Bowers, former Don Lee at KGB, San Diego, has been at the KHJ-Don Lee, Los Angeles station.

Canadians Appreciate Of Radio Aid To Farm

Montreal—Ontario farmers encouraging reports of the way has brought them help, now to them from the urban center. 20 Farm Commando Brigade been formed in the Province Ontario alone, their purpose to supply workers to the farm most in need of them. Each "mando" has registered with brigade for as many hours, half and days as he has free from city or town work.

Considerable impetus to the CBC broadcasts of "Help With The Programs present an a picture of farm problems in fourth year of war, and describe endeavors now being made to solve these problems. This week's Ontario and Quebec broadcast was held Wednesday, July 21 at 7:30 EDT., 8:30 p.m., ADT.

Feature broadcasts of a practical and topical nature are being presented Monday evenings by the Broadcasts Department of the

Western Magazine Honored For Kate Smith's

The "Kate Smith Speaks" program has been voted first honors Western Family Magazine's in the daytime program doing the job to maintain the nation's morale. Program is on the web through Friday, 12:00-12:15 p.m.

1943

BIRTHDAYS

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| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 | | | | | |

August 3

Ray Block Paul Carson
 Gaylord Carter David H. Harris
 Robert Emmet Dolan Irma Glenn
 Johannes Steel John S. Young
 Marvel Marilyn Maxwell



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



24, NO. 24

NEW YORK, N. Y., WEDNESDAY, AUGUST 4, 1943

TEN CENTS

Billion "Loan" Listeners

Rate Structure Rises Upward Sept. 1

Advertising rate structure of NBC, effective Sept. 1, 1943 will be readjusted to meet increases in operating costs as well as other items "peculiar to broadcasting business," according to Roy C. Witmer, NBC vice-president in charge of sales. Witmer has mentioned performance compensation to stations and cost of public service programs

(Continued on Page 5)
More War Bonds and Stamps

Cleveland Orchestra Off CBS Next Season

Cleveland—CBS will not schedule Cleveland Symphony Orchestra season, it was announced yesterday by John F. Patt, vice-president and general manager of WGAR, Cleveland. Decision was made following lengthy negotiations with CBS. Patt stated that he had hoped WGAR would be able to sponsor the orchestra for a third season of national broadcasts, but that no time was available on the

(Continued on Page 3)
More War Bonds and Stamps

Exec. Vice-President Absence of Rosenbaum

Philadelphia—Roger W. Clipp has been promoted to executive vice-president of WFIL Broadcasting Co. to exercise full executive powers as Clipp leaves during Samuel R. Rosenbaum's absence for military service. Rosenbaum was recently promoted to Lieutenant Colonel in the United States Army Special Forces for service in the Division

(Continued on Page 2)

OWI 'Pin-Up'

San Francisco, femcee of NBC's "Date," who is an Armenian descendant, and currently seen as a Russian sniper in the play "The Girls," is now reposing pictures in Eurasia, much to her delight for propaganda purposes. The OWI in cementing friendship between Armenians and Russians. Light, young OWI'er conceived a natural tie-up-er pin-up.

Query

After the lengthy session conducted by the House Select Committee in investigating the FCC had ended the court stenographer seemed perplexed by certain terms she had taken down during the course of the testimony. She asked in all seriousness whether the term "fellow travelers" was the name of a society, and if so what sort of a society it could be.

RCA's Music Survey Re War Labor Morale

An extensive study of music affecting the morale and production of war workers in industrial plants will be conducted under the direction of Dr. W. A. Kerr, psychologist of RCA's personnel planning and research division, David J. Finn, general sales manager of RCA's industrial and sound division announced at a recent conference of the RCA Industrial Music Service.

Discussing the manifold possibilities
(Continued on Page 6)
Buy More War Bonds and Stamps

Plan Considerable Spot In Setting Grove Campaign

Chicago—Russel M. Seeds agency is now completing the final details of the Grove Laboratories expanded radio campaign which will be launched Sept. 6. In addition to continuing its "Reveille Roundup" thrice-a-week program featuring

(Continued on Page 2)

WLB Choosing 3-Man Panel To Investigate AFM Disk Ban

List Fifteen Technicians In Overseas CBC Units

Toronto—The four overseas CBC mobile units list 15 of their own men strategically located in Britain, the Middle East and the forward areas, reporting the progress of Canada's troops to listeners at home since December, 1939.

The CBC overseas staff is headed
(Continued on Page 8)

Radio Men Given OWI's Treasury Plan For Campaign Starting Sept. 9; \$10,000,000 Of Time-Talent

FCC Witness Heard As Cox Probe Resumes

The censorship powers of the FCC in the Domestic-Foreign Language field came under scrutiny yesterday when the House select committee reconvened its hearings in the Federal Court Building in New York. The hearing, presided over by Rep. Edward Hart of Jersey City, N. J., and Rep. Richard B. Wigglesworth of Mass., was conducted by Eugene L.

(Continued on Page 6)
Buy More War Bonds and Stamps

AFRA New York Chapter Picks Convention Reps

Agenda committee appointed by AFRA has started work on the details for the annual convention which will be held in Chicago August 28 and 29. List of 58 delegates have been chosen by the New York chapter.

(Continued on Page 4)
Buy More War Bonds and Stamps

WNEW Appoints Cott As Program Director

Ted Cott, has been appointed program director for WNEW. William B. McGrath, who held down the dual role of programming and production

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington — Shooting at more than one billion listeners, the OWI Radio Bureau has laid a full program for broadcasting co-operation in the Third War Loan drive, Sept. 9-30, before the responsible radio officials. Ten million dollars worth of time and talent are expected to be donated by broadcasters during the course

(Continued on Page 5)
Buy More War Bonds and Stamps

Blue To Offer Stock To Affiliates—Public

Edward G. Noble, new owner of the Blue Network, yesterday stated that he had no associates in buying the network, and that his plans called for considerable distribution of stock in the company to both affiliated outlets and the public at large. While awaiting formal approval of the purchase of the three key outlets of the

(Continued on Page 3)
Buy More War Bonds and Stamps

Wrigley Air Force Show Starts Sunday Over CBS

"America in the Air," third network show of William Wrigley Company, will have its premiere on CBS Sunday, August 8, replacing the Gene

(Continued on Page 2)

"Jap's Dismay"

Holyoke, Mass.—WHYN was instrumental in putting Holyoke's quota for the "Shangri-La" drive of \$60,000 over the top. Special broadcasts were utilized as part of the promotional campaign. Chain break spots were numerous throughout the drive employing such unique phrases as "Buy a bond today—and add to the Japs' dismay!" amongst others.



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

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FINANCIAL

(Tuesday, Aug. 3)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-------------------------------|--------|---------|--------|----------|
| Am. Tel. & Tel. | 152 | 150 1/2 | 152 | + 1 3/4 |
| CBS A | 21 1/2 | 21 1/2 | 21 1/4 | - 1/4 |
| CBS B | 21 1/2 | 21 1/2 | 21 1/2 | - 1/2 |
| Crosley Corp. | 19 5/8 | 19 1/2 | 19 5/8 | + 3/8 |
| Gen. Electric | 36 3/4 | 35 1/2 | 36 3/4 | + 1 1/2 |
| Philco | 21 1/4 | 20 5/8 | 21 1/4 | + 1/2 |
| RCA Common | 9 7/8 | 9 3/8 | 9 3/4 | + 1/2 |
| RCA First Pfd. | 70 1/2 | 70 | 70 | - 1/2 |
| Stewart-Warner | 11 1/4 | 11 1/4 | 11 1/4 | - 1/2 |
| Westinghouse | 90 | 89 1/4 | 89 3/4 | + 1 1/2 |
| Zenith Radio | 31 7/8 | 30 1/2 | 31 7/8 | + 1 3/8 |
| NEW YORK CURB EXCHANGE | | | | |
| Nat. Union Radio | 3 1/4 | 3 | 3 1/4 | |

OVER THE COUNTER

| | Bid | Asked |
|------------------------|-------|-------|
| Farnsworth Tel. & Rad. | 8 1/2 | 8 3/4 |
| WCAG (Baltimore) | 21 | 23 |
| WJR (Detroit) | 27 | 29 |

WNEW Appoints Cott As Program Director

(Continued from Page 1)

continues as Production Director. Cott was the originator and master of ceremonies of "So You Think You Know Music," which held forth two years on CBS, and a year on NBC; he was director for the CBS Serial "Society Girl," commentator for Andre Kostelanetz on the Coca-Cola program, Dramatic Director of WNYC, producer and director for "Sounding Board" program for RCA-Victor over NBC and has recently authored "Book of Musical Fun" to be released by Simon and Schuster in October.

Cott plans to introduce more live shows to the station and is polling WNEW listeners, as well as other agencies, inviting ideas for new programs.

PROGRAM - PRODUCTION - IDEAS

Here's a capable man with more than 12 years' broadcasting experience. Competent to write, produce, or direct any type program. Draft exempt. Willing to go anywhere. Write Box 729, RADIO DAILY, 1501 Broadway, New York City.

Clipp Exec. Vice-President In Absence of Rosenbaum

(Continued from Page 1)

of Military Government of Occupied Territories. Clipp's regular positions are vice-president and member of the Board of Directors of WFIL Broadcasting Co.

The new executive vice-president began his career as a "ham." When he was employed as an engineer, his keen business acumen brought him executive attention. For a number of years, he was with NBC in the station relations department, leaving the network in 1935 to become business manager of WFIL. In 1938 he was appointed general manager. It was in 1941 that he was elevated to the vice-presidency and directorate member. presidency and member of the board of directors.

New Stations Sought In Akron and Detroit

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday received an application for a new station to replace WJW, Akron, Ohio, whose transfer to Cleveland it has authorized. The new station would operate on 1,250 kilocycles with 250 watts unlimited just as did WJW. Applicant is the Buckeye Broadcasting Corp., which includes Charles Swaringen, Alex Teitebaum, Myer Wiesenthal, Jack N. Berkman, Richard Teitlebaum, John J. Laux, Louis Berkman, Joseph M. Troesch and John L. Meridian.

The removal of WJW leaves Akron one of Ohio's major cities, with only two stations—WAKR (Blue) and WADC (CBS). Approval for the WJW move was given by the FCC because it felt that Cleveland had inadequate radio coverage. Now the Buckeye Broadcasting Co., has put the question squarely up to the commission, "how about radio coverage for Akron?"

The FCC yesterday also received an application for a new 50-kilowatt station in Detroit to be operated on 1,220 kilocycles by the Detroit Broadcasting Co. Detroit has full network coverage, plus two independent outlets.

FCC Issues Subpoena For WOKO Case Witness

Washington Bureau, RADIO DAILY

Washington—A subpoena was issued yesterday by the FCC for an assistant United States District Attorney. He is Richard Phelps, who holds office in Kansas City. Phelps is the brother-in-law of Sam Pickard, former CBS vice-president and one time member of the Federal Radio Commission and his appearance was desired by the attorney for WOKO, Albany, N. Y., in order that he might testify regarding stock ownership in that station. He has been ordered to appear on August 10, after having failed to show up yesterday for the scheduled session of the FCC inquiry into WOKO affairs.

A renewal application for the station is pending.

Wrigley Air Force Show Starts Sunday Over CBS

(Continued from Page 1)

Autry program. Originating in Chicago, it will be heard from 6:30-7:00 p.m., EWT, and will feature authentic stories of the U. S. Air Force and will be broadcast in the interest of Wrigley's Doublemint Gum.

Arthur Meyerhoff & Co., is the agency controlling the Wrigley account.

The Wrigley Company now has three full network Columbia programs devoted to the war effort—"The First Line," which deals with the Navy's importance to America now and in the past; "American Women," a salute to the women who are helping to win the war, and "America in the Air."

Plan Considerable Spot In Setting Grove Campaign

(Continued from Page 1)

Louise Massey and the Westerners, on the NBC network, Grove will use 200 stations for Grove's Cold Tablets, 100 stations for ABD Vitamins, and 100 stations for B Complex. Supplementing the radio time, daily news copy and ads in the American Weekly will be used for ABD tablets, and a magazine schedule has been set for B Complex.

"Peegen Prefers" Gains 2 More Sponsors On WOR

"Peegen Prefers," women's program conducted by Peegen Fitzgerald at 8:30 a.m., Mondays through Saturdays over WOR, gained two more sponsors. The G. F. Matilage Sales Company, through St. George and Keyes, Inc., placed a 30-week contract effective August 8 with Jack Lowe, WOR account executive. The other account placed with John B. Shelton, WOR's Chicago office, through Meldrum and Fewsmith, Inc., was signed by the Glidden Company for Spred Paint, effective August 23 for 13 weeks.

COMING and GOING

A. D. WILLARD, JR., general manager WBT, Columbia's OGO station in Charlotte, N. C., is back at the North Carolina headquarters a week in New York.

ROGER W. CLIPP, manager of WFIL, Philadelphia, in town yesterday for conference of the offices of the Blue Network.

SYDNEY GAYNOR, general sales manager of the Don Lee Broadcasting System, is back at his office following a vacation of two weeks at Santa Barbara, Cal.

JAMES V. McCONNELL, NBC manager of sales, is back from his vacation.

HAROLD C. BURKE, general manager of WJZ, Baltimore, is here from Maryland for James M. Gaines, of NBC's station relations department.

HERB POLESIE, who postponed his return for the West Coast, will leave tomorrow for his company with FRANK SINATRA. The 16 stanza of the "Broadway Bandbox" broadcast from Hollywood.

AILEEN SOARES, member of the work publicity staff, has returned from a vacation spent on the coast of Maine.

HOWARD L. CHERNOFF, general manager of the West Virginia Network, has arrived in New York on a short business trip.

JOE B. CARRIGAN, president of KWF, Falls, Tex., who has been here for the past part of a week, left for home yesterday.

MICHAEL ROY and NEWTON STAM, of the Blue Network's Chicago office, are on en route to the Army Air Base at Isle, Me., where on Friday they will broadcast "Spotlight Bands" program.

HOWARD CHAMBERLAIN, assistant director of WLW, is on vacation.

PAULA STONE, Broadway and Hollywood commentator on WNEW, has returned from a tour of Army camps in New England.

Introducing A New Product? READ THIS:

"We give WITH full and complete credit for putting across a new product in an extremely difficult market, a time when competition was at its keenest."

NAME OF SPONSOR ON REQUEST

WITH



IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REYNOLDS

WENR recently delivered 700% more returns than the advertiser expected! Here is real pulling power!

WENR is Chicago's Basic Blue Network Station. 50,000 watts on a clear channel, 890 k.c. Represented nationally by Blue Spot Sales.

Plan To Offer Stock To Affiliates—Public

(Continued from Page 1)

work by the FCC, Noble reiterated that the chain would continue to operate as usual and no changes in personnel are contemplated.

Noble stating that he did not intend to disassociate in the operation of the network apart from general matters, Noble pointed out that he plans to widen the scope of the network's public service operations. Individual companies neither the Blue nor the Red, both owned by the parent organization, have ever had outstanding stock on the market. They were both wholly owned subsidiaries of RCA until the network was sold by the parent organization.

Noble also believed that since the public was so much interested in the network there would be a large number of people who would be equally interested in buying stock and in the financing of the enterprise.

Burns and Allen Return

George Burns and Gracie Allen will return to visit to the NBC program "Paul Whiteman Presents," on August 10.

The show stars the vocal talents of Dinah Shore. Billie Holiday assists Whiteman as host of the program.

★ PROMOTION ★

"We Salute Today"

Belle West, known as "Polly the Shopper" over KOIL, Omaha, Neb., was honored recently in the Omaha "World-Herald" feature, "We Salute Today." The recognition is for outstanding men and women of the area who have contributed most to the community and public service, good deeds and outstanding achievements.

"The "World-Herald" lauded Belle West's efforts in USO activities, furnishing and repair of recreation and induction centers, aid in finding a place for relatives of the service men to board while visiting, victory gardening and work and as a state radio representative for salvage.

Manpower Study

The same day that the Washington office of the War Manpower Commission announced that the status of the Dayton, O. critical labor area had been changed from Class 1 to Class 2, WHIO contacted Marion Gregg, area director of the WMC, and queried him that evening. Gregg answered the questions concerning the new classification and what it would mean to businessmen and employers of all kinds as well as war workers and employees of all types.

OCD Drive

In cooperation with the local Office of Civilian Defense recruiting campaign, WTOP, Washington, D. C. is devoting the entire week to stir interest amongst civilians to join in the activities of the organization. Highlight of the week in this connection will be a half-hour dramatic program titled "The Blue Signal." The script, written by Betty Grove, stresses the need and importance of home-front workers.

Another feature during the week will be an interview on "Top Tune Time," presenting a high-ranking official of OCD. Plugs for the campaign are being featured on all programs throughout the week wherever they can be suitably used.

WKBN Reprint

Selecting one of its best advertising copies, WKBN, Youngstown, O. mailed a reprint of the ad to its present advertising list and prospective clients. The ad pictures a woman of society, with the caption "Upper Third, Of Course," followed by an introductory passage of the city's background, its industries, its people and concluding with the message of the potential radio listening population in the vicinity of its frequency.

Cleveland Orchestra Off CBS Next Season

(Continued from Page 1)

network because of many changes in its program schedule in recent months. Several periods were offered for the broadcasts from Severance Hall, but the orchestra's own schedule of concerts, together with other complications made it impossible to work out an agreement. WGAR would have paid the cost of the series, as it has done in the two previous seasons, and a larger budget had been set up calling for increased payments to the orchestra fund, if negotiations were successful.

Considered WJR Tieup

When it appeared that the proper period could not be secured on CBS, the station states that it still was willing to exercise its option for 1943-44 broadcasts by arranging a special network, including WJR, 50,000-watt Detroit station. However, this would have provided a more limited audience than a coast-to-coast hook-up. Patt was then willing to release orchestra from WGAR option, so the Severance Hall management would be free to negotiate for a series of another established network. In so doing, he stated that he was anxious to see the orchestra secure the largest possible audience for its broadcasts.

Another Sherman & Marquette First in Radio!

"JUDY CANOVA
 With Elvia Allman, Mel Blanc,
 Ken Niles, Gordon Jenkins
 Orch. Director: Bill Lawrence
 Writers: Don Pringle, Jack
 Douglas
 Comedy, Songs
COLGATE TOOTHPOWDER
 Tues., 8:30 p.m.; 25 Mins.
 WABC-CBS, New York

Judy Canova offers the possibility of becoming the most quoted comic

in radio. Her opening program (6) certainly gave 'em one to recall to friends the following day.

The program's humor, which was uniformly of the bell-ringing species, remained well within the precincts of radio's well-guarded parlor manners. Most of it was a hybrid of the stuff that tickles the tall-pine folk and

hot-off-the-cob witticisms from Hollywood & Vine.

Everything about the 25 minutes seemed to be well grooved, and the pacing was sprightly. The producers of the show endowed Miss Canova with the added assets of a funny set of stooges.

Miss Canova is replacing Al Jolson in this spot. The outlook for the new tenant is a bright one."

—from Variety Radio Review, 7/14/43

In Hooper's first 25 shows on its opening night

SHERMAN & MARQUETTE, Inc.

919 NORTH MICHIGAN AVE., CHICAGO

50 ROCKEFELLER PLAZA, NEW YORK

Los Angeles

By RALPH WILK

OUR selection of the week of the most photogenic non-professional—Jane Glenn of the CBS-KNX publicity department.

Carlton Alsop, who has been the director of "Abie's Irish Rose" program for the past three years, has taken over the direction of "The Judy Canova Show," succeeding Diana Bourbon who leave shortly for England to join the staff of the OWI.

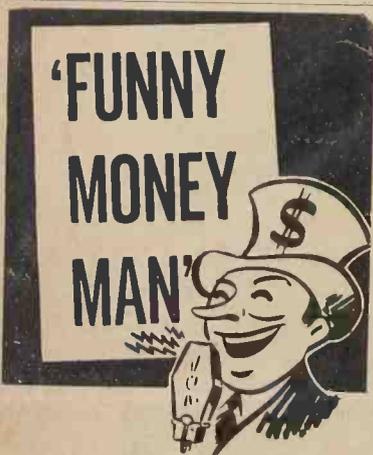
John P. Medbury and Bob Ross have been signed as writers on the new Amos 'N' Andy show.

Gene Hulotte of the KNX transcription department reports next week for active duty with the Army Air Corps Reserve.

One of Hollywood's top radio actors, veteran Earle Ross, the beloved Judge Hooker to "Great Gildersleeve" fans, launched a one-man show on August 1. It is called "Jeremiah Quid," a role tailor-made for Ross, and is heard Sundays for four weeks at 3:30 p.m., PWT, while Fleetwood Lawton visits the European theater of war. Ross will devote the quarter-hour to comments on headlines of the past and present.

Martha O'Driscoll has been signed by C. P. MacGregor, producer of the Hollywood Radio Theater, to appear in the original playlet, "A Penny Saved," by Donna Reed.

Is there an old timer who has a copy of the old mountain tune: "Blow the Whistle"? If so Judy Canova would be very grateful for a copy. She is anxious to do the number on her Tuesday night CBS show. It starts: "Oh, an S. P. train was speeding through the darkness, all the passengers were in bed."



A GOOD LITTLE SHOW THAT IS DOING NICELY ALL OVER THE CONTINENT. INQUIRE!

ALLEN A. FUNT

Radio Productions

52 Vanderbilt Ave.

N. Y. C.

MAIN STREET OL' SCOOPS DAILY

Notes From A Ringside Seat . . . !

● ● ● Seems the only DEFINITE thing about the "Aldrich Family" is that it will return to the airwaves in the Fall... other than that, things are in a nebulous state... Auditions to find a successor to Norman Tokar (now in the Army and temporarily stationed at Fort Dix), is still being held and though the sponsors would like to find a lad whose voice inflections and pitch is similar to Norman's, they'll settle for a "Henry" whose personality, at least, coincides with Tokar's or the original, Ezra Stone... Bernie Schubert has acquired the radio rights to Brett Halliday's famous sleuth stories based on the adventures of Michael Shayne, the character which Lloyd Nolan so cleverly portrays on the screen... After seven years as accompanist for the Landt Trio, Curley Mahr leaves next week to take a defense job... the trio would like to replace him with a gal... Herb Polesie, producer of the "Broadway Bandbox" CBSinatra-la and the Jersey Lark will leave New York City for the Pacific Coast Thursday, whence that program will emanate for five weeks starting Aug. 16... meanwhile next Monday, the "Bandbox" will be fenced by Connee Boswell... Dramatic producers are beginning to realize that Anna Karen is more than a siren with plenty of sex appeal... Anna, whose voice versatility is really something to hear, is doing a four-star non-siren job these days on the "Foreign Assignment" and "Light of the World" show... Dorothy Ross, heard at the 22 Room at the G. Washington Hotel will appear on DuMont Tele show tomorrow night... and follows that with a guest appearance on WBYN, Friday night on Johnny Kane's program.



● ● ● Morgan Ryan, formerly with Pedlar & Ryan, moves over to Sherman-Marquette to be Radio Director... Miss Ishmael McCullough, formerly of the P & R office in Dallas, is now in Gotham to handle copy for the Colgate-Palmolive-Peet Co... Dick Haymes has been set for a minimum of three weeks at the Roxy Theater starting early in September... Because Yanks, stationed in the battle areas 'somewhere in the South Pacific', need costume jewelry and trinkets in trading with the natives, Joan Blaine, CBStar of "Valiant Lady," collects the ornaments from milady which are sent to our lads... Now that Nancy Norman, vocalist with Sammy Kaye has reached her eighteenth birthday, the Maestro doesn't send along one of the boys from the band to chaperone her 'dates'... The August 7th issue of the "Saturday Evening Post" will profile Duke Ellington... When her schedule of musicals has been filmed, MGMoguls may star Ginny Simms in dramatic roles, which she has always wanted to do... Bill Hightower, who does the announcing chores on Barry Wood's "Million Dollar Band," succeeds Howard Petrie as announcer-emcee on the "Everything Goes" NBC comedy morning show... Because she admires his noble efforts on behalf of the Country's morale, petite chanteuse Grace Morgan, is devoting her WJZ program this week to thrilling Irving Berlin songs.



● ● ● POSTCARDS WE FORGOT TO MAIL YESTERDAY: LEON HENDERSON: We understand that though you start broadcasting soon for the O'Sullivan Rubber Co., your contract specifically stipulates that you may appear as guest speaker on any program you wish 'at little or no cost'... ORSON WELLES: Chucho Martinez, the Latin-American Lark, whom you discovered, has been signed as featured vocalist on the Revlon program which will be NBCycled starting September 10... BERT GORDON: It's a far cry from 'playing feedle for the Czar' to being a rootin'-tootin' forty-four shootin' operator of a dude ranch, but that's what you'll be... if you don't believe us take a look at the script they're preparing for you when you guesstar on Jack Carson's CBS show August 18.

— Remember Pearl Harbor —

Chicago

By FRANK EURKE

HAL O'HALLORAN, who associated with WLS as announcer from 1929 to 1934, returned to the station as a member of the announcing staff. He comes from WLW, Cincinnati.

Jack Stilwill, WLS announcer, writer, received orders and reports at the Jacksonville, Florida, air station August 2. Stilwill, tenant j.g., has been with WLS six years. For more than a year he handled the announcing assignment on the coast-to-coast "Meet Navy" program.

The "Four Harmonizers," Led Charles Schwab, Huck Sinclair, Fred Stein, this year's winners of the national Barber Shop Quartet competition, and the Four Johnsons, nationally known vocalists, were competitors on "Spelling Bee" Sunday, August 5.

Mrs. Josephine Wetzler, director of women's activities in Peoria, has been added to the continuity staff of WLS.

Ralph F. Spangler, of Indianapolis, in town for a week at network studios and agencies.

Kane Campbell, formerly of WJZ in New York, has joined the staff as continuity writer.

AFRA New York Chapter Picks Convention

(Continued from Page 1)

ter to represent that city. Delegates are as follows:

Gordon Cross, Phil Duey, Peoria, Centra, Evelyn MacGregor, McKee, Walter Preston, Mary Speaks, Conrad Thibault, Law Tibbett, M. C. Brackhausen, Ed Fling, Frank Gallop, Ben George F. Putnam, Ken Roberts, Seymour, Tom Shirley and Adams.

Also Peggy Allenby, Horace Ham, John Brown, Alan Charles Cantor, Cliff Carpenter, H. Claire, Clayton Collyer, Ted DeGrazia, Roger De Koven, Peter Don Eric Dressler, Carl Eastman, Florence Freeman, Betty Garde, Juano Hernandez, House Jameson, Ted Jew, Joe Julian, Walter Kinsella, Adeline Klein, Frank Lovejoy, Myron McCormick, John McGovern and Sal Ortega.

Minerva Pious, Elizabeth Rade Adele Ronson, Selena Royle, Ste Schnabel, Anne Seymour, Evelyn Sloane, Hester Sondergaard, P. Stewart, Karl Swenson, James Dyk, Luis Van Rooten, Lucille W. Ned Wever and Carleton Young.

POSITIONS FILLED QUICKLY

CALL

FRANK McGRANN

POSITION SECURING BUREAU, INC. (Agency)

331 MADISON AVE., N. Y.—Tel. MU. 2-6489

OWI Expects Billion 'Loan' Audience

(Continued from Page 1)

What is expected to be the single drive the industry has at on.

On the first day of the drive, Radio Day, with all the OWI plans devoted exclusively to the drive. On that day, every radio station in the Network Allocation Plan, the Special Assignment Plan, and all station announcements will be devoted to the drive, with special promotions planned, special rebroadcasts on all four nets and a maximum number of local stations that can be devoted to the

Stars to Make Appeals

Under the network plan will be broadcast for the drive on Radio Day 60 per cent of the time devoted to the drive from Sept. 10 to Sept. 30. It is estimated that 600,000,000 listeners will participate during the drive, reaching 600,000,000 listeners. Among the shows will be the most popular of the most popular stars in the air. In every case, producers and guests will be asked to make personal appeals.

Over nine million listeners are expected to be reached through the Special Allocation Plan, with 40 per cent of the drive for the two weeks beginning Sept. 13. Forty per cent will be covered.

Every program on the air under the special assignment will be asked to devote at least one hour to the drive in addition to their regular allocation. Hollywood and radio stars will be used and it is expected they will introduce heroes and fighting forces returned from the front.

Station announcements on the drive will be devoted to the drive—each affiliate and 12 on each day. For the rest of the drive announcements per day will be divided on affiliates, six on non-affiliates. The number of announcements expected to total 76,800 and reach 325,000,000 listeners.

War, Navy Dept. Co-Operation Bureau, through its 12 relations representatives throughout the country, will plug the drive. In addition, the War and Navy departments will be asked to issue fact sheets to all their relations offices, urging coverage of the drive. OWI hopes that service shows will participate in particularly co-operation will be the Department of Agriculture from local farm programs throughout the country.

NBC Advertising Rate Scales To Be Revised Upward Sept. 1

(Continued from Page 1)

as three of the essentials whose rising costs have and are contributing to the necessity for rate revision.

In the interest of paper economy a new rate card will not be issued at this time. Instead, instructions for noting revisions on the network's latest card No. 30, were included in the general notice distributed to the industry.

Weekly discounts, which previously were 2½ per cent to 12½ per cent, have been changed to 5 per cent to 10 per cent. Contracted Values of Network Time at Gross Rates and the corresponding Rates of Discount on Weekly Gross Billings are to be changed as follows:

Less than \$8,000 per week No discount
 \$8,000 or more but less than \$18,000 per week 5 per cent
 \$18,000 or more per week 10 per cent
 Hereafter, the discount rate will be reduced 5 per cent on network programs broadcast between 8 and 10 p.m., New York time and on their rebroadcasts.

Another change in the rate structure pertains to paragraph "c" in the card schedule. Now reading: Annual Discount—25 per cent, this category has been revised as follows:

c. Annual Discount—22½%.
 A discount of 22½% in lieu of weekly discounts and annual rebates (17½% in the case of network programs broadcast between 8 and 10 p.m., New York time, and their rebroadcasts) will be allowed currently to advertisers whose contracted gross billing equals or exceeds \$1,500,000 within a twelve-month fiscal year period.

All other provisions under "NBC Commissions, Discounts and Rebates," appearing on Rate Card No. 30 remain unchanged. Thus the annual rebate of 12½ per cent for 52 consecutive weeks of use of NBC facilities

as well as the Full Network Discount of 10 per cent for use of 125 stations or more, continue as before.

Witmer's statement emphasized that all advertisers who are using NBC facilities as of Sept. 1, 1943, will continue to receive service under rates as of August 31, 1943 on all facilities which they continue to use without lapse until Sept. 1, 1943.

Witmer's letter to all agencies and clients, relative to the forthcoming boost in rates follows in full:

Like practically every other business during the past few years our operating costs have steadily increased, and the nature of them also has been much the same as in other industries. However, a few items that are peculiar to the broadcasting business, such as performance rights, compensation to station, etc. which are necessary to the maintenance of proper service to our customers have increased appreciably. Therefore, it has been necessary to meet the expanding cost of the added and unusual public service programs which we are contributing to the war effort.

Through some extraordinary counter-measures we have been able to meet many of our added costs and avoid the necessity of making any major change in our service rates. However, these rising expenses have finally reached the point where it now becomes necessary for us to announce a rate adjustment, but—I am sure you will agree—a very modest one. It will become effective Sept. 1, 1943, and as usual all of our advertisers as of that date will continue to receive service under our rates as of August 31, 1943, on all facilities which they continue to use without lapse until Sept. 1, 1944.

In the interest of paper economy we are not issuing a new rate card at this time. The new rates are determined merely by changing the discount schedules now appearing on NBC Rate Card No. 30, as follows:

Under "NBC Commissions, Discounts and Rebates," change the present schedule "a. Weekly Discounts—2½% to 12½%" and the requirements appearing thereunder to read:

a. WEEKLY DISCOUNTS—5% to 10%
 For 13 or more consecutive weeks of network broadcasting. In determining the discount rate from the following table all NBC network contracts for the same advertiser may be combined:

| Contracted Value of Network Time At Gross Rates | Rate of Discount On Weekly Gross Billings |
|---|---|
| Less than \$8,000 per week | None |
| \$8,000 or more but less than \$18,000 per week | 5% |
| \$18,000 or more per week | 10% |

Note: Rate of discount will be reduced 5% on network programs broadcast between 8 and 10 p.m., New York time, and on their rebroadcasts. (For example, 10% becomes 5%).

Then also change the present schedule "c. ANNUAL DISCOUNT—25%" to read:
 c. ANNUAL DISCOUNT—22½%.
 A discount of 22½% in lieu of weekly discounts and annual rebates (17½% in the case of network programs broadcast between 8 and 10 p.m., New York time, and their rebroadcasts) will be allowed currently to advertisers whose contracted gross billing equals or exceeds \$1,500,000 within a twelve-month fiscal year period.

All other provisions under "NBC Commissions, Discounts and Rebates," appearing on Rate Card No. 30 remain unchanged. Thus the Annual Rebate of 12½% for 52 consecutive weeks of use of facilities as well as the Full Network Discount of 10% for use of 125 stations or more continue as before.

"Pilar" Erskine Johnson Guest
 Los Angeles—Katina Paxinou, Greek actress who won the important role of Pilar in "For Whom the Bell Tolls," will be guest of Erskine Johnson on his "Hollywood Spotlight" over KECA today at 9:30 p.m.

Wedding Bells

Margaret Dreyman of commercial traffic department of the Blue Network, has announced her engagement to Walter Nowarck.

Whirlaway 'Farewell' On MBS

The ceremonies marking the retirement of Whirlaway, the greatest money-winning thoroughbred racehorse of all time, will be broadcast over the Mutual network, Sunday, August 8, from 3:30-3:45 p.m., EWT. Warren Wright, owner, Ben Jones, the trainer, Representative Virgil Chapman, Congressman for the district, James C. Stone, President of the Thoroughbred Club of America, and Whirlaway will appear.

WLB Three-Man Panel To Probe AFM Ban

(Continued from Page 1)

scriptions pending settlement; if they do not find that a strike exists, it is impossible to say what the board will do.

If an employer-employee relationship no longer exists, it may be that the board can only stipulate conditions under which the musicians may resume work.

Congressional Opposition To Father-Draft Growing

Washington Bureau, RADIO DAILY

Washington—Two bills which, if passed, would disrupt plans of the WMC for the drafting of fathers after Oct. 1 are now pending in the legislature here and it is felt that one or both of them will see action before the end of September.

One bill, introduced by Senator Burton K. Wheeler, would defer the induction of fathers until January of next year. The other, sponsored by Rep. Paul Kilday of Texas would enforce the taking of all single men and married men without children before tapping the list of fathers.

Serutan Increases Lindlahr Station List

The Victor H. Lindlahr program one of the oldest on the air and sponsored for the past seven years by Serutan, has increased its stations from 11 to 15. The new stations which will channel the program beginning Sept. 20 are WLW, KDKA, WBZ and KGW. Show is a five day a week, 15-minute ET show. Lindlahr is the author of the book "You are what you Eat" which to date has sold upwards of 1,500,000 copies.

Raymond Spector is the agency for Lindlahr.

Coast Guard Salute On Blue

A salute and tribute to the men of the United States Coast Guard will be heard tomorrow at 9:30 p.m., EWT, over the Blue Network, when Russ Morgan and his orchestra appear on the "Victory Parade of Spotlight Bands," from the Coast Guard Academy at New London, Conn.

WANTED

2 ANNOUNCERS!

MEN WHO UNDERSTAND SHOWMANSHIP IDEAL LIVING and WORKING CONDITIONS \$35.00 A WEEK TO START

WTAQ

GREEN BAY, WISCONSIN

CBS

5000 WATTS

THE 3rd MARKET COUNTRY'S STATE TATION

WSAY
 ROCHESTER
 N. Y.

RCA's Music Survey Re War Labor Morale

(Continued from Page 1)

of the RCA Industrial Music Service, Finn declared:

"The full potentialities for a service that utilizes both the benefits of a plant broadcasting system and music have only begun to be realized. Not only can such a service provide music to relieve fatigue and raise the spirits of the workers, but it can and is used for emergency announcements, such as air raid alarms, paging, and communications from management direct to the employees.

Sees Mutual Improvement

"There is little doubt that this use of music in industry and the direct contact which a plant sound system provides between top management and the workers will have a most important part in bringing about better worker-management relations. Through the sound system factory managers or department heads can address all their workers personally to explain mutual objectives."

To supplement Dr. Kerr's study of plant music, Mr. Finn announced a program of commercial research on plant broadcasting to develop new merchandising methods, under Dan Halpin of the Industrial Sales Division.

Will Study Programming

Dr. Kerr's investigations will include a thorough study of programming techniques. In programming for industrial workers, Dr. Kerr said, close attention must be paid to the tastes of men and women as related to their national descent, geographical influences, and social and economic status.

To illustrate, Dr. Kerr pointed out that workers in Texas war plants showed a strong preference for Mexican music and the plaintive range songs of their own Southwest; Midwest workers, many of them of Germanic and Scandinavian descent, favored the light classics and the more melodic of popular music, while in the East the workers indicated a taste for the popular name bands mixed with classical selections.

On one matter all opinion was agreed: "red hot" music is out during working hours because it distracts workers. "Deep in the Heart of Texas," for instance, is taboo because it would virtually halt work while the workers joined in the hand-clapping.

One "Early Bird" Show

Reports from the sound system operators of a number of RCA plants pointed up many interesting ideas for programming. In RCA's Indianapolis plant, for example, Musical Director Jean Williams has inaugurated an "Early Bird" program from 7:15 to 7:30 a.m., before the regular work shift begins, playing selections requested by workers. She signs off with: "This program has been brought to you from the RCA family's plant studio. You are invited to send in your comments on this program and requests for favorite selections." During the working day, there are in

☆ ☆ GUEST-ING ☆ ☆

CAROLE LANDIS, on the Maxine Keith program, today (WABC-CBS, 3:30 p.m.).

ALBERT CAZANTRE, tenor, on the "Thursday Concert," tomorrow (WJZ-Blue Network, 1:45 p.m.).

JERRY LESTER, on the "Philip Morris Playhouse," Friday (WABC-CBS, 9 p.m.).

WILLIAM BENDIX, on Groucho Marx's "Blue Ribbon Town," Saturday (WABC-CBS, 10:15 p.m.).

MADELEINE CARROLL, on "It's Maritime," Saturday (WABC-CBS, 5 p.m.).

OLGA CUELHO, LOWELL THOMAS and JERRY COOPER, on the "Brazilian Parade," Saturday (WOR-Mutual, 4:30 p.m.).

KATHRYN CRAVENS, on the Crumit-Sanderson quiz program, Saturday (WABC-CBS, 8 p.m.).

MARY SMALL and MEYER DAVIS, on the Ellery Queen show, Saturday (WEAF-NBC, 7:30 p.m.).

COL. JOSEPH R. CARVEL, commander of an American camp for German prisoners, on "We, the People," Sunday (WABC-CBS, 7:30 p.m.).

CARL FRIEDRICH, professor of government at Harvard University, and MAYNARD KREUGER, of the department of economics at the University of Chicago, on that institution's "Round Table" program, Sunday (WEAF-NBC, 2 p.m.).

LT. RUTH G. HASKELL, U. S. Army nurse who served during the invasion of North Africa, on "Take It Or Leave It," Sunday (WABC-CBS, 10 p.m.).

J. FRED RIPPY, professor of history at the University of Chicago, on "Lands of the Free," Sunday (WEAF-NBC, 4:30 p.m.).

SECOND OFFICER BEATRICE PARKER and SGT. LILLIAN BECK, of the WAC, on "Stars and Stripes in Britain," Sunday (WOR-Mutual, 7:30 p.m.).

FANNIE HURST, GEORGE E. SOKOLSKY and REV. DR. RALPH EMERSON DAVIS, on A. L. Alexander's "Mediation Board," Sunday (WOR-Mutual, 8 p.m.).

in addition several other music periods.

Among the most unusual of the plant broadcasting schedules is that handled by Miss Alfreda Guy of the Montreal plant. Because of the large number of French-speaking workers, she is obliged to make all announcements in both French and English and the musical programs are predominantly of French airs. Music is broadcast for three 15-minute periods

WALT DISNEY, MAJ. DAVID NIVEN, JOHN GLOAGE, architect, and BARBARA WARD, editor of "The Economist," on the "Answering You" program, Sunday (BBC-Mutual, 5 p.m.).

CARROLL BINDER, foreign editor of the Chicago "Daily News"; CLIFTON UTLEY, of the Chicago "Sun," and TRACEY STREVEY, professor of history at Northwestern University, discussing "What Next for Italy," on Northwestern University's "Reviewing Stand" program, Sunday (WOR-Mutual, 12 noon).

MILDRED BAILEY and VICTOR BORGE, on the "Chamber Music Society of Lower Basin Street," Sunday (WJZ-Blue Network, 9:15 p.m.).

POSTMASTER GENERAL FRANK C. WALKER, on "Washington Reports on Rationing," Sunday (WEAF-NBC, 3 p.m.).

REV. THEODORE CUYLER SPEERS, D.D., rector of Central Presbyterian Church, New York City, on Columbia's "Church of the Air," Sunday (WABC-CBS, 10 a.m.).

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

JOHN D. MORSE, editor of the Magazine of Art and former moderator of the CBS series "Living Art," and JOSEPH HUDNUT, Dean of the Harvard School of Architecture, discussing "Mont Saint Michel and Chartres," on "Invitation to Learning," Sunday (WABC-CBS, 11:30 a.m.).

DENNIS DAY, on the "Silver Theater" program, Sunday (WABC-CBS, 6 p.m.).

CARMEN CAVALARRO, on Barry Wood's "Million Dollar Band" program, Saturday (WEAF-NBC 10 p.m.).

DR. PAUL WEISS, professor of zoology at the University of Chicago, discussing "Nerve Growth and Nerve Repair," on "Adventures in Science," Saturday (WABC-CBS, 1:30 p.m.).

REV. DR. VINCENT LLOYD-RUSSELL, pastor of Our Lady Help of Christians Church, on Mutual "Radio Chapel," Sunday (WOR-Mutual, 11:30 a.m.).

in the morning, two in the afternoon, and one at lunchtime. Partly responsible for employe satisfaction with the program is the Music Request Box, which is filled daily with special forms distributed by the company. In English on one side and French on the other, the slips provide space for the workers's birth date, his three favorite selections, the orchestras and artists.

FCC Witness Hears As Cox Probe Results

(Continued from Page 1)

Garey counsel for the investigating committee.

The first witness called by was James Alfred Guest, head of New York field office of the FCC, the only witness called the day, was grilled by Garey, fineing the type of investigation the right of the investigation gated by the FCC in the Language field.

It was elicited from Guest office was instructed to investigate the activities of Foreign Language stations in New York both in to personnel and operational ties. Those stations which were investigated by the FCC were WOV, WBNX, WWRL and WE

Italian Activities

The main discussion of around the activities in the field which was investigated. FCC for pro-fascist tendencies, compiling the evidence for the titigation the FCC brought out of questionnaires numbered 8 and 852, which according to was used as a source of information by the FCC and which could be as a weapon by that committee against those stations supplying information.

Luotto a Sore Point

Garey also singled out the fact the Office of Censorship refused sanction the questionnaires and even though the OWI had applied it he stressed that it carried authoritative voice.

The most controversial issue over the removal from the air of Lufthansa announcer of Balboa Oil Company program, over WHOM. Garey charged that the FCC has abused its power by having Luotto taken off the air on unsubstantiated evidence. He claimed that both the FCC file and the FBI files showed that Luotto had been a member of the Dante Alighieri Society of Chicago. Guest declared that the organization was pro-fascist. And when Albert Fenner of the field office told Joseph Lang about the affiliation, Land said, "That's enough for me." Guest also said the Office of Censorship had no objection to Luotto.

Temporary License "Club"

Garey tried to get Guest to admit that he had forced Luotto off the air which admission Guest steadfastly refused to make. Garey said the FCC had no power to remove one from the air, that the sole power belonged to the Office of Censorship and that the right of censorship had longed to that agency and no other.

In questioning Guest on the subject he asked whether the temporary license, as the WBNX, had been used as a club to force Luotto to remove Luotto from the air of its operating license, "Did you hear of that before?" Garey asked. The hearings continue today.

1943 RADIO ANNUAL

**CONTAINS
A COMPLETE
LIST OF
THOSE ENGAGED
IN RADIO
PRODUCTION
AND
THEIR WORK
DURING 1942**

PAGES 823-830



- ✓MORE THAN 1000 PAGES
- ✓HARD COVER CLOTH BOUND
- ✓COVERS RADIO COMPLETELY

***Y**OUR check for \$10 will bring you a copy of the 1943 RADIO ANNUAL
plus the next 260 issues of RADIO DAILY (full year's subscription).*



Coast-to-Coast



TODD BRANSON, formerly continuity writer at WMRN, Marion, O., has joined the announcing staff of WJW, Akron.

Frazier Reams, head of the Community Broadcasting Co., operator of WTOL, Toledo, said that he may be a Democratic candidate for governor of Ohio next year. Reams has been a member of the Ohio delegation to every Democratic convention for many years. In 1936 he was manager of President Roosevelt's campaign in Ohio. He was named collector of U. S. Internal Revenue in Toledo last year.

Mrs. Katherine Norton Britt, executive director of the New York State Emergency Food Commission, will be interviewed by Lillian Okun Thursday over WMCA, New York, on "The Importance of Home Canning."

Kenneth Spencer, basso, will be guest artist on WQXR, New York, "Treasury Concert" Sunday. He appeared in the motion picture "Bataan" and "Cabin in the Sky." He is a graduate of the Eastman School of Music in Rochester.

Jerry Cooper, singer of WOR's Friday night "Keep Ahead" series, has been chosen to handle the vocal honors on the "Good Neighbor" program Sunday through the Office of the Coordinator of Inter-American Affairs in cooperation with the Brazilian Government. The Sunday program will be titled "The Brazilian Parade," and it will be shortwaved to Brazil where it is expected about 140 stations will carry the renditions by Cooper, Bob Stanley and his 40-piece orchestra amongst others.

WBAA, West Lafayette, Ind., has released its schedule of farm and home service programs for the month of August.

The starting date of the new drama-adventure series "Foreign Assignment" on KHJ, Los Angeles has been postponed until August 8.

Alma Kitchell, who conducts the Blue program "Women's Exchange," answered Donald Voorhees' inquiry as to what song would best express our emotions on the day of Victory. She chose "America, The Beautiful."

With the broadcasting industry feeling an extreme pinch in engineers, WLIB, Brooklyn, is contributing its studio equipment as well as the services of assistant chief engineer Murray Goldberg and chief studio engineer Harold Brown in conducting a class in studio operation each Monday night at the station's studio. Students are sent to the class by the A.C.A. who must have at least a 1st class ticket.

Garden City Dairies has just increased its schedule with KGVO, Missoula, Mont. to include the daily 5-minute strip show "According to the Record"; a 15-minute newscast on Sundays and an amplified program of spot announcements. Contract was signed for 13 weeks. "The Army Game," weekly quiz show on KGVO, sponsored by the Missoula Drug Company, recently added a feminine angle. A team of air cadets were opposed by a team of their wives. The women emerged winners and have been challenged by the cadets to a return bout.

When the President was scheduled to speak early last week, WPAR, Parkersburg, West Va., made arrangements with the two largest downtown theaters to carry the President's talk via direct line to the film houses. Arrangements were made with several amusement centers and hotels to tune in the program as a feature.

Joe Girard, formerly with WPAT, Paterson, N. J. has joined the WIBG, Philadelphia outlet. Rupe Weling is that way about television. Phillies' ball games will be aired at 10:30 a.m. on August 11 and 18, both double-headers. The WIBG rate cards effective August 15 are now ready for distribution.

A series of war effort programs produced by Allan H. Miller productions and heard recently over WTOL, Toledo, and other midwestern stations, moves in August to WMAS, Springfield, Mass. The deal is the first of several signed by Miller for broadcasts reaching the manufacturing plants of the United States Rubber Co. Forrest Owen, Jr., production manager of WTOL, Toledo, has resigned to join the Allan H. Miller productions in the same capacity.

WCAR, Pontiac, Mich. reported recently that when they were assigned to make a five-minute transcription of news for the OWI Overseas branch, they received a letter from a couple who related their son's pleasure of hearing news from home although he was about 10,000 miles away.

Beatrice Kay of the "Gay Nineties Revue" radio program, and Chuck Foster, orchestra leader, are appearing at the Orpheum Theater in Omaha. Harry Fitch and Forrest Blair are the new additions to the saletstaff of KOLB, Omaha. Blair was formerly a farming representative. Fitch was formerly connected with KFOR-KFAB, Lincoln.

Charles Worcester, CBS farm news editor, spent several days recently on a tour of farming communities in Minnesota to obtain first-hand information on agricultural conditions and problems. Larry Haeg, WCCO, Minneapolis farm news editor, accompanied him.

A Japanese-American "Nisei," Marie Kai, is scheduled for an interview by the special events department of WING, Dayton. Miss Kai is doing war work. C. C. Adler of Dayton was honored recently by WING at the close of the 13-week series of Red Cross dramas, sponsored by the Home Store, of which Adler is president. Red Cross executives, members of the cast and the WING staff immediately after the final production attended the party in Adler's honor.

Barbara Brown, mainstay of the KDYL, Salt Lake City, continuity department, is all the happier because she learned that her husband, Rex, seaman first class, aboard the ill-fated USS Helena, was amongst the 161 who were rescued from an unnamed Jap-held island.

WOV, which broadcasts a WAVES show, "Notes From Our Lady Sailors," Saturdays at 6:30 p.m., paid tribute to the United States Naval Training School, Women's Reserve, Bronx, N. Y., on their first anniversary, with Navy signal flags, spelling out "U. S. Navy."

Wayne Mack, emcee, writer and producer of "Friendly Open House," afternoon variety clambake held on WGAR, Cleveland, is given a good deal of credit for his novel treatment of spot announcements on his program. His format policy is to coincide with the type of program feature aired at the time. Bob Fox, WGAR engineer who is on leave with the Rubber Development Corp., has returned to Cleveland for a two-week vacation after five months in the jungle country of the Amazon River valley of Brazil. While in Brazil, Fox supervised the installation of 22 radio stations in Brazil, Peru and Bolivia. Young Brazilians are serving as operators, having been taught code, telegraphic procedure and meteorology. Fox's headquarters were in Manaus, 1,000 miles inland from the mouth of the Amazon. Since leaving Cleveland, he has flown some 19,000 miles.

Harry W. Engleberg, who has been a car salesman and automobile copywriter for newspapers, has been added to saletstaff of KGO, San Francisco.

KSTP, Minneapolis-St. Paul was sent in the Mill City's "On To Aquatennial parade with a huge float. The float symbolized Ft. Snelling with a huge tank and two so guard. KSTP last year also a huge and impressive float rep Ft. Snelling.

Robert Hope has resigned from announcing staff of WOR, New York to return to his alma mater, Montgomery, Ala.

List Fifteen Technicians In Overseas CBC

(Continued from Page 1) by John Kannawin, who took year ago when the BBC Rooney Pelletier to join its staff. A. E. Powley, former the CBC central newsroom at is in charge of the London bureau. Matthew Halton, one ada's leading newspaper cor ents, joined CBC in London this summer. Marcel Ouimet, chief editor of the newsroom treat, heads the staff of speaking correspondents. Hi ciates at present are Benoit and Paul Barette. Jerry Wil CBS's roving reporter in Peter Stursburg, formerly w Vancouver news bureau, who on the shores of Sicily with detachment of Canadian troop Andrew Cowan, broadcasting North Africa, completes the cary personnel.

Recording Units Included
Six engineers handle the technical equipment. Art Holm recorded the sounds of the blitz is now senior technical stationed in London. F. P. J. and A. J. McDonald are attac CBC Mobile Unit No. 4 in Africa. L. R. Moore, J. Beau and F. H. Wadsworth comple overseas squad. The last three engineers served with the forces before receiving their able discharges.

Mobile Unit No. 3 is the of the four covering the fronts ever Units 4, 5 and 6 are army vehicles suited for maning in the field. Besides the units there is the required recording set-up in England spare recording unit which used in the field, remote from mobile units. Each of the field carries microphones, amplifiers portable recording equipment ated by batteries.

The vehicles and their equip designed and constructed in C were shipped to Britain where equipment was assembled and stalled under the supervision CBC technical staff on duty in land. The broadcast engineers invaluable experience when they erred the visit of King George Queen Elizabeth in 1939.

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|-----------------|----|----|----|----|----|--------------------|----|----|----|----|----|----|----|
| 1943 | | | | | | | | | | | | | |
| BIRTHDAYS | | | | | | | | | | | | | |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| August 4 | | | | | | | | | | | | | |
| Keith Boss | | | | | | Henry Dupre | | | | | | | |
| Pat Friday | | | | | | Bobby Griffin | | | | | | | |
| Floyd Holm | | | | | | Alan Kent | | | | | | | |
| Odette Levat | | | | | | Frank Luther | | | | | | | |
| Ray McNamara | | | | | | Carson Robison | | | | | | | |
| Herman Schubert | | | | | | Earle Tanner | | | | | | | |
| | | | | | | Richard James Todd | | | | | | | |
| | | | | | | June Travis | | | | | | | |

Dyer's FCC Testimony

Selects Panel FM Recording Ban

Washington Bureau, *RADIO DAILY*
Washington—War Labor Board yesterday announced the makeup of its panel to conduct hearings on the FM recording ban. Time and the first hearing will be announced. It is expected that the hearings will be held in New York. One member of the panel is Arthur J. Altmeyer, Chairman of the New York War Relocation Board and vice-chairman of the Regional War Labor Board in New York. Henry S. Woodbridge is another member.
(Continued on Page 2)

Class List' May Weaken WMC Classification

Washington Bureau, *RADIO DAILY*
Washington—Possibility of the change of broadcasting's status as a vital industry in the eyes of the FCC loomed yesterday as disclosures were reported under way to some means of differentiating between war production jobs and other "supporting the war" jobs. An authoritative statement on the matter has come out, although it is not clear that the USES offices throughout the country have been differentiated.
(Continued on Page 2)

Roberts To Head New List Of Speakers

Washington Bureau, *RADIO DAILY*
Washington—The Supreme Court Justice Owen J. Roberts will head a panel of speakers discussing justice and human rights in a world at peace during the post-war planning series, "For a New Fight," on Saturday, 7:00 P.M. Other speakers will be announced.
(Continued on Page 2)

\$30,000,000
The WJZ Victory Troupe in the mammoth bond rally at the Yale Bowl in New Haven, Conn., last Wednesday, they accumulated an additional \$3,000,000 in bond sales to their already successful record of \$30,000,000. Madeline Frazier of the audience promotion department reported, "Sky is the limit" for the troupe's motto.

Helping The P.O.

Washington—At the suggestion of the Post Office Department, the OWI Radio Bureau yesterday asked that broadcasters give postal zone numbers when announcing station identification. WADC, Akron is believed the first to use the zone number on its station announcements and numerous others have already followed suit.

NBC Coast Execs Meet On Warlike Problems

San Francisco—Western division executives of NBC are meeting here this week from seven western states, to discuss their wartime problems. Leading the discussions are Niles Trammell, network president, and W. S. Hedges, vice-president in charge of station relations. Hosting the delegates, from California, Oregon, Washington, Idaho, Utah, Arizona, and Montana, is KPO manager John W. ...
(Continued on Page 7)

Sherman & Marquette Set Ryan As Head Of Radio

Morgan Ryan has been appointed to the New York office of Sherman & Marquette, as director of radio for the agency. Miss Ishmael McCullough also appointed to the same branch will handle copywriting on Colgate-Palmolive-Peet. Both Ryan and Miss McCullough, were formerly with Pedlar & Ryan.

CBS 6-Mo. Net Is \$2,204,499; Klauber Retires From Duties

Martin And Hamilton Join Web Spot Sales Division

W. G. Martin and Wm. Thomas Hamilton have joined the staff of NBC Spot Sales. James V. McConnell, manager of the department, announced yesterday. Before leaving NBC early this year to become director of public relations for Lady ...
(Continued on Page 2)

Midwestern Station-Owner Tells Garey Of Losses Sustained Via Orders Carried Out For Commission

Commerce Dep. Lauds Radio's War Effort

Washington Bureau, *RADIO DAILY*
Washington—Radio's war job came in for some attention from the Department of Commerce yesterday, with publication of the August issue of the publication "Domestic Commerce." "It's a well-known, accepted fact," said the paper, "that radio has been a most potent pluggor of gov-"
(Continued on Page 2)

Decca Six-Month Profit Shows Rise Over 1942

Consolidated net profit of Decca Records, Inc. for the six months ended June 30, 1943, amounted to \$428,348 (unaudited) after provision of \$554,049 for all estimated income and excess profits taxes in accordance ...
(Continued on Page 2)

FCC Names Minderman As Director of Information

Washington Bureau, *RADIO DAILY*
Washington—The FCC yesterday announced the appointment of Earl Minderman as Director of Information, thus filling a post which has been vacant for over a year since the departure of Manager George Gillingham.
(Continued on Page 2)

It was disclosed at yesterday's hearing held by the House Select Committee investigating the FCC that station WGES, Chicago, had sustained the loss of \$18,000 through the loss of three commercial accounts because of the actions of the FCC. Eugene L. Garey, counsel for the investigating committee, in questioning Gene T. Dyer, owner and operator of WGES, WSBC and WAIT, brought out that when Dyer took Stefano Luotto off the air along with two other announcers, Lucca Alfridi, and Remo Conti, commercial sponsors ...
(Continued on Page 6)

Evening Show Ratings Were Led By Winchell

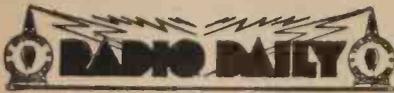
Rating reports for evening programs reveal that the July 30, Hooper "National" study places Walter Winchell now on vacation on top of the list of the "first 15," with "Take it Or Leave It," in second place, "Mr. District Attorney" in third while the first half-
(Continued on Page 2)

KPO 'Adv. News' Program Expands To Coast Network

San Francisco—A month after its first airing KPO's new Sunday morning feature, "News in Advertising," featuring news gleaned from paid ads of national manufacturers in news-
(Continued on Page 6)

"Blew Its Top"

Recently, the control room at WSYR, Syracuse, had become stifling hot when the cooling system had gone out of order. However, in the bargain there persisted a peculiar hissing noise. Engineer Jimmy Carmen torridly searched about for the source of the hissing only to learn that the fire extinguisher had blown its top off, discharging its contents in the room.



Vo. 24, No. 25 Thurs., August 5, 1943 Price 10 Cts.

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

(Wednesday, Aug. 4)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 154 1/2 | 152 3/4 | 154 1/2 | + 2 1/2 |
| CCS A | 21 7/8 | 21 3/8 | 21 7/8 | + 5/8 |
| Crosley Corp. | 20 1/4 | 19 5/8 | 19 5/8 | |
| Gen. Electric | 37 1/4 | 36 3/8 | 36 3/4 | |
| Philco | 22 3/8 | 21 3/8 | 22 3/8 | + 1 1/2 |
| RCA Common | 10 1/8 | 9 3/4 | 10 | + 1/4 |
| RCA First Pfd. | 70 | 69 1/2 | 69 1/2 | - 1/2 |
| Stewart-Warner | 11 3/4 | 11 1/2 | 11 5/8 | |
| Westinghouse | 91 1/2 | 90 3/4 | 90 7/8 | + 1 1/2 |
| Zenith Radio | 32 1/2 | 32 1/4 | 32 1/2 | + 5/8 |

OVER THE COUNTER

| | Bid | Asked |
|------------------------|--------|--------|
| Farnsworth Tel. & Rad. | 8 1/4 | 8 1/2 |
| Stromberg-Carlson | 10 1/4 | 11 1/4 |
| WCAO (Baltimore) | 19 1/2 | |
| WJR (Detroit) | 27 1/4 | |

FCC Names Minderman As Director of Information

(Continued from Page 1)

ham to join the Army. Minderman was director of research and information for the OWI motion picture bureau until that agency's recent Congressional elimination, and before that was WPB information director.

Boy Scouts Babe Ruth Guests

Boy Scouts of Troop 636 in Manhattan will be given an opportunity to ask baseball questions of Babe Ruth on the "Babe Ruth in Person" program over WEAF and the NBC network Saturday, August 7 at 10:30 a.m.

THIS LITTLE BUDGET

WENT TO
WORL
BOSTON
MASS.



WLB Selects Panel Re AFM Recording Ban

(Continued from Page 1)

assistant to the president of the American Optical Co. will serve as industry representative, and Max Zaritsky president of the United Hatter, Cap and Millinery Workers, AFL, is the labor member of the panel. Both Woodbridge and Zaritsky have served on numerous WLB panels during the past year.

No action will be taken by the board until the findings of the panel are before it despite the request of the transcription companies that AFM be directed to "terminate its strike" pending final determination on the case.

The following companies are parts to the case—Associated Music publishers, Empire Broadcasting Corp., Lang-Worth Feature Programs, NBC, World Broadcasting System, Standard Radio and C. P. MacGregor.

Evening Show Ratings Were Led By Winchell

(Continued from Page 1)

hour of Kay Kyser's show was fourth. List of programs rated among the "first 15" are as follows:

Walter Winchell, "Take It Or Leave It"; "Mr. District Attorney"; Kay Kyser; "Your Hit Parade"; "Screen Guild Players"; Durante-Moore-Cugat; Joan Davis—Jack Haley; "Can You Top This?"; Bing Crosby; Ginny Simms Show; "Blondie"; Jimmy Fidler; Tommy Riggs and Betty Lou and "Ellery Queen."

The first half-hour of the Kay Kyser program, which was measured in the 32 Hooper checking cities, appears in the "first 15" while the second half-hour of the broadcast leads the after-10:30 p.m., EWT, programs which are not measured in the Eastern Time Zone.

'Critical List' May Weaken Radio WMC Classification

(Continued from Page 1)

ferentiating for many months in their labor recruitment activities.

Broadcasting would almost certainly be listed in the secondary group. Just what effect this would have on deferments for military service is still an open question.

The new list of "critical" occupations is expected to be issued within the next 10 days by the War Manpower Commission, it was stated here yesterday by a responsible official of the WMC. Although the list even now is undergoing last-minute revisions, he said, it is felt that its release will not be delayed much longer.

The list is being reviewed this week by regional WMC representatives. These representatives are expected to suggest some deletions and additions.

Uncle Don Circus Kiddie Host

Uncle Don will play host today to 100 underprivileged youngsters at the circus. Fifty of the 100 will have been named by the P.A.L., Police Athletic Association.

Commerce Dept. Lauds Radio's War Effort

(Continued from Page 1)

ernment campaigns designed to shorten the war."

Domestic Commerce then presented the following facts, gathered from an OWI survey:

"The Office of War Information recently surveyed the situation and made public the following statistics: "Under the national spot allocation plan, 85 programs sponsored by 70 advertisers broadcast much-needed war messages. These have mounted to 9,000,000 listener impressions per week.

"The station announcement plan has been used by 891 stations to the tune of 8,000 messages per day. Over 50 programs have turned over complete shows on war themes. OWI estimates these would have cost over \$13,000,000 for time and talent.

"Of specific campaigns, the following shows the effectiveness of such volunteer promotion:

"A 2-week campaign on glider pilot training filled every glider school in the country. In the nurse recruiting campaign, radio helped persuade 23,972 women to join. It helped increase Signal Corps enlistment 10 times over and Coast Guard 40 per cent. It helped speed buying of coal 70 per cent in the spring of last year. It helped add 30,000,000 people to the War Bond pay-roll plan."

Justice Roberts To Head FTWF List Of Speakers

(Continued from Page 1)

Judge Manly O. Hudson, U. S. member of the Court of International Justice, and Philip C. Jessup, assistant to the director of the Office of Foreign Relief and Rehabilitation.

"For This We Fight," is presented by the NBC Inter-American University of the Air in co-operation with the Commission to Study the Organization of Peace and the Twentieth Century Fund.

Decca Six-Month Profit Shows Rise Over 1942

(Continued from Page 1)

with 1942 tax law. This is equal to \$1.10 per share on 388,325 shares of capital stock outstanding at June 30, 1943. This compares with net profit of \$379,783, equal to 98 cents per share on the same number of shares outstanding in the corresponding period of 1942.

Martin And Hamilton Join Web Spot Sales Division

(Continued from Page 1)

Esther, Ltd., of Chicago, Martin was manager of NBC's Guest Relations department.

Hamilton, formerly on the staff of "Puck-the-Comic Weekly," is a native of Chicago. He attended Yale University and then worked successively for P. Lorillard Co., Tide Magazine and stations WNEW and WOR, before joining the advertising sales division of "Puck."

CEMING and GO

GEORGE LASKER, general manager Boston, was here yesterday for con the headquarters of the Atlantic Coast

JIMMY DURANTE leaves for Omaha following his broadcast tonight. The join AL SCHWARTZ on his way to from which point he will broadcast shows while making a film.

SAMUEL CHOTZINOFF, manager music division, is spending his two-tion at his country place in Ridgefield

C. BENNETT LARSON, station WWCW, Washington outlet of the returned to the Capital following In New York.

"ADDIE" AMOR, assistant night manager of the Blue Network, has annual vacation.

GEORGE D. COLEMAN, commercial and sales director of WCBI, Columbia in Scranton, Pa., is on a short visit York.

BRUFF W. OLIN, JR., general WKIP, is here from Poughkeepsie at the offices of the Blue Network.

BETTY SALES, HELEN GUY and ROEHRS, of the Blue Network staff, tioning BARBARA CLARK, of the web office, returned this week from holiday.

JOHN MURPHY, of the NBC station ment, has left on a tour of affiliates sylvania.

BEN BAYLOR, manager of WMAL, ton, D. C., a visitor yesterday at quarters of the Blue Network.

Rubber Prexy On CBS St

Herbert E. Smith, president the U. S. Rubber Company, of the N. Y. Philharmonic-Sym concerts on CBS, will deliver address during the program day, August 8.

THE BEAUTY PARADE

For the third successive year Station WITH has been selected to sponsor the "Maryland" official pageant. Whether it's beauty or beauty soap or ideas, WITH does a great job in Baltimore.

WITH



IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY REED

A Message to Every Station Manager Who Wants to Increase His Billing

SESAC OFFERS STATIONS SIX PROVEN SALES
PLANS PLUS THE ASSISTANCE OF THE
SESAC STATION RELATIONS STAFF
WITHOUT CHARGE.

HERE are six sales ideas that have been originated and profitably used by stations throughout the country. Each plan is simple, applicable to any size station, clear channel, regional or local. In each case, where one of the plans has been used, *increased revenue has resulted.*

HERE is what some of the station managers say about these plans:

"For a long time I have been wanting to tell you what a swell job you are doing. I think it is grand of your organization to give stations so much of your time, thought, money and energy."—Gen. Mgr. Regional Network.

"Your representative's visit was the first occasion that we have had anyone from a music licensing organization call on us with so many helpful ideas and an attempt to be of service to us as broadcasters."—Station Owner.

"Your representative's two day visit and his assistance to our sales staff were very productive and greatly appreciated."—Station Mgr.

"My sincere appreciation for the efforts you put forth in our behalf this week. Sears Roebuck just called back to reserve the maximum number of periods."—Station Owner.

WHY DOES SESAC MAKE THIS OFFER? Because Sesac is a service organization—serving the broadcasting industry. Our station relations staff all have thorough broadcasting experience and they personally call on every radio station throughout the year to assist station executives with their program, sales and operating problems. These revenue producing ideas are offered to all broadcasters as *another Sesac service* to the industry.

GET complete details on the six plans from your Sesac station relations representative, or write or wire: Sesac Program Service Dept.

S E S A C

113 W. 42nd St.

New York



Los Angeles

By RALPH WILE

NEW announcer on the Groucho Marx "Blue Ribbon Town" program is Ken Niles, well-known to air fans.

Charles Bulotti, Jr., producer of CBS "Your Home Front Reporter," doesn't have to read maps to get an accurate picture of the home front. Before assuming his present position on the Fletcher Wiley program, Bulotti was a producer of the "Spotlight Bands" programs, traveling 150,000 miles in nine months, supervising 135 broadcasts, each from a different city.

Kay Kyser is booked for two pictures at Columbia studios this Fall, after an extensive camp tour. He will start on the first Hollywood production in October.

Claude Rains replaced George Tobias and Alan Hale when "This Is The Army" was heard on the KHJ-Mutual Don Lee Broadcast of "Soldiers With Wings," yesterday. The "Soldiers With Wings" radio presentation of "This Is The Army" was originally set for July 28, but because of the radio address by President Roosevelt was scheduled for August 11th. Joan Leslie was heard on the broadcast, as was originally announced.

Winning money from John Nesbitt on mispronounced words is conversely like betting on Crosby's horses—it just doesn't happen often enough for comment. All summer long Nesbitt, star, and Cecil Underwood, production director of NBC's "The Passing Parade," have had a wager on the preferred pronunciation of words: one dollar was at stake. The other day, for the first time, a dollar changed hands. Nesbitt had slipped up on the word "espionage," making it rhyme with "dodge" instead of "ridge," preference listed in Webster's dictionary.

Eddie Marr, the "tell-ya-what-I'm-gonna-do," super salesman, barker, and con man on CBS "Roma Show," has a perplexing victory garden problem. He planted summer squash and now he's reaping a harvest of beans! "Well, the family prefers beans anyway," laughs Eddie.

As part of a special promotion campaign for the motion picture, "For Whom the Bell Tolls," Paramount Pictures, Inc., have contracted with station KNX for four weeks participation in the "Sunrise Salute" and "Housewives Protective League" programs, 21 "Swingshift" station breaks and three night-time signals. Buchanan & Co. is the agency, with Ernest Bagge as KNX account executive.

HERE IT IS AGAIN

This time on

Schaefer Revue with Al Roth
NBC—Wed. Aug. 11—7:30 P. M.

BULLFROGS AND MARINES

ASSOCIATED MUSIC PUBLISHERS



Radio Is My Beat . . . !

● ● ● Say what you will about the mentalities or lack of any signs of intelligence on the faces of some addicts to "the youngest profession," yet collectively, these autograph-hounds have literally tossed the objects of their attentions and affections into the most "SUR" (if we may be permitted to coin a word) of Uncle Sam's surtax brackets. . . . and if at times, it "seems" that a certain cinema star or orchestra leader or vocalist may appear vexed by an avalanche of pencils, pens, quills or any other object with which to sign an autograph book, that's the time to forget the axiom "Seein' is believin'" for none, but the downright stupid artist, ever has the inclination to actually evade his responsibility, nay, his duty towards the profferer of the autograph book and thus incur the wrath of those who crowned him "King" all of which is a lengthy introduction to the item which we herewith chronicle After lunching at Sardi's Monday, Comic Jerry Lester and Ann Corio, walked together towards Broadway, and had to pass the stage door of the Paramount Theater, where a throng of fans, awaiting the appearance of the Andrews Sisters, Mitch Ayres and Tim Herbert, currently that theater's stage attraction, crowded the sidewalk After Jerry and Ann, unrecognized, had squeezed through the be-pencilled throng, the comic turned to Corio and sighed, "Gee, doesn't it feel awful to get through that crowd So Easily?"



● ● ● OWI execs think so highly of the swell patter-chatter of Lois January's "Reveille Programs," that henceforth those early morning "cheer-ups" will be recorded and sent to our Fighting Yanks overseas. . . . When Woody Herman's trombonist, Neil Reid joins Uncle Sam's armed forces next month, it will mean that Woody's entire original orchestra will be in uniform. . . . even his dyna"mite" manager, Mike Vallon, got his G.I. haircut last month. . . . Jerry Cooper, vocaluminary of the "Keep Ahead" program heard over WOR, has been named by the Coordinator of Inter-American Affairs, to do the vocal honors on the "Good Neighbor" program which will be ethered Saturday over WOR-Mutual. . . . show will also be MBS short-waved to Brazil. . . . Bobby Sherwood, whose orchestra finished ninth (he was unknown last year) in Martin Block's recent Ork Pilot Popularity Poll, opens next week at the Roxy. . . . Harry Wismer, Blue's ace sportscaster has shelved 20 pounds since last Independence Day. . . . A year ago, "Singo" the Art Gentry-Welcome Lewis song-quiz started as a once weekly Blue sustainer. . . . it grew in popularity by degrees and today is heard six times a week.



● ● ● If you want a musical thrill, ask Ben Bornstein of Advanced Music to play for you the off-the-air recording of "Man of My Life" from Dick Kollmer's musical hit "Early To Bed," sung by Kay Armand, vocalist with Beasley Smith's orchestra. . . . Walter Batchellor, Attorney for Fred Allen, and Martin J. Desmoni, leave for the Coast Tuesday so it appears that Allen will definitely do some clowning before the cameras this Fall. . . . Once again, in an emergency, Radio was "Johnny on the spot" through the facilities of WNYCycles, Mayor LaGuardia was able to speak directly to the residents of Harlem and succeeded in restoring peace and tranquility where riots and mob violence threatened the safety of thousands of New Yorkers, Negroes as well as Whites. . . . At rehearsal earlier this week of "The Open Door," heard over NBC, Mady Christians, of the cast and Fred Knopfle, production director of the program, both did "double takes" the last time they saw each other was, back in 1926, while both were skiing in Switzerland.



— Remember Pearl Harbor —

Chicago

By FRANK BURKE

JOEL KUPPERMAN, your favorite "Quiz Kids," crashed "Saturday Evening Post" this week in their "People You Know" section. Tom Wallace, free-lance radio producer, is in New York on the Bob McKee, Blue Network. Ainsley, producer, for a part in a daytime serial.

The Nilsson Twins, singers Spike Jones' "City Slicker" orchestra, will be interviewed WJJD Sunday.

Larry Wolters, "Tribune" editor, starts a two-week vacation at Lake Geneva, Wisc., this weekend.

Bill Irwin, "Times" radio editor, has returned from his annual vacation.

Hal Bohm, WGN announcer for the past eight years, reported a naval base at Farragut, Idaho, last week, bringing the total number of WGN men in the armed services to 57.

Marylou Neumiller, NBC actress, back from a Hollywood vacation.

Bert Wilson, sports announcer WJJD, is the proud father of a daughter named Betty Louise.

Howard Walsh, WIND salesman, has returned from a two-week vacation, with John Carey, sales manager, leaving this week-end for a consin resort.

Lavinia Schwarz, OWI director of radio, is back from a Washington conference.

A series of four discussion-pounding phases of the general "The Lessons of the War," presented by the Chicago "Table" beginning Sunday, August 18, over NBC, at 1 p.m., CWT. The first of Sunday, Aug. 15, will be in London and the topic will be "The Economic System, Today and Tomorrow."

Jack Benny in the middle of a tour of USO camps. With Ben screen actress Anna Lee, Ben and Larry Adler.

Don McNeil, slated to do a radio emcee for "Vox Pop" from army camp at Battle Creek, Michigan, August 20.

Canada Assembled So Must Carry Guard

Montreal—The Wartime Price Trade Board states that dealers guarantee used or rebuilt radio sets for \$50 or less for 30 days if the radio sells for over \$50. The warranty must extend 15 days.

Renewals Prove Results

WTBO

820 Kc. Cumberland

Walter Winchell on all-Blue Leads the Leaders!

ON JULY 18, 1943, Walter Winchell's program started on a new and extended line-up of Blue Network stations. For the first time, it was an *all-Blue* network and for the first time it was the full BLUE network. The Hooper Report covering the week of July 15 to July 21

places Walter Winchell at the top
of all programs on the air—

This proves two points which we on The Blue have always made:

PEOPLE TUNE TO PROGRAMS . . . which means that given a good show, the people will seek it out.

THE BLUE DELIVERS RATINGS . . . The Blue's program policies in the past year and a half have created for the Network an increasing listening habit. Given a popular program, the Blue delivers ratings that mean listeners and sales.

The entire incident is another proof that **THERE IS A CHANGE IN THE BROADCASTING PICTURE** . . . with the BLUE's role assuming increased importance—day by day.

The Blue Network

A RADIO CORPORATION OF AMERICA SERVICE

GUEST-ING

REP. CLARE HOFFMAN, of Michigan; JOHN L. CHILDS and GEORGE W. HARTMAN, both professors at Teachers College, and JOSEPH CLARK BALDWIN, discussing "Should Congress Vote Now to Join In World Collaboration," on "America's Town Meeting of the Air," today (WJZ-Blue Network, 8:30 p.m.).

ILONA MASSEY, at the "Stage Door Canteen," today (WABC-CBS, 9:30 p.m.).

SYLVAN SCHULMAN, violinist, on the Sylvia Marlowe program, Saturday (WJZ-Blue Network, 1:30 p.m.).

DR. LAWRENCE THOMPSON and RICHARD W. THRUSH, assistant directors of the First Aid Water Safety and Accident Prevention Service of the American Red Cross, discussing "Water Safety," on the "Highways to Health" program, Saturday (WABC-CBS, 1:45 p.m.).

DR. RUDOLPH FLESCHE, of the CBS post-war department; EDGAR ANSEL MOWRER, columnist of the New York "Post," and ROBERT M. McIVER, professor of political philosophy and sociology at Columbia University, discussing "What Kind of Democracy for Europe," on the "People's Platform," Saturday (WABC-CBS, 6:15 p.m.).

DR. ALFRED T. DORF, clergyman heard on "The Open Door," on "Nellie Revell Presents," Saturday (WEAF-NBC, 10 a.m.).

LT. COL. TOM LEWIS, head of the radio section of the Special Services Division, on "Enough—and on Time," Saturday (WJZ-Blue Network, 7:30 p.m.).

JEAN BARTHOLD, vocalist, on Bob Crosby and Company, Sunday (WEAF-NBC, 10:30 p.m.).

KPO's "Advt. News" Show Expands To Coast Network

(Continued from Page 1)

papers, magazines and on radio, has gone Pacific coast NBC network. Originated by KPO manager John W. Elwood, the show was an instant click, due to the fact that some of the most interesting stories of the war and its inventions are now being told through the medium of wartime advertising. Advertising agencies and advertisers alike in this area have hailed the show as emphasizing the need for advertising and the need to maintain free enterprise. Bud Heyde does the narrating.

AMP Renewals-New Pacts

Music license agreements between the Associated Music Publishers and three outlets have been extended. The stations are: KRKO, Everett; KYSM, Makato, and WFIL, Philadelphia. One new contract has been negotiated with WATR, Waterbury, Conn.

Dyer Tells FCC Investigators Of "Language" Station Losses

(Continued from Page 1)

took their business away from the station.

Dyer testified that one of his employees, Arnold B. Hartley had gone to Washington to attend the Foreign Language Control Committee meeting and reported by letter to Dyer that he contacted Nathan David then the head of the now defunct Wartime Problems Division of the FCC and Jerry Spingarn of the same office and was told that the station's employment of the three named announcers was not favorable to the commission and implied that since the station was on a temporary license basis it would be best if the station removed the men in question if they wanted their license renewed.

"Retaliation" Threatened

Luotto, over whom the storm rages, had been with the station for five years previous to his dismissal on November 1, 1942. Hartley's letter contained the information gotten from the FCC that "Luotto's name was as black as sin in the eyes of the Commission," and if the station didn't clean up the situation the FCC would resort to some form of retaliation. Hartley also pointed out that another FCC employee named Saylor had found and would use two technical charges, one: condition of the station's books and two: station's physical equipment as a means of forcing the station to do what the Commission wanted. Garey claimed that the charges were specious and trumped up to get Luotto and Conti off the air.

Hartley also informed his employer that he had better not use Porter of the legal firm of Porter and Healy because he was persona non grata with the Commission. Hartley said that the case Porter was trying before the Commission would be lost. It subsequently was lost.

Dyer admitted that he had dropped the men from the station because he felt that his actions would facilitate getting his station's license renewed. The license was renewed in February 1943.

Okay With Censor Office

Dyer also testified that, before he had removed anyone from the air, specifically Luotto, that he had written the Office of Censorship to inquire about Luotto. J. Harold Ryan of the Office of Censorship replied that he knew of no reason why Luotto should not remain on the air. Ryan stated that, "this office has no recommendation to make nor is it our function to do this."

Garey on further questioning of Dyer revealed that Dyer had acted on the off-the-record letter written by Hartley in removing Luotto and others from the air, and that the potential loss of the three station licenses prompted him to act in this manner. Dyer also admitted that he knew that the FCC had no jurisdiction in taking anyone off the air.

Earlier in the hearing James Guest head of the New York field office continued his testimony started on

Tuesday. Garey questioned Guest on the activities of Giuseppe Lupis, WHOM censor, on his communistic activities and wanted to know why the FCC was using Lupis' paper Il Mondo to do translations of foreign language broadcasts. Garey asked, "Did you want to use the material against people in the radio industry?"

Garey also probed the relationship maintained by Frances Keene with the Commission. It was pointed out that Frances Keene, of the Short Wave Research, Inc., had contracts with the FCC to supply information on people being investigated by the FCC.

Garey revealed that Short Wave Research, Inc., was a non-profit organization which was given \$600,000 by the Federal government. It was charged that it was responsible for all the source material on those being investigated by the FCC.

Guest's Testimony

Guest's testimony brought to light the fact that confidential government reports were sent to Professor Gaetano Salvemini, Professor of Italian History and Political Science at Harvard University. Guest testified that the reports were sent to Salvemini as a matter of interest to the professor who is an avowed anti-fascist. Garey wanted to know whether the reports were sent to the professor "because of the job being done in character assassination."

Guest's testimony also unearthed the fact that in a criminal libel suit brought by Stefano Luotto against a man named Valenti, an Italian newspaper publisher, that Albert Fenner of the FCC New York office attended the magistrates court in New York during the hearing and made a complete transcript of the record which was sent to Washington.

Garey charged that when Fenner visited magistrate Robert P. Levis in his chambers after Valenti was held for the grand jury under a \$1,000 bail the FCC was trying to coerce the courts. It was brought out that Fenner was sent to court at the suggestion of Hilda Shea of the FCC Washington Office.

Calls Action "Shameful"

Garey said, to Guest, "You know that the Commission has no reason for butting into court proceedings spending government money and government employees' time. It's a shameful proceeding and one of the most shameful practices that this Commission has ever committed."

Shortly before the hearing adjourned Joseph Lang, general manager and part owner of station WHOM, took the stand. Lang testified to the unwillingness of the FCC to cooperate with the foreign language stations code committee. The code committee was formed to determine standards of who should be removed from the air for impeding the war effort. This voluntary code committee dissolved when individual stations felt that they didn't want to be subject to directions concerning their own personnel from

AGENCIE

FOOTE, CONE & BELDING Armour & Co., has placed a full advertisement in 175 papers, scheduled to run today, and which stress food conservation and contribution to black markets.

COMPTON ADVERTISING, will hold a golf tournament of its qualifying male persons Pine Valley, N. Y., on Tuesday and Wednesday, August 10 and 11.

LASKINLAMB INSTITUTE awarded to McCann-Erickson agency prize in the nation-wide test to determine the most dramatic illustrations showing fighting wearing Laskinlamb fighting McCann-Erickson had prepared ads for Talon, Inc.

CHARLES A. HOLCOMB and RICHARD B. RAYNOLDS have elected partners in Alley & Rich Co.

UTAH RADIO PRODUCTS COMPANY of Chicago has appointed bott Kimball Company to handle advertising.

Lucy Monroe Again To East, Midwest War Plans

Lucy Monroe, prominent for renditions of "The Star Spangled Banner" at public ceremonies, the auspices of the War Production Board, has embarked on another as director of patriotic music for co-sponsor. Miss Monroe will not turn until she has sung the lyrics Francis Scott Key for the thousandth time.

Miss Monroe, holding a record having sung the national anthem more than five thousand times, will conduct industrial rallies, singing at plants in the East and Midwest before beginning her tour, Miss Monroe went through an intensive course in plant sound system technique at RCA-Victor plant in Camden, N. J. she is expected to do most of her singing within war plants. Miss Monroe will tour through New England, Jersey, New York, Pennsylvania, Michigan and Ohio.

other stations. When supervision personnel was eliminated from code Nathan David of the FCC Lang that Chairman Fly of the would have nothing to do with code committee. A code was first created by the Office of Censorship code which was a purely voluntary self-imposed code.

Lang stated that the FCC and OWI wanted the right to remove personnel on their say so when they indicated such removal. Lang also pointed out that when he asked for supporting statements for removal they weren't forthcoming. He felt the action was purely arbitrary. Hearings in the Federal Building New York continue today.

Program Ideas

"Modern Farmer"

diversified problems concerning the woman home-maker in rural communities as well as rural communities. Discussed by Jane T. Wagner, director of war activities for a series of weekly chats on Emmert's "Modern Farmer" program over station WEAJ, effective Friday, August 13, at 6:30 a.m.

his new series of Friday talks, Wagner will cover the gamut of topics including such subjects as planting, insect control, spring and fall house cleaning, labor problems—in fact every variable chore that confronts city and country housewives. In addition, Wagner will offer pertinent comments on how the woman on the front can carry on her many jobs in this time of stress. A part of the program will consist of an interview with Emmert and the remainder delivered in regular literary style.

Combined Shows

Lawder, program director at Washington, D. C. combined "Treasury Star Parade" and the "Early Song Parade" to make a four show, presenting varied material such as Frank Sinatra's sing-along by Helen Hayes' readings.

now uses six Treasury shows, using three current discs and others selected by popular approval re-played.

Elmer C. Grimley

Falling from his yacht the Memphramagog off Magog Que., yesterday afternoon, Elmer C. Grimley, 52, president of Victor Co. Ltd., Montreal, in a small known radio authority, owned in water 30 feet deep. Thought that he took a heart while manipulating the sail, him to fall overboard.

was sailing with his wife Alice, Nancy Smith of Toms N. J. Only a slight breeze blowing and Mrs. Grimley immediately lowered sail and swung around expecting her husband who was a good swimmer, to appear. However, he did not appear. Last fall, a heart con- forced him to take six months'

was born in Cornwall, and graduated from the School of Commerce at New York University. Working with the Radio Corporation of America, he joined Victor Machine Co. in New York in various positions including comptroller and treasurer. He came to Canada to take position of President of RCA- Victor Co. Ltd. He was past president of the Radio Manufacturers Association and director of the Commercial Security Corp. three daughters, and a son

CBS 6-Mo. Net Is \$2,204,499; Klauber Retires From Duties

(Continued from Page 1)

share as compared to \$1.17 per share for the same period in 1942.

Board also announced that it had accepted the resignation of Edward Klauber, as a Director and as Chairman of the Executive Committee of CBS, the resignation being due to ill health.

Klauber has been with CBS for more than 12 years and came to the network from the Lennen & Mitchell agency. Prior to that he was a newspaper executive and for some years was with the New York "Times." Statement of William S. Paley, CBS president, follows:

Paley's Statement

"The Board of Directors of the Columbia Broadcasting System today accepted the resignation of Edward Klauber, as a Director and as Chairman of the Executive Committee, and allowed Mr. Klauber to retire because of ill health.

"I know you will join with me in a feeling of profound regret that

Mr. Klauber cannot continue his work with us and in a feeling of deep appreciation for his many years of service and his outstanding contribution both to the success of the company and to the development of the radio broadcasting industry."

Klauber's Letter

In a letter accompanying his resignation Klauber addressed the personnel of the network, saying:

"Because of my ill health the Board of Directors has accepted my resignation from all official connections with CBS and I have been allowed to retire.

"It is a matter of real regret that I cannot say a personal good-bye to all of you with whom I was associated for so many years.

"Since I am resting in the country I take this only available means of saying 'so long and good luck,' and I do hope to see very many of you individually when I get back to New York."

**Consolidated Income Statement
CBS and Subsidiary Companies**

| | Six Months July 3, 1943 (26 Weeks) | Ending July 4, 1942 (26 Weeks) |
|---|---------------------------------------|-----------------------------------|
| Gross income from sale of facilities, talent, lines, records, etc. | \$35,288,314.73 | \$30,901,661.94 |
| Less: Time discount and agency commissions, record returns, allowances and discounts | 10,687,851.36 | 8,475,244.58 |
| Deduct: | \$24,600,463.37 | \$22,426,417.36 |
| Operating expenses and cost of goods sold | \$14,394,488.61 | \$13,587,095.04 |
| Selling, general and administrative expenses | 4,468,677.96 | 4,216,228.47 |
| Provision for depreciation and amortization | 524,052.47 | 502,051.98 |
| Total | 19,387,219.04 | 18,305,375.49 |
| Miscellaneous income, less miscellaneous deductions | \$ 5,213,244.33 | \$ 4,121,041.87 |
| Income before federal income and excess profits taxes | 61,254.78 | 53,768.54 |
| Provision for federal income and excess profits taxes—Note 1: | | |
| Income taxes | \$ 1,184,000.00 | \$ 1,184,000.00 |
| Excess profits taxes, less post-war refund of \$211,400 in 1943 and \$109,300 in 1942 | 1,886,000.00 | 984,900.00 |
| | 3,070,000.00 | 2,168,900.00 |
| Net Income for Period | \$ 2,204,499.11 | \$ 2,005,910.41 |
| Earnings Per Share | \$ 1.28 | \$ 1.17 |

(Calculated upon the 1,716,277 shares of \$2.50 par value stock outstanding at July 3, 1943.)

Notes:

- The provisions for federal income and excess profits taxes for both periods shown above have been calculated under the Revenue Act of 1942; the earnings previously reported for the 1942 period have been adjusted in this respect.
- The 1943 results are subject to year end adjustment and to audit at the end of the year by Certified Public Accountants.

August 4, 1943

FRANK K. WHITE,
Vice-President and Treasurer

NEW BUSINESS

WOKO, Albany: Saratoga Racing Assn., through Leighton and Nelson, Schenectady, daily anns., three times daily, five weeks; Beech-Nut Packing Co., through Newell-Emmett Co., 35-word anns., daily, 13 weeks; RKO Radio Pictures, 38 weekly anns., two weeks; Coronet Magazine, through Schwimmer and Scott, 35-word anns., 13 weeks; M. Solomon Furriers, daily anns., 13 weeks; Albany Veos Company, daily anns., four weeks; Solomon Furriers, 15-minute periods with Forrest Willis, 52 weeks through July 14, 1944; Capitol Park, three daily anns., one-minute each, 13 weeks.

WABY, Albany: Army and Navy Store, sports program, daily, 13 weeks, five-minutes nightly with Joe Nolan; RKO Radio Pictures, 29 weekly anns., two weeks; Penny Wise Shop, daily anns., 13 weeks; Bray Shoe Store, daily anns.

**NBC Coast Execs Meet
On Wartime Problems**

(Continued from Page 1)

Elwood. Up from Hollywood are Sidney N. Strotz, western division vice-prexy; John Swallow, program manager; Jennings Pierce, public service and station relations; sales chief Frank Berend; traffic supervisor Paul Gale; and Henry C. Maas, manager of sales and program traffic.

From KFI, Los Angeles, are Earl C. Anthony, owner; William B. Ryan, manager; Clyde Scott, commercial manager; and Roy Spencer. The McClatchy Broadcasting Company, owner of KMJ, Fresno, and other valley stations, has sent Eleanor McClatchy, Keith Collins, John Hamlyn and Robert Street. Others are Georgia Phillips, KIDO, Boise; Mrs. F. N. Gardner, KTFI, Twin Falls; Mrs. Ruth Fletcher, KSEI program chief, Pocatello; Ed Craney, KGIR, Butte; Ed Yocum, KGHL, Billings; S. S. Fox, owner of KDYL, Salt Lake, and W. E. Wagstaff, commercial manager; Dick Lewis, KTAR, Phoenix; Arden X. Pangborn, KGW, Portland; Harvey Wilson, KGA, Spokane; Bert F. Fisher, manager, and W. B. Stuht, commercial manager, KOMO-KJR, Seattle.

Ellington Story In "Post"

Current issue of the "Saturday Evening Post" has another article by Maurice Zolotow, this time giving the break to Duke Ellington. Article is entitled, "The Duke Is Hot." A personality sketch of the maestro, the article includes his composing, eating and sleeping habits, as well as a biography of Ellington from his rag-time days to Carnegie Hall. Color half-tones of Duke with his orchestra, at the piano and with his publisher accompany the story.

Wedding Bells

Helen Ullery, WOV, New York night receptionist was married to Martin Celay, arranger for NBC on August 1.

Coast-to-Coast

THE "Funny Money Man," syndicated program of Allen A. Funt, radio productions, will be heard on WGN, Chicago, and KMBC, Kansas City, beginning September 20. The Gardner Advertising Company of St. Louis negotiated the deal. A Detroit outlet, soon to be announced, will be added to the schedule.

Jerry Cooper, singer on WOR's "Keep Ahead" program, is starred in the Monogram musical "Melody Parade" opening at the RKO Palace theater August 19. Cooper plays his real life role in the film.

Rosemary Tholl, WABY engineer, celebrated her 21st birthday by donating her blood to the Red Cross. It was Miss Tholl's third trip for a blood donation. New Trudeau, WOKO, Albany, announcer returned this week from Saranac Lake, where his grandfather originally established the Trudeau Sanatorium. Trudeau and his bride vacationed in Ned's old home.

KPO-NBC, San Francisco, honored its 10-year employes Monday with a special luncheon at the St. Francis Hotel. . . . Lucille Kale, assistant in the sales promotion department of KPO, serves one night a week on the Disaster Relief Unit of Grace Cathedral. She is a Red Cross first aid graduate.

Lee (Twink Bradley) Purdue, singing comedienne, known as the miniature Petty Girl, and Ballerina Carol King, currently at the Latin Quarter, will be interviewed by Adrienne Ames on her WHN, New York program today and tomorrow respectively.

E. C. Edwards, Cleveland, factory representative for the Universal Microphone Co., Inglewood, Calif., for the states of Ohio, Kentucky, and West Virginia, is in Inglewood for a brief stay.

The fourth program devoted to "Youth—Today and Tomorrow" in the "United Nations Compare Notes" series on WMCA, New York, will present tonight Hugh D. Scully, consul general of the Dominion of Canada; C. H. W. Hasselriis of the National America Denmark Association; Nicholas Embircos, director of the Greek Office of Information; and a representative of Russia to be announced. Roscoe L. West, president of the American Association of Teachers Colleges, will preside as chairman.

Dick Granville show, "Musical Merry-Go-Round," heard on WMBR, Jacksonville, Fla., has been increased to a full hour and a half, beginning at 6 a.m., carrying through until 7:30 a.m., Monday through Saturdays. . . . Recent additions to the announcing staff of WMBR, include Larry Scarborough, formerly of WMC, Memphis; Joe Byars, formerly program-musical director of WCOV, Montgomery, Ala. . . . Mae Pape, full-time transmitter engineer on WMBR, holds a first class radio-telephone operator's license at only 19 years of age.

Edward A. Davies, WIP, Philadelphia, vice-president and director of sales, has been appointed by Governor Edward Martin of Pennsylvania as Lieut. Col. and assistant Chief of Staff "G-2" on the staff of Brig. Gen. Milton G. Baker, commanding general of the Pennsylvania State Guard. Col. Davies is attending the annual training of the guard at the U. S. Military Reservation at Indiantown Gap, Pa. However, this appointment will not affect Davies' position as officer of WIP.

An "experimental program" division has been created at WDRC, Hartford, under the direction of program manager Walter B. Haase, to work on all new program ideas suggested by staff members. Regular "bull sessions" are held among the staffers on various ideas and changes in the program schedule. Sometimes sessions are held several times a week.

One and one-half million dollars in bonds were sold in the month of July by KMYR, Denver, through daily quarter-hour remotes. On the last day of July, KMYR carried six half-hour remotes from a busy intersection in downtown Denver with Verne Hiner, wearer of the Purple Heart, handling the broadcasts. Army talent from nearby posts and the traveling KMYR bond wagon troupe from Kearns Field, Utah, were featured. . . . Jim Hawthorne, original emcee of the show "The Boys In The Band," is back at KMYR after a hitch in the Army. Hawthorne has pulled in over 500 pieces of mail in his first week on the show. . . . Bill Butterfield, announcer on KMYR, has been named news editor of the station.

Exploits of the 33rd Fighter Group and some of its personnel will be re-enacted when the First Fighter Command's "Eyes of the Air Force" program is presented over WABC tonight. The Mitchel Field chorus of enlisted men will be heard in a special score arranged and conducted by Ben Ludlow and the entire production will be directed by John Dietz.

Paul Roberts, emcee on the WGL, Fort Wayne "Farnsworth Firing Line" quiz show, had a contestant who was nephew to almost everyone the emcee mentioned. The interviewed was named Trout, related to Dizzy Trout the Detroit Tiger pitcher, and Mel Ott, manager of the New York Giants. Paul Roberts stopped then and there.

Only 2 years old
this call-letter slogan
is already known to
millions — "This is
WPAT center of the
dial at 93"

The most dynamic young station
serving the metropolitan area

WPAT

New York Office:

PARAMOUNT BLDG. • 1501 BROADWAY • PE 6-294

Studios:

PATERSON • NEW JERSEY

P. S. 47% ahead in sales over last year!

| | | | |
|---------|----|----|----|
| 1 9 4 3 | | | |
| 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 |
| 29 | 30 | | |

August 5

Arthur B. Church Malcolm Claire
Wilbur Evans Vick Knight



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



24, NO. 26

NEW YORK, N. Y., FRIDAY, AUGUST 6, 1943

TEN CENTS

Rosenbaum Disk Letter

Key Hears Joe Lang Probe-Testimony

Yesterday's hearing of the investigation of the FCC by the House Committee disclosed that the determining rights of foreign stations in choosing their commercial accounts, personnel program content had been in- by members of the OWI and

questioning Joseph Lang, general manager of WHOM, Eugene L. Garey, out that Allan Cranston, head of Foreign Language Division of

Key To England As Guest Of Britain

W.B. Kennedy, commentator for Let Dealers on CBS twice for the past six months, ends program on August 12. He will leave for England as a of the government there for weeks and gather some first-hand information. Kennedy is also heard in movie theaters throughout the as narrator on M-G-M news

National Shoe Resuming New York Spot Campaign

After a six weeks' summer lay-off, National Shoe Stores announce the start of their new Fall radio campaign of the schedule gets under way August 15, and part on Sept. 13. Following stations will be used: WJZ—Martin Block's Make-B-Ballroom, three 15-minute

130 Years
Three hundred thirty years of show business is represented in the five principals who appear on the MBS NBC show "Can You Top" Wednesdays and Saturdays, respectively. "Senator" Ed Ford, 38; Maurice, Jr., 35; Harry Hershfield, 25; Roger Bower, 17; and Mike Donald, 15, represent the younger years, not their ages, and a sense of comradeship and laughter.

Spitfire 'Talk'
Mutual in cooperation with BBC will broadcast at 2 p.m. tomorrow actual conversation of British Spitfire pilots during a fight with German F.W. 190's in a running battle over Troqueville, France. The Spitfires were protecting a flight of American bombers in a raid during which they destroyed nine Nazi planes. Conversation was recorded in England.

Bed Co. Buys St. John On 19 NBC Stations

The Southern Spring Bed Co. of Atlanta, Ga., manufacturers of beds and bedding, will sponsor newscaster Robert St. John over 19 southern and south central stations of the NBC network beginning August 17. The contract, placed through Tucker Wayne & Co., also of Atlanta, calls for two programs weekly; Tuesdays and Thursdays 9:45 to 10:00 a.m., EWT. Stations in the network are WDTF.

"Collier's" Asks Change In Communications Act

Calling for Congress to settle the FCC-Cox fight and avoid others like it, "Collier's" weekly in an editorial in its current issue out today takes a slap at FCC Chairman Fly and also asks for suitable legislation to remedy conditions brought about by

RCA Gross Up \$50,000,000; Net Shows \$77,000 Decrease

Canada Decline Continues In Sales Of Sets, Supplies

Montreal—Continued decline in radio receiving set sales is reported by the Dominion Bureau of Statistics, which announces that June retail sales were down 16.7 per cent as compared with June, 1942, and declined 9.6 per cent from May of this year;

Writes Broadcasters Of His Viewpoint On Settling AFM Recording Ban; See Radio Men Disagreeing

Closed Circuit Talk By Network Officials

Roy C. Witmer, vice-president in charge of sales; Dr. James Rowland Angell, public service counselor, and Charles B. Brown, director of advertising and promotion will participate in a closed circuit talk Monday, August 16 at 1:15 p.m., during which the three NBC executives will de-

NBC Daytime Page Staff Now Entirely Feminine

Ten pagettes, wearing trim uniforms of powder blue jackets and midnight blue skirts, have been added to NBC's guest relations staff. They will take over all daytime duties heretofore assigned to pages, including the manning of informa-

WJZ "Icecapades" Goal \$5,000,000 In Bonds

Shooting at the \$5,000,000 figure in War Bond sales, WJZ and the War Finance Committee of the New York Treasury Department will co-sponsor

On the eve of his temporary leave from the broadcasting business to don the uniform of the AMGOT as a Lieut. Colonel, Samuel R. Rosenbaum, president of WFIL, Philadelphia yesterday sent out a letter addressed to "Fellow Broadcasters" in which he offered ways and means of settling the AFM recording ban, or at least break the deadlock now current.

An official answer was not forthcoming yesterday from any industry spokesman inasmuch as the time element was short. However, unofficial spokesmen and broadcasters queried in New York, in most cases pointed

WDEV Takes Exception To OWI Potato Drive

Waterbury, Vt.—Lloyd E. Squier, station manager of WDEV, took exception to the recent OWI radio campaign urging listeners to buy and use more potatoes during the latter weeks in July. Following his own investiga-

Grobe To Be Newscaster On 8 Of 10 WQXR Shows

Albert Grobe, WQXR's chief announcer, will henceforth be the newscaster on eight of the station's ten regularly-scheduled daytime news broadcasts from 8:55 a.m. to 5:25 p.m.

Wrong Number

For weeks, a woman in South St. Paul, Minn., was awakened early each morning by her phone. After a sleepy "hello," a man's voice would ask "Anything going on in South St. Paul?" Her answer was dreadingly, "I don't know." This continued daily until Henry Van Lear, of KSTP news staff, learned that he'd been calling the wrong number for police news.



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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

(Thursday, Aug. 5)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|---------|--------|---------|----------|
| Am. Tel. & Tel. | 154 1/2 | 154 | 154 3/8 | - 1/8 |
| CBS A | 22 | 22 | 22 | + 1/8 |
| CBS B | 22 | 22 | 22 | + 1/2 |
| Crosley Corp. | 19 1/2 | 19 1/2 | 19 1/2 | - 1/8 |
| Gen. Electric | 36 3/4 | 36 1/4 | 36 1/4 | - 1/2 |
| Philco | 22 3/8 | 21 3/4 | 22 1/4 | - 1/8 |
| RCA Common | 10 | 9 5/8 | 9 3/4 | - 1/4 |
| Stewart-Warner | 11 7/8 | 11 5/8 | 11 5/8 | |
| Westinghouse | 91 | 90 5/8 | 90 3/4 | - 1/8 |
| Zenith Radio | 32 3/8 | 32 1/4 | 32 3/8 | - 1/8 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|-------|-------|-------|-------|
| Nat. Union Radio | 3 1/2 | 3 1/2 | 3 1/2 | + 1/4 |
|------------------|-------|-------|-------|-------|

OVER THE COUNTER

| | Bid | Asked |
|------------------------|--------|--------|
| Farnsworth Tel. & Rad. | 8 5/8 | 8 7/8 |
| Stromberg-Carlson | 10 7/8 | 11 7/8 |
| WCAO (Baltimore) | 21 | 23 |
| WJR (Detroit) | 27 | 29 |

Helen Kublin Convalescing

Helen Kublin, of the Blue Network research department, is recovering from an appendectomy.

THE DETROIT AREA NOW SOARS TO A NEW HIGH

—and this live-wire station keeps pace with a new high in retail time sales, a new high in program interest, a new high in primary coverage!

CKLW

5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL SYSTEM

WJZ "Icecapades" Goal \$5,000,000 In Bonds

(Continued from Page 1)

the premiere of the 1944 edition of "Icecapades" at Madison Square Garden on the night of Tuesday, Sept. 14.

Called "WJZ War Bond Night," the production will officially inaugurate the fourth annual ice review. During the intermission, WJZ's "Victory Troupe," which itself has been instrumental in the sale of approximately \$30,000,000 of United States Bonds, will broadcast its 150th performance.

Admission to this magnificent entertainment cannot be purchased at the box office. Only a War Bond purchase can obtain a ticket of admission to see the show. A total of 14,000 tickets will be distributed.

Allocation of seats will be according to the size of the bond purchase. Approximately 2,500 seats will be sold with the purchase of a \$25 bond each; 2,900 seats will be assigned to the \$50 bond buyers, and 3,400 tickets will go to those paying \$100 for each bond.

Another 2,900 seats will be parceled out to purchasers of \$200 worth of bonds apiece; 1,500 tickets will go on sale for the \$500 bond buyers, and 1,000 seats will call for the purchase of at least \$1,000 bond each.

Those tickets do not include boxes and loges which will be apportioned at a premium of \$2,000 worth of bonds per seat.

Tickets for the "Icecapades" show can be obtained in person or by sending a money order or a check to Station WJZ, 30 Rockefeller Plaza, New York City; any New York retail or department store from August 9 on; at all AWVS War Bond booths, and at local Skouras Theaters.

Grobe To Be Newscaster On 8 Of 10 WQXR Shows

(Continued from Page 1)

Grobe, whose daily 8:55 a.m. news program has won a large following, will start on the new schedule immediately.

The change was dictated by the station's desire to maintain a news personality in its programs throughout the day. WQXR's newsroom will write the five-minute newscasts to fit the style of Grobe's delivery. During the daytime news summaries are broadcast by WQXR five minutes before every hour.

In addition to acting as chief announcer, Grobe is also WQXR's production manager, as well as an announcer for the Office of War Information's overseas broadcast division.

Bed Co. Buys St. John On 19 NBC Stations

(Continued from Page 1)

WSJS, WMVA, WSOC, WFBC, WISE, WKPT, WIS, WTMA, WSAV, WMBG, WJAX, WFLA, WLAK, WIOD, WSB, WROL, WERC and WSFA.

The St. John broadcasts on NBC are open to local or cooperative sponsorship.

Closed Circuit Talk By Network Officials

(Continued from Page 1)

scribe the new "Parade of Stars" which is to be distributed to affiliated stations later this month.

NBC's coming "Parade of Stars," the third in a series of similar promotional campaigns, has been designed on a more ambitious scale than its predecessors. Material submitted to stations will consist of a portfolio of promotional aids and two albums of recordings specially made for the Parade by the top ranking artists of close to 50 NBC feature programs. Stations will combine scripts included in the portfolio, with the transcriptions to build novel programs of any length from one minute to half an hour.

Canada Decline Continues In Sales Of Sets, Supplies

(Continued from Page 1)

for the half year to June 30 sales are down 14.7 per cent as compared with 1942.

June sales of radios, musical instruments and supplies by 19 department stores reporting to the bureau were valued at \$211,994, as compared with \$284,419 in June 1942, a decline of 25.5 per cent. Department store sales for the half year ended June 30 were valued at \$1,637,098, as compared with \$1,961,688, a decline of 16.5 per cent.

Two Political Programs Aired On WMCA Today

WMCA will have two political broadcasts today. The first will be heard from 7:15-7:30 p.m., featuring Dean Alfange, Samuel Shore and Thomas de Lorenzo, who will speak on "The Role of Labor in the New Deal," in behalf of the "Liberal and Labor Committee to Safeguard the American Labor Party." This program is aimed at ALP designations for Primary Day next Tuesday.

The second political program will be heard from 7:45-8 p.m., when Judge Thomas N. Fasso, will be heard in behalf of his candidacy for election to County Judge in Westchester County. Time for this broadcast was purchased by the "Committee for Promotion of City Judge Thomas N. Fasso to County Judge."

"Handy Man" On WOR Sked Five Days Weekly

"The Handy Man" will visit WOR listeners five times a week beginning Monday, August 9, from 12:45 to 1 p.m. The program replaces "The Little Show" formerly heard at that time.

"The Handy Man," as the title implies, is a program of household suggestions, time-saving advice for busy wives and homemakers, all done in a light and humorous vein. Jack Creamer will conduct the program and will soothe the harried housewife with music and song.

COMING and GOING

LINDSAY NUNN, owner of KFDA, a work outlet in Amarillo, Texas, is in conferences at Rockefeller Center.

MAJ. EDWARD BOWES was in Ot night for the broadcasting of his "Hour" from the Rockcliffe Manning D.

BEN GRAUER, following the Babe R on NBC tomorrow, will leave for Wash lead discussion on "Education for Freedoms the network will broadcast at 7 p.m.

SHEP FIELDS is back in Detroit after day visit, with his family here.

GREGOR ZIEMER, WLW European and news commentator, is at Lakeside, deliver an address on the subject "C '43."

BOB KING, roving reporter of the New York publicity department, was in New Conn., last night for the broadcasting "Spotlight Bands" program.

JIM AMECHE has left for Chicago on vacation from radio in four years.

VIVIAN DELLA CHIESA is at the base in New London, Conn. She will the servicemen there tonight.

RALPH EDWARDS, conductor of the "Consequences" quiz show, has returned his vacation.

SGT. SID WEISS, formerly of Radio Da arrives today from Camp Hood, Texas, assignment.

SYDNEY GAYNER, Don Lee general manager, leaves the West Coast today with Mutual stations and affiliates in and New York.

BEATRICE KAY is due in Des Moines for a theater date.

GEORGE B. EVANS, publicist, left for the Coast to handle publicity for Sinatra.

DE LANCY PROVOST, assistant man WEAf, leaves today on his vacation.

JERRY LESTER, comedian heard on CBS program each Sunday, has returned a three-day tour of Army camps in England.

TWO WAY WIN

When a radio station can attract and hold both a long list of famous radio "nationals" — and more retail accounts than any other Maryland station — it's got something.

That something is its ability to do a whale of a sales job in Baltimore.

W-I-T-H



IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

C's Gross Soars; Net Shows Decrease

(Continued from Page 1)
of \$51,565,900 over previous figures.
provision for Federal Income Taxes added to \$14,204,800 for the first six months of 1943, compared with \$9,434,700 for the corresponding 1942 period, an increase of \$4,770,100.
Net income, after all charges and expenses, was \$4,918,794 for the first six months of 1943, compared with \$4,996,100 for 1942, a decrease of \$77,223. The net income resulting from the production of net income resulting from production contracts is subject to negotiation by the Government.
The payment of Preferred Dividend earnings applicable to the Common Stock for the first six months of 1943 were 23.9 cents per share, compared with 24.4 cents per share in the first six months of 1942.

Quaker's Asks Change Communications Act

(Continued from Page 1)
Communications Act. Editorial comments follow:
L. Fly, chairman of the National Communications Commission, threw himself into a fight with Representative E. E. Cox (Dem., Ga.), screaming that he and his associates are being persecuted by Cox because of the radio monopoly and Wall Street interests. Cox, out after Fly's demands Congress to trim the powers over radio.
Fly has long been a demagogic character of business. His outcries are discounted accordingly. Apparently not a 100-per-cent Quaker, he appears to be rather narrowly sensitive with a vengeful streak. Congress could settle this fight and bid others like it, by putting Fly and his FCC in their proper place. They are all over the radio because of the nature of the law under which they operate.
The law is the Communications Act of 1934, which created the FCC and gave it with a lot of vaguely defined powers. Naturally and inevitably the FCC has become for more and more powerful. Tell radio broadcasters what they may and may not put on the air and mess up their advertising contracts and networks arrangements, and so on and so forth. Successful have these FCC powers when that the Supreme Court upheld one of the brashest. The Court pointed out—We think—that it is for Congress and for the Courts, to clip the laws.
Congress can do this by passing an amendment to the Communications Act—an amendment stating that the FCC may go in to regulate radio, and stating it clearly an amendment should make it possible for the FCC to deprive owners of property or to abrogate their contracts without due regard for law; it should kill off the incessant attempts to censor

PROMOTION

The "WAFc"

Reprints of "Liberty's" magazine article "A Million Kids Take Pen In Hand," circulated to advertising agencies, is based on the "Jack Armstrong, All American Boy" adventure serial on WJZ-Blue. In the course of his program Jack Armstrong organized the WAFc, the Write-A-Fighter Corps, a national membership that would write letters regularly to the armed forces overseas. To date it is estimated that there are 1,200,000 boys and girls between the ages of six and 16 who have joined the WAFc.

Each squadron in the Corps has its own leader, a boy or a girl, who recruits new "fighter pilots" and directs their activities. Every pilot of the squadron is solemnly pledged to write at least one letter a month to a friend or relative in the armed service. However, the WAFc has not restricted its activities to letter writing. They have branched out, collecting scrap metal, etc., helping victory gardeners, selling stamps and bonds, and in general making them useful while they are not in school.

Bond Caravan

Cooperating with the Treasury Department, KYA, San Francisco, has begun a series of special broadcast-auctions of war bonds and stamps with pick-ups originating in Chinatown, North Beach, International Settlement and other areas of the coastal city. Scotty Butterworth is the auctioneer, having joined, too, the staff of KYA crew broadcasting a war bond sale each week-day from the window of a downtown department store.

12-Column Spread

Using a 12-column spread in the local Charlotte (N. C.) "News," WAYS publicized a contest for its contest "End of Rainbow Hunt," climaxed by a prize of \$25 in cash "to the boy or girl who finds the 'pot of gold.'" The contest was conducted as a special summer vacation time feature of "The Young Americans' Club" through the cooperation of "Big Buddy" club members.

A huge half-tone of a typical scene of the "Young Americans' Club" was featured on the right of the spread while several local shops participated with ads of their own extending felicitations to the hunt and WAYS. The outside columns, two on each side of the spread, was used with publicity on the movement.

radio programs, and should take away its present life-and-death licensing power over radio stations.

"Such a reform would give the FCC strictly and healthily delimited powers, and would cut Mr. Fly down to his proper size. We know of no greater single blessing that could come to American radio at this time. Since radio is a tremendous influence in American life, we'd all share in that blessing."

KMBC "Heart Beats"

In line with its new promotional campaign to familiarize KMBC, Kansas City, as the "Heart of America," the station released the first issue of "KMBC Heart Beats," a four-page coated-stock paper. The tabloid format bears a mast head featuring a civilian and a farmer who bear bodies in the shape of hearts standing between the title of the paper.

A two-column line cartoon, illustrating a woman, a farmer, a child and a male dressed in a checker suit with a derby, are indicated as KMBC gremlins, friendly, however. The inside pages are profuse with half-tones of personalities appearing before the KMBC mike; similarly with the back-page, maintaining its theme of "heart beat" throughout the four pages of the paper. The editorial, written by Robert D. Mullin, publicity director, Chamber of Commerce of Kansas City, cites a composite literary picture of the people and the industries.

WBBM Plays Host

WBBM, Columbia key station in Chicago, will play host to the Brewster clan today, when the program celebrates its 100th broadcast for CBS tonight.

According to the telephone directories from which the names and addresses were taken, there are approximately 105 Brewster families in the Chicago area, and a written invitation to attend has been sent to all of them. Pictures will be taken of the gala "relative" get-together and each family will receive a print. Quaker Oats is the sponsor of the popular adolescent escapade series.

The Four "R's"

In a four-page dual colored folder, WJR, Detroit has used the theme of the three "R's," adding another "R," Radio, in its recent advertising promotion.

Three scholarly-looking robins are illustrated on the cover, busy at their desks on the elementary three "R's," and at the bottom of the page with a speaker above a cabinet of dials "and Radio" is added with broad sweeping brush-lines underlining it. The center spread on the left lists the particulars of the area while the right-hand page has a map bordered by the silhouette of the U. S. shield. The last page, with another series of broad brush-lines, "Penetration" ends the advertising message with a concluding text.

Another Frances Scott Party

Frances Scott, mistress of ceremonies and "city editor," on the "Who, What, When and Where" program Saturday, 10:30-11 p.m., EWT, on NBC network, will give her second "Studio Service Party" tomorrow. The audience and participants will comprise members of the Aircraft Warning Corps of the New York Fighter Wing.

WDEV Takes Exception To OWI Potato Drive

(Continued from Page 1)

tion, Squier wrote and criticized the War Food Administration, who had apparently informed the OWI of the general abundance of potatoes throughout the nation, for presenting an erroneous impression, at least as far as Vermont was concerned.

When Squier received the announcement from the OWI, he made a tour of the local markets and in no place could he find a market selling potatoes by the bushel. The markets were selling them by pecks and at prices that were not indicative of a surplus. Each peck was being sold at 79 cents, or equivalent to \$3.16 per bushel. Subsequently, Squier, instead of broadcasting the OWI announcement that would have caused greater shortages on a local market that was already short, sent a letter to Shirley M. Wolfson, in care of the War Food Administration office in New York. He wrote:

"We have just received your suggested radio script intended for use by food commentators. I note you are asking stations to urge greater use of potato as you say there is a surplus on the market today.

"This is not the case in Vermont at present, and with current market price of potatoes at \$3.16 per bushel, we are certainly not willing to lend our facilities to the promotion of unusually heavy sales."

In commenting on the exception, Squier said that the printing of the facts of this case might induce more station managers to do a little more checking up on the claims contained in the barrage of announcement material which is being fired at them by the various agencies affiliated with the home front.

NEIC Votes Co-Operation In Nation's War Drives

The National Entertainment Industry Council, at its committee meeting held last night, voted to offer its facilities to the furtherance of the Third War Loan Drive and to the National War Campaign (Winthrop Aldrich group). A committee of NEIC will go to Washington on Tuesday to confer with Treasury officials on methods of maximum co-operation.

The NEIC rally, flag raising and pledge report will be held August 23 instead of Sept. 20.

THIS LITTLE BUDGET WENT TO WORL BOSTON MASS.



Los Angeles

By RALPH WILK

EDGAR BERGEN—with the members of his official family, Charlie McCarthy and Mortimer Snerd—returned to Hollywood after spending three weeks entertaining the officers and men of remote military outposts in Newfoundland. This is the first mention of the comedian's tour, as word of his destination and work had been previously withheld by the government authorities. The one-man show ran close to two hours in length, with Bergen doing magic, Swedish and Latin characters in addition to his usual work. Bergen has begun plans for his Fall radio show and a movie soon to be announced.

Songs with a Latin flavor were highlighted on "Music to Remember," with Claude Sweeten's KECA orchestra and tenor Jimmy Nolan, Wednesday (3rd). "Marcheta" and "Cielito Lindo" were two of the featured selections on the half-hour concert.

Editorial comment representing a cross-section of American thought will be featured in "Voice of a Nation," heard over KFI Mondays through Fridays at 5:00 p.m. Jack Latham and Frank Hemingway will narrate the daily "Voice of a Nation" programs, presenting editorials from newspapers in American cities from coast to coast.

Orson Welles and Joseph Cotten were heard on KHJ Sunday in a one time radio adaptation of their "Mercury Wonder Show" which opened in Hollywood Tuesday. With Stu Wilson as producer and interviewer, the two actors described in words the features of the program presented under the big top.

Nelson Pringle of Wheaties newscast fame, is a man to admire. He's been getting up for an early morning newscast for so long, he has no further use for an alarm clock, therefore lives in Serenity—a tick-tackless, clockless house.

When NBC commentator Louis Lochner addressed the graduating class at the Stockton (Calif.) Army Advanced Flying School last week he met an old college friend he hadn't seen in 34 years. It was Congressman Leroy Johnson of California, who graduated from the University of Wisconsin in 1909 with Lochner. While several hundred flying graduates were receiving their officers' commissions, old grads Lochner and Johnson talked over their student days.

Dena Reed, is the author of "A Penny Saved," in which Martha O'Driscoll will appear. C. P. MacGregor, producer of the Hollywood Radio Theater signed her for this original playlet.



Reporter At Large . . . !

● ● ● Credit another bull's eye for The Horn & Hardart Kiddie Hour. . . The newest of its alumnae, Joan Roberts, star of the musical hit of the decade, "Oklahoma," and co-starred with James Melton on the CBSunday program for Texaco, has agreed to scribble her Jane Hancock to a David O. Selznick movie contract, calling for one picture a year for five years. . . A lengthy letter arrived at this desk postmarked Los Angeles, in which the worthy efforts to entertain at isolated Army Camps in California on the part of many more or less 'little known' actors and actresses, is chronicled. . . we've always handed bows or tossed Radiokays to those whose extra-curricular forays, did so much to entertain men in our armed forces. . . however since it is physically impossible for us to personally be present on all but a very few of these jaunts, we appreciate hearing about the unselfish efforts of members of the theatrical world, but we would like to know the sources of this information. . . the letter we refer to didn't even have the name of the author. . . hence we cannot mention any of the names contained in the letter. . . Robert 'Red' Sutherland, New England newspaperman, will be added to the Blue Net's News Room Staff August 23. . . We got a thrill listening to WBYN's "Keep Freedom Ringing" last night when Pvt. Herbert Lederer, 22-year-old Vienna-born lad, described his escape from the Gestapo 'lecats, finally reaching America where he promptly enlisted in the U. S. Army. . . Ed East & Polly's "Breakfast In Bedlam," heard on the Blue for the past four years, has been renewed for another year starting Oct. 1.

● ● ● With tonight's program, Gabriel Heatter, MBS commentator, completes a decade of Radiatory. . . Vera Barton, songstress will thrill the lads at Fort Dix with a half-hour of songs this afternoon. . . Though she had played at the "Old Vic" in London, she hadn't been doing much radio work, but since being selected the most photogenic actress in Radio a week ago, the 'Lexington' exchange has been flooded with calls for Adele Buschman from directors. . . Blue Network will toss a cocktail party next Wednesday at the Jansen Blue Room of the Waldorf-Astoria to introduce the new owner of that chain to the press. . . Eileen Farrell, CBStellar vocalist, now heard on the Prudential Family Hour during Gladys Swarthout's vacation, has been signed as a regular feature on the "American Melody Hour," starting Tuesday, August 24. . . In September, the repeat on the "Inner Sanctum," heard Sunday's over the Blue Net, will be an all-musical program. . . sponsors will then decide whether to replace the early show with music. . . Norman Winter, former RADIO DAILY staffer, is the author and director of the "Brazilian Parade" which will be channelled over 127 Mutual stations tomorrow by the Coordinator of Inter-American Affairs. . . Baritone Earl Wrightson is currently entertaining at Camps and Bases 'Somewhere in the South Pacific'. . . When Bob Hawk brought his "Thanks To The Yanks" program to U.S.S. Hunter College Naval Training Station, he drew a gale of laughter from two thousand WAVES when he quipped, "This is the first time I've seen so many happy women—wearing the same outfit". . . Bill Wells' platter-chatter on WNEW's nightly "Magic of Music" show is easy on the ears.

● ● ● Josephine Bangs, who plays "Miss MacDonald" in "The Open Door," was discovered by Axel Gruenberg in the N. Y. office of John Gibbs & Co. where she was employed as a secretary. . . Some fellows get all the breaks. . . Jackson Beck, the 'Cisco Kid' on the MBSeries, will have five different Power's Models on successive weeks, whom he'll rescue from the clutches of villains.

—Remember Pearl Harbor—

With the Color

LT. NORMAN WEISER, former member of RADIO DAILY staff, has been promoted to First Lieutenant in the Army Air Corps.

SIMON GOLDMAN, manager of WJTN, Jamestown, New York, entered active service with the National Corps, U. S. Army.

ANDRE BRUMMER, staff announcer of WLIB, Brooklyn, and producer of special musical presentations, joins the Army this Friday, reporting to Camp Upton.

MATT GETTINGS, announcer of WJNO, West Palm Beach, Florida, has been inducted into the service at Camp Blanding.

STEVE DOUGLAS, WRC-News announcer, Washington, D. C., reported to the RCAF August 30 for combat flying instruction. Douglas, born in Canada and now a naturalized citizen, received permission from the draft board. His age and marital status made his call by the draft improbable.

National Shoe Resuming New York Spot Campaign

(Continued from Page 1)
periods weekly. A daily participant on the Swing Billies program, one-minute spot-announcements.
WMCA—Jerry Lawrence Air Force, six 15-minute periods weekly.
James' Little Show, six 10-minute periods weekly, plus spot-announcements.
WOV—Alan Courtney's 1280 three 15-minute periods weekly. Baldi and recorded Italian spots, one-minute spots in English.
WPAT—Steve Ellis' Music Magazine, six 15-minute periods weekly, spot announcements.
Emil Mogul Company, Inc., is agency in charge.

Stork News

Al "Bam" Bamford, acting manager of KROW, Oakland, Calif., is father of a seven and one-half pound boy born July 22. The infant is first boy and the second child of Bamfords. He'll be called William Alfred.
James C. Fidler, former staff meteorologist for WLW, Cincinnati, his wife celebrated the arrival of a daughter, born in Muncie, Ind. August 1. Lt. Fidler is teaching meteorology to army pilots at the Navigational School in Hondo, Texas.

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Management FREDERICK BROS. MUSIC CORP.
New York Chicago Hollywood

Garey Hears Lang Of WHOM In Testimony At FCC Probe

(Continued from Page 1)

the OWI, and Hilda Shea of the FCC, had brought pressure to bear on the Foreign Language Wartime Control Committee, which committee Lang is a member, to have James Hopkins of WJBK, Detroit, change the content and attitude of the news commentator on that station to conform more with Cranston's viewpoint regarding the Russian situation in regard to the Polish-Russo boundary question and the death of ten thousand Polish officers.

It was revealed by Garey that Cranston thought the Detroit commentator was antagonistic to Russia and was voicing opinions inimicable to those of Cranston. Lang stated that the committee suggested that Hopkins stick to the news and not give views. When Garey asked Lang if he thought the FCC and the OWI engaged in censorship program content Lang replied, "I think you might put it that way."

Falk's Recommendations

Lang also told the investigating committee that Lee Falk, head of the Foreign Language Division of the OWI had recommended that his station stop doing business with three advertising firms which Falk considered potential sources of Fascist propaganda. Garey pointed out that Falk had not the slightest authority for his actions.

In regard to personnel Lang revealed that he started to take broadcasters off the air as far back as 1934 for pro-Fascist tendencies without being told to do so by any federal agency. He said that he removed Herbert Oettgin from WFAB in 1934 for Nazi leanings; in 1935 he removed George Bruenner for the same reason. In 1936 after Lang and his associates gained control of WHOM he again removed Oettgin from the air. Following these dismissals Lang stated that he was responsible for the removal of Doménica Trombetta, the Italian comedy team Maglicini and Cavallero, engaged in Fascist propaganda work. Pietro Garafalo, who later went to WBNX but was subsequently taken off at Lang's suggestion, Cola-Negri and Vinzo Cometo who was taken off because his program was discontinued by the sponsor.

It was stated that Elsa Maria Troya was taken off the air at the suggestion of Lee Falk of the OWI. Falk, it was told by Lang never made any specific accusations against Troya and would never give any even though he was asked for them on innumerable occasions.

Garey on questioning Lang brought

out that Lang had hired an investigator at his own expense to look into the matter but never was able to find any basis for the complaint against her. When she was removed from the air Lang said that the station suffered the loss of \$6,000 because two accounts, Selwyn Fur Co., and the Adolf Schragger Furniture Co., withdrew from the station. Probing into the activities of Falk it was disclosed that he had a blacklist of radio personnel. He wanted to keep them off the air and none were hired because of this blacklist. It was also reported that when Lang asked for specific reasons as to why people should be kept off the air Falk said that he would have to be satisfied with what was told him and act on their (the OWI) say so.

Lang Reveals Losses

In questioning Lang on the effect the temporary license had on clients Lang stated that this type of license militated against the station and that the organization suffered the loss of approximately \$15,000 to \$20,000 per year. The temporary license was first issued to the station in Dec. 1942. Since May 1, 1943 the station has been operating on a 60-day temporary license which expires Sept. 30 of this year.

Garey, in looking into the license matter brought out that Lang had looked into the matter and had conferred with Nathan David of the FCC to find out when the license would be restored. At that time David told Lang that the license wouldn't be restored until after the FCC investigation of the foreign language stations was completed, that Lang would have to bide his time until that was effected.

Lang told the investigating committee that other personnel had been hired by the station at the recommendation of the OWI. One Ilise Intrator had been engaged because of her alleged anti-Nazi activity, as was Roberti Bertolini.

It was also revealed that personnel at WHOM was being investigated by Albert Fenner as to their religion, political affiliations, and what they thought of certain international questions, which as Lang pointed out was not in the province of any member of the FCC to ask.

Garey wanted to know from Lang whether he complied with the demands of the FCC because he was afraid of not having his license restored. Lang steadfastly denied the allegation.

Hearings resume today at 10 a.m. in the Federal Building, New York.

Stork News

John Gordon, assistant to Storrs Haynes, of Compton Advertising, Inc., is the father of a son, his first child, born July 28 at Elgin, Ill. The baby will be named John Stuart.

Beverly Mahr Leaves Radio

Beverly Mahr, NBC vocalist is leaving the airwaves after three years of continuous broadcasting on NBC. Beverly is going West with her husband, Carl Mahr.

AGENCIES

GOODYEAR TIRE AND RUBBER CO. has engaged H. A. Bruno and Associates to serve as its public relations counsel.

JULE GORDON is resigning as a director and eastern sales manager of the F. W. Fitch Co. to become director of retail sales of the Nestle-LeMur Co., Cleveland, beauty parlor supplies. Gordon was with Fitch for 19 years, creating its advertising department and writing and staging the first Fitch radio show.

CONMAR PRODUCTS CORP., Newark, New Jersey, makers of Conmar Major Zippers, has appointed Wm. H. Weintraub & Company, Inc., to handle its advertising account, effective immediately.

REYNOLDS METALS CO. has appointed J. Walter Thompson Company to direct its advertising, effective September 1st. Further details will be announced at a later date.

NBC Daytime Page Staff Now Entirely Feminine

(Continued from Page 1)

tion desks in the lobby and on the eight studio floors of the NBC Building.

The decision to convert the day page staff from men to young women, now completed, was made several months ago when increasing numbers of trained pages were being inducted into the armed services. It was recognized then that candidates would have to be selected with great care in order to assure a high type of personnel.

"Pages and pagettes have a tremendously important assignment at NBC," Paul Rittenhouse, manager of the guest relations department, pointed out. "Of all our employees, these young people are most closely associated with the thousands of visitors who pass daily through NBC's corridors and into the studios. They must know how to meet and greet the guests who come from all parts of the country and from all walks of life. The treatment these people receive at the hands of our employees is the picture of NBC they will retain when they return to their homes."

Under the plans which led to the formation of the pagette staff, the young women eventually will receive the same training that has been given pages. Furthermore, they will be offered opportunities to prepare themselves for other positions for which they seem best fitted.

The appointment of the first ten pagettes may lead to the early employment of others if the present group works out satisfactorily. By substituting pagettes for pages, as the latter are called to service, NBC expects to maintain a stable staff, fully trained to serve as the network's personal contacts with studio guests.

QUEST-ING

BEFY HUTTON, on Charlie Mar... "Radio Playhouse," today... CBS, 9 p.m.).

LARD E. GIVENS, executive... of the NEA, and GEORGE... director of the American... on Education, on "For This... tomorrow (WEAF-NBC, 7...)

UI CHATTERTON, on the "Sa... Night Bondwagon," tomorrow... Mutual, 10:15 p.m.).

ROMER W. CARPENTER, min... the First Christian Church... of Christ, Louisville, Ky.,... Columbia's "Church of the Air,"... (WABC-CBS, 1 p.m.).

CORIGLIANO, as violin solo... DUDLEY DIGGES, as inter... commentator, on the program... New York Philharmonic, Sun... (ABC-CBS, 3 p.m.).

ILLIAM O. CLAYTOR, presi... the National Dental Associa... "Wings Over Jordan," Sun... (ABC-CBS, 10:30 a.m.).

EL MERMANN, on Jerry Les... Variety Show," Sunday... CBS, 7 p.m.).

H BELLAMY, in an adapta... Corey Ford's book, "Short... Tokyo," on "Cavalcade of... Monday (WEAF-NBC, 8...)

HER ANGEL, BASIL RATH... and REGINALD GARDINER, ... adaptation of "Spitfire," on... program of the "Screen Guild... Monday (WABC-CBS, 10...)

HOFMANN, on the Great... Series of the "Telephone... Monday (WEAF-NBC, 9 p.m.).

On Speaker List Of Retailer "Circuit"

ore Gamble, assistant to Sec... of the Treasury Henry Mor... Jr., has been added to the... speakers who will address... on's retailers on August 10... closed circuit to NBC affil... m that date, groups of re... will meet in local studios at... EWT, to hear authorities... plans for the coming War... campaign conducted during... by the Treasury Depart...

speakers already scheduled... event are Palmer Hoyt, di... OWI's Domestic Bureau;... alker, chairman of the Re... ar Campaign Committee and... M. Allen, president of the... Retail Dry Goods Associa...

lks will not be broadcast.

Rosenbaum Letter Gives Radio Men Farewell Angles On AFM Disk Ban

(Continued from Page 1)
out what they considered flaws in a theory not in harmony with their way of thinking.

Rosenbaum's letter follows:

Broadcasters Doubtful

Before withdrawing tomorrow into the anonymity of army uniform I send you a parting message on the subject of the recording situation.

Last October I wrote to all of you to say that I did not believe the slambang attack on Petrillo would succeed. It did not.

Last January, after the Senate hearings, I wrote to all of you again. I pointed out that while it would take legislation to solve the problem, the legislation you would get would be the opposite of what you were asking for.

Now I write once more to urge you to review the position, Congress will be fully occupied with war and post-war matters, beside which the recording of music will seem to it like a trifle. I predict Congress will give it no attention unless the music industries and the union agree on a program and get together on a law which will be satisfactory to both.

Some of you, and particularly our National Association, still believe in Santa Claus, and are waiting for the War Labor Board to make a ruling for the transcribers that will force the musicians to accept employment by the record-makers. I am not speaking as a lawyer, but you all know how specious is the plea that the war will be made longer if advertisers cannot send you musical jingles on platters. You know perfectly well it is a matter of revenue, not patriotism or war service. Certainly we serve the war effort. So do plenty of others. That is no reason to expect to continue to get something for nothing when we are in business for profit.

WLB Prediction

It is my prediction the War Labor Board will wash its hands of this whole dispute when it gets the facts. This has plenty of real work to keep production moving for munitions and food that really fight for victory, without lending itself to an effort of the music industries to perpetuate the commercial pirating of records made and sold for home use only.

Meanwhile no new records are being published and none will be until all of us get together. Therefore I feel it not amiss to leave a constructive thought with you. It is largely a repetition of what I recommended last January, but maybe I was too early then. Maybe it is still too early. Very often a disease has to get a lot worse before it begins to get better. That is up to you.

I know I am addressing an audience that has no sympathy with the whole idea of the right of copyright. I believe a majority of you, by number, are convinced, for instance, that the fees collected by Aescap for composers and publishers are a form of tribute that is collected but not earned. Therefore it is not surprising if you resist the further extension of the right of copyright which affords the only possible solution to this recording impasse.

Urges Performer Rights

Yet I now depose, suggest and urge that the performer should have a right of protection similar to that which the law already gives the composer and his publisher. In fact, in some jurisdictions the performer's copyright is recognized at common law. Such is the law as declared by the Supreme Court of my own state of Pennsylvania, so it cannot be so shocking, and you might as well start to get used to the idea.

In fact, I venture another prediction, that sooner or later Congress will grant the performer that copyright by statute. It will come because it is right and just that it should. How much better that it should be done promptly, by agreement between the performers and the employers, and that there be an understanding based on mutual respect and protection.

I shall not weary you by repeating all the arguments I presented in my letters of last October and last January. But I shall sum them up. I said (1) the musicians have a just complaint against the commercial use for profit of records played, made and sold "for home use only"; (2) the performer has

a right of protection which should be given recognition.

Juke-Box Industry

These arguments I implemented by some facts. The juke-box industry collects an annual gross which I was then informed was \$150,000,000 per annum, but which I am told now is nearer to \$250,000,000. This business is built entirely on records, mostly second-hand, without employing a single live musician.

True, radio stations use records, and there are said to be 400 stations that employ no live musicians. They will have to pay a performing royalty somehow before they are through, and my plan will show the way.

On the other hand, I asked that it should not be overlooked that the gross of the motion picture industry is many times the gross of even the juke-box industry, and it should be included in any overall computation of the sources of royalty.

It is my conviction that the musicians have no just complaint against the record-publishers and manufacturers or against the transcribers, or against that segment of the radio industry which employs live musicians in accordance with the 1937 Plan of Settlement. The complaint against the other commercial users of music for profit is, however, in my opinion, justified.

Union has declined to accept any more engagements to play for recordings. We have said to Union, in effect: "What do you want?" Union says: "Nothing. We just don't want to record because we want to protect live performers."

Proposes An Accord

Therefore I propose that the commercial music industries get together with the union on the following program:

It seems to me it is up to the industries to propose a method by which live performers will be given protection and members of Federation will again play for recording.

Here, I believe, it is:

Let us propose to union that we will join with it in urging Congress to extend the right of copyright to cover the performer, provided union will agree the right will be exercised in a manner that will create new employment instead of merely enriching those who already have employment.

You ask how this can be done. This is how:

Practically every professional performer is a member of the American Federation of Musicians. Let us recognize that fact. We then ask the Federation to make it a condition of its membership that every member must assign to the Federation his performing copyright under this new law. We shall now ask the Federation to set up a machinery for administering the new copyright which is in accord with public conscience and the better interest of all music and musicians.

Such machinery, for instance, could be a Board of Trustees named by Federation but including a representative of the public and a representative of the industries. This Board would disburse the royalty fund collected and use it for live employment of Federation members, after certain deductions. The deductions would be: first, the cost of administration of the fund; second, a fair share of the royalty to the performers who create it. Any employer who employs live musicians would receive credit against his royalty obligation.

Favors Disk Royalties

In other words, any commercial user of records for profit would have to pay the Federation fund a fixed royalty for such use, based on his gross revenue derived from the use of records, against which he would be entitled to credit for any money he spent for live musicians.

Let us suppose a royalty of three per cent were agreed. A radio station which derives \$10,000 per annum gross revenue by the use of records would be obligated either to pay the fund \$300 per annum or spend that much for services of members of its local of the Federation. What is wrong with that? On this basis, an annual fund of large amount, possibly ten millions of dollars, would be produced from the start, without any undue hardship to anybody, and make possible ordinary justice to the organized musicians without whose services the music industries would, of course, not exist.

As to the expenditure of the fund, I

recommended that it be spent pro rata in the different parts of the country from which it is collected, and that it be spent in connection with the educational system of the country, so that it would work no unfair competition with the commercial music industries which create it.

It does not require much imagination to see that this opens up possibilities for the development of the art of music in this country, such as has never been experienced in the history of music.

This is my plan and proposal. I leave it with you and recommend that you study it calmly, without the high temperature that is so far evident in all of your public statements.

"Forget About Petrillo"

Forget about Petrillo. He is merely an instrument in an economic conflict which must be resolved with justice and vision.

I view with complete good-nature the prospect that now you will soon hold another lot of district meetings and unanimously approve resolutions which ignore my suggestion and endorse your association.

If you do, then I want you to know what will happen next. Here is a final prediction: The manufacturers and the union will get together without you. They will get Congress to grant performing copyright. Every recording engagement from then on will require the performer to assign his copyright to the record-publisher. The publisher will collect the royalty and give the union a small fixed fee per record. You will pay more royalty than you now have any idea of, and you will pay it whether you employ live musicians or not. The public is not interested, as long as it gets its records. The juke-box will escape scot-free and you broadcasters will foot the bill. Instead of being used for the good of music by creating more opportunities for the young people of our country to make a living as musicians, the money will add to manufacturers' profits. If you let it go like that, all well and good. We all have friends among the manufacturers too.

Now this transmitter will sign off and cease to trouble you for the duration. I love you all, those who disagree with me, who are many, and those few who tell me indubitably they believe I am right. Whatever happens, I know broadcasters will continue to serve the public interest. They will have to.

Broadcasters Doubtful

Regarding Rosenbaum's letter broadcasters in New York pointed out that his theory that broadcasters should pay a percentage of their gross income for the benefit of musicians who are allegedly unemployed because records were used, would apply equally to network broadcasting, to actors, to singers and to other categories of employees in the broadcasting and recording industries. They pointed out that the assumption of obligations to persons whose services the broadcasting industry did not use, either directly or indirectly, involved a grave economic fallacy. These broadcasters also argued that far from there being any proof that radio broadcasting had interfered with employment of musicians, all of the evidence was that there had been more musicians employed, at higher wages, since the radio, than ever before in the history of this country or any other country.

Scoff At "Jingles" Claim

Some broadcasters were particularly at variance with Rosenbaum's suggestion that the controversy before the War Labor Board involved merely "musical jingles on platters" and, therefore, did not affect the war effort. These broadcasters stated that the jingle type of one-minute an-

War-Program Id



"Soldiers of Safety"

"Soldiers of Safety" is the another in the series of p over WLW in the interest welfare of war workers in c tion with the U. S. Depart Labor which will be broadc turday.

This Saturday's program w with industrial safety for wo ployes. Material for the br is being gathered at the M Norris Company of Connersvil where a large number of wor ployes operate heavy machine cluded on the program will b views with women employes, supervisors and women train the Company's machine t school.



"Foreign Assignment"

"Foreign Assignment," a n ries of dramatic adventure played against authentic local be governed by the change o throughout the world. The n ries made its debut Sunday will be presented at 2:30-3 p.m Sunday on KHJ, Los Angele initial broadcast presented the ican correspondent Brian Ba Turkey. "Foreign Assignme written by Frank Pharos and ed by Tom Riley.

nouncements was continuing minished with vocal recordings effects and the like, and tha was really involved were libra vices and 15-minute shows. pointed out that stations far the centers of large population competent musicians are av could not survive indefinitely out a supply of transcription that this certainly would invol maintenance of wartime con cations.

See No AFM Headway

Representatives of broad stations also pointed out the main burden of Rosenbaum's seemed to be that the broadc industry has not yet beaten P. It was pointed out that Petrillo not made any headway at al indeed, that his members have deprived of millions of doll revenue without any advantag soever. Under these circumc broadcasters said that the co surrender by Rosenbaum on a ciple which they believe basic valid, seemed totally uncalla.

Radio men also indicated th trillo had felt keenly his action the position in which his unio placed and was showing this b concerts under which he prop use musicians who are alread ployed. Broadcasters said thi counter to Rosenbaum's idea of the union got money out of b casters, it would use it for who aren't fully employed.

1943 RADIO ANNUAL

**CONTAINS
A COMPLETE
LIST OF
INSTRU-
MENTALISTS
AND
THEIR WORK
DURING 1942**

•
PAGES 831-834



✓ **MORE THAN 1000 PAGES**

✓ **HARD COVER CLOTH BOUND**

✓ **COVERS RADIO COMPLETELY**

***Y**OUR check for \$10 will bring you a copy of the 1943 RADIO ANNUAL
plus the next **260** issues of RADIO DAILY (full year's subscription).*



Coast-to-Coast



WTMJ, for the 15th consecutive year with Russ Winnie at the mike, will broadcast the gridiron games of the Green Bay Packers and the University of Wisconsin Badgers. The Wadhams division of the Socony-Vacuum Oil Company, as in the last 15 years, will sponsor the series of football games.

In order to insure even more thorough cooperation with network accounts, WING, Dayton, has a chart of coming and current shows with starting date, pre-announcements, ads and other services to be checked off by the promotion department as soon as they are finished.

"Camp Ellis on Parade," is a 15-minute presentation of news and views, highlighting the hit tune of the week chosen by enlisted men at the Camp Ellis, Ill. stamping grounds, Sunday. Pvt. Clark Dennis, former singer with Paul Whiteman, sings the hit tune. Lieut. Grant C. Butler, former Chicago "Herald-American" sports writer, is the writer and producer. The broadcast originates in the WBBM, Chicago studios.

Charles Davila, former Rumanian ambassador to the United States, and Dr. Emil Lengyel, author of "Danube" and many other books on international topics, will be the guest speakers on WLIB, Brooklyn "Liberty Forum," Sunday. Their topic will be "Will Hungary and Rumania Desert Hitler?"

While Simon Goldman serves in the Signal Corps of the U. S. Army, Dayton S. Wilkins, treasurer of the James Broadcasting Co., will take his place as manager of WJTN, Jamestown, N. Y.

Bill Rothrum, sportscaster of WSYR, Syracuse, who was recently assigned to handle a show originating at Sampson, N. Y. Naval training base, was almost shanghaied because he had gotten mixed with a group of recruits in civilian clothes.

Clarence J. Brown, representative in Congress from the seventh Ohio district, tonight at 8:30 p.m. will begin a series of talks over WLW, Cincinnati under the general subject "Voice of Congress."

Katherine Fox, coordinator of war activities and public service director for WLW-WSAI, has announced a new series of programs in the interests of the local Navy Recruiting Office to be broadcast over WSAI, Cincinnati each Saturday evening.

KYA, San Francisco, has contracted with Press Association, Inc. for the special radio wire of the Associated Press, Wilfred L. Davis, president, announced. The new service will include teletypes and other features in addition to AP dispatches.

E. R. Cappellini has been appointed manager of KALB, Alexandria, La. by Walter H. Allen, owner. Cappellini received his final U. S. citizenship papers in 1937. He has been with KALB since 1939 as news editor and commercial manager. Cappellini, born in Chile, has a knowledge of Spanish, French and Portuguese.

Jack Shere, former White House photographer, who has snapped the president so many times that the count has been forgotten, will be interviewed by Kathryn Cravens on her program "News Thru A Woman's Eyes" today over WNEW, New York City.

Dr. Henry Townley Heald, president of Illinois Institute of Technology, only 38 years of age, will be cited "For Distinctive Service" on the program of that name today over WGN, Chicago. Kane Campbell, formerly with NBC in New York, joined the WGN staff as continuity writer.

The American Women's Volunteer Service begins a new WBNX, New York series this afternoon at 4:15 p.m. Mrs. Alexander Haring, chairman of AWVS radio activities, is in charge of the latest addition to WBNX' schedule of wartime broadcasts. WBNX salutes Belgium, Australia and Greece during its "United Nations Notes" programs on Tuesdays, Wednesdays and Thursdays.

Gloria Carroll, singing star of the WEEL, Boston "Coffee Club," inaugurates a new series of programs entitled "Musically Yours—Signed Gloria Carroll," Monday, Wednesday and Friday beginning Monday at 6:15 p.m. Evelyn Howe has invited Marie H. Houlahan, director of publicity for WEEL, to attend her "Five O'Clock Follies" program Monday.

WNYC, New York will salute the Coast Guard tomorrow as a feature of the Lewisohn Stadium Concert broadcasts.

WFTC, Kinston, N. C., is really worried about its listening audience. Rev. Clifton Rice, who conducts a religious program over WFTC, told Jonas Weiland, owner of WFTC, that in the last seven years he has announced the deaths of 4,200 of its listening audience.

WIOD, Miami, Fla., participated in the Miami birthday celebration recently with a program presenting historic highlights in the city's growth. The biggest part of the show related the early developments of the metropolis as told by old-time residents. Mayor Leonard K. Thomson of Miami made an electrical transcription of a greeting to Miami's fighting men on the battle fronts throughout the world. The greeting will be shortwaved from New York by the OWI.

In cooperation with the Missoula Public Library, KGVO, Missoula, Mont., is currently presenting a series of quarter-hour programs weekly under the general title "The Open Book" to acquaint the general public with special services offered by the library and to review new books added to the library's collection. Nina Ford, head librarian, supervises the broadcasts. KGVO is currently producing and transcribing four programs of news and sports monthly for Western Montana servicemen overseas. Programs are utilized by both the East and West Coast OWI overseas program division and the United States Army special service division.

Chief announcer Murray Jordan returns to the announcing chores at WLIB, Brooklyn, after a two-week stay in Milford, Conn. Edith Zornow, office manager of WLIB, is taking her vacation at the Cedars Country Club. Assistant musical director Roger Wayne has gone to a hospital for an operation.

The RCA-Victor Division of Radio Corporation of America has contracted with WDRG, Hartford, for 10 weekly one-minute ET's through to September 17. The account was placed by Ruthrauff & Ryan.

C. M. Hunter, program director of United States Broadcasting Company, has completed arrangements for the broadcast of a series of concerts from Severance Hall by the Cleveland orchestra which will be heard each Sunday evening at 9 over WHK, Cleveland. The programs will be made available to Mutual affiliates.

Bruce Wallace has returned to KOIL, Omaha as studio manager after a session at WING, Dayton. Harold Roll of Allen & Reynolds advertising agency is now director of sales and promotion for KOIL and two Lincoln, Neb. stations, KFAB and KFOR.

Jim Stuber of the Ohio Wildcat conservation organization will take a leave before a WHIO, Dayton mike, Friday, August 13th of August when he will hold a program on constructive suggestions the Ohio sportsmen and sports writers siding in the Dayton area. The no "bugaboo" for Stuber.

Faced with a problem which the OWI series was taken off the air, Woehmeyer and Harold Clark, continuity department got together and wrote a "Proudly We Hall" which deals with war information story of an American hero who scribbled music keyed to the tin something on what the individual do to help win the war. Most sponsors of the OWI series transferred to the newly created program on WOWO-WGL, Fort Worth.

Jimmy Scribner, the creator of "Johnson Family," while in Philadelphia for a personal appearance at the Theater, will originate his Negro-strip on WIP for the week of the 19th.

KROW, Oakland, has scheduled a series of transcribed programs prepared by the Royal Norwegian Information Service. Titled "Nights On," the stories are based on actual fact and are designed to show that the spirit of the Vikings lives on. Fourteen offers of blood donations was the result of a single announcement made on KROW's new morning "Western Roundup" program. As a public interest feature, KROW broadcast an interview with W. Austin Campbell, manager of public relations for Timm Air Corporation, Los Angeles, where troop gliders for the Army Air Corps are being manufactured.

When a meeting of the Connecticut Broadcasting System was held in Haven recently, the delegative group decided to change their name to that of Connecticut State Network to avoid confusion of initials with the Connecticut Broadcasting System. Harold Meyer, WSSR, Stamford, was re-elected chairman and James T. Milne, secretary-treasurer.

Ken Yeend Leaves KWSC For Position With K...

Pullman, Washington—Ken Yeend, director of KWSC, has resigned to become director of education and farm programs at KCBT, CBS Seattle affiliate. Yeend came to KWSC in 1934, when the station was still connected with Washington State College, as half-time student assistant to the station director. In 1937, he transferred to KVI, Tacoma, as director of the continuity department, returning to KWSC after a short period to become acting director and financial director. In addition to his station activities, Yeend has been a member of the Washington State College faculty for nine years.

BIRTHDAYS

- | | |
|---------|-------------------|
| 1 9 4 3 | |
| 17 | 18 19 20 21 22 23 |
| 24 | 25 26 27 28 29 30 |
- August 6**
- Jim Ameche
 - Jack Armstrong
 - Arthur Fields
 - Frank Froeba
 - Leonard M. Leonard
 - Peg Moody
 - Tony Parenti
 - Louella Parsons
 - Guy Remington
 - Louis K. Sidney
 - Walter Valentine
- August 7**
- Torrence E. Danley
 - Orm Downes
 - Kathleen Fitz
 - W. C. Garland
 - Al Goodman
 - Hildred Price
- August 8**
- Charles Boyer
 - Bill Connor
 - Ross Graham
 - Gail Henshaw
 - Red Ingle
 - Michael E. Kent
 - Nino Martin
 - J. Matfield
 - Edna O'Dell
 - Robert L. Simpson
 - Otis Wright
 - Victor Young
 - William Elmo Tanner

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

24, NO. 27

NEW YORK, N. Y., MONDAY, AUGUST 9, 1943

TEN CENTS

J. S. Shortwave Winning

Witness Alleges OWI-FCC Domination

May's session of the House Select Committee investigation of the FCC delved through the continued testimony of Joseph Lang of station KGO that two Federal agencies, OWI and FCC, sought over all authority regarding program content and personnel on foreign language broadcasts.

It was also revealed that OWI and FCC delved into the ideologies of foreign language station personnel regarding to fascist tendencies but on occasion was anything done to

(Continued on Page 7)

Buy More War Bonds and Stamps

Chicago Spot Business Shows Big Improvement

Chicago—Spot business here is on the upswing, with at least two outstanding current biz and the outlook as most promising in history.

Chicago key station of the network, according to Gil Berry, spot sales manager for the Central Division is going parry strong. New contracts for business just signed include the

(Continued on Page 8)

Buy More War Bonds and Stamps

War Returns To KMOX; Leads New Department

St. Louis—C. G. "Tiny" Renier reports KMOX-CBS outlet, to be head of a new Department of War Sales, established to provide national service to national and advertisers. Renier, who has had a successful year as producer in the New York offices of

(Continued on Page 4)

Bowes Culls RCAF

Montreal—An opportunity for local RCAF personnel to take part in Major Edward Bowes' "Amateur Hour" is provided this week. Auditions are being held at Lachine Manning Pool Depot for members of No. 5 Manning Depot, No. 3 Training Command and No. 1 Wireless School. Finals are scheduled for tonight. Two to seven airmen will be chosen to take the trip to New York for Thursday's show.

Mutual July Billings Rose 104% Over 1942

Mutual's billings for the month of July reveal a gross of \$1,088,809, which is the third consecutive month that the network has exceeded the million dollar mark. Figure also reveals an increase of 104.9 per cent over July of last year, when the gross revenue was \$531,305. Cumulative total for the seven months totals \$6,991,727 which is an increase over the same period in 1942 of 19.2 per cent.

Buy More War Bonds and Stamps

Lewis Rejoins CBS; Making Special Study

William B. Lewis has accepted a special 12-month assignment from President William S. Paley of CBS wherein Lewis will make a nationwide study of radio program service;

(Continued on Page 3)

CIAA Reports Broadcasts To So. Am. Killing Demand For Axis Programs; BBC Planning Additional Shows

Hummert Quitting BSH Will Start Own Firm

Frank Hummert, of Blackett-Sample-Hummert agency, will sever his connection with the organization as of Dec. 31, 1943 and will open his own firm to be called Hummert Radio Productions. It is presumed that Mrs. Anne Hummert will be associated with him in this venture.

Hummert joined the Blackett-

(Continued on Page 6)

Buy More War Bonds and Stamps

Lew Weiss Appointed To OWI Radio Committee

Los Angeles—Appointment has just been accepted by Lewis Allen Weiss, vice-president and general manager of the Don Lee Broadcasting System, as a member of the Radio News and Policy Committee of the Office of

(Continued on Page 6)

Buy More War Bonds and Stamps

RKO's New Promotion Increases Radio Time

Radio is again being employed with great effect by Radio-Keith-Orpheum in the promotion of its current film production "Behind The Rising Sun," now being shown in Boston. It is evident that the new movie-production

(Continued on Page 6)

Washington Bureau, RADIO DAILY
Washington—United States networks today are averaging 420 hours of programs a week into South America, it was reported last week by the CIAA. Our broadcasters have won the fight for the air from the Axis, with the influence of Berlin, Tokyo and Rome broadcasts into the Latin-Americas growing less and less potent.

Recent CIAA surveys have shown that the four million receivers below the Rio Grande are now tuned in to Allied frequencies far more than to

(Continued on Page 6)

Buy More War Bonds and Stamps

FMBI Directors Meet On Post-War Problems

Milwaukee—Frequency Modulation Broadcasters, Inc., held a directors meeting here late last week, confab being open to all members. Among those present were directors, Walter J. Damm, president; Theodore Streibert, Arthur Church, Walter Evans,

(Continued on Page 3)

Buy More War Bonds and Stamps

RCA Declares Dividend On First Preferred Stock

Following the meeting of the Board of Directors of the Radio Corp. of America held Friday in New York, David Sarnoff, president, announced that a dividend of 87½ cents per share has been declared on the out-

(Continued on Page 2)

★ THE WEEK IN RADIO ★

... OWI War Loan Plans

By PEGGY BYRNE

INDUSTRY received from the OWI plans for its part in the Third War Loan drive. Campaign, from September 9-30, will be inaugurated with Radio Day. On September 9 the industry will devote all possible time to promoting the drive. Network Allocation Plan, Special Assignment Plan, and local station announcements will be used to their fullest extent on that day. Sixty per cent of the network plan time will be enlisted for the remainder of the

drive. Ten million dollars of time and talent are expected to be donated by broadcasters during drive, and over one billion listeners are to be reached.

Samuel R. Rosenbaum, president of WFIL, Philadelphia, issued a letter to broadcasters, before leaving for the Army, and offered his plan to settle the AFM recording ban. He suggested establishing a performer copyright, which musicians would

(Continued on Page 2)

Fortitude

Mark Love, who conducts the WGN, Chicago program "Greetings From Your Boy," although now hobbling on crutches, is a trouper of the old school. Late one night he fell and broke his ankle. Realizing that if he had the ankle treated, he would not have time to open his show, he arrived at the WGN studio and for 25 minutes went through the paces.

Double-Talk

Begley, as Alexis a Greek, had to speak a number of lines in Greek on "Hop Har" on the Blue. Hence, conversation was made with the Greek of Information for translation. However, when Begley read it, it was "Greek" to him. They were literal but the phonetic pronunciation was lacking. However, on the air as received.

RADIO DAILY

THE WEEK IN RADIO

... OWI War Loan Plans

(Continued from Page 1)



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MARVIN KIRSCH : : : : : Business Manager

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FINANCIAL

(August 6)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|--------|--------|---------|----------|
| Am. Tel. & Tel. | 152 | 152 | 152 1/4 | - 2 1/8 |
| CBS A | 22 | 21 3/8 | 21 3/8 | - 1/8 |
| CBS B | 21 1/2 | 21 3/8 | 21 3/8 | - 3/8 |
| Gen. Electric | 36 1/4 | 35 3/8 | 35 3/8 | - 3/8 |
| Philco | 22 | 21 1/2 | 21 1/2 | - 3/4 |
| RCA Common | 9 3/4 | 9 1/2 | 9 1/2 | - 1/4 |
| RCA First Pfd. | 69 | 69 | 69 | + 1/4 |
| Stewart-Warner | 11 3/4 | 11 1/8 | 11 3/4 | + 1/8 |
| Westinghouse | 91 1/2 | 90 | 90 | - 3/4 |
| Zenith Radio | 31 1/4 | 31 | 31 | - 1 3/8 |

OVER THE COUNTER

| | Bid | Asked |
|------------------------|--------|--------|
| Farnsworth Tel. & Rad. | 8 5/8 | 8 7/8 |
| Stromberg-Carlson | 10 3/4 | 11 3/4 |
| WCAD (Baltimore) | 20 | 23 |
| WJR (Detroit) | 27 1/2 | 29 1/2 |

S. S. Round-Table

Arthur J. Altmeyer, chairman, and George Bigge and Ellen Woodward, members of the Social Security Board, will participate in a round table discussion of the Social Security Administration, its future needs and plans, during a special NBC broadcast Saturday, August 14 at 4:00 p.m., EWT. The date of the broadcast is the eighth anniversary of the founding of the Administration.

Stork News

Fred Deinert, sales manager of WPEN, Philadelphia, is the proud poppa of a new broadcaster, Darlene Joyce, born about three weeks ago.

5000 WATTS 1330 KILOCYCLES

ENGLISH • JEWISH • ITALIAN

The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.

HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N. Y.

place in the hands of the AFM. Payment of royalties would go to the union on condition that they use funds to hire unemployed musicians, working in conjunction with the country's educational system. He warned that if the industry did not act, the manufacturers and union would make a separate agreement and get Congress to establish the copyright. Then manufacturers would demand the copyrights and royalties, and at a much higher percentage. . . . New York broadcasters pointed out that such a ruling would apply to all other performers, as well as musicians, and that there was no reason why the industry should assume responsibility for persons not in its employ.

Special meeting of the NAB board of directors in Chicago passed three resolutions: one, that the meet had not been called to consider the possibility of removing Neville Miller, president; two, that William B. Lewis should be considered as a possible successor to Miller in 1944 (Lewis withdrew his name); three, that a special committee be nominated to consider possible candidates to succeed Miller at the expiration of his term in office. . . . BBD&O concluded arrangements with three sponsors and WGRB, General Electric television station in Schenectady, to use one hour monthly. . . . Cox investigation of the FCC resumed hearings, having moved to New York for this lap of the probe. Witnesses last week were James A. Guest, chief of FCC New York field office, Gene T. Dyer, owner and operator of three mid-western stations, and Joseph Lang, general manager of WHOM, New York. Main point of the sessions was to show that FCC controlled, through the OWI, the personnel policies of foreign language stations, and that stations had suffered losses due to this.

Sale agreement of the Blue Network to Edward J. Noble, chairman of the Life Savers Corp. and owner of WMCA, New York, was announced last week. Noble stated that there will be no changes in personnel. . . . Though it was thought that McGraw-Hill was possibly still involved in

the deal—due to a statement by James L. Fly that he had not heard about a McG.-H. withdrawal—Noble stated that he had no associates in buying the web, that he did not intend to acquire any, and that he would offer stock to affiliates and the public. Sale pends on an FCC approval.

War Labor Board selected a three-man panel to conduct hearings on the AFM recording ban. . . . CBS netted \$2,204,488.11 during the 26 weeks ending July 3, 1943, the board of directors announced last week. At the same time, they revealed that Edward Klauber, director and also chairman of the executive committee, had resigned because of ill health. . . . RCA statement of income for the second quarter of 1943 showed a gross of \$141,001,366, a fifty million dollar increase over last year's for the same period. Net income, however, with taxes and charges deducted showed a decrease of \$77,223. . . . WJZ released a listener study for the area covering New York stations. Survey was conducted by Crossley, and is considered to be one of the most comprehensive jobs done on this area.

New York stations gave full cooperation last week to Mayor LaGuardia in his efforts to stop riots in Harlem. . . . NBC announced that it is revising its advertising rate scale, effective September 1, to meet increasing operating costs. . . . RCA announced plans for an extensive survey of music as it affects morale and production of war workers. Dr. W. A. Kerr, psychologist of RCA personnel planning and research division, will direct the study. . . . NBC western division executives met last week with Niles Trammell, president, and W. S. Hedges, vice-president in charge of station relations, to discuss their wartime problems. . . . FCC named Earl Minderman as Director of Information last week. . . . Latest Hooper ratings for evening shows placed Walter Winchell in the lead, followed by "Take It Or Leave It". . . . Roger W. Clipp was appointed executive vice-president of WFIL Broadcasting Co. to act for Samuel R. Rosenbaum, president, during his leave of absence for military service.

Linton Appoints Higgins To Head Chicago Office

Harold Higgins has been placed in charge of the Chicago office of Ray Linton & Co. Linton, now moved to direct New York office. Higgins has been manager of WOR's Chicago office and prior to that served on the staffs of WBZ and Paul Raymer.

Jeff Sparks To Red Cross

Jeff Sparks, who has been in charge of night operations at WABC, has resigned his post and will leave shortly for Washington, D. C., where he will be assigned to overseas duty as a program director in a Red Cross unit.

RCA Declares Dividend On First Preferred Stock

(Continued from Page 1)
standing shares of \$3.50 Cumulative First Preferred stock, for the period from July 1, 1943 to Sept. 30, 1943. The dividend is payable Oct. 1, 1943 to holders of record at the close of business Sept. 10, 1943.

POSITIONS FILLED QUICKLY

CALL
FRANK McGRANN
POSITIONS SECURING BUREAU, INC.
(Agency)
331 MADISON AVE., N. Y.—Tel. MU. 2-6494

COMING and GOING

KINGSLEY HORTON, assistant manager WEEL, Columbia's O & O station in Boston on Friday for conferences at network quarters.

LOUIS J. APPELL has arrived from York, Pa., for a short visit on station work business.

PARKS JOHNSON and WARREN HULL Camp Parks, Cal., for the broadcasting night's stanza of the "Vox Pop" program.

JOHN MAYO, of A.M.P., is expected today or tomorrow from an extended trip.

ANNE NICHOLS, author of the station radio production of "Abie's Irish Red" vacationing on Hollywood. After two weeks on the Coast she will return to Chicago.

RICHARD HUBBELL, of N. W. Ayer Inc., off by plane for Seattle, where he will spend a few weeks setting the stage for a radio show for Boeing Aircraft Company.

DON DAVIS, president of WHB, Kansas Mo., in New York visiting at the Mutual work offices.

MAURICE HART, conductor of the "Hall" over WNEW, is leaving today on annual vacation.

WILLIAM I. MOORE, secretary and general manager of WBNX, is spending a Sturgis, Mich., with William C. Alcorn, manager of the station. MRS. FRANCES D. FORD, of the station staff, is vacationing at the Poconos.

H. H. HOLTHOUSE, national sales manager of WAPI, affiliate in Birmingham, Ala., on a short business New York.

ED MASON, director of the farm department on WLW, Cincinnati, and HOWARD CHAPMAN, assistant program director of station, are in Clarksburg, West Va., for the "silver anniversary" convention of the Virginia Farm Bureau. They will remain Wednesday.

JIMMIE BLAIR, singer heard on the Blue Music Society of Lower Basin Street the Blue Network, off on a two-week personal appearance tour of theaters in Washington and Springfield, Mass.

"Hot" Availability "It's Capitol News!"

★ "Washington Inside Out" now available* for immediate sale.

\$45 per week
SUNDAY EVENINGS
6:15-6:30 P. M.

*subject to prior sale



IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

FBI Directors Meet Post-War Problems

(Continued from Page 1)

Lang and Ray H. Manson. Also Edwin H. Armstrong, Dr. W. R. Miller, vice-president of General Electric and Director of the RMA Engineering Dept., and George Adair, chief engineer of the FCC, director of broadcasting.

The meeting was largely devoted to a discussion of post-war problems and cooperation in the Radio Technical Training Agency. The meeting reiterated the stand taken at the last meeting in New York on June 16, the fact that the FBI must take part in any activity when such activity is to be co-ordinated by all interested parties to represent the entire industry.

Waller Evans Resigns

Waller Evans, representative of the Westinghouse Radio Stations, Inc., has announced the privilege of resigning from the board, giving as his reason his intensive devotion to the manufacturing end of Westinghouse interests and the board elected in his place Lee B. Wailes, general manager of Westinghouse Radio Stations.

The board also voted that the president should be the association's representative in the Radio Technical Training Agency.

A considerable time was again spent in discussing mileage separations and area allocations and the committee appointed at the last meeting was instructed to have its report ready for the next meeting. It was felt that matters of importance should have prompt attention and should not be delayed until the war.

The Engineering Comm. Active meeting took the same action regarding to the Engineering Commission report on the investigation of the advisability of increasing the outer fringe of service. The general consensus of opinion was to the effect that the Commission should vigorously prosecute as many of the problems affecting FM allocation and service as possible now, so that the manufacturing commences can be no question of delay.

It was reported that the Commission was showing the suggestions made at the last FMBI meeting of the Commission to make measurements of propagation characteristics, and in this connection those present that the Commission was short of receivers for measurements and would welcome the donation of 27X or REL 517A receivers for at least six months and any one having such equipment get in touch with him.

Armstrong's Talk

Armstrong addressed the directors meeting and pointed out the dangers inherent in the formation of any rigid straight-jacketing of the future. He further pointed out a series of mistakes which had

PROMOTION

"Important Message"

A dual, patriotic colored folder was released recently to its clientele advertising "A Message of Importance" relative to the 10th anniversary of WDNC, Durham, N. C.

The cover of the folder carried the simple announcement in red and blue, with a caricatured mike in a lighter blue. The inside spread on the left was illustrated by a line-cut of its transmitter, while the right hand page carried the "message of importance" signed by Frank Jarman, manager of WDNC. The text carried several noteworthy reviews of the station since its beginning.

"Dream Products"

The Crosley Corporation of Cincinnati has circulated a reprint of one of their current newspaper advertisements, titled "Tomorrow's Dream Products." In bold italics three phrases advise the readers to be on the alert for "Radar, electronics, Crosley." The text recalls to the readers that they have "run across" two of the above products... and that it will be Crosley's job after this war, and other manufacturers, to develop these dream products. Line-cuts illustrating the effect of Radar and television ties-in the text.

Lt. J. H. Garey Missing After Reich Bombing Raid

Lieut. John H. Garey, former guide on NBC's Guest Relations staff, was reported missing after his plane failed to return from a mission over Hanover, Germany, on July 26, according to word received by his parents.

It has been made during the past twenty-five years of radio history which came about because those who laid out the wave length allocation proceeded on the theory that they, at the time they took action, knew all there was to know about radio. He said, "The classic example of this, of course, was in the radio allocation which gave all the wave lengths below two hundred meters to the amateur! A second blunder was the assumption that a five thousand cycle modulation band was all that would ever be required for good broadcasting, and this assumption resulted in a permanent impairment of the quality of transmission on the standard broadcast band.

"A more recent illustration was the allocation of television to wave bands where it had no business to be, that is, where the modulating frequency was a large percentage of the carrier frequency." He suggested, therefore, an approach to the problem of standards and wave length allocations which would be sufficiently flexible to permit the correction of the errors of judgment which will this time undoubtedly be made just as they have been made in the past.

WTMJ and W55M were hosts at cocktails and luncheon before the meeting and at dinner in honor of Major Armstrong in the evening.

"Programs For Sale"

CBS has released its second issue of the programs it has for sale, effective July 15, 1943. The 7" x 3" 20-page plus cover-flap book is imprinted in a rustic color. The cover itself is enhanced by negative gothic type on the rustic shade with a CBS mike on the lower right hand of the page.

As one turns the top flap, an index of the folder acts as the guide to the succeeding pages, segregated into sections, such as drama, variety, news and music and miscellaneous, listing all the particulars of the programs, including the production credits and some comments on the noteworthiness of each.

"Re: Daybreak Grouch"

WCCO, Minneapolis, released a four-page stiff-covered folder about its morning program "Sunrisers," conducted by Lew Brock. At the left of the spread, weird, ghostly figures appear to float at the break of dawn, while the right-hand page carries a review of the program under the title "Nobody Ever Threw A Clock At Lew Brock."

Lewis Rejoins CBS; Making Special Study

(Continued from Page 1)

he will travel to various sections of the country and discuss with typical listeners, with public leaders and with broadcasters the role broadcasting is playing—and can in the future play—in American life.

Lewis will bring to this assignment his previous experience as vice-president in charge of programs for CBS as well as his more recent experience as Chief of the Radio Bureau of the Office of War Information. His assignment will cover the whole range of radio programming. He will concern himself with local and regional as well as nation-wide radio service.

Lewis Starts Immediately

Paley stated that for some time he has been desirous of having such a study made. It has been impossible for men burdened with the day-to-day operations of a network to devote to such an inquiry either the concentration or the leisure which it requires, together with the detached perspective of an observer who is not himself involved in the creative effort.

Lewis undertakes his new work immediately.

**IN SCALING
the
HEIGHTS**

**A WELL TRAINED CLIMBER
DOES BEST**

**To Give the Utmost in Service Each of Our Men
is Thoroughly Trained for His Job**

**WEED
AND COMPANY**

RADIO STATION REPRESENTATIVES

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

capable

Los Angeles

By RALPH WILK

OUR Passing Show: Fred Brady and Hoagy Carmichael participating in the annual motion picture tennis tournament at the West Side club.

Anne Nichols, author of NBC's "Abie's Irish Rose," is vacationing in Hollywood. No quotes, says she, just a rest. She'll return to Chicago and her writing chores within the next two weeks.

Joe Close, radio director of the Owens-Illinois Glass Co., sponsors of "Your Home Front Reporter," has returned to his headquarters in Toledo, after conferring here with Al Steele of the D'Arcy Advertising Co., which is the agency for Owens-Illinois. Close made the return trip to Toledo via San Francisco.

"Stars in the Spotlight," news and features about Hollywood and its stars, made its debut over KECA, August 5th, with Harold Cowan as commentator and emcee. The new program features outstanding guest stars, first of whom was Belita, the famous skating star of ice extravaganzas and motion pictures.

Jack Benny is passing a tin hat for laughs among our Armed Forces in the Middle East. Announcement of the famed NBC comedian's arrival in the war area was released by the USO, July 31. With Benny are screen actress Anna Lee, radio and stage singer Wini Shaw and harmonica wizard Larry Adler.

2 Commentators On MBS Renewed For 52 Weeks

Upton Close, noted authority on Far Eastern Affairs, will be sponsored for an additional 52 weeks over the Mutual network by Lumberman's Mutual Casualty Co. for his Sunday broadcasts, 6:30-6:45 p.m., EWT, effective August 29.

Paul Schubert, whose commentaries are heard over the Mutual network Monday through Friday 10:30-10:45 p.m., EWT, has been renewed for an additional 52 weeks by Benson & Hedges, effective Monday, August 16.

Hearings Expected Mon. On WLB Disk Ban Probe

Washington Bureau, RADIO DAILY

Washington—Hearings by the WLB panel named last week to investigate the AFM recording ban are tentatively scheduled for next Monday, in New York. The panel includes Arthur Meyer, Henry Woodbridge and Max Zaritsky.

Have You Met the Voices
of
GILBERT MACK
?

LEX. 2-1100



Memos Of An Innocent Bystander . . . !

● ● ● One of the funnier stories to have been born of the recent 'Mussolini fizzle', is related by Diane Courtney, vocallovely of the air lanes. . . as is her custom, Diane who phones her mother, after each broadcast to ask 'how she liked the program', called her immediately following the first of a new CBSeries with Jerry Lester on the Sunday that "Sawdust Caesar" took it on the lam. . . it happened that the first two minutes of the program was devoted to bulletins relating to 'Ill Duce's' disappearing act, so when Diane reached her mother in Fall River, Mass. by phone, the latter, excitedly said, "Diane, at last you're on a Very Good program. . . it said Mussolini Quit! . . . Benny Goodman will guest-conduct Barry Wood's "Million Dollar Band," over NBC, next Saturday. . . The Nebraska Clink, which was purchased for \$6.00 by a youthful Harvard undergrad, was sold to Charlie McCarthy who purchased \$10,000 worth of War Bonds in order to obtain the deed to the property. . . said deed described the property as 'one lot, one jail with two cells, 347 iron bars and one iron door'. . . Milton J. Cross has won the announcer assignment on the Leon Henderson program which debuts on the Blue Network, next Saturday for O'Sullivan's Rubber Co.



● ● ● It was erroneously reported that Newscaster Robert St. John's NBC broadcasts are open to local and cooperative sponsorship. . . such is not the case. . . St. John programs are of course to be sponsored by the Southern Bed Spring Co. of Atlanta, Ga., as stated in these columns last week. . . The radio producers of the new MBSHOW, "Let Your Hair Down," have no manpower shortage problem. . . the show features Eleanor Wells, wife of Billy K. well-known radio and screen scripter, Lillian Astaire, niece of the late comic Sam Bernard and the show's publicist is Jane Medlock. . . Signs of the times. . . The London "Daily Mirror," a tabloid, has cut its size down to a mere four pages to save labor and paper and the only department to remain intact is the radio columns. . . talking about radio columns, a fan in Akron, Ohio, clipped a part of the radio listing in the Akron "Beacon-Journal," encircled two programs, heard over WAKR, the Blue's local outlet, namely, "Baby Institute," heard at 10:30 a.m. followed by "Love Problems," and mailed same to Earl Mullin, Press Chief of that chain. . . we quote the lines which accompanied the clipping. . . Quote: For the sake of the poor gals, couldn't you arrange to have the "Love Problems," program precede the "Baby Institute?"



● ● ● Harry Hershfield recently hit the top of the Laugh-meter on the NBCowner, "Can You Top This?" with the story of the prominent citizen of a certain town, who owned a prim and sedate parrot, named Agatha. . . the man decided that perhaps, Polly might like a companion so he purchased a male parrot from a sailor who had just arrived from the South Seas and placed the new parrot in Agatha's cage. . . while the newcomer looked at her in awe, Agatha snuggled up to him and cooed, "hey Butch, how about a kiss?" . . . amazed and somewhat taken aback by this unexpected request, Butch, ejaculated, "But I thought that all you did all day was pray" . . . "Well," answered Agatha, "what the dickens do you think I've been praying for?" . . . Henry Jerome and his orchestra, who recently closed a ten-month engagement at the Pelham Heath Inn, opens Tuesday at Maria Kramer's Hotel Lincoln. . . Baritone Tommy Taylor starts a new series of programs tonight to be heard every Monday, Wednesday and Friday at 10 p.m. over NBC. . . Tommy formerly was vocalist with Benny Goodman and Teddy Powell bands. . . Jack Carson's clowning has been signed for another 13 weeks by Campbell's Soup, starting September 1.



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

DON AMECHE arrived on the Friday from the West Coast route to New York.

CBS reporter Don Pryor, WBBM, today, for partial original of "Report to the Nation," on Tuesday.

Clark Dennis, radio tenor private in Public Relations Department at Camp Ellis, Illinois, in Chicago to handle details of Camp broadcast over WBBM. Clark reports that Mrs. Dennis—Jane—the Marines and slated for a mission.

Departure of Carl Olson, night tain of the NBC Chicago Guide for training in the Navy V-12 program this week, resulted in staff assignments. Conrad Smith was promoted to night call and Edward D. Podolinsky was night special officer. New members of the guide staff are Robert Hayes, Paul M. Dasker and Robert Nelson.

Two of the most confirmed elors in the NBC Chicago joined the ranks of benedict week-end. William E. Law transcription supervisor, and Julie Johnson of Chicago, met at the home of Louis Roen and beth Hart, NBC husband-wife nouncing team. William Brewster assistant program traffic manager, ried Jean Swisher of Danville yesterday, in the first Presby church in Danville.

Renier Returns To KMOX Heads New Department

(Continued from Page 1)

CBS, assumes his new duties The new Department of Pro Sales was created to accommodate great increase in requirements of local and national programs, according to Merle S. Jones, general ager of KMOX. The new department will offer greater program development at KMOX, with the three portant phases of this department operations being at present the tion and presentation of pre-programs of all types; the centration of program service of all sored shows; the organization larger writer-producer staff to courage station rather than stitiser-agency produced shows.

While in New York, Renier directed the following shows: "Mother Dad," "This Life Is Mine," "Sci at Work," and "New Horizons," latter two being part of the "Sci of the Air of the Americas" series.

AVAILABLE NOW!

WRITER — PRODUCER — DIRECTOR

Versatile background
8 years in radio.

Box 730, RADIO DAILY

1501 Broadway New York

QUEST-ING

JOE BOSWELL, on Frank's "Broadway Bandbox," to ABC-CBS, 9:30 p.m.).

A. KERWIN, assistant chief Veterans Employment Service War Manpower Commission, MI F. MANN, senior inter- of the U. S. Employment Ser- the District of Columbia, on ver, Ltd.," today (WOR-Mu- 5 p.m.).

MURRAY, night club come- the "Better Half" program, WOR-Mutual, 8:30 p.m.).

NE MILLER, ANNE ROSSI MA WILHELM, all women sergeants, also FRANCIS CIULLO, JOSEPH BUCCI AN DONOHER, of the U. S. Corps, on the "Battle of tomorrow (WEAF-NBC, 9

FLEMING, Powers model, on sco Kid," tomorrow (WOR- 9:30 p.m.).

ND GWENN, British actor, "Suspense" show, tomorrow CBS, 10 p.m.).

EARLE LOCKE, character of the "Chicago Dames," on Wolcott's "What's Your Wednesday (WOR-Mutual,

ER O'KEEFE, on Wally But- s "Take-A-Card," Wednes- DR-Mutual, 8:30 p.m.).

NAB Regional Units and Peabody Awards

ton Bureau, RADIO DAILY gton—NAB has named sev- tional sub-committees to commendations regarding the Peabody awards. Below are and the local chairmen: ma City, Mrs. Milton B. Wil- ledo, Harry D. Lamb, presi- io Council of Toledo; Cin- John F. Locke, community director, Cincinnati Board tion; Eastern Massachusetts, jamin F. Kraus; Rochester, Mrs. George Howard, presi- chester Federation of Wo- ubs; Champaign, Ill., Mrs. ley, NAB regional director r activity; Indianapolis, Mrs. skopf, Indiana Federation of Club, and Des Moines, Mrs. Hillis.

RE IT IS AGAIN

This time on aefer Revue with Al Roth -Wed. Aug. 11—7:30 P. M. ALLFROGS AND MARINES ASSOCIATED MUSIC PUBLISHERS

Washington Front

By ANDREW H. OLDER

DOWN here we're wondering what the FCC plans to do about the application received Tuesday for a new station in Akron. The station would replace WJW, which Bill O'Neill bought last year and plans to move to Cleveland. Its removal was okayed by the commission on the grounds that Cleveland, the nation's sixth largest market, had inadequate radio coverage. All four nets couldn't get in simultaneously. All of which left Akron with only two stations—and two nets (CBS and NBC)... Approval for the WJW move was pre-dicated on the fact that an absolute minimum of critical materials would be needed... Now comes a group of Akronites known as the Buckeye Broadcasting Co. to seek permission to operate on 1,240 kc, with 250 watts unlimited—the same band and power WJW used. Akron, it would seem, is sympathetic toward the plight of Cleveland, but nonetheless feels that it's sufficiently important itself to merit at least the coverage it had before the WJW move was approved... What they should have done was buy WJW before O'Neill did, and then it would have been up to the Commission to decide whether Cleve-land coverage merited a new station at this time.

The OWI Radio Bureau, which seems to be enjoying life these days, had a little confab last week with its Chicago, New York and Hollywood deputies — Pete Barnum, Duffy Schwartz and Nat Wolfe. It was Duffy's first trip here since she took the post... The meeting was conduc-ive of some good ideas re-war bond coverage, with an arrangement worked out also to eliminate duplica-tion of effort by the three deputies in instances where a show might go on in Chicago, bring in a star or two from Hollywood and be written by a New York agency... Talking about stars, Nat Wolfe felt quite at home here—the doors to all the Radio bureau offices were plastered with huge and tiny stars. Special for Nat.

Announcement of a huge four-net show for the night of September 8, to launch the Third War Loan Drive, may be looked for this week. Original plan was to have Henry Morgenthau, Jr., keeper of the keys, speak briefly, but that's out... If the War Man-power Commission doesn't stop get-ting Bert Wheeler's goat, he never will get around to hearings on the White-Wheeler bill. He's already lined up a major campaign for him-self on the manpower question... Washington sessions of the Cox Com-mittee were scheduled to resume to-day, but hearing have been postponed, probably until after the New York phase is over. Truth of the matter is that Gene Garey doesn't like to trust anybody else to conduct the hearings. He's out to make a name for himself as some kind of a Pecora, begorra, and sharing the spotlight

doesn't help. In fact, it burns him up even to have to share it with a witness. For confirmation, check with anyone who attended the session at which FCC Chairman Fly put Garey through his paces.

Talking about the FCC—which is what we make our living by doing—it narrowly escaped some more trouble with Martin Dies. You read about Dies serving pro tem as OEW per-sonnel officer and firing the ter-pisichorean John Bovingdon, whom the Civil Service Commission naively thought was worth \$5,600 yearly as an economist. Dies doesn't think dan-cing is quite American... Anyhow, Bovingdon applied last year for a job with the FCC's foreign broadcast in-telligence service. Apparently the dancing-economist business wasn't too good, because he was being con-sidered for a job paying only \$3,200. He was turned down by the FCC, after which OEW decided it could use him... The Washington "Post" Thursday, riding OEW chief Leo Crowley hard for yielding to the Texas loudmouth and ordering Bov-ingdon out without regard to his qualifications as an economist, heaped a bouquet on the FCC, along with Harold Ickes, as the only executive agencies with enough guts to fight Dies. Reference was to the FCC's defiance in the Watson-Dodd dismis-sal matter.

An "M" production award, cor-responding to the Army-Navy "E," has been awarded the E. H. Scott Radio Laboratories for outstanding achievement in production for the Maritime Commission... And talk-ing about production, WPB Vice-chairman Charles E. Wilson, had some words to say last week about how quantity production of radio equip-ment for the armed forces was pos-sible only through the terrific achieve-ments of the diamond die industry... Prior to the war all the thin wire for radio construction came from France and the low countries. We refer to wire so thick you can't see it. One pound of it will span a hun-dred miles... This wire must be drawn through tiny diamond dies. "We desperately needed that wire," said Wilson. "We had to have craft-men who could fashion the diamond dies. After a thorough search we found half a dozen and persuaded them to go to work at their old call-ing. There was a shortage of tools, too, but with government aid four small workshops were set up... As a result of experiments conducted first in Britain and then in this coun-

AGENCIES

M. P. FRANCESCHI, of the New York office of Foote, Cone & Belding, has been elected a vice-president of the agency.

LAWRENCE H. LIPSKIN has joined Donahue & Coe, Inc. He formerly was chief copywriter at Columbia Pictures.

"MAKE IT DO UNTIL VICTORY" is the title of a 32-page booklet prepared by Maxine Garrison and distributed to retail stores by Grey Advertising Agency.

ROBERT M. WATSON, manager of Ruthrauff & Ryan's San Francisco office since July 1940, has been transferred to the Agency's New York Office and has been assigned to the Account Executive Group.

J. D. McINTYRE, president of Dr. D. Jayne & Son, Inc., Philadelphia, has made plans for an extensive advertising campaign on Jaylax. Radio will be used. Agency is J. M. Korn & Co., Inc., Philadelphia. Agency also handles Jayne's Cough Syrup.

THE AREL PHOTO SUPPLY CO. of St. Louis has appointed Olian Advertising Co. to handle their advertis-ing.

try we have perfected a machine which can drill from eight to 12 dies at one time, instead of making them singly, by hand, as was the Old World custom... The more wire we can draw through each individual die, the fewer dies we need. While this work is still going on, we have found ways to greatly lengthen the life of the die, which was normally limited to the drawing of one pound of wire." A die which draws as many as 25 pounds of wire—or 2,500 miles—is still regarded as a museum piece but we can still say that mass-pro-duction has been initiated... It was estimated at the beginning of this year that we would need nearly 30,000 of these tiny diamond dies, and it's a tribute to WPB and Amer-ican industry that it looks now as if the quota will be met... "We still have production problems in radio," said Wilson, "but we can safely say that this particular bottleneck has been broken."



"Like an ad on WFFD, Flint, Michigan —she gets results from the right appeal and the right coverage."

BEST RADIO BUY IN BALTIMORE! W C B M FREE 60 SECONDS Exclusive National Ad. John Tinner President Geo. H. Rauder Gen. Manager

U. S. Beats Axis Radio In S. A., CIAA Reports

(Continued from Page 1)

Axis broadcasts, and that a large majority of the 200 shortwave outlets there prefer to hook up with United States or British shows. This despite the concentration of Axis propaganda agencies on Latin-America for several years before the war, resulting in complete domination of the air at that time.

United States news shows, features, commentaries, music and dramatic programs now average 420 hours weekly, with BBC on for another 32 hours. Six BBC representatives are in South and Central America now arranging for additional BBC shows, and a co-operative agreement was signed recently between MBS and Radio Mil, Mexico City, for free interchange of programs.

Our programs are beamed simultaneously in Spanish over 10 shortwave stations and in Portuguese over three more, operating on three frequencies for best coverage. Facilities of CBS, NBC, Westinghouse, General Electric, Crosley and World Wide are used for the transmissions.

Besides supervising and co-ordinating programs, CIAA prepares a daily average of about 40,000 words of news and commentary in three languages for the networks. Distinguished visitors from the other Americas daily interpret the United States war effort to their countrymen on the "Americas All-Shortwave Hour."

Other programs include quiz programs, caravans of questions, with experts trying to answer questions on Inter-American affairs, also radio plays illustrating Axis barbarism, espionage methods and anti-American activities, and a program in which a pretended Axis commentator tries to reconcile conflicting Axis propaganda until he gives up a ludicrous confusion.

New plans call for short news broadcasts every hour, in addition to the regular 15-minute news programs.

RKO's New Promotion Increases Radio Time

(Continued from Page 1)

technique used in making the three 15-minute chronological transcriptions at the WOR Recording studios, and used on the 21 outlets of the Yankee network two-weeks prior to its current showing, "sold" the picture, as it is now breaking all gross receipt records of "Hitler's Children," another RKO production, in a similar run to date. "Hitler's Children," it will be recalled, received a similar promotional build-up prior to its premiere in Cincinnati.

The present RKO campaign to use radio more and more is the growth of the tremendous grosses of "Hitler's Children." Under the direction of S. Barret McCormick, director of publicity for RKO, Carl Rigrod, creative radio director, foresees tremendous possibilities in the use of radio, particularly if the format, whether by

WORDS AND MUSIC

By HERMAN PINCUS

S'FUNNY thing about radio artists, especially orchestra Leaders and Vocalists... most of them drift along with the tide, taking the paths of least resistance... we mean those individuals who, in making up their programs, depend too much on the so-called "most played list," often times including on their shows, songs, which do no fit their type of band or personality yet programmed only because contemporaries rendered those particular numbers during the preceding week... that is the main reason why songs are 'done to death' in a short period of time with the result that publishers do not get the most of a song's sales possibilities, Ork Pilots, themselves get tired of playing the same tunes and singers find themselves with a most limited repertoire... time was when artists such as Vallee, Crosby, Lombardo, Kate Smith, Horace Heidt, Benny Goodman, Connee Boswell and other top radio names used to vie for the privilege of introducing a new song, for in that way, the smart performer became identified with the hits of the day thus increasing his own value to radio and theater executives.

☆☆☆

One artist on the networks, who realizes the importance of becoming identified as the introducer of new songs, not worried if the song 'is on the sheet' but rather, if the song, new or old, is her type, is CBStar, Joan Brooks, who is surely gaining a reputation as a picker of hits... in the past few months, the former school teacher has introduced the following songs: "Secretly," "Fortune For A Penny," "Later Tonight" and "Do You Know?"... If other vocalists could read some of Joan's fan letters (we read about 60 letters Friday afternoon) they would realize how vital to their own interests, is the escape from the 'follow the leader' type of programming and inserting instead, songs which fit their individual personalities, be they new or old... we repeat then, that because in addition to her voice, she has the courage to 'call them as she sees them', 'sing them because she wants to' and not 'because everybody else is singing them', Joan Brooks' star is ascending, but fast.

☆☆☆

Fickle Lady Luck doesn't often focus the sunshine of her Golden smile on too many mortals but when she does there's nothing half-way about her... true, one must have the talent needed to take advantage of the 'breaks' and the subject of this item possesses the voice... this took place in 1934, when Jerry Cooper, current singing star of WOR's "Keep Ahead," program, was judging an amateur contest at a Jersey City Nabe vaudeville house... the local talent that night was quite a bit on the 'not so good' side and among the contestants was a bedraggled trio-a-piano, bull biddle and an anaemic-looking singer... there was really nothing better to choose on that particular bill, so soft-hearted Jerry awarded the first prize of fifteen dollars to the trio, because they appeared to need the money most... in announcing his decision, Jerry's words were, "the winner tonight is Frank Sinatra and his accompanists."

transcription, or "live" show, stirs the emotions of the listeners, tying-in the concept of the picture promoted on the air.

Eleven actors, enacting 17 roles, were employed in one of the recordings at the WOR studios, using sound effects, a vocal accompaniment to a script employing dramatics to highlight some of the more stirring scenes of the picture "Behind The Rising Sun."

In one instance WOR recording engineers visited J. B. Powell, former editor of the "China Weekly," who is now hospitalized through the barbarous treatment by the Japanese occupational forces, to record his introduction to the series of transcriptions promoting the version of the factual scenes of "Behind The Rising

Sun." The scenes used in the recording script were based upon the books written by James R. Young, who wrote the novel of the same name, and Gwenn Dew, foreign correspondent for the "Detroit Press," who authored "Prisoner of the Japs." Jerry Sears composed the original vocal effects. All told, there were 30 people connected with the recording of the series of three 15-minute discs, 19 spots, 16 station breaks, and 10 after-opening.

RKO's other pictures that received similar radio promotion were "Cat People," "Bombadier," "I Walked With A Zombie," and "This Land Is Mine."

The increased radio campaign, however, has not decreased the budget for newspaper advertising.

Hummert Quitting Will Start Own

(Continued from Page 1)

Sample agency in Chicago was chiefly concerned with the firm. The Hummerts speak in the daytime serials and are responsible for a great many shows now on the air.

Understood that negotiations between Hummert and the agency through, the negotiations concerning matters after Jan. 1, 1944.

Simultaneous Draft-Call For Fathers In All

Washington Bureau, RADIO DAILY Washington—Adopting in principle of the Kilday bill now pending before the Senate Military Committee, the War Manpower Commission announced Friday that upon state and local draft boards will be so adjusted that fathers begin to be called for military duty at approximately the same time areas. Board or states with pools of non-fathers might find quotas raised, while the quotas others might be lowered, in an effort to exhaust the supply of single childless men at the same time in all areas.

Once again the WMC made it clear that the October date is important as a date for eligibility for military call. No definite date has been set for the actual beginning of the call.

Low Weiss Appointed To OWI Radio Comm

(Continued from Page 1)

War Information. Other members of the committee are William S. Paley, president of the CBS, Niles Tracy, president of NBC, Mark Woods, president of the Blue Network, McClintock, president of the Mutual, and Neville Miller, president of the National Association of Broadcasters. The committee will meet with Palmer Hoyt, director of Domestic Operations of the OWI in Washington on or before Sept. 15.

Singo Now 5-Week

Launched less than a year ago, WJZ on a once-a-week basis, "Singo" the musical version of the "Singo" game and featuring Welcome and Art Gentry, has been stepped up to five times each week, Monday through Friday, at 6:30 p.m. In addition, "Singo" is broadcast on WJZ and the Blue Network on Saturday from 1:45 to 2:00 p.m. The program is open for local sponsorship.

Granik Returning To "Forum"

Theodore Granik returns to the WOR-Mutual program, "America's Forum of the Air," tomorrow. Granik has been acting moderator on the program during Granik's absence.

NEW BUSINESS

4-WBAP, Dallas and Fort Quaker Oats Company, (Aunt), through Sherman K. Ellis advertising, Chicago, 123 five-transcribed programs, scheduled five per week; Grove Laboratories, (Porter's Oil), through Pastor & Sons Adv. Co., Chicago, 10-minute programs of WFAA, scheduled five per week; Express Company, (American Express Money Orders), through Sales Company, N. Y. C., 34 15-transcribed programs, scheduled five per week; American Chiclet Co., (Adams Clove Gum), through Badger, Browning & Hersey, N. Y. C., 445 one-minute and 25-words, scheduled nine per week; and Robbins, (Calox Toothpaste), through J. D. Tarcher & Co., N. Y. C., 260 25-word announcements, scheduled five per week; W. A. Green, Dallas (department store), has purchased 52 100-word WFAA Early Birds, scheduled five per week; Southwestern Bell Telephone Co., purchased direct, 52 announcements; Gross Chemical Company, (Noxodene), through Bernard Advertising, San Antonio, for more 50-word announcements; Punch Company of America, Antonio, (soft drink), Payne Advertising, Inc., San Antonio, Texas, 26 15-minute studio programs, scheduled two per week; Packing Company, Dallas, (Bird-brand Shortening), Couchman Advertising, Dallas, Texas, 52 15-minute programs of WFAA Early Birds, one per week; Lamont Corliss & Company, (Dond's Creams), through J. Thompson Co., N. Y. C., 150 15-minute ETs; McCormick Sales, Baltimore, Md. (Bee Brand Instant), through Jones & Brakeley, N. Y. C., 130 one-minute ETs, scheduled 10 per week; McKesson & Company, (Bexel), through J. D. Advertising, N. Y. C., 150 15-minute news broadcasts, three per week; Paul F. Beich Company, (Candy), through Arthur Advertising, Chicago, 150 15-word ETs, scheduled two per week; Continental Baking Co., (Bread), through Ted Bates, N. Y. C., 198 one-minute live announcements, scheduled eight per week; Esbitt Fruit Products, Inc., (Orange Drink), through M. Advertising, Los Angeles, Calif., 40 25-word transcribed programs.

**ates For Maynor
invitation To Music"**

Maynor, distinguished pianist, is to make four solo appearances with the Columbia Concert Orchestra over CBS on the "Invitation To Music" series, beginning Monday, August 11, from 11:30 to 2:00 midnight, EWT. Barlow conducts the orchestra.

**OWI-FCC Domination Alleged
By House Committee Witness**

(Continued from Page 1)

determine whether or not station employees were communists or had leadings in that direction.

In questioning Lang, Eugene L. Garey, counsel for the investigating committee, brought out that Lee Falk of the Foreign Language Division of the OWI had acted with a free hand in making personnel recommendations to the station.

The line of questioning followed by Garey disclosed the fact that on occasion when a party favorable to the OWI sought a job at a foreign language station he came well fortified with letters of introduction and recommendation. In the instance of Riccardi Ascarelli he brought four letters from members of the OWI vouching for him. Letters from Morris Bishop, chief of the Italian Section, John Housman, Chief of Radio Program Division, Carlos Aprato, Regional advisor, and Mario Rossi, Editor of the Italian Section of the OWI were instrumental in gaining employment for Ascarelli.

Re Dismissals

Reference was again made to the dismissal of Stefano Luotto from WHOM. Garey questioned Lang as to why Luotto was removed from the air. And Lang testified that he was told by Albert Fenner of the FCC that Luotto was a member of the Dante Alighieri society which was reputed to be Fascist.

Garey asked: "Weren't you told to take Stefano Luotto off the air or else?"

Lang: "I was not."
Garey: "But you did remove him from the air at the instance of the FCC?"

Lang: "Yes."
Lang testified that the War Problems Division of the FCC had assumed broad powers in making their investigation and had used high-handed methods which were not in accord with their powers.

Garey intimated from his questioning that WHOM was getting pro-democratic propaganda material from the Mazzinni Society and the Short Wave Research, Inc. Lang denied the assumption to which denial Garey said, "Would it surprise you if it came from them?" Lang stated that it would.

The committee's counsel disclosed that there was a close tie-up with Arnold B. Hartley of station WOV and Lee Falk of the OWI in regard to a certain news program which was being issued and prepared by the OWI and which was being used exclusively by WOV. When this matter was brought to Lang's attention he spoke to Falk about it and wanted to know why the rest of the stations weren't getting the program which seemed to be a news program that all foreign stations could use to good effect at that time.

Falk said "They'd try it out on one station for awhile and see how it

worked. But it was Lang's contention that if it was good for one station it would be good for all.

Sees Hartley Favored

Garey asked Lang "if there were certain sinister aspects to the Hartley-Falk tie-up." Lang replied that, "Hartley was favored with material and this instance proved a tie-up long suspected."

When Lang pressed Falk for a definite answer regarding this news program Falk replied, "Don't get any screwy ideas about it; What are you trying to do, make a story for the Chicago 'Tribune'?"

Lang stated that since that time the stations have been given the OWI program.

Charles Baltin, program director of WHOM testified to the fact that when Albert Fenner of the FCC investigated the station he used high-handed methods and wasted incalculable man hours in having Baltin fill out questionnaires requested by the FCC.

Baltin disclosed that Fenner, because he was a member of the FCC was allowed to violate one of the cardinal rules of the station by entering the control room. He went in the control room it was said by Baltin to check the monitoring and censoring method used by the station. At this time it was reported that Fenner defeated the purpose of monitoring by taking away a script from the monitor while the program was on the air.

On one occasion Baltin said that Fenner quizzed him for three hours regarding every procedure of the station and wanted to know all the activities and duties of station personnel from minor employees up to the general manager.

It was also revealed that Fenner practically took the station over in conducting his investigation and that he felt quite at home there.

"Without as much as saying by your leave?" questioned Garey.

Baltin affirmed the question.

FCC Luotto Release

The FCC issued a release which stated that the Dante Alighieri society of Chicago was a fascist organization and that Stefano Luotto about whom much of the controversial testimony rages was vice-president of the organization. The FCC points out that Luotto came to the United States in 1931 but failed to apply for his citizenship until after the passage of the Alien Registration Act in 1940.

It also stated that Mario Palmieri, president of the Dante Alighieri Society wrote a volumn entitled "The Philosophy of Fascism" and that it contains a foreword by Dr. Guido Corni, member of the Italian Parliament and Honorary Governor of Somaliland, dated Chicago, July 27, 1936 in which he says: "Mr. Palmieri's work is not only honored by the seal of the 'Dante' organization but also by the approval of the father of

**NEW PROGRAMS
IDEAS**

KGO ET Show

Music by the top bands, five minutes of news and a half-hour of light classics will be featured in KGO, San Francisco's new hour of music from 9:30 to 10:30 p.m. every weekday evening. The program is sponsored by the Federal Outfitting Company of San Francisco.

KGO's new hour of music will be divided into three sections every night. From 9:30 to 9:35 the program will open with the records by the most popular music-makers in the country, featuring the theme of the band to be selected for that night. Monday has been set aside as Tommy Dorsey night, while Tuesday will highlight the music of Kay Kyser, Horace Heidt, Freddie Slack and other "sweet" bands. Wednesday night will be alternated between Benny Goodman and Glenn Miller. Thursdays will present a top negro band while Friday will be Harry James night. Then from 9:55 to 10 KGO will present the latest news, concluding the hour with a half-hour of semi-classical recordings.

**"Hasten The Day" Disks
Readied By OCD Aug. 15**

A new and somewhat different type of wartime radio show goes on the air the week of August 15 when stations throughout the country release the new government transcription series "Hasten The Day," a weekly 15-minute dramatic comedy about the Tucker family whose wartime problems at home are "real and as human."

Jean King and Jack Smart are cast in the leading roles of Mary and Robb Tucker, mother and father in the series. Jean King is known to millions of radio fans through her character roles in the series "Death Valley Days" during the past 12 years. Instead of assuming a Western accent and a voice twice her age, Miss King breaks away completely from character acting to play the role of an average housewife. Jack Smart, who is the Robb Tucker of "Hasten The Day," has been playing radio and stage character roles of all kinds, including assorted villains, the role of Sherlock Holmes, and a recent appearance with Alfred Lunt and Lynn Fontanne in "The Pirate." When Smart accepted the role of Robb Tucker, he said "It'll be wonderful to act like a normal human being for once!"

Program is written by Pauline Gilsdorf.

Fascism, the Duce himself, His Excellency Benito Mussolini."

The FCC reports that in the confidential reports of three Federal investigation agencies the Dante Alighieri has been characterized as being subversive and devoted to the principles of Fascism.

The hearings will be resumed tomorrow at 10 a.m. at the Federal Court Building, New York.



Coast-to-Coast



WSAI, Cincinnati, tomorrow will dedicate a program to the U. S. Marines, following the first anniversary of the Marines' landing on Guadalcanal. The program will highlight the life of Sgt. Howard Biggerstaff, former Cincinnati "Enquirer" reporter, now on active duty in the Pacific. The program will be broadcast at 7:30 as one of the regular WSAI "Summer Playhouse of the Air." Preceding the broadcast there will be a special entertainment with members of the local press and friends of Sgt. Biggerstaff. A transcription of the entire program will be made and sent to Sgt. Biggerstaff.

Kathryn Cravens, news commentator heard Monday through Friday on WNEW, New York, beginning today will broadcast at 4:45 instead of 5:15 p.m. WNEW has added 3,000 square feet of space to their executive offices.

The Duchess of Leinster, the first lady of Ireland, was the guest speaker for "Bundles for Britain" on a special broadcast on "This Is Our Cause," over WINS, New York, yesterday.

WDRG, Hartford, has begun an extensive promotion of its two featured news programs. Tie-ins are used on many sustaining shows to call attention to the news features, and spots are used near other news program to pep up interest in the two units.

Betty Hurd, WCAU, Philadelphia, has added a five-minute period of film comment "Hurd in Hollywood," in addition to her daily program "Open House."

Newcomer to the WING, Dayton, announcing staff, is Charlotte Howard. She was formerly staff vocalist on WLW, Cincinnati. Problems of shoe dealers from five states will be carried when WING special events department visits a meeting of the OPA officials and merchants at the Biltmore Hotel in Dayton.

Roy Shudt, whose "Five-Star Final" is heard over WTRY, Troy, N. Y., each night, will describe the Hambletonian at Empire City, Wednesday. At present Don Dunphy, sports editor of WINS, is doing the P. A. Clem McCarthy did it last year.

Mme. Marie Koussevitzky, noted European soprano and wife of Fabian Sevitzy, conductor of the Indianapolis Symphony Orchestra, was a guest of WGL, Fort Wayne, Indiana, early last week.

The latest program to make its debut on CKBI, Prince Albert, Saskatchewan is "The Weird Circle," sponsored by Ogden's Fine Cut Tobacco. It will be head Mondays, beginning August 16.

From stock exchange clerk to radio announcer in three years via **WLVA, Lynchburg, Va.** is the route traveled by WIP's Philadelphia, new voice, Roy Grove.

Van George Patrick, sports announcer from Texas, has joined the staff of WBEN, Buffalo, as sports director. Van is replacing Jim Wells who was called for active service in the Navy. A transcribed version of a talk by J. Edgar Hoover before the police executives of the country will be given Monday.

Constantine Joffe, author of "We Were Free," was presented by Henry L. Milo on his "Cavalcade of United Nations" program on WINS, New York, last night.

Paul Nesselroad, staff announcer at WDAF, Kansas City, Mo., recently celebrated his six months of service with the station, by handling the announcing trick of Alf Landon's speech over WDAF and the full NBC network.

WKRC, Cincinnati, released another issue of its "Times Star" WKRC edition of news affiliated with the station.

Frank Mallants, WIOD promotion manager and outdoor columnist for the Miami "Daily News," was selected by members of the Sportsmen's Club of Dade County, Fla. as the man who has done the most outstanding work for conservation in South Florida during the past 12 months. He was recommended by the conservation organization for the annual award given by the Florida State Chamber of Commerce.

The "Ave Marie Hour" presented the dramatic story of St. Joan of Arc over **WMCA, New York**, on Sunday at 6:30 p.m.

Jess Kirkpatrick, WGN's announcer, one of 29 members of the Goofus Club. He was awarded the identifying medal by Colleen Moore, who accepts members advancing nutty, yet acceptable, ideas for new gadgets for her famous Doll's House. The WGN, Chicago, service flag now bears 57 stars as of August 4.

KRNT and KSO, Des Moines, released the July issue of its pictorial edition of personalities and programs heard on both outlets. Mats and line-cuts enhance the eight-page edition.

Agnes Alexander, new assistant sales service manager, western division at WBBM, Chicago, is engaged to Chief Petty Officer John Hibbs, U. S. N. Frances Paley of WBBM's transcription department is back at her job after several weeks in the hospital.

WTAG, Worcester, has scheduled a special series of statements by leading industrialists and businessmen on post-war subjects, prepared by the National Industrial Information Committee, for Thursdays.

Danny O'Neil, WBBM, Chicago tenor, becomes a regular feature of Columbia's "Forty Chicagoans" program when he makes his return appearance with Caesar Petrillo and his orchestra, Wednesday.

Don Lyon, WSYR, Syracuse, news editor and commentator, is off on a two-week vacation to the Adirondacks. Just to assure his transportation to many likely fishing spots in the hills, he had his bicycle checked in the baggage coach. Fred R. Ripley, vice-president of WSYR, recently had a book of poetry published, and has been kept busy autographing them for his listeners to his bi-weekly program "Songs For A Soldier."

Adrienne Ames has the following guests scheduled for appearances on her program this coming week over WHN, New York: Lois January, CBS "Reveille Sweetheart," today; Ann Corio, film star, Tuesday; Bucky McDonald, rural mail carrier, poet, philosopher of West Englewood, N. J., Wednesday; Chris Cross, band leader currently appearing at Jack Dempsey's, Thursday, and Sandy Spear, band leader currently at the New Pelham Heath Inn, Friday.

Capt. Michael Fielding, WIND, Gary, Ind., news analyst, is a member of the Red Cross "Gallon Club."

WSIX, Nashville, feeds a 15-minute program to the Mutual net daily, Monday through Friday at 1:15 p.m. The program is called "Nashville Varieties" and features talent groups which have been appearing regularly on WSIX.

To acquaint Fort Wayne listeners with the latest news in the OPA rationing program, **WGL, Fort Wayne**, is presenting a series of talks by R. Nelson Snider, head of the rationing program in Allen County.

In the second of a series of programs dedicated to the railroads, **WBZ, Boston** and **WBZA, Springfield**, will honor the ticket agent Thursday. Wartime production miracles will be broadcast in a special program on **WBZ "Adventures in Research"** with Dr. Phillips Thomas, research engineer of the Westinghouse Research Laboratories, outlining the engineering feats.

Robert W. Chapman, formerly Radio Division, United States Department of the Interior, has been appointed engineer for the United States Radio Company. The USRC has location of the Portland Hotel building additional sound recording studios offices will be opened. An arch connect the new addition with building.

When New Jersey's **Charles Edison** declared August the state's day for celebration of the 153rd anniversary of the U. S. Guard, WAAT, Newark, program featuring the Coast Quartet and two New Jersey C. K. Withers, Newark, who was recently appointed Council chairman for the area, has named Roland T. WAAT public relations director member of the Council's publications advisory board.

Chicago Spot Business Show Big Improvement

(Continued from Page 1)
Ralston-Purina Co. of St. Louis the Longines-Wittnauer Watch New York. Ralston-Purina has entered a five-minute news spot Mondays through Fridays at 8:26 CWT on WENR, starting Sept. 26 weeks. Gardner Advertising Agency placed the account. Longinauer has contracted for six hours programs weekly, Sundays, Fridays, at 10:00 p.m. CWT weeks, beginning Sept. 19. The scribed "World's Most Popular Music" program will be aired spot. Arthur Rosenberg Co., the agency.

WMAQ Spots
Effective August 11, renewal All-State Insurance Co. through rauff & Ryan, of its five-minute ciated press newscast, M through Fridays, from 6:55 a.m., CWT, headed business announced this week for WMAQ by Oliver Morton, n of the NBC central division lot spot sales department. The order is for 52 weeks and is e August 26. Spot announcement nness was paced by an order the Thomas J. Webb Coffe through Schwimmer & Scott, series of 364 transcribed announcements during a 52-week period ginning August 2.

The Washington Park Race through Al Paul Leffton Co. ordered 60 one-minute live announcements between August 2 and tember 3; the Armand Co. (Armand leg make-up), through Hill, renewed its schedule of signal announcements, calling during a four-week period August 2, and the RCA Manufacturing Company, through Ruth Ryan, ordered 16 one-minute scribed announcements during eight-week period from July

| | | | | | | | | | | | |
|-----------|----|----|----|----|----|----|--|--|--|--|--|
| 1943 | | | | | | | | | | | |
| BIRTHDAYS | | | | | | | | | | | |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | | | | | |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 | | | | | |

August 9
Ken Dolan
 Susanne Helen Field
 Daniel S. Samuels
 Charlie Speer W. A. Wilson

Fly Alleges 'Pro-Fascism'

'Critical Occupations' from WMC Sunday

Washington Bureau, **RADIO DAILY**
 Washington—The War Manpower Commission's new list of "critical occupations," which will take precedence over the present lists of essential activities and jobs, will be announced on Sunday, it was learned yesterday.

Formal press conference with officials of WMC will be held today, in order to give press and associations sufficient time to digest the story, which has been

(Continued on Page 2)

Bouts Lined Up for Gillette On Mutual

Bouts, including the lightweight championship contest between Montgomery and Beau Jack, have been scheduled for exclusive broadcast on the Mutual network as the "Cavalcade of Sports" initial program. The ten-round bout between Sal Bartolo, featherweight championship contender, and light Bobby Ruffian will start on Friday August 20, with a bout over Mutual, from Madison

(Continued on Page 2)

Cast In Bedlam" Showed For Yr. On WJZ

and Polly, whose hilarious "Cast In Bedlam" program is shown over WJZ Monday through Friday from 7-7:45 a.m., EWT, have been renewed for another year, effective September 24, according to John H. McNeil. On that

(Continued on Page 2)

Garey Resumes

A select committee investigating the FCC will resume its work in New York this morning from the Federal Building. As was reported last week, the hearing by Attorney Eugene Garey's Committee will concentrate on the personnel of foreign radio stations and their relations with the FCC, OWI and other

Oboler Again

Cincinnati—An anonymous telephoner pitched WCKY, into a turmoil last week when he demanded to know "more about this blackout." Station assured him there was no blackout scheduled that night, but he insisted he'd read it on station's electric news-o-graph sign. Check was made of news-o-graph material. Cause of the trouble was commercial on Arch Oboler show —"Lights Out, 8 p.m."

Seven Tele Stations To Be Built On Coast

San Francisco—Post-war period will see seven new television stations built on the Coast, according to William M. Boland, manager of General Electric's western region electronics department. Boland made the declaration before the Advertising Club here and said the plans call for three transmitters in San Francisco and four in Los Angeles area. Tremendous outlay

(Continued on Page 2)

Foote, Cone And Belding Resigning Network Accts.

In accordance with a permanent policy adopted by the agency some time ago not to handle media clients, Foote, Cone & Belding announced yesterday that it will withdraw from the handling of the NBC and Blue Network accounts. The resignation of the

(Continued on Page 2)

Climax Of Lafayette Salvage Draws Full Station Coverage

Liberty Magazine Article Praises "Jack Armstrong"

Stressing the influence of the Jack Armstrong series on millions of Jack's youthful listeners, Martha Ostenso, novelist, writes in this week's issue of "Liberty" that the program "plays a dominant role in the morale building of our fighting men on the war front."

The article points out that the re-

(Continued on Page 2)

Says Cox Committee Investigating FCC Favors Shows In Enemy Language; Hits "Star-Chamber" Procedure.

WABC's New Business Shows 525% Increase

With 13 new accounts and six renewals signed as of this month, WABC key outlet in New York for CBS established an all-time July record for future bookings, according to Arthur Hull Hayes, general manager of the station.

Representing a 525 per cent increase over business signed in July.

(Continued on Page 2)

Transmitter Of WJW May Remain In Akron

Washington Bureau, **RADIO DAILY**
 Washington—Possibility that the transmitter of WJW, Akron, Ohio, may remain in Akron rather than move to Cleveland, as authorized last winter by the FCC, was admitted yesterday by Chairman James Lawrence Fly. Removal was authorized because

(Continued on Page 6)

"March Of Time" Returns Over NBC Web Aug. 19

The "March of Time" returns to the air with its dramatized news and "people who make the news" Thursday, August 19, over NBC at 10:30

(Continued on Page 2)

Washington Bureau, **RADIO DAILY**
 Washington—Charging the Cox committee with "plugging pro-Fascist broadcasts in the enemy language," FCC Chairman James Lawrence Fly yesterday scored the committee for its failure to make any attempt to bring out full facts on the various matters which it has been investigating. Scoring the committee for its "Wall Street headquarters," Fly referred to committee counsel Eugene Garey's Saturday press conference at his law office on Wall Street, where Garey "issued a long release publicly

(Continued on Page 5)

Davis Back In U. S. A.; May Seek Sunday Spot

Washington Bureau, **RADIO DAILY**
 Washington—If his weekly broadcasts are resumed, OWI Chief Elmer Davis will probably seek a Sunday night spot, he admitted yesterday upon his return from North Africa. Davis said he had found that his OWI duties did not leave him sufficient time or energy to prepare the sort of

(Continued on Page 3)

Camp Lee Show Observes First Birthday On WRVA

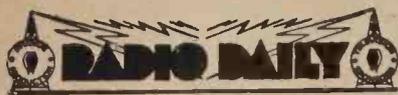
Camp Lee, Va.—"Conquer We Must," original fighting show produced by the military personnel of Camp Lee, after two postponements due to previous commitments, marks

(Continued on Page 7)

Horses

For weeks Frank Crumit has been on the search for a horse—in his program on CBS—so he could take his better half Julia Sanderson buggy-riding. Whereupon a fan from Denver wrote that he sent one to him. Wondering what to do with a horse in a New York apartment, he awaited apprehensively. The "horse" arrived but proved to be only a paper weight.

(Continued on Page 6)



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

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FINANCIAL

(Monday, Aug. 9)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 153 3/4 | 152 7/8 | 153 1/4 | + |
| CBS B | 21 1/2 | 21 1/2 | 21 1/2 | + 1/8 |
| CBS A | 21 1/4 | 21 1/4 | 21 1/4 | - 5/8 |
| Crosley Corp. | 19 7/8 | 19 7/8 | 19 7/8 | + 1/4 |
| Gen. Electric | 35 7/8 | 35 1/4 | 35 1/4 | - 3/4 |
| Philco | 21 5/8 | 21 1/4 | 21 5/8 | + 1/4 |
| RCA Common | 9 5/8 | 9 3/8 | 9 1/2 | |
| Stewart-Warner | 11 3/4 | 11 3/8 | 11 1/2 | |
| Westinghouse | 9 1/2 | 9 1/8 | 9 1/4 | + 1/8 |

OVER THE COUNTER

| | Bid | Asked |
|------------------------|--------|--------|
| Farnsworth Tel. & Rad. | 8 1/2 | 9 1/2 |
| Stromberg-Carlson | 10 3/8 | 11 3/8 |

"Critical Occupations" From WMC Sunday

(Continued from Page 1)

characterized by the Commission as "the most important announcement from WMC since the essential lists were released.

It is also believed in Capital circles that a further announcement concerning the drafting of fathers will be made at the conference on Thursday.

WDRRC

CONNECTICUT'S PIONEER BROADCASTER

RETAIL SALES UP Again In September

A predicted increase, according to Sales Management, of 9.1% over last year's record high in Hartford. WDRRC will sell your product in Connecticut's Major Market. Basic CBS for Connecticut.



WABC's New Business Shows 525% Increase

(Continued from Page 1)

1942, the bookings were not only greater than any other July but were the second all-time high for any month, Hayes said. The all-time monthly record was set in August, 1942.

Never before have advertisers signed for Fall campaigns so early, Hayes said. To some extent this was due, he added, to the desire of Fall advertisers to obtain the best availabilities by pushing forward their starting dates, and to greater activity in general among advertisers.

Hayes stated that June business on the air was well ahead of June, 1942 and that July and August schedules indicate an increase in billings over these months of last year. These figures as a whole, concluded Hayes, presage WABC's best year.

Liberty Magazine Article Praises "Jack Armstrong"

(Continued from Page 1)

doubtable All-American Boy, heard on the Blue Network Monday through Friday at 5:30 p.m., EWT, organized the "Write-A-Fighter-Corps" which boasts a membership of 1,200,000 boys and girls between the ages of six and sixteen.

Miss Ostenso explains in her story that followers of this outstanding juvenile character of radio have relieved the mail-from-home hunger of our armed forces by solemnly pledging to write at least one letter a month to a friend or relative on the war front.

"March Of Time" Returns Over NBC Web Aug. 19

(Continued from Page 1)

p.m., EWT. The returning program will feature a format streamlined to bring news, not as it happened days or hours before, but at the moment, and with the people involved reporting in person.

Much credit for March of Time's record of anticipating the news breaks and realistic presentation goes to Frank Callan Norris, the program's managing editor. Having written for and edited every department of the magazine, Norris has at his fingertips every available source of information necessary to plan the program's minutest detail. Adrian Samish, producer-director, and two writers, Paul Milton and Garrett Porter, work directly with Norris.

Seven Tele Stations To Be Built On Coast

(Continued from Page 1)

of money would be made Boland stated, due to booster stations at various points and the electronics industry as a whole would do the building.

While licenses have been issued by the FCC for coast tele outlets, the war delayed such building with Don Lee being about the only current tele experimenter in the Los Angeles area.

Four Bouts Lined Up For Gillette On Mutual

(Continued from Page 1)

son Square Garden. The contest will be fought at catchweights.

Lightweight Champion Bob Montgomery will tune up for his contest with Beau Jack by taking on former welterweight champion Fritz Zivic on Monday, August 23, in a ten-round bout at Shibe Park, Philadelphia.

Sgt. Ray Robinson, "Sugar Ray" who won 69 out of 70 fights, will fight former three-titled champion Henry Armstrong, in a ten-round bout to be broadcast from the Polo Grounds in New York City, Friday, August 27. Then on Tuesday, September 14, Bob Montgomery will meet former champion Beau Jack in a return championship bout, for 15 rounds, to be broadcast from the Polo Grounds.

Don Dunphy and Bill Corum provide the blow-by-blow and color highlights on all of these Gillette-sponsored Mutual exclusives, starting at 10 p.m., EWT.

"Breakfast In Bedlam" Renewed For Yr. On WJZ

(Continued from Page 1)

date, East together with his partner, Polly, will celebrate the anniversary of their fourth year over WJZ with "Breakfast In Bedlam" and the start of their fifth year, one of the longest sustained periods of activity in radio.

At the current writing, four sponsors buy time in the program. They are Drydock Savings Institution, New York, (Anderson, Davis and Platte, agency); Empire Gold Buying Service, (Carl Calman, Inc., agency); Automobile Brokers Corporation, (Miller Advertising, agency); and General Baking Co., BBD&O.

Footo, Cone And Belding Resigning Network Accts.

(Continued from Page 1)

accounts does not mean that they are severing such relations at once but over a reasonable period of time when current plans have been carried out. According to Charles Brown of NBC and Edgar Kobak of the Blue, it may be a possible six months before the severance is completed, all depending on what is in the works at the present time.

Tonkin Gets FDA Post

Joe Tonkin, formerly of WOWO, Fort Wayne, Ind., has been appointed acting chief, Radio and Market News Section, Food Distribution Administration, Great Lakes Region, with headquarters in Chicago, succeeding Lance Hooks, who has entered the Army.

Wallace On Webs Sept. 11

Washington—A network broadcast has been scheduled by Vice-President Henry A. Wallace for Sept. 11, when he will address a Chicago meeting on post-war international planning.

COMING and GOING

RAYMOND CLAPPER, commentator on has returned to London from North Africa has resumed his broadcasts from the capital.

JOSEPH SAUER, of the Blue Network department, leaves this week on a two week vacation. ZENIA PARSON, of the same department, returned yesterday from a spent in the Midwest.

RADCLIFFE HALL, off to Boston by plane for the "Beat the Band" program tonight.

AUSTIN WILDER, concert manager, left on a business trip of one week in California.

ARTHUR ALLEN, of the cast of "Smoky Mountain" heard on NBC, is expected back from Buffalo, N. Y.

BOB DAVIS, of the WOR press department, left Saturday on a fishing trip of two weeks.

W. N. CONNOLLY, advertising director of the Johnson Wax Co., is on the West Coast for conferences with John Nesbitt.

JOHN McNEIL and the "Victory Troop" WJZ, have a date today at Fort Dix to entertain the servicemen.

DON PRYOR, of CBS, is in Chicago for the origination of "Report to the Nation" from WBBM.

GUY LOMBARDO, accompanied by his wife and three brothers, has returned from a vacation spent in Canada.

CHRIS CROSS and his orchestra are in New York following Army camps in upstate New York. They are over Mutual several times weekly.

LILLIAN GRIFFIN, of The Katz Agency, returned from her vacation.

"Pops" Shows End Saturday

The Esplanade concerts presented over the Blue Network each Sunday at 8:15 p.m., by the Boston Symphony Orchestra, under the direction of Arthur Fiedler, will come to a close with the broadcast to be heard on Saturday, August 14.

"Hot" Availability "VAUDEVILLE AIN'T DEAD"

A grand novelty music program for Baltimore's anti-serial housewives.

\$150 per week

(Time and talent)

1:05-1:30 P. M.

MONDAY thru SATURDAY



IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

Paris Back In U. S. A.; Seek Sunday Spot

(Continued from Page 1)

he wanted to prepare during week. He would prefer to have hampered freedom of a Sunday over to prepare these programs. He does not know that anything has to be arranged, however,

Das declared himself highly pleased with the work of the OWI Overseas Branch, and said General Eisenhower had also been pleased and spoken very highly of OWI in North Africa.

He defended the branch against charges that it fails to follow the government line and that it is "honey-mongering" with communists. He declared that the OWI domestic foreign language section has files on a model of foreign language stations in this country and has furnished information and recommendations regarding station employees on

He expressed doubt that the agency will continue that activity now, however, because of the shortage of funds. "There were a certain number of program broadcasts going out," said Das. "I guess the owners of the stations are a little jittery and we furnished some of them information on

"Hollywood Theater" Switches Sked To KFI

Los Angeles—As of last Saturday the Hollywood Radio Theater," presently C. P. MacGregor, will be broadcast every Saturday at 9 p.m., PWT, KFI. Program was formerly broadcast over KNX, Sunday, at 9:30

Bill Jewell is featured this Saturday in an original playlet titled "Three In Hand."

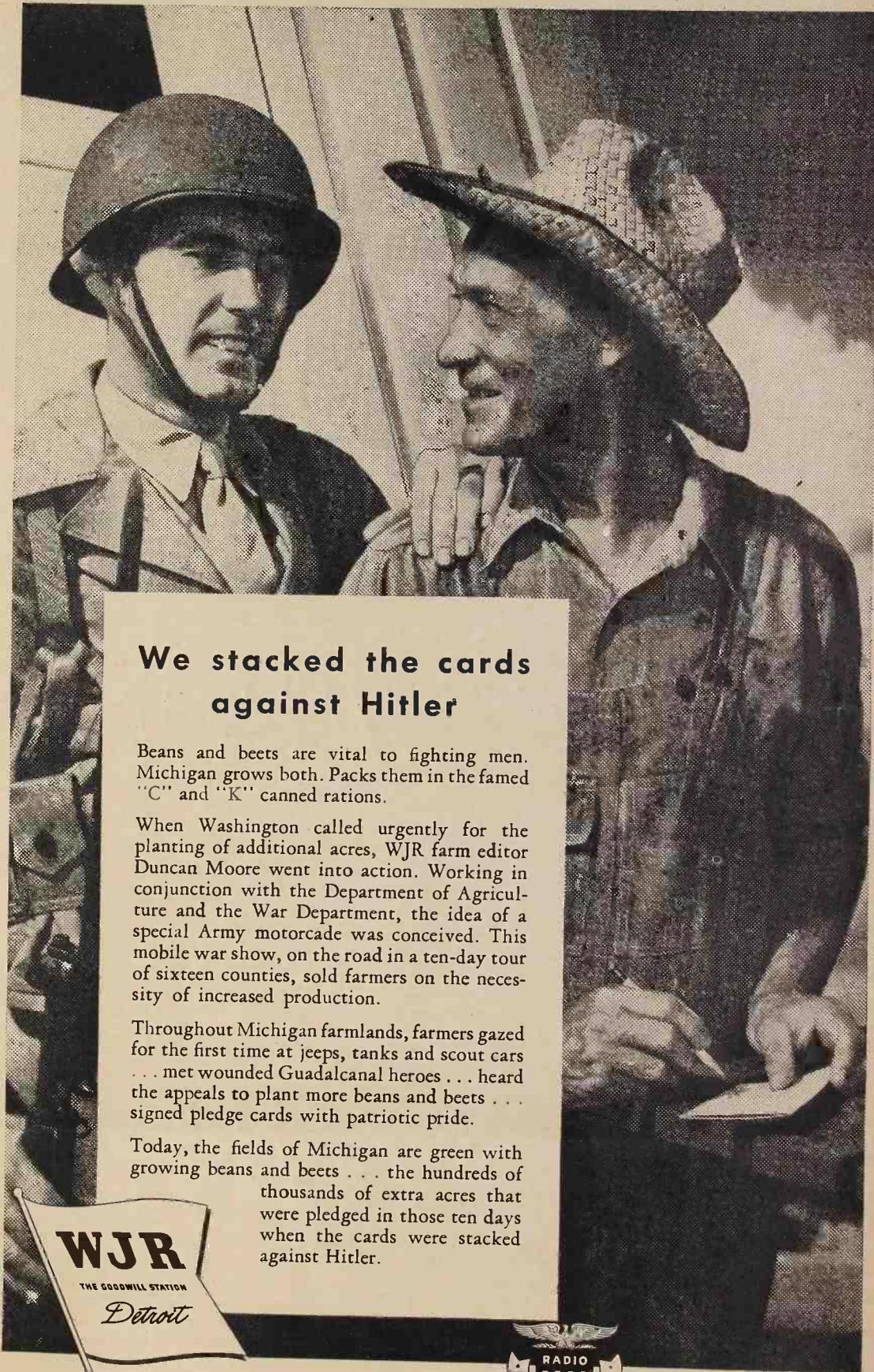
"Force Salute" Show

Dean Jagger, direct from Hollywood, Victoria Cordova, Latin-American actress, and John Getty, foreign correspondent, salute the women workers of the Aircraft Warning Squadron tonight at 10:03 on the "Army Force Salutes" program over KFI. Claudia Morgan will be on to participate in a special dramatization with Dean Jagger while the Arnis Trio of South American musicians will add good-will between two continents.

Bill Sullivan emceeds the half-hour show with Jerry Sears and his orchestra providing the musical accompaniment.

Buy An Owner Of KPHO

Phoenix, Arizona—Gene Autry, the movie star, has been named as one of the incorporators of Phoenix Broadcasting, Inc., which has purchased KPHO, from M. C. Reese. Company is capitalized for \$75,000 with an intention to issue 1,000 shares of stock. Autry, who is a technical sergeant, is now stationed at Luke Field,



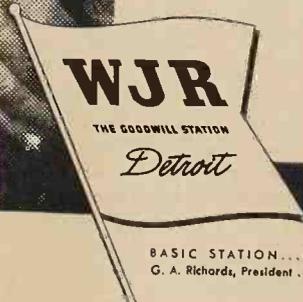
We stacked the cards against Hitler

Beans and beets are vital to fighting men. Michigan grows both. Packs them in the famed "C" and "K" canned rations.

When Washington called urgently for the planting of additional acres, WJR farm editor Duncan Moore went into action. Working in conjunction with the Department of Agriculture and the War Department, the idea of a special Army motorcade was conceived. This mobile war show, on the road in a ten-day tour of sixteen counties, sold farmers on the necessity of increased production.

Throughout Michigan farmlands, farmers gazed for the first time at jeeps, tanks and scout cars . . . met wounded Guadalcanal heroes . . . heard the appeals to plant more beans and beets . . . signed pledge cards with patriotic pride.

Today, the fields of Michigan are green with growing beans and beets . . . the hundreds of thousands of extra acres that were pledged in those ten days when the cards were stacked against Hitler.



BASIC STATION...COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President... Leo J. Fitzpatrick, Vice President and Gen. Mgr.

Edward Petry & Company, Inc.,
National Representative

Los Angeles

By RALPH WILK

GALE PAGE is coming out of retirement to play the lead opposite Otto Kruger in "Perpetual Emotion" on "Woodbury's Hollywood Playhouse" show, replacing Binnie Barnes, who was forced to forego the assignment due to film commitments. Born in Spokane, Miss Page first found radio fame in Chicago and joined NBC there in 1933. Warner Bros. brought her to Hollywood in 1938 and her star rose rapidly.

Hendrik Booreman, producer of Columbia's "Silver Theater," has been sworn in as Lieutenant (j.g.) in the U. S. Navy, but will continue his production duties until he is called into active service.

John B. Hughes, mellow voiced newscaster, is anything but an arm-chair general. He has been in on things since, at the age of 15, and armed only with a camera and a lot of nerve, he hung head first out of an open-cockpit de Havilland plane to take angle pictures of the International Air Races which are still used today.

Joe Besser arrives in Hollywood Aug. 20th and will immediately go into rehearsal at Columbia for a top spot in "Hey, Rookie."

Wilbur Hatch, who conducts CBS "Your Home Front Reporter" orchestra, boasts four top concert masters in his group—Victor Arno, Thomas Mancini, Herman Seidel and Dave Frisina—all of whom played in symphony orchestras all over the world.

Fifteen screen and radio names were set by Hollywood Victory Committee to make transcriptions this week for the Army and for overseas entertainment. Johnny Mercer will wax "Yank Swing Session," Xavier Cugat, Nelson Eddy and Cass Daley were set for "Command Performance," Laird Cregar for "Yarns for the Yanks," Oscar Levant, Carol Bruce and Capt. Ronald Reagan for "Mail Call," Kay Kyser and his arranger, George Dunning, for "C. I. Journal," Cass Daley, Anita and Bob Crosby for "Personal Album."

Hugh Daniels has been made radio contact at the RKO-Radio studio, replacing Al Rackin, who resigned recently.

Carlos Ramirez, South American singer on "The Roma Show," is happily exhibiting his familiarity with American slang. His latest acquisition is a slightly Latinized version of the Dodger fans' cry "I'll kill dat bum!"

THIS LITTLE BUDGET

WENT TO

WORLD
BOSTON
MASS.

MAIN STREET

OL' SCOOPS DAILY

A Reporter's Report Card . . . !

● ● ● DOROTHY LAMOUR: The nineteen year old night club songstress, Kay Penton, who won the berth as Vocalist on Guy Lombardo's 'three ring circus' program, not only hails from your home town of N'Awlins, but looks and sings like you. . . . DON McNEILL: Next Monday morning when you heckle Parks Johnson on your "Breakfast Club" program via the Blue Network, you'd better take it easy with him. . . . you see, the Vox Popper has you scheduled to pinch-hit later that evening for vacationing Warren Hull when the latter program is CBS Staged from Fort Custer, Michigan. . . . catch on? . . . BEA WAIN: Arrangements are now being formulated which will have you journey to Baltimore at the end of August to sponsor the launching of a Liberty Ship. . . . JIM AMECHE: John Reed King will pinch-narrate for you on tomorrow night's "Manhattan At Midnight" on the Blue while you take your first vacation in four years. . . . CHICO MARX: When the radio version of "Stars and Gripes" an all-army musical is NBC Cast Saturday at 4:30 p.m. EWT, the featured vocalist will be Corporal Ziggy Lane. . . . the score was composed by Pic. Harold Rome of "Pins and Needles" fame. . . . JACK JOHNSTONE: One of your members of the "Crime Doctor" cast, Frank Readick, has been tested by Paramount for the role of "Schicklegruber" in the forthcoming vehicle "The Hitler Gang." . . .

★ ★ ★ NORMAN CORWIN: After a five month search to find a suitable child actor to play the role of "Stinky" in the film version of your radio program "My Client Curley," the filmogus have selected nine-year old Ted Donaldson for the part. . . . Cary Grant will be starred in the flicker which goes into production Monday. . . . JANE PICKENS: At the moment it's plenty "Hush-hush", but you'll soon be heard on a coast-to-coaster. . . . and with an elaborate mike set-up. . . . JACK MARSHALL: That agency seems very much interested in your "Pvt. Butchy McKurk" character for a radio series. . . . PHIL SPITALNY: We hear that you and your "Hour of Charmers" are slated to be profiled in a forthcoming issue of American Magazine. . . . JOHNNY GART: If you get a role in a soon-to-be-produced Mark Hellinger picture for Warners, you can thank Dinah Shore, the star of the flicker, who still remembers how you helped her when she sang with your band at the Hotel Shelton Corner some years back. . . . HORACE HEIDT: After touring the country with your "Treasure Chest" troupe, you'll be happy to know that you'll stay in Gotham at least until Sept. 14 during which you'll follow Spitalny's crew at the Capitol. . . . JOAN BLONDELL: When Charles Martin signed you to appear Friday on the CBS Playhouse, the vehicle hadn't yet been selected. . . . we can tell you now it's "The Palm Beach Story" which you'll star in.

★ ★ ★ BARTON FELLOWES: That grade-labeling crack of yours in describing your position at NBC as "The Hitchcock of the Hitch-hikes," proves that even a staff producer can have a sensayuma. . . . JACK CARSON: Your producer, Vick Knight has three pair of glasses and explains it this way. . . . "One pair is for outdoors, one for indoors and the third pair I use when looking for the other two." . . . MAXIE ROSENBLUM: Milton Berle is responsible for the rumor that's making the rounds of Kilocyte Row. . . . to wit: that you've been signed to appear on "Information Please" . . . as contrast. . . . NAN MERRIMAN: "Junetime," the song you introduced last Friday with Leopold Spitalny's NB Concert Orchestra, was composed by Kent Cooper, General Manager of the Associated Press, who, in his lighter moments, dilly-dallies with the Muse. . . . DMITRI SHOSTAKOVICH: Leo Feist, Inc., has acquired Western Hemisphere publication rights to your "United Nations On the March" composition which will be themed in M-G-M's forthcoming production, "Thousands Cheer." . . .

★ ★ ★

Remember Pearl Harbor

Chicago

By FRANK BURKE

GEORGE HALL in town handling business affairs of Dolly, currently appearing at the Ca Theater.

Private Clark Dennis returned Camp Ellis, Ill. after handling Ellis on Parade" broadcast on WBBM Sunday night.

Photographers from "Look" magazine doing a pictorial cover Blue Network "Breakfast Club"

Danny O'Neil, WBBM's new getting a big local build up "Times" carry full-page Sunday

Eddie Dunn back as emcee of "Victory Matinee" on WBBM after absence of several weeks.

Ed Borroff, vice-president division Blue Network, in New York for conference with Mark Wood and Edgar Kobak.

Two hours of highlights Fourteenth Annual Chicago Festival will be broadcast on from Soldier's Field on Saturday August 21 at 8 p.m., CWT from 7 p.m., Mutual will present a program from the outdoor show.

Cyril Wagner, a member WGN press department who joined the army 14 months ago, rejoined the staff after receiving honorable discharge from the service.

WSBA Joining Blue

Effective August 16, WSBA of Pa., will become affiliated with Blue Network as a basic supplementary station. WSBA operates day only at present, but there is a excellent possibility that as some equipment becomes available the station will operate full time.

Bernie Estes Resigns

Bernard L. Estes, director of special events and publicity at WGN, announced his resignation from the station to be effective Saturday, August 21. Estes has announced no plans. A successor for Estes at WGN has not yet been decided on.

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

Charges Probe Committee Favors "Pro-Fascist" Shows

(Continued from Page 1)

...ing what the committee had ...ted on the 'evidence' presented ...
 ... no responsible evidence in ...rd," Fly continued, "the coun- ...nounces the Cox committee con- ...s as to the impropriety of the ... Communications Commission ... eye on these broadcasts to ...n foreign born citizens in ... languages." He pointed out ...ds had been appropriated spe- ... for this work by Congress ... and this year. "If the Cox ... ee is going to formally adopt ... clusions announced from its ...treet headquarters it must be ...d to accept a grave public ... bility," he said.

...ugh there is no written statu- ...thority for the FCC investi- ... of foreign language personnel ...mmendations regarding such ...el, Fly declared that the ...ion does have such authority ... the statutory mandate that we ...erate in the public interest. ...ation operates a pro-Nazi ... he said, "I cannot believe that ...e deemed to be operating in ...ic interest."

...mission responsibility, he said, ...view "over the long stretch" ...gram content rather than spe- ...grams.

Wants More Complete Hearing

...d, in reply to a question, that ...mission has similar author- ... the case of stations with no ... language programs, but he ... that there is less cause to ...out them.

...again Fly called for full and ... hearing on the matters ... inquiry, asking whether the ...ion is ever to be heard on ... or its evidence ever to be ... He does not understand, he ... the committee can continue ... to accept documents bear- ... the points it "purports to be ...ting." The public knows al- ...out the star-chamber tactics ... by the committee before it ... blic hearings, said Fly, and ... the FCC has been refused ... to see the transcripts of

AVERAGE FROM WITHIN



...tter to be inside of Central ...land, rather than outside.

W TAG ORCESTER

...any of this testimony "but perhaps it has not observed that the counsel (Garey) nevertheless reads carefully selected portions of that stuff into the public record as 'evidence'."

Referring to the appearance of Gene and Dr. John Dyer, Fly found significance in the fact that "two witnesses were brought to New York from Chicago to testify as to a conversation between two other men. These witnesses were not present at the conversation, while the two men holding the conversation were both present in New York and one of them (FCC Assistant General Counsel Nathan David) was actually present in the hearing room at the time." The other was Arnold Hartley.

"I cannot believe that the Congress of the United States will long continue to tolerate this brand of 'due process of law,' which, after all, is being carried on in its name and on its seeming responsibility," said Fly, adding, "the committee is avoiding the pro-Fascist nature of the broadcasting it has charged the Commission with forcing off the air."

Calls Check Wartime Necessity

Last Saturday Fly had followed Garey's New York announcement of committee "of conclusion" with a statement in which he charged Garey with publicity favoring pro-Fascist broadcasts. "The Commission would be derelict in its duties as provided in the Communications Act, especially in time of war, if it did not check on these domestic stations broadcast- ing in the enemy's own language" said Fly; "the reason for this obligation is obvious with 170 stations broadcasting foreign language programs many in enemy tongues and directed at the millions of our people of foreign origin it is imperative for the national security that the Federal government exercise some degree of caution to guard against the use of public's own airways to promote the interest of our enemies. The stations almost without exception, have welcomed this service as a protection to themselves and as an assistance in their efforts to promote war activities and have cooperated wholeheartedly. The Commission has never censored any program of any broadcasting station, and it is a fortunate circumstance that it has not found it necessary to revoke a single stations license to prevent these grave abuses.

"This latest line of attack is typical of the reckless methods that have characterized the whole Cox investigation up to date. Mr. Garey's story is simply a reiteration of conclusions announced in advance of a hearing and which, week after week, he has utterly failed to prove."

Jeri Sullivan Sked Upped

Jeri Sullivan, vocalist on CBS will be heard five times weekly starting Monday August 16, on the network from 6:30-6:45 p.m., Miss Sullivan, supported by Paul Baron's orchestra formerly was heard thrice weekly.

WKY COMES UP WITH ANOTHER

Woman Winner

Eminent Paris Fashion Authority Becomes WKY Fashion Counsellor!

OKLAHOMA women, long and ably served by WKY in two fields of vital interest by recognized specialists, are now being served in still another ... the field of Fashion, subject of endless and universal women-interest during war as well as peace.

To the woman-winning ways, therefore, of WKY's "Aunt Susan" in the field of cooking and homemaking, and Edyth Thomas Wallace, nationally quoted authority in the field of child guidance, WKY has added Marjorie Howard, a third specialist, completing a triangle of service to women's foremost interests ... their homes, their children, and themselves.

For 22 years, WKY has been doing this kind of imaginative, creative listener service. It has resulted in building an unequalled listenership for WKY and making it a medium for advertising without equal in Oklahoma.

WKY
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO
The Daily Oklahoman and Times - The Farmer-Stockman
EVOR, Catoosa Springs - KIZ, Coover - Affiliated Agent
REPRESENTED NATIONALLY BY THE KATE AGENCY, INC

MARJORIE HOWARD
Dean of Paris Fashion
Correspondents

The war terminated a 30-year stay in aris for Marjorie Howard during which she was successively fashion correspondent for Vogue, Harper's Bazaar, and Woman's Home Companion. Miss Howard began a schedule of daily quarter-hour broadcasts over WKY on August 4.

GUEST-ING

WALTER DURANTY, former Moscow correspondent and author of the forthcoming "A Short History of Soviet Russia"; DR. ARTHUR UPHAM POPE, director of the Iranian Institute and School for Asiatic Studies; ISAAC DON LEVINE, foreign correspondent and biographer of Stalin and Lenin, and WILL ALLEN, of the International Ladies Garment Workers Union, discussing "Can We Get Along with Russia," on "The American Forum of the Air," today (WOR-Mutual, 8 p.m.).

DIANA BARRYMORE and CHARLES RUGGLES, on "Soldiers With Wings," tomorrow (WABC-CBS, 9:30 p.m.).

BABE RUTH, on Bill Stern's "Colgate Sports Newsreel," Friday (WEAF-NBC, 10:30 p.m.).

DOROTHY KIRSTEN, on "Nellie Revell Presents," Saturday (WEAF-NBC, 10:30 p.m.).

CLAUDE RAINS and JOAN LESLIE, on "This Is the Army," tomorrow (WOR-Mutual, 9:30 p.m.).

JERI SULLAVAN and THOMAS L. THOMAS, on the "Cresta Blanca Carnival," tomorrow (WABC-CBS, 10:30 p.m.).

JACK CARSON and SIMONE SIMON, on the Jack Carson program, tomorrow (WABC-CBS, 9:30 p.m.).

REP. CLARE E. HOFFMAN, of Michigan; REP. JOSEPH CLARK BALDWIN, of New York; PROF. JOHN L. CHILDS, of Teachers College, and PROF. GEORGE W. HARTMAN, of Teachers College, discussing "Should Congress Vote to Join Now in World Collaboration," on "America's Town Meeting," Thursday (WJZ-Blue Network, 8:30 p.m.).

JOAN BLONDELL, in an adaptation of "The Palm Beach Story," on "The Philip Morris Playhouse," Friday (WABC-CBS, 9 p.m.).

BENNY GOODMAN, on "The Million Dollar Band" program, Saturday (WEAF-NBC, 10 p.m.).

ORSON WELLES, on Groucho Marx's "Blue Ribbon Town," Saturday (WABC-CBS, 10:15 p.m.).

CARROLL BRYANT and WILBERT E. LONGFELLOW, assistant directors of the First Aid Water Safety and Accident Prevention Service of the American Red Cross, discussing "Water Safety," on "Highways to Health," Saturday (WABC-CBS, 1:45 p.m.).

Schubert Does Another Film

Paul Schubert, war news analyst, heard Monday through Friday at 10:45 p.m. over WOR, has just completed another short newsreel feature titled "Airpower."

Climax Of Lafayette Salvage Draws Full Station Coverage

(Continued from Page 1)

engineering staffs of the various stations were assigned to transport portable remote equipment to the pier. Setting up their microphones and transmitters in various locales around the scene, special events announcers described the slow emergence of the huge hull from the muddy water of the river.

Within one hour of the notice by the Navy on Saturday, the engineering staffs of WNEW, WMCA and WEAF were on the scene at 2 p.m. describing the salvage of the Atlantic luxury liner. The WEAF broadcast was made available for the NBC network. Later in the day WOR special events carried the activities on Mutual at 4 p.m. WNEW, WEAF, WOR and WMCA maintained the description of the progress on late Saturday, Sunday and yesterday. WABC will present a description of the righted hull tonight on the CBS program "Report To The Nation" at 8:30 p.m.

Since John B. Kennedy and other WNEW commentators were not available for the Saturday broadcast, Maurice Hart, conductor of the "Music Hall" on WNEW, James Coy, station announcer, and Carl Erbe, WNEW press department, were pressed into

service to cover the salvage. The initial broadcast was followed by an interview with Lieut. C. M. Hart, connected with the operations of the U. S. S. Lafayette. Coy, Hart and Erbe also queried Mrs. Tooker, wife of Capt. John I. Tooker, a civilian in charge of the divers, and Capt. Bernard Edward Manseau, who issued the official announcement. WNEW will maintain its schedule of salvage broadcasts until completed. WMCA, also, reported that it would maintain a frequent schedule. The network outlets of New York similarly reported that it would carry special on-the-scene broadcasts, time permitting.

In its seventh shipside coverage of the salvage of the U. S. S. Lafayette yesterday afternoon, WNEW presented some similarity and differences of the salvage engineering efforts of Pearl Harbor with the present one here when James L. Kilgallen, veteran INS correspondent, who saw the salvage program at Pearl Harbor, compared notes with Capt. John I. Tooker, chief civilian salvage director. Jimmy Benne, youngest diver on the job, related some of his experiences under the hull of the former French liner Normandie.

Transmitter Of WJW May Remain In Akron

(Continued from Page 1)

the Commission held that Cleveland needed increased radio coverage, and because it was proved that it could be accomplished with the use of a minimum of critical materials. Last week brought an application by the Buckeye Broadcasting Co., Akron, for a new station on 1,240 kc, with 250 watts power—the same band and power WJW had.

WJW may be left in Akron, with the FCC forced either to rescind its grant of last winter to William S. O'Neill, its new owner, or to permit O'Neill to construct a new transmitter in Cleveland to operate with 5,000 watts.

"Ohio has the poorest radio coverage of any of the comparably populous states," said Fly, "whatever we can do to improve that situation we will do."

Fly may find that construction of a new transmitter for WJW will not be necessary, since a report to be filed with the full Commission by Commissioners C. J. Durr and T. A. M. Craven will list five 5,000-watt transmitters now on hand along with 64 others of less capacity.

This report, plainly marked confidential because of its lengthy discussion of military communications needs, was revealed in the press yesterday but has not yet been submitted to the full Commission. It recommends on the basis of available transmitters, the licensing by the FCC of new low-powered stations in areas of poor coverage and calls also for addi-

RCA Promotes Teegarden To Asst. Sales Manager

Appointment of L. W. Teegarden to assistant general sales manager has been announced by Henry C. Bonfig, general sales manager of the RCA Victor Division of the Radio Corporation of America. In his new capacity, Teegarden will have direct supervision over the selling, distributing and warehousing of all RCA products. In addition, the Company's four Regional Directors in the Eastern, Central, Western and Southern territories will report to him.

Meighan, Jr. On "The Falcon"

James Meighan, nephew of the late silent picture star, has taken over the lead role of "The Falcon" on the Blue Network, replacing Hollywood-bound Berry Kroeger.

tional relaxation of the critical materials freeze to the extent of authorizing power increases to 250 watts for a number of 100 watters who have requested such increases.

Fly said he could not predict how the Commission would act on this report, which he has not yet seen. Nor did he know enough of the equipment situation at present to discuss the press report he had seen.

WPB sources, however, pointed out that the tube situation is more serious now than it has ever been and seemed to feel that this would block any decision to accept the recommendations of Durr and Craven. Tube production for all purposes is not expected to exceed 3,000,000 for the latter six months of this year.

AGENCIES

ADVERTISING AND SALES COURSE of the Advertising Club of New York this October celebrating its 20th anniversary with a course will fit present day conditions. Advertising and Selling Course has graduated 20,000 students in 20 years of its existence.

F. KENNETH BEIRN has been named to the Chicago office of Blackett-Hummert. Formerly with the Chicago office of Washington, D. C., he now is associated with the Procter & Gamble account of B-S-H.

JAMES BREWSTER, formerly in charge of the film service at Brown University, has joined the picture department of J. Thompson Co., Inc.

TOD REED of the Ruthrauff Detroit office, has been elected president of the agency.

ROBERT RODMAN will join the ray Breese Associates, Inc., on the staff. He formerly was editor of the technical pharmacy edition of the Journal of the American Pharmaceutical Association.

RALPH HARRIS, formerly of Mears Agency, has been added to the account executive staff of Kimball Company.

New Hillbilly Outfit Signed For WNEW

"Steamboat" Johnson and his outfit have taken over WNEW's "Hillbilly" program. They will be on one hour Monday through Saturday at 9 a.m. and Sunday at 12 noon. The program is participated by H. Clothes, Tastyeast and Canadian Trappers.

Actually "Steamboat" is really his friend Zeke Manners who was inducted six months ago. Both were associated at KTMR and KMPX in Los Angeles, each having legit hillbilly background. Johnson also worked for the Mexican station XEPN.

Personna Expands To

Effective Wednesday, Sept. 1, "Personna Men's News," sponsored by Personna Blade Co. over WJZ, featuring Ken Farnsworth as commentator, will be heard Wednesday and Friday of each week from 10:40 p.m., EWT, moving to current spot at 10:35 to 10:45 EWT. Amos Parrish & Company is the agency handling the account.

H. A. Pope Honored

H. A. Pope, credit manager of the National Union Radio Corporation, Newark, N. J., has been re-elected the post of vice-chairman of the National Credit Group of the Radio Manufacturers Association.

NEW BUSINESS

WMM, New York E. R. Squibb & Sons, five-minute periods weekly, 13 weeks, placed direct; I. J. Fox, 2 announcements weekly, for 13 weeks, placed direct; Roxy Theatrical, announcements, placed through Speiro Agency; Atlantic Bani Co., 24 announcements weekly, for 52 weeks, placed through Della Adv. Agency; Grove Labs., announcements weekly, for 13 weeks, placed through Russel M. Agency; Southern Cotton Oil, (total) three quarter-hour periods and eight spot announcements placed through Tracy-Locke Co., Inc.; Stuhmer Baking Co., announcements weekly, for 13 weeks, placed through A. B. Landau, Y. Schools of Music, 15-minute period weekly, for 13 weeks, placed through Prudential Adv. Agency; Globe Brenner Bros., six announcements weekly, for 52 weeks, placed direct; Chrysler Bldg. Corp., announcements weekly, indefinite, placed direct; National Candle Co., 15-min. periods weekly, for 13 weeks, placed direct.

WDO, San Antonio: American through Badger, Browning & Co., 52 weeks; Lamont Corliss Co., 26 weeks; Carter's Cold Cream, through J. Thompson, 26 weeks; Carter's Cold Cream, through Ted Bates, one contract; True Story Magazine, Raymond Spector Co., 52 weeks; Colgate-Palmolive-Peet, William Esty & Co., and Ted Williams, 26 weeks; Grove Vitamins and Cold Tablets, through J. & Coe, 10 15-minute periods, 16 and 19 weeks, respectively; through Joseph Katz Co., 19 weeks.

Wel Joins Press Firm

J. Vogel who resigned as chief of Transcriptions for the Office of the Coordinator of Inter-American Affairs, has joined the staff of Publicity Associates, Inc., New York, for public relations and radio firm. Previous to his two years service with the Office of the Coordinator of Inter-American Affairs, promoted to chief of radio for seven years in the office and was manager of radio stations KZRM and KZRF in

Faber In WPB Post

Peter J. Faber, radio manager for Montgomery-Ward, has been named as advisor to the Domestic Foreign Radio Branch of the War Relocation Authority, WPB, it was announced. Faber will advise the branch on the distribution of military radio equipment.

Majorie Connor Resigns

Majorie Connor (Mrs. William L. Connor) assistant to Harold E. Connor, manager of NBC's promotion department, has resigned. She will return to her home in Nashville, Tenn., for an extended rest.

★ **PROMOTION** ★

KSTP Fair Exhibits

Alert to the advantages of fairs, KSTP, St. Paul, will again have a booth in the War Exhibits building at the Minnesota State Fair. "Main Street, Minnesota," program will not only entertain the sight-seers but will also originate there while David Stone, Billy Folger, Chuck Mukern and Frank and Ester, amongst others, will appear on the program each week-day during the 10-day exposition. In addition a booth, featuring the pictures of KSTP and NBC talent, will have a newsprinter with bulletins posted throughout the day for the fair visitors.

Another exhibit is planned by KSTP for Anoka County Fair in Anoka. Giveaway for farm folks at this rural fair will be pocket notebooks with the front cover carrying the picture of Harry Aspleaf, KSTP farm service director, and copy about

Camp Lee Show Observes First Birthday On WRVA

(Continued from Page 1)
its first anniversary tonight at 9 p.m. for a full hour over WRVA. Highlights of the ceremony will include remarks by Maj.-Gen. James E. Edmonds, camp commander; a Cavalcade of Events saluting the various branches of the armed services by Pfc. Isaac Cohen; a sequence on military operations from submarine menace to vertical attack; an original radio play by Lt. Howard B. Leeds; songs by the Camp Lee Glee Club; and music by the 1303rd Reception Center Band under the direction of Sgt. Jack Platt, and the 9th Regiment Band under the baton of Sgt. Joe Brown.

Prior to the broadcast the camp will present a variety show at War Department Theater No. 1 with a capacity audience of officers and enlisted men expected to be in attendance.

The format of the anniversary broadcast will follow along the lines of the first show originated through the cooperation of Col. Joseph J. Davidson, commanding officer of the 1303rd Reception Center at the Reception Center Recreation Hall on July 31.

State Governor To Be Guest

Capt. Brace Conning, who created the program and under whose supervision it is produced, remarked that "Conquer We Must" is to convey to the military and civilian population a fighting radio show "by means of history, drama and music." The show is produced in cooperation with Irving Abeloff, program director of WRVA. The material is cleared through the camp's public relations office.

Guests on the program include Colgate Darden, governor of Virginia; Mayor Alexander Hamilton, Jr. of Petersburg; Col. Barry of the Richmond QM Depot; former Ambassador to Spain Alexander Weddell; Col. Mills F. Neal, director of Selective

"Great News"

Represented by Paul H. Raymer Company, WKBN, Youngstown, issued an advertising folder of 12 pages, measuring 20 inches high by 13½ inches across on heavy white oaktag. The front of this huge promotion is enhanced by a half-tone of its transmitter. The half-tone itself measures 13 x 13 inches.

The inside pages are divided into three huge columns, led by call letters standing 1½ inches high, while the columns are filled with mats of the personalities appearing on WKBN. The promotional folder, includes pictures of other promotional ideas of WKBN used extensively to keep the call letters of the station in the public eye.

the station's frequency and power. The back cover will carry the schedule of special farm features.

Production Of Resistors Assured Armed Services

Washington Bureau, RADIO DAILY
Washington—Prospective expansion of radio resistor facilities will provide sufficient capacity to meet requirements of the armed services during the remainder of 1943 and the first half of 1944. It was indicated at a meeting of the fixed and variable resistors industry advisory committee with WPB representatives here last week.

However, all plants must operate at capacity and proper distribution must be maintained in order to achieve these goals, Daniel J. Connor of the WPB radio division, told the meeting. The industry's rate of production of resistors showed a slump of approximately 15 per cent in June, the committee was informed.

Asked for an opinion on the causes of the June slump, committee members variously attributed it to hot weather, vacations, absenteeism, lack of adequate supervision, lack of orders, and high labor turnover.

WPB recommended that manufacturers accept orders only to the extent of their ability to produce. Under priorities regulations they may refuse orders which they cannot deliver because of commitments on equal or higher rated orders. If this practice is followed, purchasers will be forced to sources which are in a position to make delivery, the load will be spread, and scheduling will be unnecessary.

Standardization of resistors should benefit both the industry and the armed services, Col. G. C. Irwin of the Army Signal Corps standards agency, told the committee. The primary importance of standardization is to insure that men in the field are able to obtain repairs, he said.

Service for Virginia; Brig. Gen. Guy I. Rowe, commanding officer of the QMRTC; and Brig. Gen. George A. Horkan, commandant of the QM school.

With the Colors!

HAL BOHM, WGN, Chicago, announcer for the past eight years, reported to the naval base at Farragut, Idaho last week, bringing to 57 the number of WGN men now in the U. S. armed services.

—VVV—

WAAC MARY A. HIGGINS formerly with the NBC traffic department, has been promoted from Auxiliary First Class to Junior Leader (Corporal). Corporal Higgins is serving as a stenographer in the office of the base adjutant at the Northern California Army Air Base.

—VVV—

HARVEY YOUNG, salesman is the latest WHIO, Dayton, Ohio, staff member to leave his job in order to work for Uncle Sam. Young passed his physical in Columbus and is now a private awaiting assignment, which is due August 27.

—VVV—

ROBERT LYLE FINCH, featured announcer and sportscaster at KMOX, St. Louis, Mo., has been sworn in as a Lieutenant (j.g.) of the United States Navy. Known as Bob Lyle on the air, Finch has reported for active duty at Jacksonville, Florida. He marks the forty-third KMOX employee to enter the armed forces.

—VVV—

JOE SPAGNOLA, supervisor of the Blue Network's duplicating division, has been inducted and reports to Camp Upton for training on August 20. Spagnola has been with the Blue for ten years.

—VVV—

KENNETH HEADY, announcer for KCMO, Kansas City, Mo., reports to Ft. Leavenworth on August 13 for active duty with the Army.

in BALTIMORE
and the Central Atlantic States

WBAL
means business
in Baltimore

Edward Petry & Co., National Representative

★ ★ Coast-to-Coast ★ ★

MORE than 300 mayors of Minnesota were present recently at a reception and dinner at the Nicollet Hotel given by WCCO, Minneapolis, in conjunction with the Minneapolis Aquatennial. Host of the occasion was A. E. Joscelyn, manager of WCCO.

Major-General Gatehouse, commander of the British tanks in North Africa, will be heard tonight on the WMCA. New York program conducted by Richard Eaton from Washington. The general will speak about "The Part Tanks Play in Winning the War." On Friday, Eaton will interview Rear Admiral Theodore D. Ruddock, assistant chief of "Naval Ordnance," regarding the "Progress in Naval Operations."

WLW, Cincinnati, is presenting a new series of programs, "Black Market," in cooperation with the Office of Price Administration. The series is based on the OPA Home Front Pledge of two points, 1. Pay no more than top legal prices, and 2. Accept no rationed goods without giving up ration stamps. . . . WLW and WSAI, Cincinnati, have arranged several programs in connection with the Ohio American Legion convention being held now in Cincinnati.

Frank Burke, production manager of CKLW, Windsor, Ont., is on the job again after a two-week vacation. . . . Arnold Stinson, of the "Memorable Classics" show, has gone on a leisurely sojourn to Lindsay. . . . Ralph Binge had his vacation marred by illness. However, he's glad to be back at the old post of "Happy Joe."

Chief announcer Harvey Olson, and Alice Fraser of WDRC, Hartford, were performers at the Press-Radio Jamboree held in Hartford over the week-end. Olson put on a talking act, and Miss Fraser sang several songs at the all-night affair.

Marcia Young, new to radio, has been added as an announcer to WSAZ, Huntington, West Va.

C. B. Locke, manager of KFDM, Beaumont, Texas, announced that the station has acquired the special AP radio wire from Press Association, Inc.

Harry C. Harvey, chief engineer of KMOX, St. Louis, is now at his home in Webster Groves, Mo., where he is recuperating from a recent major operation. All his friends will be happy to learn that he is well on his way to recovery.

Doug Romine, formerly production manager, has been given the added assignment of program director, while Charles Lutz, formerly merchandising manager, is now handling promotion and publicity for KSTA, San Antonio, Texas.

William Hacker, pianist, conductor and student of Jose Iturbi, made his television debut last week on WRGB, Schenectady. His program included a group of three selections from Chopin, and compositions by Scarlatti, Gershwin, Albeniz and DeFalla.

The patriotic float entered by KSTP, Minneapolis, in the "On The Victory" Aquatennial parade was awarded one of the prizes in its division. . . . KSTP will again have a booth in the War Exhibits building at the Minnesota State Fair, and will also provide entertainment daily for the crowds. KSTP also plans to have an exhibit at the Anoka County Fair.

Mark Schreiber KMYR, Denver sports announcer, is the Colorado State Junior Chamber of Commerce golf champion. He shot an even par of 72 at the Park Hill country club in Denver.

WINS, New York, has contracted with Press Association, Inc., for the special radio AP wire, Major E. M. Storer announced. The new service will include teletcripts and hourly five-minute newscasts as well as AP dispatches.

Jerry Colonna will be the guest of Paula Stone on her WNEW, New York, program "Hollywood Digest." . . . By the way, Paula Stone will now be heard at 4:45 p.m., instead of at 5:15, exchanging times with Kathryn Cravens, who will be heard at 5:15 p.m.

Cyril Wagner, who joined the Army 14 months ago, has rejoined the WGN, Chicago press department. He was discharged from the Army for medical reasons.

For the third consecutive year WWNY, Watertown, N. Y., has gone to the grounds of the combined Gouverneur and St. Lawrence County fairs. The broadcasts were made at three different times during the afternoon, covering the horse races, exhibits and awarding of prizes. Jack Chase, sports announcer, and Bob Walter, program director, handled the broadcasts. . . . To build up their registration for the fall term, the Watertown branch of the Rochester Business Institute purchased the "Funny Money Man" three times a week, Monday, Wednesday and Friday mornings over WWNY. The broadcast is handled by Bob Walter.

"Four Stars at Nine-Thirty," a new variety show, has been purchased by the Grange League Federation to run for one year on WSYR, Syracuse. Featured on the new half-hour program, five mornings each week at 9:30 a.m., will be Bill Davis, newly added vocal star, Terese Johnson, staff organist, and Rollie Furman and Barbara Blake, dramatists. . . . Russ Russell is the emcee on "Club 570," a new dinner show now being heard at 6:25 p.m. on week-days over WSYR. A participating show, it highlights the music of a different band each night, with added ad libbing by Russell.

"Action Overhead," spectacular demonstration of air attack on Dayton, Ohio, was described for radio listeners by WHIO announcers recently. U. S. Army Chemical Warfare Service cooperated with the OCD in putting on the big show at the University of Dayton stadium. The War Department had direct control over the second part of the show, while local Civilian Defense members put on the opening pageant. Miniature village was built at the stadium and was attacked by enemy air forces. Description of attack and activities of those on the defensive was aired over WHIO.

Harry Wismer, the Blue's caster, has signed to do the Washington Redskins "pro" football game at the Capital this Fall on Sunday.

After a thirteen-week test, store of Lane Bryant ladies garments renewed seven studio shows over WABC, Brooklyn, N. Y., for 52 weeks. . . . was placed through Erland Adams Agency. . . . 20th Century-Fox Roxy Theater, New York, are spot 16 spot announcements over through Kayton Spiero Co., Inc. New York.

In addition to its Sunday baseball and-baseball parties at general manager Ron Woodyard's country the staff of WING, Dayton, Ohio, together, seriously, in meeting other week. WING meeting everything from copy technical, approaching a client; and one best features is the opening "Suggestion Box," in which there has been slipping, in the previous weeks, ideas on promotion, efficiency, programs, etc. . . . special events department had last week from one of the Desk Kids, Bobbie McClung, who was viewed on the Dayton Coca-Cola "Man On the Street" show.



REACH THE WOMEN OF THE OHIO VALLEY WITH . . .

Olive Kackley
WCKY

50,000 WATT C B S

THE L. B. Wilson STATION

| | | | | | | | | | | | |
|-----------|----|----|----|----|----|----|----|----|----|----|----|
| 1943 | | | | | | | | | | | |
| BIRTHDAYS | | | | | | | | | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 | | | | | |

August 10

- Robert Feldman
- Jack Haley
- Frank E. Mullen
- Harry Richman
- Capt. A. A. Schechter
- Larry Fisk
- Louise Massey
- Jane Pickens
- Duke Rorabaugh

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

24, NO. 29

NEW YORK, N. Y., WEDNESDAY, AUGUST 11, 1943

TEN CENTS

Charges FCC-OWI Deal

Expanded CBC Staff Now Covering Front

Real—Starting with an over-
staff of one back in 1939, Cana-
dian Broadcasting Corp. now has a
15 correspondents covering
network and stationed in Eng-
land, Middle East and the forward
lines where Canadian troops are on
the front. CBC staff overseas is
led by John Kannawin, who took
the post a year ago when the BBC in-
dented Rooney Pelletier to join its
(Continued on Page 3)

Buy More War Bonds and Stamps

Soldier Symphony Inaugural On Mutual

men who gained interna-
tional fame in civilian life as sym-
phonians have joined together
for the Fort Dix String Sym-
phony and will give their inaugural
concert under the baton of noted
Pvt. Nicholas Harsanyi on
the "Fort Dix" to be heard over
Mutual network, this Sunday 3-
p.m., EWT. Pvt. Harsanyi was
(Continued on Page 2)

Buy More War Bonds and Stamps

Adding Outlets; 162nd Affiliate Joins

Network continues to add
three having already joined
Edward G. Noble signed an
agreement to purchase the network.
The newcomers, as supplementaries
added to the Southcentral
of WBLM, Macon, Ga., join-
ing on August 23, and WGGM, Gulfport,
Miss., becoming an affiliate effective
making the 162nd Blue out-
let. WJLA, York, Pa., as previously
announced, joins on August 16.

vs. Pigeon Days

work on air conditioning
office of C. L. Menser, NBC
president, is being delayed by
an internal urge. A pigeon, ap-
parently attracted to the cozy niche
created by the ventilation inlet, took
to its rights and built its nest.
The bird's nest disturbs the bird, con-
ditioning work has been halted at
the inlet until the pigeon family
is removed and the nest raised!

Canteen Cake

Stage Door Canteen, operated in
New York by the American Theater
Wing, will present a birthday cake
tonight to WOR with suitable cere-
monies. Occasion is the first anni-
versary of the station's regular
Wednesday night contribution of
talent to entertain the servicemen.
Station officials will be on hand to
take part in the presentation.

Gertrude Lawrence Set For Blue Series

Gertrude Lawrence, stage star, will
be featured in a new half-hour pro-
gram series sponsored by Revlon
Products Corporation over the Blue
Network, coast-to-coast, starting
Thursday, Sept. 30, at 10:30 p.m.,
EWT. The show, which will advertise
Revlon Nail Enamel and Lipstick,
will have prominent personages as
guests. Among those already reported
as scheduled are Paul Lukas, with a
(Continued on Page 3)

Buy More War Bonds and Stamps

Two More Foreign Sources Added To CBS World News

Two more on-the-spot news sources
abroad were added to CBS world
news when James Fleming came in
on the first broadcast ever to origi-
nate in Istanbul, Turkey, and Alice-
Leone Moats was heard from Madrid
in the first newscast by an American
since shortly after the end of the
(Continued on Page 2)

Navy's Uniform Service ETs Sponsored Over 83 Stations

"Truth Or Consequences" Returns On NBC Aug. 28

"Truth or Consequences" with
Ralph Edwards as its master of cere-
monies will return to the NBC net-
work at the usual time, 8:30 p.m.,
Saturday, August 28. When Edwards
arrived in New York after vacation-
ing on his ranch in the hills of Cali-
fornia to confer with the producers
(Continued on Page 2)

House Investigating Committee Counsel Sees Preconceived Plan Established Which Coerced 'Language' Men

"Ellery Queen" Heads Coast Show Ratings

Program ratings on the Pacific
Coast according to latest Hooper re-
port puts "Ellery Queen" as heading
the "top ten" in program popularity.
This covers both June and July calls
and of course concerns shows heard
on the Coast and not in all cases those
also heard in the East.

Top 10 in the ratings are listed as

(Continued on Page 3)

Buy More War Bonds and Stamps

Middleton To Army; Field WABC Sales Mgr.

Beverly M. (Bevo) Middleton, sales
manager of WABC, will leave on
August 20 to join the Army, it was
announced yesterday by Arthur Hull
Hayes, General Manager of Colum-
bia's key station. He reports for duty
(Continued on Page 2)

Buy More War Bonds and Stamps

Alec Templeton Moving To Sponsor's CBS Show

Schenley Import Corp. for Cresta
Blanca wines will move Alec Temple-
ton from his thrice weekly five-min-
ute spot on the Blue to the "Cresta
Blanca Carnival" program on CBS to
(Continued on Page 2)

At the resumption yesterday of the
Cox committee hearing investigating
the FCC, Eugene L. Garey, counsel
for the committee, in the presence
of the chairman of the Committee,
Eugene Cox, charged the FCC and the
OWI acted in concert with a pre-
conceived plan to place Foreign Lan-
guage Broadcasting stations under
their control and domination. Garey
stated that the FCC created a special
division, the War Problems Division,
"for the avowed purpose of unlaw-
fully liquidating all of the radio per-
(Continued on Page 7)

Sevareid Now Living In Tiny Burma Village

Washington Bureau, RADIO DAILY

Washington—CBS news ace Eric
Sevareid is living now in a tiny vil-
lage in the Burma jungle, with head-
hunters stalking the surrounding ter-
ritory. An AP dispatch received yester-
day from New Delhi, India, re-
vealed that Sevareid, en route from
(Continued on Page 3)

Buy More War Bonds and Stamps

Denver Station Men Discuss Recording Ban

Denver—C. E. Arney, Jr., executive
secretary of the NAB en route to the
Coast for vacation, stopped off here
with Ralph Wentworth of BMI, with
the result that Robert Hudson of the
Rocky Mountain Radio Council called
(Continued on Page 2)

Initials!

Oklahoma City—It was very hot
the other day and a woman panted
into the air-cooled reception room
of WKY, started fanning herself
with a sheet of script. "Where's
your rooms and how much are
they?" she asked. "I saw your
sign-WKY." "Yes, WKY radio sta-
tion" said the receptionist. "Oh,
my gosh," laughed the woman, "I
know what I wanted—the YWCA!"

(Continued on Page 3)



Vol. 24, No. 29 Wed., Aug. 11, 1943 Price 10 Cts.

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MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tuesday, Aug. 10)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|---------------------------------|---------------------------------|---------------------------------|-------------------------------|
| Am. Tel. & Tel. | 153 ³ / ₄ | 152 ³ / ₄ | 153 ³ / ₄ | + ³ / ₄ |
| CBS A | 22 | 21 ¹ / ₂ | 22 | + ³ / ₄ |
| CBS B | 21 ⁷ / ₈ | 21 ¹ / ₂ | 21 ⁷ / ₈ | + ³ / ₈ |
| Crosley Corp. | 20 ³ / ₈ | 19 ⁷ / ₈ | 20 ³ / ₈ | + ¹ / ₂ |
| Gen. Electric | 35 ³ / ₄ | 35 ¹ / ₈ | 35 ¹ / ₄ | + ³ / ₈ |
| Philco | 22 ³ / ₈ | 22 | 22 ¹ / ₄ | + ³ / ₈ |
| RCA Common | 10 | 9 ³ / ₈ | 10 | + ¹ / ₂ |
| RCA First Pfd. | 69 ³ / ₄ | 69 ³ / ₈ | 69 ³ / ₄ | + ¹ / ₄ |
| Stewart-Warner | 11 ³ / ₄ | 11 ¹ / ₂ | 11 ³ / ₄ | + ¹ / ₄ |
| Westinghouse | 92 ¹ / ₂ | 91 ³ / ₄ | 92 ¹ / ₂ | + ³ / ₈ |
| Zenith Radio | 32 ¹ / ₂ | 31 | 32 ¹ / ₂ | + ¹ / ₂ |

OVER THE COUNTER

| | Bid | Asked |
|------------------------|--------------------------------|--------------------------------|
| Farnsworth Tel. & Rad. | 8 ¹ / ₂ | 9 ¹ / ₂ |
| Stromberg-Carlson | 10 ¹ / ₈ | 11 ¹ / ₈ |

"Truth Or Consequences" Returns On NBC Aug. 28

(Continued from Page 1)

on some of the ideas for the next season, he learned that nearly \$200,000 in bonds were sold during the national tour of the variety show.

Rynd On West Coast Confers On Blue Angles

West Coast Bureau, RADIO DAILY

Los Angeles—Treasurer Charles E. Rynd, of the Blue Network has been here conferring with Sidney N. Strotz of NBC and Don Gilman of the Blue, regarding physical details of the transaction whereby Edward G. Noble would acquire the Blue. Local Blue executives honored Rynd with a dinner at the Ambassador during his visit. Don Searl, of KGO also in town conferring with Rynd and Gilman.

POSITIONS FILLED QUICKLY CALL

FRANK McGRANN

POSITIONS SECURING BUREAU, INC. (Agency)

331 MADISON AVE., N. Y.—Tel. MU. 2-6494

Middleton To Army; Field WABC Sales Mgr.

(Continued from Page 1)

at Fort Devens, Mass., on August 23. At the same time Hayes announced that John H. (Jack) Field, Jr., who joined WABC last April as an account executive, will succeed Middleton as sales manager.

Middleton was born in Roanoke, Va., and attended the University of Virginia. He entered radio in 1933 when he started a station, now WCHV, in his college town of Charlottesville, Va. Prior to joining WABC as an account executive in 1938, Middleton had been manager of KBIX, Muskogee, Okla.; commercial manager of WWSA, Harrisonburg, Va., and commercial manager of WFAS, White Plains, N. Y. He was made sales manager of WABC in July, 1942. Last year he also served as secretary of the Radio Executives' Club of New York.

Field, a native of Rutland, Vt., attended Phillips Andover Academy. After five years in the advertising department of the New York World, six years with the New York "Times," and two years with radio representative Scott Howe Bowen, he joined Free & Peters' New York office in 1935 as vice-president of Free, Johns & Field, a subsidiary organization. In 1938 he joined WPTF, Raleigh, N. C., as sales manager, remaining there until going to WABC.

Denver Station Men Discuss Recording Ban

(Continued from Page 1)

a special luncheon meeting of local station owners and managers.

Main topic of discussion was the effect of the Petrillo ban on recorded music to small stations. It was pointed out by those in attendance that there has been little ill effect thus far, but a serious situation may develop in the future unless some steps are taken. While nothing definite was suggested, Gene O'Fallon of KFEL (MBS) expressed the belief that listeners were becoming more appreciative of special events shows, news and other non-music programs. KFEL is trying, he said, to develop more and more programs that will not depend on music for audience appeal.

Those present were Tom Ekrum of KVOB (Blue); Fritz Miller and Hugh Terry of KLZ (CBS); James McPherson and Robert Owen of KOA (NBC); Gene O'Fallon and Frank Bishop of KFEL (MBS) and Bill Meyers of KMYR. Meyers did not stay for the business discussion because of a previous engagement.

Alec Templeton Moving To Sponsor's CBS Show

(Continued from Page 1)

join Morton Gould's show. Templeton will be a regular feature of the Gould program, beginning with the Wednesday, Sept. 1 show. He does his last stanza on the Blue 10:30-10:35 p.m., EWT on August 27. William H. Weintraub & Co. is the agency.

Two More Foreign Sources Added To CBS World News

(Continued from Page 1)

Spanish civil war in 1940. Both CBS correspondents are heard frequently on "The World Today" (CBS, 6:45-6:55 p.m., EWT), on "News of the World," 8-8:15 p.m. six days a week, and on "World News Today," 2:30-2:55 p.m. Sundays.

Proximity to Istanbul gives Fleming, stationed at Ankara, a balcony seat from which to check Near East activity and observe the smoldering Balkans across the Straits of Bosphorus. His Istanbul broadcasts are carried to Radio Ankara and relayed to CBS New York.

Alice-Leone Moats, author of "Blind Date With Mars," in addition to being the CBS correspondent in Madrid, represents Collier's and the New York "Herald Tribune." Her "scoop" for CBS followed a suggestion by Paul White, Director of News Broadcasts and Public Affairs, that she try for broadcast permission in the Spanish capital.

Under similar circumstances, when no broadcasts were permitted from Moscow, a suggestion from White to photographer Margaret Bourke-White and author Erskine Caldwell resulted in the first CBS' reports direct from the Soviet capital.

All-Soldier Symphony Inaugural On Mutual

(Continued from Page 1)

formerly a member of the famed Budapest String quartet, as well as viola soloist with the Radio City Music Hall Orchestra.

Pfc. Ossy Renardi, of Vienna, who has played at Carnegie Hall, will serve as orchestra concert master.

Other members of the orchestra include Pfc. Leo Cherniavsky of Berlin, former First Violinist of the Berlin Symphony; Pvt. Martin Lake, First Cellist, formerly with the N. Y. Philharmonic and the St. Louis Symphony, and Pvt. Sandor Salza of Budapest, formerly First Violist of the Budapest Opera House and a member of the Roth String Quartet.

As its first concert the symphony will play "Concerto Grosso For Two Violins and String Orchestra" by Antonio Vivaldi, with Pfc. Renardi, as solist, and the Finale from "Serenade For Strings," by Tschaiakowsky.

Tom Slater, emcee of the program, announced that the symphony will perform on "This Is Fort Dix" once each month.

WISN Appoints Meyer

Milwaukee—Appointment of Robert J. Meyer as promotion manager at WISN, is announced by G. W. Grignon, general manager. Meyer succeeds Hugh O'Malley, who has joined the staff of WTAQ, Green Bay. Meyer came to WISN from the Office of War Information branch office at Milwaukee, where he was assistant to the manager. Prior to his OWI connection he was on the editorial staff of the Wisconsin State Journal, an afternoon daily located at Madison. He was graduated from the University of Wisconsin in 1931.

COMING and GOING

EDWARD CODEL, general manager of Atlantic Coast Network, has returned from weeks spent at Riding National Park, Tobo, Canada.

HOWARD PILL, president of WSFA, Mery, Ala., visiting yesterday with Ed Woolley in the station's department of

BEVERLY M. MIDDLETON, sales manager WABC, left yesterday for a vacation weeks at Flat Rock, N. C.

CARL POST, Davis-Lieber publicist, turned from Hancock, N. Y., where he is on promotion for the "Snow Village"

JOHN MAYO, of A.M.P., leaving on business trip to New England.

JEAN COLLINS, vocalist, off for a few the country.

DALE ROBINSON, manager of WAR Network outlet in Scranton, Pa., and W. M. DAWSON, JR., commercial manager station, are spending a few days in New

PAUL MILLS, sales manager of WOW Wayne, Inc., is in town on station and work business.

JERRY WAYNE, singer on the "All-T Parade," has returned from a five-day Army camps in New Jersey and Pennsylvania

HORACE HEIDT, and the members of his are back in New York and will broadcast Radio City until Sept. 14.

HAL SEVILLE, national sales manager WJE, Hagerstown, Md., left for the home last night after having been here about five days.

DICK KOFF, of the Blue Network department, leaves on his vacation Friday

HAPPY FELTON, comedian, back in to two weeks at Loew's State and several guest shots.

BOBBY SHERWOOD and his orchestra, with GWEN DAVIS, vocalist, are at New for the broadcasting of tonight's "New Bands" program from Yale University.

IRENE PANOS, of Blue Network booking, is in Summit, N. J., recuperating an appendectomy.

"Hot" Availability Sports Round-up

with FREDDIE ROBBINS

6:45 to 7:00 P. M. Monday thru Saturday — and the price is right!

\$125 a week

(Special Sports "Package") now available, subject to prior sale.

*When they think of sports in Baltimore they tune to WITH.



IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

Uniform" ETs old On 83 Stations

(Continued from Page 1)
The New York firms appointed, advised and directed by the Navy in so far as uniforms and interiors are concerned, include Saks, Avenue, Macy's, Brooks Bros., Ingdale's and 14 others, 18 in they will have no individual as to commercials. Fourteen dramas will be included in series.
series where there are no retail, or naval emplacements etc. series is given gratis to stations several hundred will use them quainting the listeners with traditions and history. When books have been used they are to, to high schools and service-centers.
programs were written by Stan- life and they were originated, and directed by Bernard who was recently with OWI's radio division as creator and der of "The Victory Front" and "Volunteers" over CBS and agency is Hirshon-Garfield.

"Queen" Heads Coast Show Ratings

(Continued from Page 1)
"Elery Queen"; Kay Kyser; "Kids"; Walter Winchell, Durmore-Cugat; "Screen Guild"; "One Man's Family"; "Point"; "Mr. District Attorney" and Mrs. North."

"Queen" Adds Sponsor

"Queen Prefers" program over headed by Pegeen Fitzgerald, aded another sponsor to the part of the program which is onday through Saturday 8:30- am EWT. Sponsor is Tighflex ase Co. Agency is Charles each of Newark, N. J. and on six days weekly.

WENR
Blue Points
WENR recently delivered 700% more returns than the advertiser expected! Here is real pulling power!
WENR is Chicago's Basic ue Network Station. 50,000 atts on a clear channel, 90 k.c. Represented nationally y Blue Spot Sales.

★ PROMOTION ★

"Sincerely Yours"

"Sincerely Yours, Marjorie Howard," imprinted signature below a purple imprinted regal insignia bearing a Latin quotation symbolic of a royal house, is the striking cover an attractive folder released by WKY, Oklahoma City, to 18,000 women in the metropolitan area. The booklet is prepared in typical book fashion with a formal introduction of the new personality on WKY, followed by a page with the picture of Marjorie Howard. The picture is framed in purple and to the side brief editorial text identifies her as a fashion counsellor for WKY. The succeeding pages present a brief of her life as well as her experience as fashion counsellor. The dual color of purple and black is maintained throughout the booklet, concluding with a listing of when Majorie Howard can be heard.

"Same Thing Happened"

"The same thing happened," WBT, Charlotte, recalls in its four-page stiff-covered kraftex folder, "now the 'walls' come tumblin' down . . . every Friday night." The promotional folder was issued in conjunction with the new quartet it selected through its July Fourth competition to pick a new group; the prize a regular weekly spot on WBT to replace "The Golden Gate Quartet" who went on to greater heights nationally. The Southern Sons, selected after a nine-hour audition competition, the folder recalls, has met with similar success. Now WBT has announced that the Montgomery Quartet is available for spon-

Sevareid Now Living In Tiny Burma Village

(Continued from Page 1)
India to China, had parachuted to safety on August 2, together with 18 other passengers and crew members of his plane, which had developed motor trouble. They landed near a tiny village, where the natives appear to be friendly. Army fliers have dropped them provisions and medical supplies, but have been unable to effect a landing thus far.

Robert St. John, on the "Jergen's Journal" program Sunday night first told of the plane having run into trouble.

Petrillo Concerts Plan Hit By Group In Local 802

A demand that totally or partly unemployed musicians be used by James C. Petrillo in his plan to give free concerts in the smaller cities of the nation was contained in petitions signed by several hundred members of Local 802, AFM, and delivered last night to Petrillo's office. The Petrillo plan called for use of major symphonies.

Yesterday's move was organized by the "Unity Group," a faction within Local 802.

WKBN Reprint

In black and white, KWBN, Youngstown, O. has circulated a mail reprint of its new promotional theme "It Takes Three To Do It." A line-cut 5 1/4 x 6 1/4, with Benday shadows, pictures a cartoon of three ball players, who, the text mentions, that "back in the early 1900's it took all them—Tinker, Evers, Chance—to show what a combination of the top three could do. Today, in Ohio, it takes Youngstown, together with Cleveland and Cincinnati, to give radio time-buyers the state's top three market areas." The text follows with statistics on the Youngstown station. The CBS affiliate trade mark is ever prominent at the right-hand corner of the page.

"What's Doin', Ladies?"

Producer Helen Morgan, celebrating the promotion of "What's Doin', Ladies?" variety quiz program from the sixth floor studios of Hale Bros. department store to studio "A" of KGO in San Francisco, released a list of vital statistics on the show. In the 19 weeks that "What's Doin', Ladies?" has been on the air, 12,000 people have witnessed the broadcasts. One hundred pounds of Blum's candy has been given away, and more than 200 pounds of "junk" jewelry has been collected. Fifty-three barter deals were completed, \$1,000 worth of presents had been given away and \$225 in cash handed out by Art Linkletter, the master of ceremonies.

sorship. The build-up of their two previous quartets is suggestive in theme.

Gertrude Lawrence Signed For Blue Series

(Continued from Page 1)
scene from "Watch on the Rhine"; Paul Muni, re-enacting a sequence from "Scarface," and Walter Pidgeon, with a bit from "Mrs. Miniver." William H. Weintraub & Co., Inc., is the agency.

The new program will mark Miss Lawrence's debut as a regular on a radio series, her only appearances on the air in the past having been in guest spots. The actress has been auditioning constantly this week at the Blue Network studios in preparation for her new role.

Schubert Subs For Gunther

John Gunther, author of the "Inside" series of books on foreign continents, has asked Paul Schubert, now heard on Mutual at 10:30 p.m. Monday through Friday, to pinch-hit for him Sunday at 5:30 on the Blue while he's on vacation.

Haegg Mile Run On WHN

Gundar Haegg's run of the Mile of the Century to be held at the Triboro Stadium, Randall's Island will be broadcast by Marty Glickman, sports director, over WHN, New York at 7:30 p.m.

Expanded CBC Staff Now Covering Front

(Continued from Page 1)

London staff. A. E. Powley, former head of the CBC central newsroom, Toronto, is in charge of the London news bureau. Matthew Halton, long known as one of Canada's leading newspaper correspondents, joined CBC in London early this summer. Marcel Ouimet, former chief editor of the newsroom in Montreal, heads the staff of French-speaking correspondents. At present his associates are Benoit Lafleur and Paul Barette. Jerry Wilmott is CBC's roving reporter in Britain and is known wherever Canadians foregather on duty or pleasure bent. Peter Stursberg, formerly of Vancouver news bureau, who went ashore with the first Canadian assault troops landing on beaches at Sicily and Andrew Cowan, broadcasting from North Africa, complete the commentary personnel.

Six engineers handle the CBC technical equipment. Art Holmes who gained international fame for his coolness under bombs and flak when he stayed in Regent's Park during the height of the raids, to record the sounds of the London Blitz, is now senior technical officer stationed in London. He recently completed a furlough in Canada. F. P. Johnson and A. J. McDonald are attached to CBC Mobile Unit No. 4 in North Africa. L. R. Moore, J. Beauregard and F. H. Wadsworth complete the overseas squad.

OWI Domestic Radio Reduced From 69 to 53

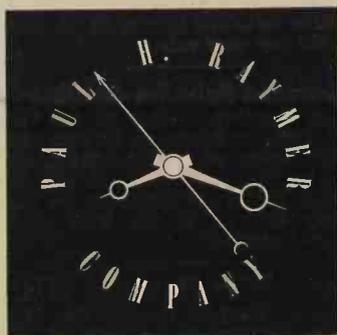
Washington—A reduction in personnel from 69 to 53 has been made in the Radio Bureau of the domestic division of the Office of War Information, it was reported here yesterday by Palmer Hoyt, director of the division. The division as a whole has reduced its total staff personnel from 1,269 to 492.

LEW CHILDRÉ
in person
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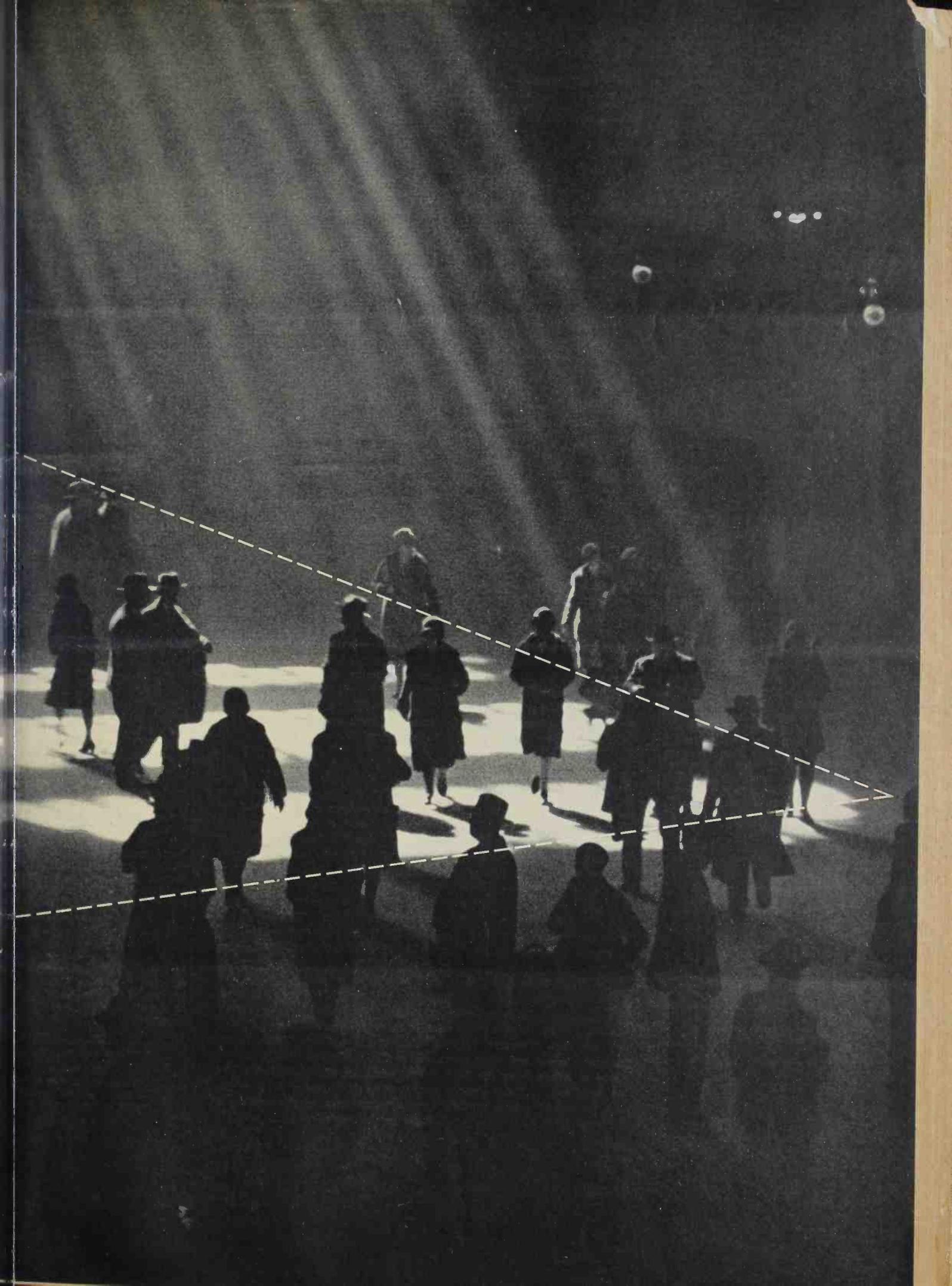


Know Your People and You Know Your Market!

Markets are made up of people—not statistics, graphs and charts. Research never quite catches up. Raymer gives you all the data, of course. But, more than that, Raymer stations know the right time and the right way to reach those people. With more than ten years of experience in markets all over the country the Raymer organization can be invaluable to you in planning your campaign.



PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES



Los Angeles

By RALPH WILK

ONA MUNSON, movie and radio star and Lt. Bernard Bell, of Army Air Forces, were guests on the third of a series of Red Cross broadcasts, "Since Pearl Harbor," over KECA, Thursday (August 5th), with Bob Purcell, KECA special events director, master of ceremonies.

George Riley, otherwise known as "that red headed Gilmore guy," will continue to add his funmaking to the Friday night Gilmore "Furlough Fun" show for another 13 weeks under his present contract. Riley is at present dividing his time between his Friday night stint on the Gilmore show and an assignment to a featured part in the Warner Bros. picture, "Rhapsody In Blue." This is the fourth consecutive time Gilmore has exercised its option on Riley.

A half hour "Tom Sawyer" drama was televised on Thomas S. Lee's television station W6XAO Monday, when Patrick Michael Cunning and his staff from "Stage 8" present the "Tragedy in the Graveyard." Working on the largest television set ever built on the Pacific Coast, and using a ten foot miniature effect of a haunted graveyard, the production starred John Torchia, with Robert Cherry and John Christian in featured roles. The presentation was the second in the series of "Tom Sawyer Stories" written for television.

"Thoroughfare For Freedom," a wartime radio play written by Evelyn McCutcheon was selected as the outstanding script submitted by the writing class of the UCLA-NBC Radio Institute. It was presented August 7 over NBC's Pacific Coast network. It starred Vernon Loudon of the acting class. Incidentally, Miss McCutcheon is at present employed in the traffic department of CBS, is a member of AFRA and has appeared in several transcontinental broadcasts. She wrote a series, "Tomorrow's Holiday," which was presented on KWKW, Pasadena and is also the author of "Young Ideas," broadcast over KNX in 1941.

FUNNY MONEY MAN



SEND me a check for \$10,000,000 (don't sign it). I'll return 23 cents and the story of America's leading syndicated program... now on 58 stations.

ALLEN A. FUNT

Radio Productions

52 Vanderbilt Ave.

N. Y. C.



Notes From A Ringside Seat. . . !

● ● ● Because an Army Nurse, home from "somewhere in the South Pacific," told how she and her co-workers there relaxed by listening to Sinatra-la-la discs, the Jersey Lark will be piped into next Sunday's "We, The People," CBS show, from Hollywood, where he currently is making a picture. . . . Ray Knight, just back from a week vacation at Lake Champlain with half of a musical comedy completed. . . . we thought it seemed strange to see Ray going on a vacation. . . . with a portable typewriter. . . . Inge Adams starts a running in the NBC show, "Just Plain Bill," starting tomorrow. . . . B. S. Bercovici, triple-threat man of radio, writer, director and news commentator, has authored two radio ideas which Lyons & Lyons are "het up over" . . . Marjorie Reynolds will be starred, next Sunday on the CBS Silver Theater, in a psychological drama titled, "With All My Love," replacing Claire Trevor, who, unable to appear on this show, will be heard on this series, at a later date. . . . Shep Fields and his "brassless" orchestra, will have plenty of air time, via MBS and CBS when they open a three-week engagement Friday at the Terrace Room in Newark. . . . Bob Weisman, Paramount Theater head, tossed a party for Benny Goodman and his lads, last night at Cafe Society Uptown. . . .



● ● ● Harry Conover, is giving special attention to television, and has instituted a special department to train his models as announcers and demonstrators. . . . The Motion Picture "sleeper" which copped raves from critics, "The Great McGinty," has been streamlined into five episodes for the air and will be heard on the "Hollywood Theater of the Air," program starting Friday over the NBC Cycles. . . . Walter Abel, of "Star Spangled Rhythm, will have the title role. . . . One of the most popular of early daytimers, "Hilltop House," may again become CBS scheduled by September. . . . Ralph Edwards, emcee of "Truth Or Consequences," has returned to Gotham from his Californian Ranch and is readying that NBC comedy for its return to the ether, Aug. 28. . . .



● ● ● We don't know whether it was premeditated on the part of Tin Pan Alleyites or merely a coincidence that the airwaves of late seem to deal so much with the word "Know" . . . anyhow while listening last Thursday to CBSerenader, Joan Brooks, we heard a program composed of current tunes, namely: "Did You Know?," "Now We Know," "More Than You Know," "You'll Never Know" and "Little Did I Know" . . . Lionel Hampton and his Band, signed for another appearance on the Coca-Cola "Spotlight Band" show August 25 over the Blue Net. . . . Kate Smith, on the air for 14 years, has never had a program series on any network other than CBS. . . . Jerry Wayne, singing star of "Your All-Time Hit Parade," has been renewed for another 13 weeks on that NBC Carnegie Hall series. . . . the extension starts Friday, August 13. . . . Marie Greene, NBC charming vocalist, heard on the early morning variety show, "Everything Goes," recently received an anti-aircraft shell case from a soldier-admirer. . . . at first glance the vocalist thought the gift was useless but turned it into a useful thermos bottle for hot coffee which she takes to the studio each morning. . . . Jimmy Durante will project his individual personality next Sunday on the "Paul Whiteman Presents" hour. . . . Pvt. Hugh Bader, former program director and chief announcer at KBON, Omaha, Neb., now stationed at Hondo Army Air Base, Texas, has been tabbed, "G.I. Joe," by his buddies. . . . Bader rigged up an improvised studio, from which, with the use of a loud speaker, he announces news, gossip, patter and chatter at meal times. . . . "when Radio gets in one's blood. . . . etc."



Remember Pearl Harbor

Chicago

By FRANK BURKE

FRANK SINATRA caused much excitement among fans who passed through Chicago yesterday en route to the Coast and his RCA Victor contract. Newspaper intreated Frank kindly and devoted a lot of space to the crooner's visit.

Ed Humphrey, program director WIND-WJJD, scored a "scoop" yesterday when he had the mother kidnapped baby on the air. Human interest appeal to the nappers.

Leonard Joy of RCA-Victor through town yesterday en route the West Coast. During stopover he attended an RCA-Victor shineranged by the local manager, in of Spike Jones and his City S.

Parks Johnson of "Vox Pop" will do a guest appearance with McNeill of the Blue Network "fast Club" Saturday.

Wayne Van Dyne, tenor, featured on "Harmony Hall" on Mutual, Thursday, August 19, p.m., CWT.

Vacationers at WGN include Afflick, producer; Ray Streetnouncer; Tom Foy, head of the room and Fred Reynolds, train "Quiz Kids" will match with Army Sergeants at Chanute, Ill. during their broadcast on S. August 15, on the Blue at 6:30 CWT.

"Hello Mom," Coast Show Going Full Mutual

The West Coast air show, "Hello Mom," will be heard over a wide hookup when it makes its over WOR and the Mutual network beginning Saturday, August 14, 11:30 a.m. to 12 noon. One of the features of the series will be the production of messages designed to recruit members for the War Army Corps (WAC).

Original dramas will highlight life and work of flying cadets, listed men, officers and WACs in various branches of the Army Air Forces with emphasis placed on importance of home and schooling of AAF men and women.

Poll Honors Kaltenbach

By a plurality of 3 to 1, H. V. tenborn, NBC commentator, selected "Favorite Commentator" readers of the Tampa (Fla.) "Tribune" in a poll conducted recently by newspaper.

HERE IT IS AGAIN

This time on Schaefer Revue with Al Roth Tonight at 7:30 over NBC

BULLFROGS AND MARINES

ASSOCIATED MUSIC PUBLISHERS

QUEST-ING

MILTON SENN, pediatrician, giving "Psychological Benefits of Immunization," on "The Baby Institute" today (WJZ-Blue Network, 8 p.m.).

"ARCHIE" GARDINER, on the "Music Hall" program, tomorrow (WEAF-NBC, 9 p.m.).

GALENTO, pugilist, on the "Em Club" show, tomorrow (WJZ, 9:30 p.m.).

S JOHNSON, of the "Vox Program," on Don McNeill's "Blue Club" broadcast, Friday (WJZ-Blue Network, 9 p.m.).

ED P. HAAKE, co-founder of the American Economic Association; **MAYNARD KRUEGER**, professor of economics at University of Chicago, and **AD BEROLZHEIMER**, professor of economics at Northwestern University, discussing "How Can We Win the War," on the "Reviewing Program," Sunday (WOR-Mutual, 11:30 p.m.).

D. MERRILL, administrator of musical collections at Harvard University, discussing "Emergency Phonous Plants in the Islands of the Pacific," on "Adventures in Music," Saturday (WABC-CBS, 1:30 p.m.).

G. A. PATTERSON, USN, discussing "Victory," Friday (WOR-Mutual, 11:30 p.m.).

BLONDELL, on the "Jerry Show," Saturday (WABC-CBS, 11:30 p.m.).

J. FLOHERTY, author of "The FBI," on "Who, What, Where," Saturday (WEAF-NBC, 11:30 p.m.).

BROOKS, on "Calling Sunday," Sunday (WABC-CBS, 8 p.m.).

CHUBERT, news analyst, on "We Stand," Sunday (WJZ-Blue Network, 5 p.m.).

ER BOWLES, general manager of the OPA, on "Washington Reporting," Sunday (WEAF-NBC, 11:30 p.m.).

E JESSEL, on "The Coronet Show," Sunday (WABC-CBS, 11:30 p.m.).

Mayor On WEA

Franklin D. Roosevelt and C. Delaney LaGuardia will discuss "At Home, Victory Abroad" over WEA, the first in a series of four broadcasts to be heard from metropolitan stations stressed for unity at home and abroad. The first broadcast will be from the Mayor's office.

Garey Charges FCC-OWI Deal Coerced "Language" Outlets

(Continued from Page 1)

sonnel in the foreign language field that did not meet with its favor. A real Gestapo was created and a lawless enterprise was launched."

Garey also charged that, a general condition prevailed in the foreign language field whereby stations were staffed by aliens who censored and monitored the news and who owed their positions to the OWI with the approval of the FCC.

In making his statement to the committee, Garey, stressed the fact that neither the FCC nor the OWI had the power to staff any station. What power the FCC did have was the power of license "and hence the power to compel obedience to its directions." Garey interpreted these moves by the FCC and the OWI as an attempt to shackle a free press."

Warns of Extension

By having aliens slant and color news that will reach American homes Garey stated, "If the radio can thus be controlled in August of 1943 there is nothing to prevent the same control from slating our war aims and purposes when peace comes."

The testimony of Robert K. Richards, executive assistant to John H. Ryan, Assistant Director of Censorship in charge of broadcasting, disclosed that out of 900 radio stations operating in the country for the past two years, 457 of them are operating on temporary licenses. All cases, Garey revealed, where a station is operating on a temporary license the reasons for such operations are diverse. Not all of them are operating on a temporary license because the FCC has arbitrarily decided it. But there are instances Garey stated where the FCC has created a device, and which is part of the underlying plan, to use the temporary license as a weapon to force the station in question to do its bidding. "It is another use of the temporary license that the FCC took upon itself and arrogated power where the Congress never gave such power. It is a usurpation of power and no such power exists under the law."

Richards' Report

Garey read into the record the Richards' report to Ryan which substantiated his contention that there was a plan in operation which was conceived and carried out by the OWI with the approval of the FCC. In an interview with Sidney Spear, attorney for the FCC held in August 1942 he related his experiences with Lee Falk of the Foreign Language Section of the OWI. He said that Falk originally had taken on the job of looking into the foreign language broadcasting field for the purpose of removing unsavory personnel from the stations because he, Falk, believed such a job had to be done and no one else at the time seemed to want to do it.

Spear in his conversation with Richards stated that Falk had told him, "We worked it this way. If Lee

found a fellow he thought was doing some funny business, he told me about it. Then we waited until the station applied for a renewal of the license. Say the station was WBNX and the broadcaster in question was Leopold Hurdski. Well, when WBNX applied for renewal we would tip off Lee and he would drop in on Mr. Alcorn, the station's manager. He would say, 'Mr. Alcorn, I believe you ought to fire Leopold Hurdski.' Then he would give Mr. Alcorn some time to think this over. After a couple of weeks Mr. Alcorn would notice he was having some trouble getting his license renewed. After a couple of more weeks of this same thing he would begin to put two and two together and get four. Then he would fire Leopold Hurdski and very shortly after that his license would be renewed by the Commission. This was a little extra-legal, I admit, and I had to wrestle with my conscience about it, but it seemed the only way to eliminate this kind of person, so I did it."

Censor Office Refused Deal

The FCC wanted to work out a similar arrangement with the Office of Censorship which the Censorship office turned down. Richards stated that the main interest in the FCC was the use of the facilities of the Foreign Broadcast Intelligence Service. And for which service it was disclosed, the Office of Censorship paid out to the FCC \$15,000.

Further reading of Richards' report revealed that Lee Falk wanted to maintain a close liaison with the Office of Censorship because the ground work he had done would be of value to that office. Richards subscribed to this but felt that Falk's contentions were nebulous. Falk felt that "something was fishy" but was unable to pin it down because broadcasters who were held suspect operated in a subtle fashion. He stated that the only way to stamp out subversive broadcast activity was to find out what the past associations of the broadcaster were and if they are open to suspicion "convict them on that and take them off the air."

Falk also wanted advance information on those whom it was intended to remove from the air so that the OWI would have a chance to line up a replacement which would be presented to the management for consideration.

Precautions Listed

Richards' reports disclosed that Arthur Simon of WPEN, Philadelphia, and chairman of the voluntary War-time Control Division set up by foreign language stations had fired men at the suggestion of Lee Falk, but felt that the Office of Censorship would have to back up the OWI on the dismissal or else "he would blab the story to the press."

The report stated that Simon and Joseph Lang had listed several precautions as far as censoring was con-

AGENCIES

JAMES J. LEWIS, formerly eastern division manager for the Great Atlantic and Pacific Tea Company, and who was for 12 years associated with that organization, has been appointed assistant merchandising manager of the American Institute of Food Products which conducts the Dr. Walter H. Eddy Food and Home Forum program on WOR, sponsored by several food manufacturers and producers.

AXEL GRUENBERG and **RICHARD STARK** have formed G-S Radio Productions, and have opened offices in the RCA Building.

M. F. (CHICK) ALLISON, promotion manager of WLW, Cincinnati, has taken over the office of president of the Cincinnati Advertisers Club in the absence of Carl H. Ford, called for service in the U. S. Naval Reserve.

WAR ADVERTISING COUNCIL has an exhibit at the Brooklyn Museum titled "Advertising Joins Up," representing copy prepared for 56 different companies.

Jean Tennyson Back

Jean Tennyson, soprano, will return to her starring role in "Great Moments in Music" after a brief vacation when she is heard with Jan Peerce, tenor, and Robert Weede, baritone, on Wednesday, August 11, at 10:00 p.m., EWT, over CBS.

cerned. Both of these station executives reported:

- 1—They keep English translations.
- 2—They have all programs monitored in the language.
- 3—They are maintaining complete files.
- 4—They do not "broker" time on "block time" basis.

Luotto Testimony

Andre Luotto, head of Commercial Radio Service Inc., answered the charges brought by some members of the FCC through Arnold B. Hartley then of WGES, Chicago that Andre Luotto's name to the FCC was as "black as sin," and that he had better not ever show his face to the Commission.

Luotto read a prepared statement concerning his past and his anti-fascist stand which went back to the time he left Italy which was two years before the advent of Mussolini.

Luotto testified that in the negotiations for the purchase of station WOV from Arde Bulova and the Woodam Corp., in which he acted as agent for the Mester Brothers, that the FCC when informed of the fact that Andre Luotto was to be general manager of the station held up the application for the exchange of ownership. He stated that when he went to Washington to elicit from Nathan David of the FCC the reasons for the denial of the application and what the FCC had in their files on him, David evaded answering Luotto's questions.

Nathan David stated that he was not permitted to make any disclosure of the Commission's files.



Coast-to-Coast



NINE youngsters of the Christodora House of Manhattan will bat out a series of baseball questions at the Sultan of Swat on the WEAF-NBC program "Babe Ruth in Person," Saturday morning at 10:30. . . . British brides and precision dancing will be amongst the topics discussed by guest speakers on Mary Hamman's "Frankly Feminine" heard Monday through Friday next week.

The first report from the recent mission of United States publishers to Latin America will be delivered by Robert deGraff, publisher of pocketbooks, as guest of Professor John T. Frederick Saturday on WBBM, Chicago. . . . Helen Mary Knox has joined the WBBM continuity department as a writer. Miss Knox formerly served as assistant program director at WIND, Gary, Ind., and in the continuity department of KXEL, Waterloo, Ia. . . . Fran Allison, WBBM, songstress leaves for California to join her husband, 2nd Lt. Archie Levington, stationed at Camp Roberts, Paso Robles.

Dave Fox, American Guild of Variety Artists, executive, while in Montreal, will reorganize the variety actors and nite spots there. Nighteries lined-up are the Tic Toc Club, Samovar, El Morocco and Esquire clubs. . . . Formerly connected with the New York office of the American Guild of Variety Artists, and now stage manager at the Hurricane, Arthur Kaye opens his Miami office about October 1 in preparation for the winter season. . . . The AGVA has signed the new nightery on 52nd Street, The Torrid Zone.

M. A. "Bill" Bryan is the new director of news and special events at KOMA, Oklahoma City. He was formerly associated with WIBW, Topeka. Bryan replaces Dave Chapman who is now on active duty with the U. S. Navy in San Diego.

Walberg Brown, for nine years musical director of WGAR, Cleveland, has been named new conductor of the pit orchestra of the Hanna Theater. Brown succeeds Louis Rich who died recently. He will begin his assignment August 22.

Norman Runions, announcer and newscaster of KIRO, Seattle, for the past three years, has been added to the sales department of KIRO. He conducted KIRO's

"Time Klock Klub" for the past nine months. . . . H. J. Quilliam, vice-president and general manager of KIRO, is now on vacation, part of which he plans to spend fishing and sailing near his log cabin summer home at Harper, across Puget Sound from Seattle.

Ethel Smith, rhumba-samba organist, has taken leave of absence from the CBS Saturday night "Hit Parade" to fulfill a few weeks of motion picture commitments for the M-G-M studios, who have just placed her under a seven-year contract. Miss Smith will guest-star on the "Saludos Amigos" program on the Blue Friday.

New program on KGVO, Missoula, Montana, is a 5-minute feature titled "The Musical Lunch Pail," sponsored by the Cafe Montmartre, and heard daily at noon. . . . Erin Day, who conducts the participation program "Calling All Women" on KGVO, recently presented a special "Molly Pitcher Day" interview with Mrs. Frank Kelley in charge of public relations for the American Legion Auxiliary. . . . John L. Harmon, of the KGVO continuity department, returned from a vacation in Wisconsin last week.

Boeing officials last week selected the August 2 broadcast of "Your Work Is A Weapon," dramatic series on KIRO, Seattle, Wash., to be played over the Flying Fortress plant's loud speaker system to increase workers' morale. Broadcast, a dramatization of the Army's need for Flying Fortresses, was presented by KIRO department of public affairs as an aid to the Seattle Chamber of Commerce campaign to recruit nine thousand workers for the Boeing plant. Written and directed by Maurice MacDonald, of the station's continuity department, the broadcast was transcribed and will be played for the workers during the noon hour rest period.

Jack O'Connor, staff announcer for WRBL, Columbus, Ga., has recently been upped to promotional director. Jim Woodruff, Jr., executive manager, announced. . . . Miss Billy Wismer has been added as announcer to WRBL. She served as part-time announcer since last September. She was formerly continuity director and receptionist at WRBL. . . . WRBL carried the program August 4 when Lt. Col. J. D. Rosenberg, Jr., post adjutant, read the new oath of the WAACs that they would now be known as the WACs.

The Stores of Fort Industry stations purchased homes in Estes Park, Colo. Arthur Church, radio producer and manager of KMBC, Kansas City, purchased a summer home in Colorado Springs.

Bill Moshier, formerly with KIRO, Seattle, where he was director of public affairs and agriculture, has joined the staff at KOMO-KJR, Seattle. Moshier will broadcast his daily "Farm Forum" over KJR.

WRAL, Raleigh, N. C. has acquired the special AP radio wire from the Press Association, Inc., Fred Fletcher, general manager, announced. The service will include teletcripts and the new hourly summaries in addition to the AP dispatches.

WHIO, Dayton, baseball announcers, Roger Baker and Dick Bray, will broadcast the teletype play-by-play description of the Brooklyn-Cincinnati game at the Victory Bond Wagon in Dayton, Friday, the 13th. All purchasers of bonds will be given autographed pictures of Baker and Bray showing them in Baker's victory garden. All of Cincinnati's games are broadcast by the pair. . . . WHIO recently helped Wright Field put on a picnic for the employes of the Army Air Forces. Field officials were invited to take part in a round-table discussion the day before the event.

American Legion Auxiliary policy on international affairs will be outlined by Mrs. Alfred J. Mathevat, national president, in a special broadcast tonight on WMCA, New York, in connection with the New York State Convention of the American Legion Auxiliary.

A magnificent gesture of friendship and "family" spirit was represented by a check for \$581 that was presented to a member of the WLW-WSAI, Cincinnati staff whose daughter was injured seriously several weeks ago. The money was raised by a special show in Studio A and a raffle. . . . As part of the WLW farm department's program "Keep 'Em Healthy," Dr. A. G. Madden of Madeira, O. will speak Saturday on "External Animal Parasites."

Harry C. "Pappy" Cheshire and his national hillbilly champions will begin a new show on KMOX, St. Louis on Saturday. The schedule will run for 13 weeks. "Pappy" and his gang will be sponsored by Fleming & Sons, Inc., Dallas, Texas, manufacturers of decorated building paper. The musical effects will be western chiefly rather than hillbilly.

When Bee Baxter, emcee of KSTP, St. Paul "Household Forum," noticed the girls in the publicity department weeding out old photos from files he learned that they were being thrown away. . . . Bee Baxter, however, salvaged them by the box-loads and distributed the pictures to several hospitals for child patients who are more or less familiar with the personalities heard on KSTP.

Borden's Milk Company, through Young & Rubicam, starts a 13-week campaign for its farm products over WLIB, Brooklyn, August 23, sponsoring "Moments of Melody," each day at 3 p.m. The program consists of light classical selections.

Barron Howard, business manager of WRVA, Richmond, Va., has gone to the mountains of Virginia for his two-week's vacation. . . . Thorough Joe Brown, emcee

of "Okay, America" talent show WRVA, is rather responsible for "junk" jewelry in the windows of department stores in Richmond. Jewelry will be sent sent overseas boys to trade with the natives.

Dick Brown is the new addition to the WSYR, Syracuse announce. . . . E. R. Vadeboncouer, WSYR commentator, has heard his pronounced in many ways, hurriedly, and otherwise. So it was a surprise to learn recently that some of his listeners who knew him ad him in all seriousness as "Van Curry." . . . Fred Johnstone, WSYR nouncer, whilesojourning at KJ in Canada, was pressed into service at his alma mater CKWS to staff the station. Returning to his home town in WSYR only to hear Dick sign off there, too, via transer.

When Mr. and Mrs. Cecil Seavey, program director of KFEL, adopted twin boys, their friends received the following novel announcement by mail: "By remote control. Station announces the new additions to the —associate soundmen Jon Carl and Joel Henry (Spud). First went to air December 17, 1942; transferred station May 31, 1943."

Edward S. Lewis, executive secretary of the Urban League, will discuss "The Meaning of the Riots" with Angeline Dougherty, the "Women and War" program, day, WQXR, New York.

Powers Gourad at the age of more than 13 years drama and film on WCAU, Philadelphia, will make stage debut August 30 at the County Playhouse in the Bellevue Hotel. He expects to resume chores as emcee on the Columbia "95 Minutes From Broadway" which returns to air in the Fall.

WBYN Plans To Operate On 5,000 Watts Show

Because WBYN, New York, is expected to operate on 5,000 watts, shortly, according to Bill Norington, station manager, new programs are expected to be vitalized and improved. "The Columnist's Say," now heard at 6:15, presenting a round-up of excerpts from by-lined columns in the New York papers; L. Kowalska's program of songs of United Nations' "Folk Songs," days at 7:45 p.m.; radio's only singing triplets, the Clawson Sisters, at 10:15 p.m. Monday, Wednesday, Friday night, amongst others. No has several other new shows on the air. The principal show that is expected to be studied, however, is "The Commentators' Say," when Norman Warenbud returns from his vacation. WBYN will not only credit the commentator but also the station on its own wave length.

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| BIRTHDAYS | | | | | | | | | | | | | | | | | |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | | | | |
| August 11 | | | | | | | | | | | | | | | | | |
| Buddy Arnold | | | Fred Barron | | | | | | | | | | | | | | |
| John W. Dolph | | | Carl Landt | | | | | | | | | | | | | | |
| Adrian Revere | | | | | | | | | | | | | | | | | |

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

24, NO. 30

NEW YORK, N. Y., THURSDAY, AUGUST 12, 1943

TEN CENTS

Will Okay Sn all Outlets

Seeks Rebuttal Probe Testimony

Monday's hearing of the Cox committee investigating the FCC was marked by an attempt of members of the FCC to offer a rebuttal to the testimony of Andrea Rep. Ed Hart, chairman of the committee told the FCC members they would be given their opportunity to be heard at the proper time. In the meantime the committee said the FCC would conduct the

Luotto's testimony revealed
(Continued on Page 7)

Ground Next Wed. For WJZ Transmitter

Construction of the new WJZ transmitter at Lodi, New Jersey, will start on Wednesday, August 18, at 10:00 a. m. when Mark Woods, president of the Blue Network, will officially break ground at the site located at the 17. During the next four weeks WJZ will complete its new transmitter building and will re-erect its 640-foot tower which will
(Continued on Page 2)

New York Office Increasing Facilities

New York office of the BBC is making extensive alterations so that more technical facilities will be available for such features as "Anytime You," and trans-Atlantic broadcasts. Extra room will also be available to visitors from the office including writing facilities for the production of paper or out of town contracts and radio editors, etc.!

All Sure-Fire

Cincinnati—WCPO has made an appeal to Strauchon & McLaughlin Advertising Agency to "Please, for our client's catfish bait out of office!" Trouble started when sponsor of the "Cincinnati Light" made a request for bait to send in their pet recipe catfish bait. Result . . . sixty-six different baits poured into WCPO office!

Eureka!

All ended happily for the Elkins Park, Pa., Coast Guard branch, due to the efforts of W. B. Caskey, business manager of WFIL, Phila. Caskey received a card from a listener offering a piano to any deserving person who'd come and fetch it. Came a call from the C. G., desperately in need for a piano for a show that very night. Caskey made the connections and the show was a success.

NBC Foreign Newsmen Realigned By Brooks

Series of NBC shifts of newsmen was announced yesterday by William F. Brooks, the network's director of News and Special Events. Morgan W. Beatty, who has been broadcasting on the "News of the World" program from London, is returning to the United States for a vacation. The "News of the World" spots and Beatty's Saturday "War Telescope" program at 1:45-2 p. m., EWT, will be
(Continued on Page 3)

WOR Business Upswing Continues In August

On the heels of the record business reported by WOR in June and July, station has signed three new accounts and two contract renewals. The majority of the new business has been placed on WOR's participating programs. The Graham Company,
(Continued on Page 2)

Blue Web-Station Sale To FCC; New Name May Be 'American'

Fair Children's Program Sold On WOV For Year

Fair Merchandise Products Corp. has signed a 52-week contract with WOV, New York, for its new show "Fair Children's Program," it was announced by Benjamin Franklin, president of the organization. Products to be plugged are Kas-Cola, a beverage, and Butroh, an imitation
(Continued on Page 2)

Find Enough Critical Radio Material To Warrant Some Power Boosts, Also New Low Watter Stations

Two More Executives To Be Set By NEIC

Selection of an executive secretary and public relations administrator for the National Entertainment Industry Council is expected to be announced tonight at a meeting of the NEIC Coordinating Committee at the Hotel Astor, Leonard Callahan reported yesterday at his office.

The periodic postponements of the two selections have caused considerable anxiety in the industry to date
(Continued on Page 2)

WTRC 163rd Affiliate To Join Blue Network

Effective August 30, WTRC, Elkhart, Indiana, will become affiliated with the Blue Network as a basic supplementary station. The addition of WTRC brings the total number of Blue Network affiliates to 163.

Dick Lewis Taken Ill; Rider Coming From Coast

Dick Lewis, of the Biow Co., and producer of the "Take It Or Leave It" program on CBS for Eversharp, was removed yesterday to White
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Acting swiftly on the report from its special committee on critical radio materials, the FCC yesterday announced that under certain conditions applications for power boosts from 100 to 250 watts and construction of 100 and 250 watt stations in areas with no stations at present may be granted. Idle equipment already fabricated is to be used—including a total of 48 transmitters now believed to be in condition to begin broadcasting, ten with 100 watts, 38
(Continued on Page 3)

Lewis To Follow Up Blast Against OWI

Washington Bureau, RADIO DAILY
Washington—Fulton Lewis, Jr., MBS commentator, hardly recovered from his anger of Monday night, when he blasted the OWI for a background report of the Atlantic Charter which he declared was "misleading, false and distorted," promised yesterday that he will go to New York and examine the files of the OWI overseas broad-
(Continued on Page 2)

Sullivan-Smith Teamed In New Musical On CBS

Combining the talents of Jeri Sullivan, CBS vocalist, and Jack Smith, tenor, a new musical show titled "You Shall Have Music" makes its
(Continued on Page 2)

Enthusiast

Local office of BBC here was somewhat surprised to receive a check for \$2 from a resident of Connecticut asking that the money be used to give someone a subscription to "London Calling." Weekly magazine has BBC's North American program service and interesting articles. Money was used to send an additional sub to the Union Jack Club, New York.

(Continued on Page 6)



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

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FINANCIAL

(Wednesday Aug. 11)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|------------------------|---------------------------------|---------------------------------|-----------------------------------|---------------------------------|
| Am. Tel. & Tel. | 154 ³ / ₈ | 153 ¹ / ₂ | 154 | + 3 ³ / ₈ |
| CBS A | 21 ⁷ / ₈ | 21 ³ / ₈ | 21 ³ / ₈ | - 3 ³ / ₈ |
| Crosley Corp. | 20 ⁹ / ₈ | 20 | 20 | + 1 ³ / ₈ |
| Gen. Electric | 36 ³ / ₄ | 35 ⁵ / ₈ | 36 ³ / ₄ | + 1 ³ / ₈ |
| Philco | 22 ³ / ₄ | 22 ³ / ₈ | 22 ¹ / ₂ | + 1 ¹ / ₄ |
| RCA Common | 10 | 9 ³ / ₄ | 10 | + 1 ¹ / ₄ |
| RCA First Pfd. | 69 ³ / ₄ | 69 ³ / ₄ | 69 ³ / ₄ | + 1 ¹ / ₈ |
| Stewart-Warner | 12 ¹ / ₂ | 11 ³ / ₄ | 11 ³ / ₄ | + 5 ¹ / ₈ |
| Westinghouse | 92 | 92 ¹ / ₂ | 92 ¹ / ₂ | + 1 ¹ / ₂ |
| Zenith Radio | 33 ¹ / ₂ | 32 ⁷ / ₈ | 33 | + 1 ¹ / ₂ |
| OVER THE COUNTER | | | | |
| Farnsworth Tel. & Rad. | | | Bid 8 ³ / ₄ | Asked 9 |
| WCAO (Baltimore) | | | 20 | 23 |
| WJR (Detroit) | | | 27 | 29 |

Two More Executives To Be Set By NEIC

(Continued from Page 1)

as the Projects Theater Committee of the NEIC is meeting today at Equity to formulate definite plans to promulgate the several projects to coincide with the Treasury Department's third war loan bond drive, beginning September 9, as well as the National War Fund drive that is expected to begin October 1. The Radio War Projects Committee similarly met last night at AFRA to complete preliminary details on their various projects. It was voted to ask NEIC to accept the War Projects Committee as an active working group in the formulation and production of radio ideas in the entertainment drive.

Moore Recuperating

Herb Moore, president of Transradio Press is convalescing at White Plains Hospital following an appendectomy.

Pinch-Hits For Tennyson

Vivian della Chiesa pinch-hit for Jean Tennyson last night on the Celanese "Great Moments in Music" program over CBS. Miss Tennyson was stricken with laryngitis, and Miss della Chiesa was called in at the last minute to take her place.

WOR Business Upswing Continues In August

(Continued from Page 1)

Inc. for Redbow Beans, Lentils, etc. has signed a 26-week contract on Bessie Beatty's program heard over WOR from 11:15 to noon Monday through Friday. The contract, effective September 6, was handled through Commercial Radio Service; WOR Account Executive is Eugene McCarthy.

The Virginia Dare Extract Company for Virginia Dare Flavoring Products will use Dr. Walter H. Eddy's "Food and Home Forum" heard over WOR Monday through Friday 3:30 to 4:00. The contract, effective Monday, September 6, is for 13 weeks and was handled through the Scheck Agency. Otis Williams was the WOR Account Executive.

Hosiery Company Renews

The Gotham Hosiery Co. has renewed its sponsorship of "Peegen Prefers" conducted by Peegen Fitzgerald Monday through Saturday at 8:30 a.m. The company will use the Tuesday, Thursday, Saturday sessions of the program. The renewal, effective August 3, is for 52 weeks. Emdon Fritz is the Account Executive for WOR.

Frank Singiser's United Press News period heard over WOR on Sunday from 7:30 to 7:45 p.m. has been renewed by the Axton-Fisher Tobacco Company for Fleetwood cigarettes. The 13-week renewal is effective September 12. McCann-Erickson, Inc. is the agency handling the account; Otis Williams is the WOR Account Executive.

The General Electric Company for their Incandescent Lamp Division—Mazda lamps—has signed for a five-week series of night-time station-break announcements beginning Monday, August 16. The contract is for 52 weeks and was handled through Batten, Barton, Durstine and Osborn. George Schmidt is the WOR Account Executive.

Lewis To Follow Up Blast Against OWI

(Continued from Page 1)

casts to determine whether the Charter has been "misrepresented" there. Lewis said he rarely gets the OWI material, but that this was sent him by the station's war program director, and "when I saw it my blood pressure rose to about 350. I have no objection to pushing the Atlantic Charter," he continued, "but I do object to the propagandization of that fact sheet. I have high regard for Palmer Hoyt and for Elmer Davis, but if their outfit is supposed to dispense official authentic government information, let's be sure that it is official and authentic and accurate."

OWI sources pointed out that the Radio Bureau had sent with the fact sheet a copy of the Charter for examination by broadcasters and that there had been absolutely no other complaints. It was admitted that the word "guarantee," referring to the Charter's calling for the "four freedoms," was ill-advised. "Give assurance of" would have been more accurate, it was stated.

Break Ground Next Wed. For WJZ Transmitter

(Continued from Page 1)

go into operation by the latter part of the year.

Also scheduled to be present at the ground breaking will be Mayor Joseph P. Luna of Lodi, who will welcome WJZ to its new operations' base. Edgar Kobak, executive vice-president of the Blue Network, John H. McNeil, manager of WJZ, George Milne, chief engineer of the Blue Network, and close to 100 other county, borough and network officials.

Directly following the brief activities at the site, there will be a luncheon featuring entertainment by Dorothy Mathews, dancer and star of the motion picture, "Hellzapoppin'"; Jack Smith, whispering baritone; and the "Kibitzers" team, Larry Marino and Tobey David, the comedy team heard over WJZ at 8:00 a.m., EWT, Monday through Saturday.

Scheduled speakers at the luncheon will include Mayor Luna, Judge Benjamin Galanti, borough attorney of Lodi, and Messrs. Woods, Kobak, McNeil and Milne.

Sullavan-Smith Teamed In New Musical On CBS

(Continued from Page 1)

debut on the Columbia network Monday, August 16, from 6:15-6:45 p.m. The thirty-minute program of songs and melody will be heard Mondays, Wednesdays and Fridays at the same time.

In addition to the songs of Miss Sullavan and Smith, the program also will feature the music of Paul Baron's orchestra, and the Bobby Tucker Voices, a group of eight vocalists. The show is produced by Wendell Adams.

Jeri Sullavan was introduced to the CBS audience two months ago, and has been heard three times weekly in her own show. Jack Smith, recently heard three times weekly at 6:15 p.m., and with Columbia's "Raymond Scott Show," continues as a soloist on "The Family Hour."

Dick Lewis Taken Ill; Rider Coming From Coast

(Continued from Page 1)

Plains Hospital where he is expected to remain for at least a month undergoing treatment for a stomach disorder. Bernie Prockter of the agency summoned Jack Rider from the Coast office and he will fill in as producer here until Lewis returns.

Stork News

Keyes Perrin, producer-announcer on WOR, and his wife, King, are telling their friends about Michael Oliver, newest addition to the family, who arrived on July 31.

Christine, a girl was born to Mr. and Mrs. Mark Crandall. Crandall is the acting sales manager of KFEL, Denver, and his wife, Violet, was a KFEL employe for seven years before she retired to marry.

COMING and GOING

MILLER McClINTOCK, president of expected back in town today.

HAROLD E. FELLOWS, general manager of WEEI, Columbia's OGO outlet in Boston, and WALTER J. STILES, chief engineer of WEEI, conferring yesterday at network headquarters.

VIVIAN DELLA CHIESA to Chicago for a week's stay during which she will assume some new operative roles. From Chicago she will go to the Adirondacks for her first in seven years.

JUDY CORTADA, trade news editor of Blue Network, has extended her vacation in Maine from two to three weeks.

MARGARET WALTERS, formerly a head of the Musical Courier and now promotional work, is in Hollywood on a business trip of one month.

TOM SLATER, Mutual network's director of sports and special features, leaves tomorrow for Washington, D. C., on a trip during which he will deliver a lecture before a Red Cross chapter.

MERT EMMERT, farm program director of WEA, leaves this week-end for a vacation which he will spend at his cabin in Harbor, L. I.

JOAN LANE, trade news editor of expected back Monday from a two week vacation at Normandeville in southern New Jersey.

'Fair Children's Program Sold On WOV For

(Continued from Page 1)

butter flavoring. An amateur program for children, the show is being directed by Charles Sennett, formerly with Mack Sennett, and associated with Fair Merchants. Initial broadcast takes place Monday, 3:05-3:30 p.m. EWT.

Account was placed through Joseph A. Demane Advertising Agency.

"Hot" Availability

IT'S A GIFT

"UP AND AT 'EM"—6:30-9 A.M. program contains the profit-making element of early morning program plus MONEY GIVING AWAYS.

\$4.50 per 1 minute spot (156 time basis)

Write for past success stories and current availability.

W-I-T-H



IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

For Small Outlets Get FCC Approval

(Continued from Page 1)
 60 watts, it was also stated
 ay.
 Applications for 129 new stations
 w on file, including 52 (41 of
 are contested) for cities with-
 station at present. Forty of
 request 250 watts power. These
 only ones likely to be granted
 Thirty-seven applications (of
 33 are contested) are on file
 ns or cities having one sta-
 one of these applicants seeks
 ts power, and 23 seek 250
 n applications seek licenses
 7 stations in cities with two
 now. Seven of these are con-
 ight request 250 watts. Eight-
 5 contested) seek stations in
 with three stations at present;
 these want 250 watts power.
 Applications for new stations
 0 watts or less are for cities
 er three stations presently
 ng and granting of these at any
 ring the war period is doubt-

84 New Outlets Sought

There are 84 applications for
 stations with 250 watts or less,
 half or less might be eligible
 izing. There are also 13 ap-
 s for boosts from 100 to 250

believed that tubes can prob-
 obtained from WPB for any
 ter licensed by the Commis-
 licensing of new transmit-
 been limited to the low power
 tubes for higher powered
 ers are not available. Twen-
 transmitters ranging in power
 to 5,000 watts are on hand.
 whole 69 reported, however,
 t completed. Another 51 are
 er construction or in need of
 and will probably be com-
 out there again only those
 100 or 250 watts will prob-
 licensed.

dition to the tube shortage, it
 the Commission that direc-
 antenna would be required for
 ons with more than the 250
 ver, and there critical mate-
 ld be called for.
 nts for these new stations
 before, invited to inform the
 their present plans and desires
 days from yesterday. They
 w that their application con-
 the conditions set forth be-
 must detail any changes with
 o fact and circumstance as

**THIS LITTLE BUDGET
 WENT TO
 WORL
 BOSTON
 MASS.**



★ PROMOTION ★

"Farmer's Digest"

KPO's, San Francisco, sales and sales promotion departments have launched an all-out campaign to sell the station's early morning "Farmer's Digest" program, conducted by Henry Schacht, agriculturist. Keynote to the entire campaign is a typical message from one of the program's listeners. Around the message a mailing promotional item was developed and sent to farm advertisers. Several merchandising letters were sent to NBC national spot salesmen. The cover of KPO's weekly program schedule and of the KPO memorandum pad were also sent to all agencies and clients. Two advertisements were run in trade papers, one in dual color. The beige and brown mailing piece points out the various statistics on farming in California as well as radio.

Each 30-minute daily program is made of several five-minute features, patterned to be sponsored individually. One feature has been purchased by Northrup King & Co. for Agricultural News.

Guest "Requests"

"Chamber Music Society of Lower Basin Street" is handing out request cards to the audience as it files into the studio for the broadcasts. Spectators are asked to write their choices of guest stars they would like to see and hear on the program. Show, sponsored by Woodbury Soap, is

represented in their original applica-
 tion.

The FCC stated yesterday that it has been informed by WPB that clearance for construction of new buildings for these stations may be obtained "only when that agency (WPB) is satisfied that a direct contribution toward winning the war is clearly indicated."

Applications for the new stations to be located in cities or towns with no station at present, exclusive of municipalities in metropolitan districts already covered by radio, and applications to boost power from 100 to 250 watts may be granted, said the FCC, "upon a satisfactory showing that:

Requirements Listed

1. "All required materials, except vacuum tubes, may be obtained without priority assistance.
2. "Such applications involve no inconsistencies with the Commission's rules and regulations.
3. "Such applications tend toward a fair, efficient and equitable distribution of radio service, are consistent with sound allocation principles, offer substantial improvement in standard broadcast service, and,
4. "Such applications are otherwise in the public interest."

The FCC yesterday announced that it has denied two applications for power boosts from one to five kilowatts. Although it announced yesterday that boosts to 250 watts may be granted on occasion hereafter as well as the construction of new stations to

WBBM Folder

Promotional folder on one of its radio personalities has been issued by WBBM, CBS Chicago affiliate. The 9 x 12" brochure, which concerns Paul Gibson, has a black front cover with a white spotlight on the words "We Dared..." in the lower right-hand corner. Inside spread contains a half-tone of Gibson at the mike and the sales story of how WBBM dared to schedule a one-and-a-half hour show of straight talk, which is what Gibson does. Quotes from fan letters and from an advertising agency letter are included.

Accompanying the folder is a letter from J. Kelly Smith, WBBM sales manager, drawing attention to the value of a radio personality to an advertiser, with a P.S. to the effect that the show is the highest rated participating program in Chicago and has added four new accounts.

Comic-Book Boost

In the June issue of the "Captain Marvel" comic book, in which the Captain solves "The Minneapolis Mystery," appear two boxes with a mike bearing the call letters WCCO. Billy Batson, who assumes the guise of Captain Marvel, usually broadcasts the news from station "WHIZ", but, being in Minneapolis, uses the facilities of "WCCO."

heard Sundays at 9:15 p.m., EWT, over the Blue Network.

operate with 250 watts, the Commission thus served notice that the tube shortage for higher powered transmitters will not permit it to grant power boosts in the higher figures.

WAAT Plea Denied

Denied were WAAT, Jersey City, N. J., which sought also permission to install a new transmitter and make some changes in its directional antenna for night use. WAAT operates now on 970 kilocycles, one kilowatt, unlimited. WFLA, Tampa, Fla., which is also on the 970 band, was refused a boost of its night-time power to five kilowatts. That station now operates with five kilowatts day and one night. Changes in the directional antenna would have been necessitated had the night power been raised and these changes would presumably have called for critical materials.

WQAM, Miami, Fla., was given final authorization to use its present transmitter site and antenna with five kilowatts power, subject to certain conditions. WQAM now operates on 560 kilocycles, with one kilowatt day and night unlimited. It was forced to take a poor site out of the city for its transmitter when the military took over Miami, and thus justified the power boost. The grant is conditional upon blanketing complaints.

Stork News

A son was born Friday to Mr. and Mrs. Harold "Buddy" Kearns. Buddy is the trumpeter in Johnny Warrington's orchestra, WCAU, Philadelphia.

NBC Foreign Newsmen Realigned By Brooks

(Continued from Page 1)

taken over by Elmer W. Peterson, veteran foreign radio correspondent who recently returned to London from a trip to neutral Sweden.

Don Hollenbeck, of the London staff, has been assigned to Allied Force Headquarters in Algiers, replacing John MacVane, who recently returned to England. MacVane went to North Africa with the first American troops and stayed through the African campaign, covering the fall of Tunis. He has just completed the manuscript for a book tentatively titled "First Offensive," which will be published in this country some time in the early Fall by Appleton-Century.

Robert Madidoff, NBC reporter in Moscow, is scheduled to leave that post September 1 for home leave. His place will be taken by Henry C. Cassidy, Associated Press Moscow correspondent and author of the best-seller, "Moscow Deadline."

McCormick For Longmire

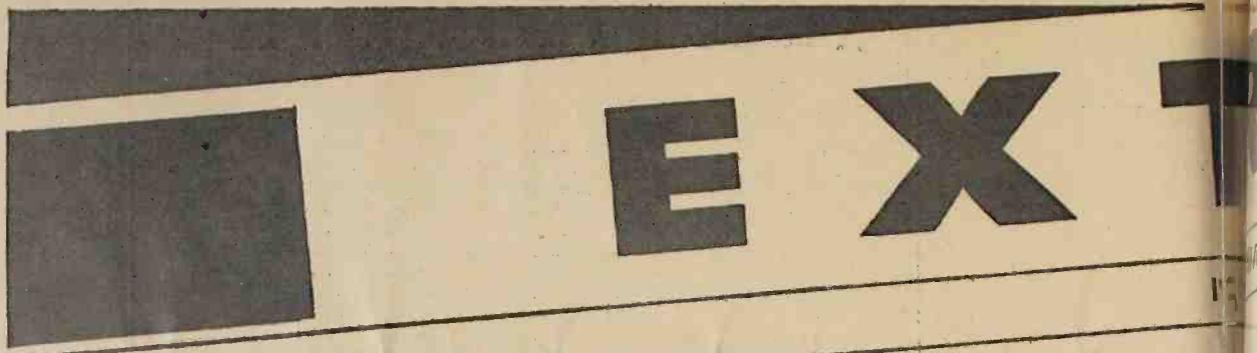
Carey Longmire, whose program "Longmire Reports" is heard over the network at 1:45 p.m. Mondays through Fridays, is being detached for four to five weeks for war assignment. Until Longmire returns from abroad, his 1:45 p.m. spot will be carried on by Robert McCormick of NBC's Washington staff.

In the South Pacific, Edward R. Wallace, chief of NBC's news staff in that area, returned to Australia from a tour through the Solomon Islands and has resumed his regular broadcasts, while George Thomas Folster has set out for an unannounced destination to obtain first-hand color material with the forces. Mervin K. Slosberg, stationed in New Zealand for the last year, is being transferred to assist Wallace.

Olga Coelho Scheduled For Two Capital Concerts

Olga Coelho, Brazilian songstress, who presents a weekly Sunday night concert over the Columbia network at 11:15 p.m., will be the featured soloist in two concerts at Meridian Hill Park in Washington, D. C., August 21 and 22.

The DENVER MARKET
20th in SALES in the U.S.
KLZ Denver
 Represented by The Katz Agency, Inc.



CROSSLEY COMPLETE NEW YORK'S HUG

*Checks 68,226 Homes in Comprehensive, Detailed Study
and Philadelphia, PLUS these Eight Key Cities... Allentown,
Barre, Trenton, Bridgeport, New Haven*

What makes this survey so different?

It's the first thorough check of listening habits in the "Multiple Market" of Metropolitan New York, Metropolitan Philadelphia, and eight other key cities within an area embracing 18,000,000 people, made by the same method, by the same organization, during the same period of time.

What does this mean to me as a time buyer?

It means that for the first time, you can get a comparative picture of radio listening habits in cities that are located *throughout* this market of 18,000,000... that your picture of a New York station's following is no longer limited to the Metropolitan Area.

How was this survey made?

By using the telephone coincidental method of surveying in Metropolitan New York and in areas of 75,000 population or more outside the Metropolitan New York area and within WJZ's millivolt contour. The very substantial sample of 68,226 homes was used by Crossley, Inc.

When was the survey made?

Continuously during the last two weeks of the survey—*from 8:00 A. M. to 10:00 P. M.* Coincidental phone calls were made, and listening habits were checked during every fifteen minute period, Monday through Friday, of these two weeks.

NEW YORK'S FIRST STATION

Key Station

R A !



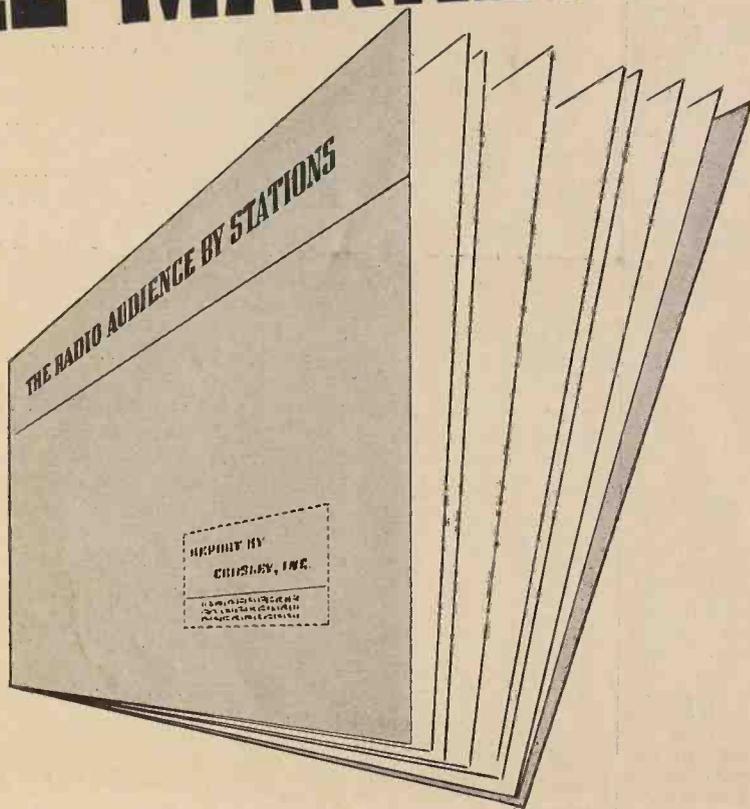
11/121

FIRST SURVEY OF "MULTIPLE MARKET"

Metropolitan New York
Scranton, Wilkes-
Barre, Kingston

Does this survey help in
week time buying?

Showing a factor between listening in
Scranton and listening in the "Eight City"
shows it possible for you to translate
any WJZ program in New York
(from a Metropolitan New York survey)
to the rich, populous WJZ area
of Scranton. It also shows you the comparative
listening of New York stations in Philadelphia.



How can I get a copy? Call your WJZ or your Blue Spot salesman. You can be sure that he will get a copy to you quickly, and that arrangements will be made for you to keep it long enough for study and analysis.

STILL DOING THINGS FIRST

The Blue Network

REPRESENTED BY BLUE SPOT SALES

WJZ
YORK
 770
 K.C.

Los Angeles

By RALPH WILK

SKIPPY Hollywood Theater returned to KFI Saturday, Aug. 7 after an absence of several months, to be broadcast each week from 9:00 to 9:30 p.m. A new group of plays, comedy, romance and melodrama, will be heard during the Hollywood Theater series, with such outstanding players as Ona Munson, Sterling Holloway and Elvia Allman taking the leading roles.

"Hello Mom," theme song of "Hello Mom," the new KHJ-Mutual Don Lee program originating at the Army Air Forces West Coast Training Center, was especially written by Major Eddie Dunstedter, musical director, Captain Arthur Jones and Private First Class Frank Loesser, who has a long line of hit tunes. The song was originally introduced by Bing Crosby and later recorded by Crosby and the Army Air Force Orchestra.

Donald Dickson, former operatic star, currently heard on the Groucho Marx Saturday night show over KNX, "Blue Ribbon Town," has been signed by Producer Walter Colmes for an important role opposite Rosemary Lane in his PRC musical, "Harvest Melody." Present plans in the picture call for Dickson to perform both as an operatic vocalist and as a singer of modern tunes.

George Burns and Gracie Allen, Columbia's famed comedy team, returned this week from a month-long tour of service camps, where they starred in a series of USO shows. They will be back on CBS airplanes, August 31.

FCC Gets Blue Sale; New Name Indicated

(Continued from Page 1)

not have to approve sale of the network itself, since it is not licensed, but it must approve the sale of the three stations owned by the Blue.

It was expected that the application would seek approval for the transfer of control of the Blue Network as licensee, and it was generally believed that the Blue Network would continue as licensee in name. Formation of the American Broadcasting System, Inc., does not necessarily mean however, that the name Blue will be dropped, although it is not unlikely that Noble intends to call the network the "American Network."

Officers of the new corporation were listed as Edward J. Noble, president, of Greenwich, Conn., Earle A. Anderson, vice-president, of Upper Montclair, N. J., and C. Nicholas Priaulx, Yonkers, N. Y., treasurer.

Renewals Prove Results

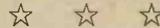
WTBO

820 Kc. Cumberland, Md.



Ed Noble Meets The "Press" . . . !

● ● ● About two weeks ago, millions of people probably read and heard that one Edward J. Noble had agreed to purchase the Blue Network Co. for \$8,000,000 in cash. . . . Quite true, he had held office as under Secretary of Commerce, is chairman of the Life Savers Corp. and owner of WMCA in New York. . . . Still, not a few of the millions who heard or read about Noble wondered who he was. . . . what sort of a man bought a coast-to-coast network for the first time in history and plunked down all that cash. . . . they might have had a package of Lifesavers in their pocket at the time. . . . but Noble? where'd he come from? Seems he's been around for some time and from all reports and actions, has been doing very well. . . . Just in case there were a few newspaper folk in town who hadn't met him personally, the Blue threw a cocktail party for the press yesterday afternoon in the Janssen Suite at the Waldorf.



● ● ● The "coming out" party for the new radio tycoon was an unusual success considering the exceptionally large press turnout. Nearly one hundred representative scribes, representing the press associations, local papers and trade publications, were present for the unwrapping—and not a rap was registered. . . . Interrupting the genial clink of glasses and the general hum of friendly banter, Mark Woods, president of the Blue who tendered the party for Noble, introduced the new "boss" to the assembled guests. . . . Tall, hale and hearty, Noble, somewhat dubiously confessed that he didn't know whether the party was on him or Woods. . . . His position, Noble said, was that "Larry" Fly and the FCC had not yet approved the sale. Until such time, the party "is on Mark."



● ● ● Numerous puns floated over the general tone of conversation concerning Noble's connection with Life Savers. Noble, exhibiting a fine sense of humor, declared it was a "wholesome" business. In fact he thought it was a "whimsical little business" (\$22,000,000 worth a year) In a brief address he welcomed the scribes, inviting any queries concerning his plans for the Blue's future, inviting one and all to accept the largess of either him or Woods, depending on the decision of Chairman Fly and the FCC. . . . To injudicious references to be a "life saver" for the Blue, Noble declared that being chairman of the Life Saver Corp. was extremely gratifying, "being able to build something around nothing" With the acquisition of the Blue Network, however, he plans to continue and, wherever possible, to "improve on the network's forward-looking views" Attending the introduction were Mark Woods, the parties' benefactor (depending, according to Noble's statement, on the FCC's decision), Edgar Kobak, Executive Vice-President, Program Vice-President Phillips Carlin; Blue Promotion Manager Bert Hauser, and Earl Mullin, head of the Blue's publicity staff. . . . Observed among the guests were Ben Gross, r.e., of the "Daily News"; Sonia Bigman, of "Time" Magazine; Niles von Wettberg, of "Newsweek"; Vance Packard, of "American Magazine"; Earl Sparling of "Reader's Digest"; Al Goldstein, St. Louis "Post Dispatch"; George Marder, United Press; Louis Alwell, INS; John Hutchens, N. Y. "Times"; Zaza O'Hara, "Herald Tribune"; Charles Kenny, "Daily Mirror"; Gordon Merrick, N. Y. "Post"; Jack Alicoate, M. H. Shapiro, Don Mersereau, Marvin Kirsch, Abel Green, Lou Frankel and Bruce Robertson of the trade press.



● ● ● An apologetic guest, from one of the leading press associations, regretted he had no Life Savers to go with the hors d'oeuvres. . . . Noble conceded that there was a shortage of sugar (imperative in the manufacture of the circular sweets) and that he had found a difficulty in finding men to punch bigger holes in the delicacy. . . . "You'll find they have larger rims, now," he cheerfully confided.

— Remember Pearl Harbor —

Chicago

B FRANK BURKE

FOR the eleventh straight time Keystone Steel and Wire Company, Peoria, Ill., has signed sponsorship of thirty minutes of Saturday Night WLS "National Dance." Business was placed the Mace Advertising Agency, Peoria and contract is for fifty-two weeks.

Dowsley Clark, who recently left the OWI office here, is now associated with the War Production Administration as public relations chief in the west area.

Clark Dennis, private at Peoria, Ill., will do a guest appearance on the Blue on the "Break Club" of next Monday, August 16. Clark is handling the Dampellis show which moves from WBL to WENR on next Sunday.

Bill Thompson, of the Fibber Glee and Molly show, who is returning to Chicago this summer, will headline the WLS-National Dance which will be aired from the Indiana State Fair at Indianapolis on September 4.

Wait-Cahill Company, Decatur, Ill., will sponsor a fifteen-minute musical program on WLS for twenty weeks through the Wade Advertising Agency. Program will feature vocalists of Jenny Lou Carson and the musical arrangements of the WLS "Dawners" and will be heard Tuesday, Thursday and Saturday from 9 a.m.

Staff items at WLS include a daughter, Paul George Menard, announcer and reporter; return of Al Rice, former member of the Maple City Four, following honorable discharge from the Army, and William Nelson, general manager, former post of associate editor of "The News" at the Tinker Army Airfield, Oklahoma City, Okla.

Buckingham Gunn, radio director of J. Walter Thompson Agency, points out that their agency in Chicago, of Arthur M. Meyerhoff will handle the new Wrigley show.

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Los Angeles

By RALPH WILK

SKIPPY Hollywood Theater returned to KFI Saturday, Aug. 7 after an absence of several months, to be broadcast each week from 9:00 to 9:30 p.m. A new group of plays, comedy, romance and melodrama, will be heard during the Hollywood Theater series, with such outstanding players as Ona Munson, Sterling Holloway and Elvia Allman taking the leading roles.

"Hello Mom," theme song of "Hello Mom," the new KHJ-Mutual Don Lee program originating at the Army Air Forces West Coast Training Center, was especially written by Major Eddie Dunstedter, musical director, Captain Arthur Jones and Private First Class Frank Loesser, who has a long line of hit tunes. The song was originally introduced by Bing Crosby and later recorded by Crosby and the Army Air Force Orchestra.

Donald Dickson, former operatic star, currently heard on the Groucho Marx Saturday night show over KNX, "Blue Ribbon Town," has been signed by Producer Walter Colmes for an important role opposite Rosemary Lane in his PRC musical, "Harvest Melody." Present plans in the picture call for Dickson to perform both as an operatic vocalist and as a singer of modern tunes.

George Burns and Gracie Allen, Columbia's famed comedy team, returned this week from a month-long tour of service camps, where they starred in a series of USO shows. They will be back on CBS airplanes, August 31.

FCC Gets Blue Sale; New Name Indicated

(Continued from Page 1)

not have to approve sale of the network itself, since it is not licensed, but it must approve the sale of the three stations owned by the Blue.

It was expected that the application would seek approval for the transfer of control of the Blue Network as licensee, and it was generally believed that the Blue Network would continue as licensee in name. Formation of the American Broadcasting System, Inc., does not necessarily mean however, that the name Blue will be dropped, although it is not unlikely that Noble intends to call the network the "American Network."

Officers of the new corporation were listed as Edward J. Noble, president, of Greenwich, Conn., Earle A. Anderson, vice-president, of Upper Montclair, N. J., and C. Nicholas Priaulx, Yonkers, N. Y., treasurer.

Renewals Prove Results

WTBO

820 Kc. Cumberland, Md.



Ed Noble Meets The "Press" . . . !

● ● ● About two weeks ago, millions of people probably read and heard that one Edward J. Noble had agreed to purchase the Blue Network Co. for \$8,000,000 in cash. . . . Quite true, he had held office as under Secretary of Commerce, is chairman of the Life Savers Corp. and owner of WMCA in New York. . . . Still, not a few of the millions who heard or read about Noble wondered who he was. . . . what sort of a man bought a coast-to-coast network for the first time in history and planked down all that cash. . . . they might have had a package of Lifesavers in their pocket at the time. . . . but Noble? where'd he come from? Seems he's been around for some time and from all reports and actions, has been doing very well. . . . Just in case there were a few newspaper folk in town who hadn't met him personally, the Blue threw a cocktail party for the press yesterday afternoon in the Janssen Suite at the Waldorf.



● ● ● The "coming out" party for the new radio tycoon was an unusual success considering the exceptionally large press turnout. Nearly one hundred representative scribes, representing the press associations, local papers and trade publications, were present for the unwrapping—and not a rap was registered. . . . Interrupting the genial clink of glasses and the general hum of friendly banter, Mark Woods, president of the Blue who tendered the party for Noble, introduced the new "boss" to the assembled guests. . . . Tall, hale and hearty, Noble, somewhat dubiously confessed that he didn't know whether the party was on him or Woods. . . . His position, Noble said, was that "Larry" Fly and the FCC had not yet approved the sale. Until such time, the party "is on Mark."



● ● ● Numerous puns floated over the general tone of conversation concerning Noble's connection with Life Savers. Noble, exhibiting a fine sense of humor, declared it was a "wholesome" business. In fact he thought it was a "whimsical little business" (\$22,000,000 worth a year) In a brief address he welcomed the scribes, inviting any queries concerning his plans for the Blue's future, inviting one and all to accept the largess of either him or Woods, depending on the decision of Chairman Fly and the FCC. . . . To injudicious references to be a "life saver" for the Blue, Noble declared that being chairman of the Life Saver Corp. was extremely gratifying, "being able to build something around nothing" With the acquisition of the Blue Network, however, he plans to continue and, wherever possible, to "improve on the network's forward-looking views" Attending the introduction were Mark Woods, the parties' benefactor (depending, according to Noble's statement, on the FCC's decision), Edgar Kobak, Executive Vice-President, Program Vice-President Phillips Carlin; Blue Promotion Manager Bert Hauser, and Earl Mullin, head of the Blue's publicity staff. . . . Observed among the guests were Ben Gross, r.e., of the "Daily News"; Sonia Bigman, of "Time" Magazine; Niles von Wettberg, of "Newsweek"; Vance Packard, of "American Magazine"; Earl Sparling of "Reader's Digest"; Al Goldstein, St. Louis "Post Dispatch"; George Marder, United Press; Louis Alwell, INS; John Hutchens, N. Y. "Times"; Zaza O'Hara, "Herald Tribune"; Charles Kenny, "Daily Mirror"; Gordon Merrick, N. Y. "Post"; Jack Allicote, M. H. Shapiro, Don Mersereau, Marvin Kirsch, Abel Green, Lou Frankel and Bruce Robertson of the trade press.



● ● ● An apologetic guest, from one of the leading press associations, regretted he had no Life Savers to go with the hors d'oeuvres Noble conceded that there was a shortage of sugar (imperative in the manufacture of the circular sweets) and that he had found a difficulty in finding men to punch bigger holes in the delicacy "You'll find they have larger rims, now," he cheerfully confided.

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

FOR the eleventh straight Keystone Steel and Wire pany, Peoria, Ill., has signed sponsorship of thirty minutes of Saturday Night WLS "National Dance." Business was placed the Mace Advertising Agency, Peoria and contract is for fifty-two weeks.

Dowsley Clark, who recently ed the OWI office here, is now ciated with the War Production as public relations chief in the west area.

Clark Dennis, private at Ellis, Ill., will do a guest apance on the Blue on the "Bre Club" of next Monday, August Clark is handling the Dampels show which moves from WBB WENR on next Sunday.

Bill Thompson, of the Fibber Gee and Molly show, who is tioning in Chicago this summer, headline the WLS-National Dance which will be aired from Indiana State Fair at Indiana on September 4.

Wait-Cahill Company, Decatur will sponsor a fifteen-minute program on WLS for twenty weeks through the Wade Adver Agency. Program will feature v of Jenny Lou Carson and the m arrangements of the WLS "Daw ers" and will be heard Tue Thursday and Saturday from 9 a.m.

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 24, NO. 31

NEW YORK, N. Y., FRIDAY, AUGUST 13, 1943

TEN CENTS

Radio's Bond-Sale Totals

NBC's Mystery ETs Sold On 40 Stations

Convincing proof that radio audiences, like movie fans and theatre-goers, find definite appeal in mystery plays that are expertly dramatized and produced, is seen in the latest report on "The Weird Circle," a transcribed series of world class-act plays produced by NBC's Radio-Reading Division. Announced to the public two months ago, this series of half-hour programs has already been sold for broadcasting on more than 40 stations in the United States and Canada.

M-G-M Signs "Quiz Kid"; \$2,000 Weekly At Start

Chicago—Joel Kupperman, youngest member of the "Quiz Kids" cast, has been signed to an M-G-M movie contract worth \$2,000 per week with options that will go to a possible top salary of \$5,000 weekly. Deal handled through Louis G. Cowan Agency. "Quiz Kids" sponsored by Miles Laboratories is heard on the Blue Network 7:30 p.m., EWT Sundays.

New Winery Ad Budget Exclusively For Radio

The Mt. Eden Wine Co., recently formed, announces that its initial budget for advertising will be devoted exclusively to radio. A spot campaign will get under way in the New York area around Sept. 1. The Mt. Eden Mogul Co. is the agency.

Shore Leave

Like the sailor who spent his shore leave rowing on Central Park lake, foreign correspondent Cecil Brown, who has girdled the globe for CBS, spent his first vacation in more than six years—traveling! He is covering the United States, interviewing people for a book tentatively titled "A Correspondent's Report to America." Brown is author of "Suez to Singapore."

At Long Last

After 14 years of radio, Fred Feibel, CBS organist, got to speak over the air—but only to say good-bye. At the end of his last show before leaving for the Army, announcer ad libbed a tribute to Fred, and asked him to "Say good-bye to the folks." Visibly affected, Feibel managed to stammer a few words. So moving was his speech that over 500 listeners wrote to wish him good luck.

N. Y. Promotion Men Agree On Adv. Plan

New York station promotion men have agreed to a plan to promote the greater New York market area by a series of paid advertisements. The ad campaign is scheduled to start about Sept. 15 with individual stations preparing their own copy. It was agreed that all ads be devoted to some selling point of the Greater New York market. The ads

Two CBS News Programs Bought By American Oil

American Oil Co. of Baltimore yesterday announced it will sponsor two news programs over 54 CBS stations, effective August 19 and August 22, respectively. Both programs have been signed for 52 weeks. Beginning August 19, the client will present Ned Calmer, CBS news reporter, and

Congressman Criticizes OWI; Predicts Probe In September

Plans Fully Completed For Mayor's Unity Series

Under the auspices of the Mayor's Committee on Unity, a series of talks and dramatic scripts will be inaugurated on the air Sunday in a city-wide campaign to eliminate any bigotry and prejudice that may still persist since the Harlem riot of Sunday night, August 1. At that time, through

U. S. Treasury Reports \$80,243,968 Sold By 455 Stations In 12-Month Period; 19% To New York State Outlets

Financing Details Set For Purchase Of Blue

Financing instituted by Edward J. Noble in his purchase of the Blue Network calls for the issuance of 500,000 shares of common stock with a par value of \$10 in the name of his American Broadcasting System, Inc., a Delaware corporation. Of this stock, 400,000 shares will be issued immediately.

AGVA Starts Fund Drive To Maintain Service Acts

Serving over 500 members in various branches of the armed forces, American Guild of Variety Artists have launched an extensive campaign to solicit funds to augment its activities.

Defer FCC Investigation Due To Garey Illness

Cox sub-committee investigating the FCC yesterday temporarily postponed the hearings due to illness of Eugene L. Garey, counsel for the

Four hundred and fifty-five of the nation's radio stations, in 46 states and the District of Columbia, in their capacity as direct issuing agents sold \$80,243,968.59 worth of War Bonds and Stamps during the 12-month period of July 1942 to July 1943, it was revealed today by the Treasury Department on the basis of regular reports from the 455 radio stations in question.

During the same period total Series E War Bonds were \$8,271,277,000. First in sales were New York radio

Hummer Tells Reason For BSH Resignation

Frank Hummert, of Blackett Sample-Hummert agency, who last week tendered his resignation to take effect Dec. 31, 1943, yesterday informed RADIO DAILY that there appears to be some misunderstanding as to his position with B-S-H and the reason for his resignation. Hummert said that there were some points he would like to make clear. They are:

New Campana Musical Set On Full CBS Network

Campana Sales Co. has signed for a half-hour program on the full U. S. CBS network, starting Saturday Sept. 4. Titled "Campana Serenade,"

Fan Mail

Fred Jeske, who conducts a daily two hour a.m. "Timekeeper" show over WSYR, Syracuse, N. Y., came in for congrats recently upon receipt of following post card: "Dear Fred: We have listened to your program for a long time and sure like it. We have a handsome new bull calf. Every morning early he starts: Baaa... until he wakes everybody up. We named him Jeske."

(Continued on Page 7)

(Continued on Page 3)

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(Continued on Page 2)

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(Continued on Page 3)



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M. H. SHAPIRO : : : : : Editor
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FINANCIAL

(Thursday, Aug. 12)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|--------|---------|---------|----------|
| Am. Tel. & Tel. | 154 | 153 3/8 | 153 3/4 | - 1/4 |
| CBS A | 21 5/8 | 21 1/8 | 21 5/8 | + 1/4 |
| Crosley Corp. | 19 3/8 | 19 1/8 | 19 3/4 | - 1/4 |
| Gen. Electric | 36 3/8 | 36 | 36 1/4 | - 3/8 |
| Philco | 22 3/4 | 22 1/2 | 22 1/2 | - 1/4 |
| RCA Common | 9 7/8 | 9 3/4 | 9 3/4 | - 1/4 |
| RCA First Pfd. | 70 | 69 7/8 | 70 | + 1/4 |
| Stewart-Warner | 11 3/4 | 11 3/4 | 11 3/4 | - 1/8 |
| Westinghouse | 92 1/2 | 91 7/8 | 92 1/2 | - 3/8 |
| Zenith Radio | 32 | 31 3/4 | 31 3/4 | - 1/4 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|-------|-------|-------|--|
| Nat. Union Radio | 3 1/8 | 3 1/8 | 3 1/8 | |
|------------------|-------|-------|-------|--|

OVER THE COUNTER

| | Bid | Asked |
|------------------------|--------|--------|
| Farnsworth Tel. & Rad. | 8 3/4 | 9 |
| Stromberg-Carlson | 10 1/8 | 11 1/8 |
| WCAO (Baltimore) | 20 | 23 |
| WJR (Detroit) | 27 1/2 | 29 1/2 |

Schneider Joining NBC As Magazine Editor

Walter E. Schneider, associate editor of "Editor & Publisher," has been appointed magazine editor of NBC effective Sept. 1 and will work out of the press department. Schneider has been with E. & P. for six and one-half years, was news editor for two years of that time. Before joining E. & P. he was with the Philadelphia "Ledger" as feature and assistant city editor.

Charles Pekar, who has been handling magazines for NBC will concentrate on feature news stories.

THIS LITTLE BUDGET

WENT TO
WORL
BOSTON
MASS.



AGVA Starts Fund Drive To Maintain Service Acts

(Continued from Page 1)

Gleason, vaudeville actor and radio script writer, the AGVA send three acts every Wednesday night to entertain members of the service attending the weekly dance at the National Community Center.

Although AGVA had pledged its cooperation as soon as the National Entertainment Industry Council was formed, AGVA has on its own initiative produced and presented over 100 shows for every branch of the service, supplementing their entertaining activities with technical aid in the construction of stages, furnishing drapes, stage lighting, etc. gratis.

Recently Frieda Hempel, Metropolitan Opera singer, joined the American Guild of Variety Artists to bolster its entertaining division.

Two CBS News Programs Bought By American Oil

(Continued from Page 1)

Major George Fielding Eliot, noted military analyst, every Thursday from 6-6:15 p.m., EWT.

On Sundays, starting August 22, the Oil Company will sponsor Edward R. Murrow, chief of Columbia's European news staff, from London, 1:30-1:45 p.m., EWT. Both programs will be heard in behalf of Amoco-Gas, American Gas, and other company products and services.

The American Oil Co. made its debut on the Columbia network in September, 1932, and its last program on CBS was in May, 1942. Agency handling the account is The Joseph Katz Co., Baltimore.

New Campana Musical Set On Full CBS Network

(Continued from Page 1)

the program will be musical, and will feature the well-known screen and radio singer, Dick Powell, and an orchestra. For Campana cosmetics, it will be heard Saturday afternoons from 1-1:25 EWT, originating at KNX, CBS' outlet in Los Angeles.

Campana first advertised on the Columbia network in September, 1932. The client's last CBS program went off the network last year.

Agency handling the account is Wallace-Ferry-Hanly Company of Chicago.

Hummert Tells Reason For BSH Resignation

(Continued from Page 1)

disagreement between Messrs. Blackett and Sample and that the contract between them runs out next August. Hummert however was free to make a new deal as of Jan. 1, 1944, with whoever he saw fit or accept desirable offers. He is not a member of the firm, but Blackett who has been with the firm 16 years owns nine per cent of the stock. Hummert said he asked Sample not to break with Blackett in view of the 16 years of association and other circumstances, even if in minor capacity. Thus the dispute, lies really between Sample and Blackett and in no way really affected Hummert.

As to Air Features, Hummert pointed out that it is owned neither by B-S-H nor himself and that its president was Jim Sauter and the organization acted as the complete production unit for the daytime serials written by Hummert and his wife, Anne.

Will Continue Arbitration

In the meantime Hummert stated he would continue to do the best job possible for B-S-H until he parts company and will endeavor to arbitrate the Sample-Blackett matter. His agreement also is that he is at liberty to make a deal with either of these partners prior to expiration of his pact to take effect after Jan. 1. He did not want to make a new deal with Sample until he would agree to take care of Blackett, however. The Hummerts are doing their scripts etc. at their home in Connecticut. As previously announced in these columns, the couple plan to operate their own production firm after the first of the year. At that time, he stated, his organization will continue to produce the programs of Sterling Drug and American Home Products.

Sopranos To Guest On WOR

Two of the more prominent of the younger sopranos in the classical and semi-classical field will appear as guests on WOR this Sunday. Margaret Daum will be interviewed by Walter Preston on his "Show Shop" program at 2:00 p.m., while Annamary Dickey will be heard on "Music for an Hour," which is broadcast from 9:00-10 p.m. Miss Dickey, who will be heard again on Aug. 22, achieved her membership with the Metropolitan Opera Company by having been a winner in the "Metropolitan Auditions of the Air."

COMING and GOING

KEITH KIGGINS, vice-president of the Network in charge of stations, returned yesterday from a trip to Syracuse and Rochester.

CLEMENT FULLER and MICHAEL BARR special news correspondents for BBC, Quebec to cover the special conference by Prime Minister Churchill and President Roosevelt.

JOSEPH C. BURWELL, president and manager of WMBS, Columbia affiliate in Allentown, Pa., is in New York. He called yesterday at network headquarters.

LESLIE W. JOY, KYW general manager, turns to his desk Monday after a two-week vacation spent at his farm in Chester Springs.

JOHN E. SURRICK, sales manager of Philadelphia, was here yesterday for a day with the New York representatives of the station.

DAVID CARPENTER, station manager of WKNE, Keene, N. H., expects to leave today for the home offices.

GRACE SNIFFIN, secretary to Mark V. president of the Blue Network, leaves today on a vacation of two weeks.

DAVE STANLEY, publicist of Dave Greer associates, is back from Cornell, N. Y., where he arranged special promotion for Phil Spline "Hour of Charm" program.

GEORGE H. ROEDER, general manager of WCBM, Baltimore, and JERRY MARES, station staff, were visitors yesterday at headquarters of the Blue Network.

JAMES T. MILNE, manager of WELI, Haven, Conn., is on a short business trip to New York.

BOB HOARD, comedian of "Early to and WHN's "Gloom Dodgers," has returned Philadelphia, where he sought material for newly-formed Negro Theater Group.

DALE ROBERTSON, station manager of W. Scranton, has returned to his Pennsylvania quarters after having spent a few days in New York on station and network business.

300,000 Polish Listeners in Buffalo

and vicinity can be reached through their favorite Polish Radio program:

Polish Varieties Programs

Over Station WHLD—1000 Watts. For complete details write to

POLISH BROADCASTING BUREAU

754 Fillmore Ave., Buffalo, N. Y. — In New York: 19 W. 44th St., VA. 6-5080

ROOF TOPS

—in wholesale lots!

• A Baltimore roofing concern increased WITH time from 15 minutes to an hour.

Why?

116 inquiries from one program might have had something to do with it!

WITH



IN BALTIMORE

REPRESENTED BY HEADLEY-REED

**Criticizes OWI Work;
Wants Congress Probe**

(Continued from Page 1)
It has violated that probation. The circumstances a thorough probe into its activities becomes necessary.

Mr. Davis, Robert Sherwood and the rest of the New Deal's propaganda office will have no difficulty in recalling that there was no sentiment in Congress for the abolition of the Domestic Branch of OWI and curtailment of actions of the Overseas Branch. It was only upon the assurance to strictly adhere to the purposes for which it was created that the nation's lawmakers agreed to grant funds for the continued operation of certain of OWI's agencies.

Not in spite of its assurances, Mr. Davis' organization again is violating the radio industry in the name of the American public with its propaganda based upon the anniversary of the Atlantic Charter, Saturday. In effect, it tells radio stations and networks to broadcast the Atlantic Charter frees the world from fear and want. Such an interpretation is sheer nonsense. It would have the radio listeners told that the Atlantic Charter has been agreed to by all of the United Nations. It would be a plain misstatement. It seeks to intimidate the listeners by asking that the amount of time devoted to Atlantic Charter propaganda be made known in a special report. Obviously, OWI is up to its old tricks.

Hits Broadcast Re Italy
Another instance occurred about two weeks ago when an overseas broadcast from the Office of War Information embarrassed the State Department and brought a repudiation from the President of the material broadcast. It is conceivable that that broadcast delayed the recognition of the Italian government thereby added to American losses.

"Business, I am convinced, will not tolerate such activities on the part of the Office of War Information that office is to be maintained. It must remove all semblance of partisanship; it must rid itself of such stupidity as made the broadcast possible."

**FCC Investigation
Due To Garey Illness**

(Continued from Page 1)
Select Committee. Hearings expected to be resumed this week in the Federal Court building, New York.

Barney Jacobs On WOV

Barney Jacobs, WOV news analyst, has a thirteen week period beginning Monday, August 12. Barney's sponsorship of Jacobs' news broadcasts three times a week, Monday, Wednesday and Friday at 7 p.m. Jacobs, however, will broadcast on WOV five days weekly, Monday through Fridays.

★ **SYDNEY MOSELEY** sent 2,000 people into a sponsor's stores every week for 26 weeks!

★ **WHEN SYDNEY MOSELEY** told his listeners he'd take an air-vacation to write a book, 10,000 letters poured in begging him to change his mind!

Unusual? Not for Moseley. This outstanding commentator's air career is spiked with facts proving that he can make people listen loyally, act promptly, and buy what he tells them to buy.

What does a Moseley sponsor think? Read this excerpt from a letter: "We have sponsored numerous programs in the past — some to our sorrow. But I can say that Moseley has given us a new perspective on the value of radio advertising!"

SYDNEY MOSELEY is now available on WOR, in New York. His program, "Headlines of Tomorrow", 1:00-1:15 P.M., weekdays, is soaring toward top popularity. SYDNEY MOSELEY is now geared to do a great selling job for an advertiser, or his agency, at a remarkably low price.

Write, wire, or phone WOR, 1440 Broadway, New York 18 — PE 6-8600 — attention of NORMAN LIVINGSTON, for a complete, easy-to-read presentation giving all facts, including price.



Note—MUTUAL STATIONS!

SYDNEY MOSELEY is available on Mutual stations from coast-to-coast for local sale. Amazing opportunity to sell this great personality in your market. Write WOR, 1440 Broadway, N. Y. 18, attention of NORMAN LIVINGSTON, for cost and sales ammunition regarding this remarkable, money-making offer!

Write now, today.

Los Angeles

By RALPH WILK

IN SPITE of tempting offers from three other record companies, the Merry Macs have renewed their contract with Jack Kapp, president of Decca Records, for five more years, according to an announcement by their manager, Harry Norwood. New deal is effective August 15.

"Take me out to the ball game" is the un-sung theme song of Harry James and his CBS Music Makers, who are busy with practice sessions for coming baseball debut on the Coast. Diamond fans all, the boys have scheduled a series of games with rival bands during their stay in Hollywood.

At a luncheon launching a campaign to raise \$350,000 for sleeping facilities for servicemen who visit California cities on week-ends, President Y. Frank Freeman of the Association of M. P. Producers, gave credit to Bing Crosby and Bob Hope for originating the idea for taking care of the men of the armed forces.

George Riley, comedy star of the Gilmore Furlough Fun Show over KFI Friday nights, has received a letter from General John Marston thanking him for entertaining the Marines stationed at Camp Elliott, Calif.

Dinah Shore is not going to marry Bill Goodwin. This is for the benefit of the two dozen excited fans who called NBC Hollywood studios about it after the "Paul Whiteman Presents" broadcast featuring Burns & Allen. When Gracie Allen reported Dinah's engagement to Bill she was only kidding. Besides, Bill's already married.

Lou Costello is proudly displaying the genuine sheik's ring which the late screen idol, Rudolph Valentino, purchased in Morocco and wore in the picture, "Son of the Sheik." Costello is the proud possessor of the ring by virtue of the fact that he purchased the largest denomination war bond on the Blue Network's "Melodies for Uncle Sam" broadcast. The purchase of a \$10,000 bond was made at the Coconut Grove where Maestro Freddy Martin regularly holds forth.

Ruth Terry, singing star of Republic Pictures, will join "Bob Crosby & Co., as guest singer, Sunday, August 15, in her initial coast-to-coast network appearance, NBC network. Although a brandnewcomer to the national airwaves, "Bob Crosby & Co., have already established themselves as a "must" for dialers. It's full of laughs, music and fun.

"To Nite"
From **CARNEGIE HALL**
TINY HILL
Management **FREDERICK BROS. MUSIC CORP.**
New York Chicago Hollywood



Reporter At Large . . . !

● ● ● Cecil Underwood, producer of the "Fibber McGee & Molly" and the "Great Gildersleeve," NBComedies, is in town for a week the latter returns to the ether August 29 and the "McGees" will end their vacation first week in September. When the August 28 issue of Liberty Mag hits the news-stands, several million fans will see a two-page pictorial spread telling of Kate Smith's Morale-building work for Uncle Sam's Nephews Jackson Beck's fine work as narrator on the CBSaturday series, "Man Behind the Gun," has earned him a similar job in the Coast Guard motion picture, "Task Force," soon to be released. "Inner Sanctum," sponsored by Carter's Pills over the Blue Network, Sundays, will be replaced by a musical show, "Keepsakes," featuring Dorothy Kirsten and Mack Harrell, beginning September 5. CBSongsters, Jeri Sullivan and Jack Smith will start a new series of half-hour songfests Monday. the program will be heard from 6:15 to 6:45 p.m., Mondays, Wednesdays and Fridays. Six years ago, the Ink Spots make a decca recording of a song titled, "Whispering Grass" Moe Gale just received word from Reg Connelly in London, that due to the record this song is now Number One on Great Britain's Hit Parade. Praise Agent Lee Meyers is back along Kilocycle Row, having received a medical discharge from the Army. Rocky Clark, radio editor of the Brideport "Post" who is probably the only r.e. who doubles as a disk jockey, will mark his first anniversary as such with station WNAB, on Tuesday, August 17.



● ● ● Radcliffe Hall, NBC newscaster, has been identified with the former French luxury liner, "Normandie," five times in the past decade. as an actor, ten years ago, Hall worked in the motion picture "Sweet Surrender," in a scene in which the ship was used as background. he made a special broadcast when the Normandie broke the East-West Atlantic crossing record, later gave a vivid at-the-scene description of the fire last February 10 and early this week he broadcast an interview with the men whose work is responsible for the salvaging of the much-needed U. S. S. Lafayette Axel Gruenberg has been assigned to direct the Gertrude Lawrence variety show for Revlon which starts over the Blue September 30. Anne Nichols and Rip Van Ronkel, co-writers of the NBCComedy "Abie's Irish Rose," have arrived in Gotham from a Californian vacation. first thing they must do is find another "Solomon Levy" to replace Charlie Cantor, who is now on the Coast to do a picture. Chick Vincent, one of the better young directors, has sold 65 one-minute gag spot announcements to Kent-Johnson for Pepsi-Cola. Bea Wain booked into the Capitol in October.



● ● ● Two weeks ago, Producer John Golden, happened to tune in to a broadcast of "The Falcon," and was so pleased by the performance of Alfred Shirley (who was doing a cockney role), that he plans to use Shirley in a forthcoming Broadway legit. The format of the "Everything Goes" show over NBC has been changed. Arthur Henley will write the script for the Monday-Wednesday-Friday airings and Jerry Adelman will script the other three daytimers. As a closing gag on the "National Barn Dance" program, heard July 24, Pat Buttram, NBCCom Clown said, "I hear Mussolini is getting ready to go out of business. too much overhead" less than 24 hours later Ill Duce actually went out of business. The keyboard team of Morley & Gearhart, (Mr. and Mrs. Gearhart) have been signed by Fred Waring and will make their debut on his "Victory Tunes" program, Tuesday. Harold Stein, Blue Net and MBS photographer, who has photographed practically every star in Radio, has been signed to "shoot celebrities" for the next year at Josephson's Cafe Society (Uptown and Downtown). Walter Greaza of the "Crime Doctor" cast, has been signed for the leading male role in Elmer Rice's "A New Life."

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

EVERETT MITCHELL, NBC Central Division director of a ture and conductor of the "Town and Farm" program, will next week to present pressure ers to women winners in a conducted by NBC.

Sergeant Nina Talbott WACS, a bugler from Brooklyn will sound off on the Blue N "Breakfast Club" on Saturday, 21, at 8 a.m., CWT.

Ed Borroff and Joe Hartenb the Blue off to Minneapolis business trip.

Ensign Dave Garroway, former announcer, visited Chicago yesterday en route to San Francisco for assignment.

Niles Trammell, president expected in Chicago this week en route back to New York Hollywood.

An order for one three-a-week minute program and another two-a-week 15-minute program two renewal contracts head business announced this week WMAQ. The Atlantic Brew through August 9, from 10:30 p.m., CWT., the program, featuring the vagabonds, Negro song and mental quartet, will be heard days, Wednesdays and Fridays same time. Contract is for 13 Weiler Foods, Inc., has ordered 11:45 to 12:00 noon period on Tuesdays and Thursdays beginning Sept. 7. Contract is for 52 week program has not been announced of the renewal orders came from Manhattan Soap Co. through Franklin Bruck Agency for it.

Programs on Tuesdays, Thursdays and Saturdays from 12:30 to 12:55 program present Don Elder associated Press news roundup tract for 52 weeks is effective September 7. The Kitchen Art, Inc., through Earl Ludvin & newed Happy Jack Turner, on Sept. 6. Announcement business included an order from the Lamson of the General Electric through BBD&O, New York live time signal announcement ing a 52-week period beginning August 16.

Bob Cole, popular in radio as a music publisher, is back New York with a new assignment Chicago manager of Jewell M.

Samish "M of T" Ch

Adrian Samish, producing "March of Time," will also casting and directing in the. This will be in addition to his producing duties.

WANTED TO BUY

Cash for 1000 watt transmitter equipment necessary for installation of watt station. Will buy complete set any individual pieces of equipment, to Box 733, Radio Daily, 1501 Broadway, York, N. Y.

NEW PROGRAMS—IDEAS

Mutual's "Trick" Map

"A New Yorker's Idea of a Radio Network" is the title of Mutual's latest promotion. Similar to the recently popular map of a New Yorker's idea of America, the map is cleverly illustrated and annotated. "A New Yorker's Idea of a Network" shows the city itself occupying almost half of the map of the U. S., with a large transmitter giving off radio signals, coming out of its center. Chicago and Hollywood are the other points of importance on the map, also with transmitters. No mention of Mutual is made on the map, which is brown print on beige paper—suitable for framing—and accompanying it is a note from Miller McClintock, MBS president, stating that copies have been in demand for wall decorations.

Printed story, which is clipped to the map, points out that "Most New Yorkers will be surprised to learn that this is not an entirely accurate picture of a radio network." It explains in ingenuous language just what a network does consist of, and clears up a New Yorker's idea that WOR is all there is to Mutual, by telling how many outlets across the country are affiliated with the web. For the reader's information, a small outline network map is included to show what Mutual really looks like.

Classic Tributes

WLIB, Brooklyn, is producing a series of special classical music programs paying tribute to famous conductors and composers. Recently an all-Alexander Glazanow program was presented commemorating the 78th anniversary of the famous Russian composer's birth.

Jules Massenet, the noted French composer so well-known to lovers of the opera, will be honored on the 31st year of his death. Paul Gould, program director of WLIB, is originator and producer of the series. It is being written by Jean Bullowa.

Kurenko Set On CBS

Austin Wilder, concert manager, has completed plans with CBS for the booking of Madame Maria Kurenko, Russian soprano. Madame Kurenko, who was engaged by the network for three appearances with Howard Barlow's orchestra for a weekly Sunday night spot, has been signed for an indefinite run on CBS with her own program.

WBNX NEW YORK

WITH THE MOST INTIMATE AND EFFECTIVE PROGRAM APPROACH TO AMERICA'S LARGEST MARKET

5000 WATTS Directional

OVER METROPOLITAN NEW YORK

Black Market"

WLW, Cincinnati, is presenting a new series of programs, "Black Market," in cooperation with the Office of Price Administration. The series is based upon the home front pledge of (1) Pay no more than top legal prices and (2) Accept no rationed goods without giving up ration stamps. The series was begun to acquaint the public to work in full partnership in stamping out the black markets and prevent price increases as a means of aid the war effort.

Dr. H. A. Baker, district price officer; Charles Vance, district rationing officer, and Joseph Ries, district information officer, are cooperating in the series to give listeners a better understanding of such topics as "top legal prices," how these prices are arrived at and how the consumer benefits.

The program will also serve as a means of distributing the pledge forms and window stickers provided by the OPA. The audience is also urged to send in their questions on price control, according to Katherine Fox, WLW public service director and coordinator of activities, who is in charge of the "Black Market" broadcasts.

All-Cowboy ET Show

Familiar tunes played by favorite western outfits will be featured on KGO's, San Francisco, new record program "Melody Roundup," sponsored by Sunday Vitamins, Monday through Saturday for 15 minutes at 7:15 a.m. Oldtime songs, mountain songs and cowboy ballads will be presented on recordings made by Gene Autry, Texas Jim Robertson, Slim Duncan and his Texas Tornados, the Jimmy Wakely trio, Bud Billin's quintette and Bud Birmingham and his Buckaroos amongst others. Tony Morse has been selected to be the announcer of the "Melody Roundup."

Treasury Gives Total Of Station Bond Sales

(Continued from Page 1)

stations, with a total of \$15,536,256.86; second, Pennsylvania stations, with \$3,368,677.85; third, Ohio stations, with \$7,288,672.45; fourth, Missouri, stations, with \$5,262,010.00; fifth, California stations, with \$4,774,415.55; sixth, Iowa stations, with \$4,671,522.00.

In two states, no direct War Bond sales were reported by radio stations.

N. Y. Promotion Men Agree On Advt. Plan

(Continued from Page 1)

will use the usual amount of space carried in other ads and will continue to run throughout the Fall season.

Promotion men agreed that advertisers have been in the habit of under-spending in the New York market. It was pointed out that advertisers are willing to spend money on network campaigns and leave the key cities out of their over-all picture. In this particular case it was felt that there was a need to supplement network buying with additional spending in the New York area.

The plan, as adopted by the promotion men, calls for each station to devote part of their advertising space to selling the New York area.

Attending the meeting were representatives of WEAf, WABC, WJZ, WOR, WOV, WHN and WQXR.

Clark Gable Highlighted On W2XWV Tele Schedule

Televising of the film "Wings Up," featuring Capt. Clark Gable, is listed for W2XWV Sunday at 8:50 p.m. Evening schedule of the station is as follows: 8:30—Claire Kennedy in "A Letter from Home"; 8:40—Dennis James "Sports Parade"; 8:50—Film: "Wings Up" with Capt. Clark Gable; 9:10—Sam Cuff: "The Face of the War"; 9:20—"What Do You Know" quiz with Charlie Taylor.

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 732
New York City

Mystery ETs Sold On 40 Stations

(Continued from Page 1)

Author has placed "The Weird Circle" on 34 Dominion stations, and additional American cities, five broadcasters have found sponsors for the dramatic shows. WEA, Manchester, N. H., the author is a clothier; beverages will be promoted by the plays broadcast. W. Lawrence, Mass., WBML, Boston, and WAKR, Akron, Ohio; Charleston, W. Va., sold the paint firm, and WSIX, Nashville, Tenn., convinced a furniture store that "The Weird Circle," would be a productive program for his merchandise.

When word of the forthcoming programs reached KGU, Honolulu, station hastened to sign a contract for the 26 thrillers for an annual sponsor.

Titles of mystery, fantasy and science fiction selected for the 26-presentations of "The Weird Circle," include "The House of Usher," by Edgar Allan Poe; "Declared Insane," by Honoré de Balzac's "Interdiction," "The Knightsbridge Mystery," by Charles Reade; "A Terribly Good Bed," by Willkie Colylyns; "The Case of Arthur Gordon Pym," by Edgar Allan Poe; "Vendetta," by Balzac; "The Mad the Brain," by E. George Lytton; "A Passion in the Desert," by Guy de Maupassant and "Was It?" by Fitz-James

Authors whose works are being adapted for the series include Nathaniel Hawthorne, Alexander Dumas, Charles Dickens, Washington Irving and Leo Tolstoy.

Emotional aids for the use of the author who contract for the series, prepared an extensive array of material. Photographs and mats of each production, publicity material for newspapers, spotlight ads for radio pages, window cards and counter display cards, a handbook of publicity and press releases are included in the marketing kit.

"Weird Circle" is available for spot use by advertisers having national distribution or by national advertisers who are searching for an advertising program series for their needs.

Wedding Bells

Gilman, radio actress, was married in Chicago yesterday to Dr. Sammerman. Many radio folk attended the ceremony and reception. Brother Harry Gilman is director of radio for Erwin, Wasey & Co. office.

PRODUCERS & WRITERS AVAILABLE NOW—CALL FRANK McGRANN

SECURING BUREAU, INC. (Agency) 1501 BROADWAY, N. Y., MU. 2-6494

NEW BUSINESS

WHN, New York: Times Square Motors, through Oscar Kronenberg, Brooklyn, N. Y., anns. for 13 weeks; Bridge Apparel Company, through Klinger Advertising Corp., 21 weeks of participation in Dick Gilbert's night program; S. A. Schonbrun Company, (Savarin Coffee), through Ruthrauff & Ryan, Inc., four weeks of anns.; Empire Gold Buying Service, through Harry Oppenheimer, N. Y. C., 10 weeks of anns.; Simon Ackerman Clothes, Inc., through A. B. Landau, Inc., anns. for 13 weeks; Radio Corporation of America and Subsidiary Company, through Ruthrauff & Ryan, Inc., anns. for 52 weeks.

WCBI, Columbus, Miss.: B. F. Goodrich Silvertown Store, anns. as ordered, direct; Kansas Milling Company, sponsoring of local quartet once weekly (15 minutes) for 26 weeks, direct; Hiawatha Gin Company, election returns, direct; Swoope Insurance Company, 365 anns., direct.

NBC Appoints Thompson Guest Relations Head

Theodore M. Thompson, executive assistant manager of NBC's Guest Relations Department, has been promoted to manager to replace Paul Rittenhouse who leaves Friday, August 13 to enter the armed forces.

Rittenhouse joined NBC in 1934 in the department which he has been directing and has been credited with many of the innovations in training that led to the formation of the uniformed corps of pages and pagettes.

Thompson came to NBC as a page, soon after his graduation in 1934 from Dartmouth College. After seven years in the Guest Relations and program departments he resigned in 1941 to join the personnel department of E. I. duPont de Nemours Co. Early this year he returned to NBC as executive assistant to Rittenhouse.

Sport Sponsors on WBBM

Chicago—Ten-week series of broadcasts, to be sponsored by the Consolidated Royal Chemical of Chicago, has been announced by WBBM. Series, which begins September 25, has been bought for the products Krank's Shave Cream and Zymole Trokeys.

Games will include Notre Dame and a number of Big Ten teams, with WBBM sportscaster, John Harrington, announcing. Account was placed by Arthur Myerhoff & Company, Chicago.

"Pepper Young's" 2000th

Friday, September 10, will mark the 2000th consecutive script of "Pepper Young's Family," personally written by Elaine Carrington for Procter & Gamble over NBC. Mrs. Carrington's other series, "When A Girl Marries," will, on September 10, mark its 500th consecutive script over NBC sponsored by General Foods.

WORDS AND MUSIC

By HERMAN PINCUS

A FEW weeks ago, in fact we might be a bit more specific and write ten weeks ago. Old Sol started acting up as he generally does when that "what is so rare as a day in—" Month rolls around and programs, singers, emcees, announcers, actors, sound men, execs. and hundreds of others, actively or even remotely connected with Radio, began taking their vacations and that is as it should be (ask any employee) but we've run across an item, which for sheer novelty, rates this mention When the NBC Symphony Hour, currently conducted by Dr. Frank Black, switched from sustaining to commercial, sponsored by General Motors, the announcer, who could have taken a vacation, chose not to When the Heinz Co. decided to give the Clifton Fadiman "Information Please" experts, a chance to store up "additional knowledge" during the sultry months and summer—replaced that program with "Vacation Serenade," the same announcer was retained who continued to suggest to listeners, the merits of the '57 varieties' when the editor of the "Jergens Journal" decided to take a well-earned rest for a few weeks and Fulton Oursler, Louella Parsons and Robert St. John each pinch-hit for Winchell, we again heard the soothing tones of the original announcer (still the same fellow) now if we consider that in addition to the above, the perennial, prolific and productive air salesman sells rubber tires on the "Salute To Youth" program and soap on "Mr. and Mrs. North" whodunits for Woodbury's, we must admit that this item, which might well be titled "from soap to nuts (and bolts)" and that one's imagination, most certainly should not be taxed, were we to write "30" to this tale, but not until we had added, "Little (Ben Grauer) Man, you've had a busy day—all summer"

☆ ☆ ☆
Lucille Manners, star of the Friday Night NBConcert program, owns a little home in Short Hills, N. J. and often uses her bicycle when she goes to the village to change little blue and red stamps for the vitamins, calories, proteins, carbohydrates and such one day last week, the vocaluminary was approached by one of the children in the neighborhood who offered to do her shopping in exchange for four tickets to her broadcast Miss Manners, instead, insisted that she'd pay the child a quarter for each errand but the commercially-minded youngster answered, "Naw, I'd rather have four tickets to your program you see, I can get fifty cents a piece for them."

☆ ☆ ☆
RADIOLOGY: CBSyncopator Walter Gross will get the customary three weeks "Army Leave" starting August 20 For the past two weeks Comedienne Hope Emerson has appeared on two different shows daily which gave the star's "number 18's" a terrific work-out When Sammy Kaye concludes his Atlantic City Steel Pier engagement Sunday, the aggregation will play a theater tour which will take him to RKO Boston Theater in Beantown Aug. 19, thence to the Adams in Newark, week starting Aug. 26 followed by a stand at the Capitol Theatre in Washington, D. C. He'll broadcast his Blue Net and CBSShows from those towns Max Meth, comedy conductor, has a brand new radio idea titled, "Broadway Theater of the Air" for which he has already lined up, to appear as guest producers, Max Gordon, Vinton Freedley, George Abbott, Dwight Wiman and Brock Pemberton format of the program calls for each of these producers to produce a stream-lined radio version of their biggest successes first of the series will be "Anything Goes," which Edith Meiser has already adapted for the ether Jimmy Blair, the "Basin Street" lark, recently entertained a few friends at a Broadway hide-away restaurant when the waiter brought the bill, Jimmy protested, saying that the total should read \$13 instead of \$14 "I know that," acknowledged the member of the souped-up thumb fraternity, "but I thought that you might be superstitious" Five-year-old Bobby Hookey, heard Sundays on two networks, CBS and MBS, has been profiled in two fan mags this month, Tune-In and Radio Mirror Meyer Davis tells the one about the young lady who had water on the knee, whose doctor told her to wear pumps

☆ ☆ ☆
—Be A Rational National—

With the Colors

CAPT. BRICE DISQUE, JR., script assistant manager of the script division, now with a Carrier Command in Europe, has been promoted to the rank of major according to word received abroad.

—VVV—
CARL NELSON, announcer WTMJ-W55M, Milwaukee, Wis., reported to the Army Air Corps training on August 2.

—VVV—
HERBERT M. ORRELL, of advertising and promotion management, was inducted into the Army on August 5.

—VVV—
FRED FEIBEL, CBS organist, reported to the Army Air Corps after the past 14 years left Monday for induction in the Army.

—VVV—
KATHRYN JAMES and E. A. ADAMS, the former secretary of J. A. McDonald, NBC Chicago, and the latter WMAQ Chicago, transcription clerk, have the WAVES and will report to Hunter College, New York.

Radio Notables Present At Funeral For Grimley

Montreal—Hundreds of radio men were amongst the large gathering of mourners at the funeral service for E. C. Grimley, president of RCA Victor Co., Ltd., who accidentally drowned in Lake St. Lawrence August 3. Interment was held yesterday from Grobler's Home, Moorestown.

Representing the RCA Victor Company, Ltd., were Judge L. B. White, A. H. Elder, K. C., Dr. J. L. McMurray, F. W. Cliffe, E. L. Gardiner, A. Libby, A. Usher, H. E. Walker, Oxley, E. A. Laporé, D. McC. J. Donovan, H. Marpole, M. Pat. C. Dynes, R. Irany, F. X. The G. Bremard, R. Gordon, A. He. Miss M. Portgal, J. M. Brian, Conroy, J. O. Mitchell, J. Fen. A. Bayard, A. H. Joseph, H. P. and C. E. McNiece

Representing the Radio Manufacturers Association were: A. Young, president; R. M. Br. vice-president, and W. Richan executive secretary, while the Canadian Broadcasting Corporation represented by J. A. Ouimet and G. Richardson.

Among those representing the manufacturers of radio parts in Montreal were: R. Rendall, Radio Cond. Company; W. H. Fuemeaux, Avox, Canada, Ltd.; Emil Loos, Canadian Westinghouse Company. J. C. MacFarlane, Canadian Gen. Electric Company.

Arthur L. Brown represented Wartime Prices and Trade Board. The Northern Electric Company represented by M. K. Pipe, H. Harkness and A. B. Hunt.

Among the many others present at the memorial service were A. H. man, president of the Canadian Coni Company, Montreal.

PROMOTION

WWSW "Stunt"

Sickles, station manager of Pittsburgh, Pa., is conducting broadcast today from the Pittsburgh's City Hall. Special is to help publicize the exhibit of ordnance material for the Industrial Incentive of the U. S. Navy for the day being Friday the thirteenth. Sickles plans to make the program differ from those broadcast by two other Pittsburgh stations by quizzing returned combat men about Navy superstitions. The quiz is being conducted under a rickety ladder, with the assistance of at least one black cat if not broken mirrors.

Popular Player" Contest

The "Popular Player" contest is currently being conducted on KABC-TV, Oakland, California, to determine which local fans consider their favorite baseball player on the Oakland A's. Hal Parkes, KROW sports editor, makes the games, invites fans to vote by mail. Winner will receive a Swiss watch.

Fully Completed Mayor's Unity Series

(Continued from Page 1)
A special hook-up with WJZ and WOR, Mayor La Guardia is instrumental in alleviating tension in Harlem by telling them "to go to bed." The plea is to have had a quieting effect on the populace.

Then an inspired movement "Home—Victory Abroad" momentum as Radio and its branches offered their services in promulgating the campaign. Mayor La Guardia will inaugurate the series Sunday with a talk from the City Hall on WJZ-TV, followed by a series of radio scripts to be heard on WJZ, WOR, and there is hope that other stations will lend their facilities in harmony amongst all na-

Special program Tuesday at 9:30 p.m. WWT, WOV will present a series of different origins, Kennerly, Negro baritone; Joan American soprano of Greek and Italian songs, singing Italian songs directed particularly for non-American listeners. The program in the WMCA series on Thursday at 9:45 p.m. The War Board headed by Earle McGill; and the Federation of Radio Artists. The program will be written by the War Guild and casting by

directing the voluntary pro-

GUEST-ING

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

HOPE EMERSON, on "Words at War," tomorrow (WEAF-NBC, 8:30 p.m.).

MARIE DEPPIN, member of the SPARS, and DR. VINCENT J. GRIPPO, hypnotist and manager of Melio Bettina of Beacon, on the "Hobby Lobby" program, tomorrow (WABC-CBS, 8:30 p.m.).

ALBERT SPALDING, on the "Chamber Music Society of Lower Basin Street," Sunday (WJZ-Blue Network, 9:15 p.m.).

PHILIP BROUGHTON, director of information for the WMC, on "This Is Official," Sunday (WJZ-Blue Network, 1 p.m.).

RUTH TERRY, with "Bob Crosby and Company," Sunday (WEAF-NBC, 10:30 p.m.).

NEWELL D. LINDNER, Episcopal chaplain of the U. S. Naval Training School on Columbia's "Church of the Air," Sunday (WABC-CBS, 10 a.m.).

EDWARD ARNOLD, as intermission speaker on the program of the N. Y. Philharmonic, Sunday (WABC-CBS, 3 p.m.).

Financing Details Set For Purchase Of Blue

(Continued from Page 1)
Noble will put up \$4,000,000 and plans to cover the remaining \$4,000,000 by arranging for loans with three New York banks—Bankers Trust Company, for \$1,500,000; Central Hanover Bank & Trust Company, for \$1,500,000, and Commercial Bank & Trust Company, for \$1,000,000. The application for approval of the sale which Noble submitted to the FCC and on which no action has as yet been reported, revealed that he has put up \$1,000,000 and will pay RCA, owner of the network, the remaining \$7,000,000 upon approval of the transaction by the Commission.

Productions on behalf of the Unity campaign, the Radio War Projects Committee, having met this week at AFRA, will supplement the present national tolerance program with several radio scripts with the Mayor's approval. The plan of the Radio War Projects Committee is to confront each and every station and network to use one of their scripts at least once in six months. A similar plan is expected to be placed into action during the Treasury Department's third war loan bond drive. Committees in Chicago and the West Coast associated with the Radio War Projects Committee are expected to follow a similar plan.

EDWARD CORSI, New York State Industrial Commissioner and chairman of the Enemy Alien Hearing Board of the U. S. Department of Justice; DR. HOUSTON PETERSON, Head of the department of philosophy at Rutgers University, and DR. L. WENDELL FIFFIELD, pastor of Plymouth Church in New York, on A. L. Alexander's "Mediation Board," Sunday (WOR-Mutual, 8 p.m.).

MARY MARTIN, on "That They Might Live," Sunday (WEAF-NBC, 12:30 p.m.).

I. Q. HURDLE, president of Texas United Christian Missionary Convention, on "Wings Over Jordan," Sunday WABC-CBS, 10:30 a.m.).

FRANK SINATRA, on "We, the People," Sunday (WABC-CBS, 7:30 p.m.).

HARRY WARREN, songwriter, on Tom Reddy's "Fitch Summer Bandwagon," Sunday (WEAF-NBC, 7:30 p.m.).

SGT. WALLACE IRWIN, giving an eye-witness account of Allied landings in Sicily, on "Stars and Stripes in Britain," Sunday (BBC-Mutual, 7:30 p.m.).

REV. DR. CHARLES M. CROWE, minister of the Centenary Methodist Church, St. Louis, on "Mutual's Radio Chapel," Sunday (WOR-Mutual, 11:30 a.m.).

James Sauter Elected Co-Ordinator Of NEIC

James Sauter, of the United Theatrical War Activities Council, last night was unanimously elected co-ordinator of the National Entertainment Industry Council (NEIC) at a meeting of that organization held in the Hotel Astor.

Anita Grannis was named assistant to Sauter and Mrs. Mary Lawler will be engaged as a paid employee in a secretarial capacity.

WLOK Names Heller Commercial Manager

C. B. Heller has been named commercial manager of WLOK, Lima, Ohio, it was announced by Ralph Elvin, managing director. Heller has been connected with WLOK for two years as a member of the commercial department, and will retain his place in that department. Previous to joining the Fort Industry Company, stations owners, he was for a number of years in the newspaper business in Ohio.

Canova Sister Guests Again

Ann Hughes, sister of Judy Canova, who played boogie-woogie piano on the first broadcast of the "Judy Canova Show," played a return engagement August 10, doing a swing arrangement of the Minuet in G.

AGENCIES

LOUIS GROSSMAN, formerly of J. Walter Thompson, has been named art director of Al Paul Lefton Company, Philadelphia.

FRITZI BLOCKI, formerly of Kenyon & Eckhardt, Inc., has joined the radio writing-and-directing staff of J. Walter Thompson Co.

BETTY BUFE, formerly with Maxon, Inc., and the Blue Network, has joined the copy staff of William H. Weintraub & Co. Inc.

OGILVIE SISTERS, producers of hair tonics and beauty aids, have named Abbott Kimball Company to place their advertising.

GREENFIELD-LIPPMAN ADVERTISING, new firm, consist of the former Greenfield Advertising Agency and Albert Lippman, new partner.

COMPTON ADVERTISING, INC., is working on several radio ideas for the Allis Chalmers Co., manufacturers of farm equipment. When the ideas have jelled and problems settled the program will originate from Milwaukee.

Unemployed to Be Helped By Concerts, Says Petrillo

Chicago—James C. Petrillo, president of the American Federation of Musicians, yesterday asserted that many unemployed musicians will be given work as a result of his plan to produce free concerts in many of the smaller sections of the country.

Petrillo made this statement in reply to the petitions signed by several hundred members of Local 802, the New York chapter of the union, the petitions having objected to what they termed a plan to utilize only established symphonies for the purpose.

WLW Chungking Series

Cincinnati — First of a series of guests speaking from Chungking, China's war capital, will take place tomorrow over WLW. Following the format of the successful London-to-WLW broadcasts which are presented on regularly scheduled programs, Lt. General Chow Chih-jou, director of the National Aeronautical Affairs Commission, will be heard speaking from China. Inaugural program, which tells the story of the U. S. Air Service Command, will be broadcast from Patterson Field, Dayton, Ohio.

AVAILABLE

Program Director with Network experience desires connection with Radio Station. Write RADIO DAILY, Box 734, 1501 Broadway, New York 18, N. Y.



Coast-to-Coast



SYLVIA MARLOW, Blue Net harp-sichordist, will be the featured artist on the CBC Symphony Orchestra program tomorrow night from 10:15 to 11 p.m., EWT. Show originates from CBM, Montreal. Booking was by NCAC.

Home Front Rally, first of its kind to be held in America, saw 2,200 women gathered in the Bradley Theater, Columbus, Ga. to hear speakers from the OPA, Fort Benning, and different branches of the Women Auxiliaries and the newly created WAC speak on the subject "The Black Market." In a special broadcast of the rally originated by WRBL, Columbus, Jack Gibney assisted by Anice Johnson, both from the WRBL special events department, interviewed Brig. Gen. Walter S. Fulton, WAC Lt. Jeanette Miller, WAVE Lt. (j.g.) Florrie Sisson, Marine Sgt. Lilla D. Williams and Army Nurse Lt. Mary Kinter. Other members of the WRBL staff took part in the successful rally by participating in a fashion show.

Phil McKee radio writer and producer of Wright Field, Ohio, has been in a huddle with Bob Mood, general manager of WHIO, Dayton, and Les Spencer, assistant manager, working out details for a new series of Wright Field broadcasts to be heard on Saturdays at 1:50 p.m. Mary K. Shroyer, WHIO receptionist and member of the dramatic staff, leaves for Hollywood, August 21. She is being replaced by Dorothy Alsop.

Doris Tirrell, newly appointed staff organist at WEEL, Boston, Mass., this week inaugurated a series of thrice-weekly organ recitals from 3:45 to 4 p.m., EWT. Monday programs consist of the music of old masters; Wednesday feature hit songs from musical comedies; and Fridays an all-star variety program composed of popular and memory songs is presented.

Background material in the form of humorous anecdotes connected with the performance of operatic arias and personal notes about the composers is a feature of the series.

"From Megaphone to Microphone" a new program dealing with the history of crooning was tried out over WNEW, New York, recently. Program used records of all famous crooners from Vallee to Sinatra, with announcer commenting on various transitions. No reports as yet as to the outcome of the tryout.

Lobby interviews for the Philadelphia premiere of "This Is The Army" will be broadcast by WPEN. Special broadcast on August 17, from 8:15 to 8:45 p.m., EWT, will bring before the mikes notables from the Army, Navy, Marine Corps and Coast Guard, as well as those prominent in civic, social and business affairs of the city. Don Frank, WPEN staff announcer, and Enid Hager, director of news and publicity for the station, will handle the interviews.

Rush Hughes, emcee of KWK, St. Louis, Mo., who has sold more than \$1,282,600 worth of War Bonds in the last year, has been commissioned by the U. S. Treasury Department to transcribe 24 five-minute narrations of actions in which American lads have figured as heroes. Discs will be for nation-wide distribution in connection with the Third War Loan campaign. Entitled "Americans In Action," the shows will follow the form of his "Hughesreel," which was formerly heard over NBC for Borden's Milk. At KWK Hughes is emcee of two daily record shows. He also works on a split shift in a local war plant five nights a week.

Back to WNLC, New London, Conn., from vacations are Ray Edwards, staff announcer, and Helen Sutton, women's program director. Additions to the WNLC staff are: Phil Potter, formerly with WDEV and WWSR, Waterbury and St. Albans, Vt., to the announcing staff, and Bill Kimball and Clayton Howard to the transmitter staff.

"Words and Music" is the latest program addition to the morning schedule of WCHS, Charleston, W. Va. Show features Dwight Louthier, vocalist and philosopher, accompanied at the Hammond Electric Organ. Louthier is also superintendent of the People's Store, which sponsors "Words and Music."

"In Freedom's Light," inspired by the idealism envisioned in the Atlantic Charter, a marching song written by Leonard J. Patricelli, program manager of WTIC, Hartford, Conn., will receive its first presentation tomorrow morning by the U. S. Coast Guard Band at New London, when the cadets of the Academy salute the second anniversary of the signing of that famous document in their weekly broadcast which is produced by WTIC.

Bea Wain, songstress, has this week cut the first in a series of "Treasury Star Parade" records and next Tuesday she stars on the Army Air Forces show at WMCA, New York. Final arrangements are also being completed for her to sponsor and launch a Victory Ship in Baltimore this month.

Thomas E. Martin, station manager of WWNY, Watertown, N. Y., and newscaster for Socony Vacuum Oil Co. left recently for England as a guest of the British government. Martin expects to visit Scotland, Wales and Ireland as well as England while in the British Isles. He will gather first hand information which will be used for broadcast purposes. During his absence, he will write articles for the Watertown "Daily Times," owners of WWNY.

Subject on the WLIB, Brooklyn, N. Y., "Liberty Forum" this Sunday will be "Are Moscow and the Vatican Collaborating?" Speakers are Dr. Nicholas S. Timasheff, professor of sociology at Fordham University; Paul Wohl, journalist and former advisor to Soviet Central Administration of Land Transportation in Moscow, and J. Max Weis, of World Peaceways.

Private Ralph Klein, former chief of WNBC, Hartford, Conn., continuity department, has been cited for brilliant performance in writing another outstanding play for the Army at Fort Jackson, S. C.

Thomas J. Roche, for a number of years a member of the advertising department of the New York "Times," has joined the sales staff of WQXR, New York. Albert Grobe, WQXR's chief announcer and daytime newscaster, has completed the narration of two new films. First is a Pathe-RKO Sportscope called "Barnyard Golf," to be released shortly. Grobe will also be heard narrating "Inca Civilization," a two-reel educational film put out by the CIAA.

Dan Morley, formerly of WBNF, Binghamton, New York, and more recently all-night manager of WHOM, Jersey City, N. J., has been added to the announcing staff of WAAT, Jersey City.

WELI, New Haven, Conn., is co-operating with the U. S. Employment Service by broadcasting seven announcements daily and two quarter-hour periods weekly in an effort to recruit vitally needed war workers. Shows, titled "Work to Win," feature interviews with prominent citizens. In a similar vein, WELI is appealing for 300 apple pickers needed in the town of Wallingford from Sept. 1 to Oct. 15.

In cooperation with the U. S. Women's Marine Corps Reserve, WTAG, Worcester, Mass., arranged a special broadcast last Friday in the interest of a recruiting campaign designed to enlist 1,000 young women in the Marines. Bob Dixon, special events announcer, described the activities

and interviewed participants as they traveled, "Wake Island," pulled up to the City Hall, where the cars were greeted by the Mayor and representatives of several clubs in the city.

Hester Lawson, receptionist WNLC, New London, Conn., enjoying her vacation while here being handled by Barbara Nor. WNLC engineering department lost two men within a short period recently; Bob Zweck was away for a major operation, after he plans to enter the service. John Hillman was unexpectedly to active duty in the U. S. Army in which he had been a member of the reserve.

Bill Baldwin, special events director KGO, San Francisco, was recently by the Armed Forces Entertainment Committee as one of four people in the entertainment world who has outstanding service for soldiers at hospitals and camps. Baldwin from ten to twelve hours a week of his own time to entertaining service men. Since a year ago last May he has participated in 70 Red Cross shows, and before over 600,000 soldiers and sailors. He has also acted as emcee at Stage Door Canteen.

Staff members of WING, Ohio, were recently greeted by the voice of ex-announcer Bill Baldwin now with the U. S. Navy. He made a recording at the U. S. Navy Chicago and sent it to chief announcer Bob Barker and staff. Barker missed it, however, as he was out of the next day. Bruce Wallace, erstwhile promotion manager of WING, has been succeeded by Virginia North, who for the first time in years since graduating from high school has held down the WING desk.

Gen. Osborn Cites Role For Aid On Battle

Brigadier-General Frederick Osborn, director of the Special Production division of the War Production Administration, is reported to be in London, England, now, outlined for the American overseas the part radio is playing in an expanding program to boost morale and education of the fighting soldier on the battle front. He disclosed that some 60 radio programs a week, supplemented by more than 3,000 transcriptions weekly, are broadcast to 55 Army radio stations scattered throughout the world.

General Osborn, while attending the National Entertainment Council conference at the Waldorf Astoria in mid-July, in outlining a general picture of what has been done and what it could do, stressed the tremendous possibilities of the National Entertainment Council's activities on behalf of servicemen through personal contacts or through radio channels.

1943 BIRTHDAYS

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

- August 13
- Louise Cox
 - Tom Moore
 - Buddy Rogers
 - Jane Webb
 - Bert Lehr
 - Tibel Nard
 - Mabel Todd
 - Ellen Williams
- August 14
- Ed J. Herlihy
 - Reinhard Hueltig
 - Margaret Jacobson
 - Abe Lyman
 - John Porterfield
 - Samuel L. Ross
 - Walter Winston, Jr.
 - John Holbrook
 - Merle S. Jones
 - Alyce King
 - Bob Patt
 - Doris Rich
 - Lew Story
- August 15
- Virginia Arnold
 - Dwayne Carnes
 - Rose Marie
 - Johnnie (Phillip Morris call boy)
 - Eihel Barrymore
 - Marvin Kohn
 - Albert Spalding

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

24, NO. 32

NEW YORK, N. Y., MONDAY, AUGUST 16, 1943

TEN CENTS

Critical" List Aids Radio

Defends The FCC Press-Radio Confab

New York on a week-end business trip, James L. Fly, chairman of the FCC called a radio-press conference Friday afternoon at the Hotel Yorker for the purpose of making his viewpoint on the House committee investigation of the industry clear. He did not call the confab for the specific purpose of getting any news into the papers, but primarily to make himself available in case

(Continued on Page 7)

B Replacing KFSD San Diego Blue Outlet

H. Norton, Jr., Blue Network relations manager, on Friday announced that effective Sept. 1, KFSD, San Diego, California, will be replaced by the Blue as the San Diego outlet, replacing KFSD. KFSD is owned by the Worcester Broadcasting Corp. Jack Gross is the manager of the outlet.

Succeeds Woods KFAB-KFOR Manager

Judson Woods of Lincoln, Nebraska, has been named as general manager of KFAB and KFOR of Lincoln, Nebraska, and KOIL of Omaha to accept the position with the Sales Feature of San Francisco. Hugh H. Wood, formerly sales manager of the three stations and manager of KOIL, will succeed him as manager. He came to the position

(Continued on Page 2)

But No Foolin'

hours Louis Gluck, control engineer of WIOD, Miami, paced the floor near the maternity ward. He finally at 3 a.m. the nurse came out with the customary greeting. He said he was the father of a baby weighing 6.10 pounds. All he could say was: "My Gosh." He came in on the beam. Frequency of the Florida station is 10 kilocycles.

Actual Count

In course of his talk to the press-radio Friday, James L. Fly, FCC chairman stated that during his four years as head of the agency, no station had lost its license because of objectionable programming. Two outlets however which did lose out, did so because of misrepresentation as to ownership or similar violation of the Commission's Rules and Regulations.

Radio-Treasury Meet On 3rd War Loan Plan

Representatives of networks and independent stations will confer today in Washington with officials of the Treasury Department on plans and programs to promote the third war loan bond drive on the air scheduled to springboard September 9. The conference today most likely will be devoted to coordinating plans with the Treasury's and those tentatively

(Continued on Page 7)

Court Reserves Decision In Flamm Suit vs. Noble

Motion for a temporary injunction to restrain Edward J. Noble from disposing of WMCA during the pendency of a suit brought by Donald Flamm, its former owner, was heard Friday by Supreme Court Justice David Peck in New York. Decision was reserved. Flamm, as plaintiff, seeks in his suit to rescind the sale

(Continued on Page 6)

Men In Four Technical Jobs Specified As Entitled To Service Deferment; Non-Essential Groups Expanded

JWT Aligns Personnel For Next Season Sked

Los Angeles—With additional productions on its schedule, JWT has announced the personnel setup to supervise the agency's key radio programs for the Fall season, with several West Coast office members switched to new assignments.

Antony Stanford will continue as

(Continued on Page 6)

Ascap To Indemnify NBC Infringement Suit Costs

Schwartz and Frohlich, legal counselors for Ascap, on Friday verified that under existing contractual relations of its licensee with NBC, the society would indemnify the full amount of infringement rights and counsel fees in the Law vs. NBC-Ascap Fed-

(Continued on Page 2)

Interlochen Music Camp Cites Radio Activities

Interlochen, Mich.—Despite James C. Petrillo's ban on network broadcasts by the radio workshop of National Music Camp, four one-hour programs are broadcast weekly from

(Continued on Page 7)

Washington Bureau, RADIO DAILY
Washington—The broadcasting industry stands to benefit from the new manpower regulations, which are designed primarily to force individuals to use their skills in essential work and to protect those already doing so. Men qualified to fill four specified broadcasting jobs who are not engaged in essential work by October 1 lose all claim to draft deferment. The list of non-deferable activities has been expanded, thereby providing additional impetus to thousands

(Continued on Page 6)

Cox Committee Hears Censorship Assistant

Testimony at Friday's hearing of the Cox committee's investigation of the FCC disclosed that radio stations, particularly foreign language broadcasting stations, stand in fear of the FCC according to the statement by Robert K. Richards, executive as-

(Continued on Page 5)

Dewey Long To WELI As Station Manager

Dewey Long, well known station man and most recently in charge of the Chicago office of WLW has been appointed station manager of WELI, New Haven. James Milne, will continue with the outlet in the capacity as sales manager. Harold Lafount made the appointment.

★ THE WEEK IN RADIO ★

Station Bond-Sales

By PEGGY BYRNE

TREASURY Department announced last week that 455 stations had sold \$80,243,968 worth of War Bonds direct during the period of July 1942 to July 1943. Of the 46 states represented, New York led with 19 per cent of the sales, Pennsylvania following second. \$8,271,277,000 worth of Series E bonds were also sold during that period.

New York hearings of the Cox investigation of the FCC continued through last week. Bringing to the

witness stand Joseph Lang, of WHOM, New York, Andrea Luotto, of New York, and Robert K. Richards, executive assistant to the Assistant Director of Censorship. Committee Counsel Eugene L. Garey hammered away at the point these particular sessions are trying to prove: that the FCC has been working in collusion with the OWI to control the hiring and firing of personnel at foreign language stations... FCC Chairman

(Continued on Page 2)

WOR Sets Next Tele

The sixth in the series of experimental telecasts conducted by WOR-Mutual will be directed by Carl Mark of the Al Paul Lefton Agency in co-operation with WOR staff producers. The programs feature variety acts, magicians, visual commercials and other innovations. They are telecast through the facilities of the Dumont Television station, W2XWV.



THE WEEK IN RADIO

Vol. 24, No. 32 Mon., Aug. 16, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Aug. 12)

NEW YORK STOCK EXCHANGE

Table with columns: Stock Name, High, Low, Close, Net Chg. Includes Am. Tel. & Tel., CBS A, Crosley Corp., Gen. Electric, Philco, RCA Common, RCA First Pfd., Westinghouse, Zenith Radio, Nat. Union Radio, Farnsworth Tel. & Rad., Stomberg-Carlson, WCAQ (Baltimore).

Ascap To Indemnify NBC Infringement Suit Costs

(Continued from Page 1) eral Court litigation. Since Judge Edward A. Conger ruled Thursday that Wm. R. Law, composer, is the rightful and exclusive owner of the song "On Iowa," NBC and Ascap must pay Law at the rate of \$10 on 218 performances which is \$2,180 plus \$250 counsel fees.

Feltis Succeeds Woods As KFAB-KFOR Manager

(Continued from Page 1) Central State system in April, 1943 from the Blue Network relations office in New York. Prior to that he was manager of stations KOMO-KJR in Seattle, Wash. Woods had been with the Omaha and Lincoln stations since 1938, coming here from Topeka, Kans.

Advertisement for WCBM radio station, Baltimore. Text: BEST RADIO BUY IN BALTIMORE! WCBM. FREE A. PETERS, Exclusive National Rep. John Simer, President. Geo. H. Reeder, Gen. Manager.

James L. Fly again lashed out at the Committee, accusing them of not presenting all the facts in the case and again asking when, if ever, the Commission was going to take the witness stand or have its evidence accepted.

Federal Communications Commission announced last week that it may grant a limited number of power increases from 100 to 250 watts and construction of 100 or 250 watt stations in areas not having any at present. Decision was result of report by special committee on critical radio materials which showed a certain amount of equipment ready for use. Applications will be granted depending upon the degree to which they conform to specifications set down by the FCC.

Co-Ordinator of Inter-American Affairs announced last week that U. S. broadcasters have wrested from the Axis its supremacy over the South American airwaves. Report stated U. S. webs are averaging 420 hours weekly of shows beamed to S. A. CIAA surveys show that Latin American radios are now tuned to Allied frequencies and that most of the short-wave stations prefer to take Allied programs. FCC was asked to approve the sale of the three stations owned by the Blue Network to the American Broadcasting System, Inc., of which Edward J. Noble, purchaser of the Blue, is president. Financial details for the purchase of the Blue were settled last week. Noble will put up \$4,000,000 of the \$8,000,000 purchase price, and will arrange for loans to cover the remaining amount.

500,000 shares of common stock will be issued in the name of the American Broadcasting System, of which 400,000 are to be issued immediately. Most New York stations, at invitation of the Navy, covered the raising of the U. S. S. Lafayette, formerly the Normandie, which took place last week. Frank Hummert, of Blackett-Sample-Hummert agency, has resigned effective December 31, 1943. He and his wife intend to set up their own production organization, taking with them the Sterling Drug as well as the American Home Products accounts.

William M. Boland, manager of General Electric western electronics department, told the San Francisco Advertising Club that plans have been made to build seven new television outlets on the Coast after the war. Representatives from the promotion departments of New York stations agreed on a plan last week to promote the metropolitan market through a series of paid advertisements. Campaign will start September 15, with each station preparing its own copy. Fulton Lewis, Jr., Mutual commentator, refused last week to broadcast a release from the OWI on the Atlantic Charter, and promised to examine the files of the OWI overseas broadcasts to discover if the Charter is "misrepresented" there as he claims it was in the report he received. Incident may lead to a Congressional investigation of the OWI, predicted Rep. J. William Ditter (R., Pa.), who maintains that the organization has "violated that probation" placed upon it by Congress in June.

Senator-Tour Report on CBS

U. S. Senator Carl A. Hatch, Democrat of New Mexico, who has just completed a nation-wide tour to learn public opinion of post-war plans, reports his findings on the Columbia network Tuesday, August 17 from 10:30-10:45 p.m. EWT. Senator Hatch, who speaks from Washington, tells how he was joined in the tour by Senators Ball, Burton and Lister Hill and how they conducted question and answer periods to sound out public opinion.

Girls To Quiz Babe Ruth

For the first time since its inception the "Babe Ruth in Person" program on NBC will have an all-girl cast of contestants quizzing Babe Ruth on matters pertaining to baseball. The feminine contingent will come from the Camp Fire Girls Organization of Greater New York and is scheduled to face the mike on Saturday, August 21, at 10:30 a.m.

own production organization, taking with them the Sterling Drug as well as the American Home Products accounts.

James Sauter, of the United Theatrical War Activities Committee, was elected co-ordinator of the NEIC. New business for July on WABC, New York, showed a 525 per cent increase over July, 1942. Foote, Cone & Belding announced that it would discontinue handling NBC and Blue accounts with the completion of contracts now in progress. NBC reported a series of shifts of their foreign news reporters to new assignments. Mutual's billings for July showed a 104 per cent increase over those for the same month last year. Directors meeting of Frequency Modulation Broadcasters, Inc. was held in Milwaukee last week. Walter Evans resigned from the board, and Lee B. Wailes was elected to fill his place.

Kenyon Brown, general manager of KOMO, Oklahoma City, and Mrs. Brown, are the parents of a daughter, born at Oklahoma City. The baby, whom the parents have named Carolyn, is the Brown's third child.

Stork News

Stork News

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Kenyon Brown, general manager of KOMO, Oklahoma City, and Mrs. Brown, are the parents of a daughter, born at Oklahoma City. The baby, whom the parents have named Carolyn, is the Brown's third child.

Advertisement for WEVD radio station. Text: 5000 WAITS... 1330 KILOCYCLES. NEW YORK'S STATION OF DISTINCTIVE FEATURES. ENGLISH • JEWISH • ITALIAN. The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request. HENRY GREENFIELD, MANAGING DIRECTOR. WEVD—117 W. 46th Street, New York, N. Y.

COMING and GOING

RAYMOND CLAPPER, Mutual commentator returning today from Europe. He has a trip which has taken him to London,holm, Algiers and Glasgow.

ART DONEGAN, assistant manager of Mutual Network publicity department, leads a contingent which returns today from Europe. Other sojourners include JUDY CORTADA, news editor; PATRICIA CORT, PEGGY LALLIE GRIFFIN and NORMA McCULL. HARRY RAUCH, music editor, will leave for a week in the country.

HAROLD E. FELLOWS, station manager WEEI, Boston, and W. J. STILES, chief of the station, returned Friday to the offices after a series of conferences at

CLEM KRACHT, of the New York of Howard Wilson Company, has left with his daughter for two weeks at his camp in the Adirondacks.

A. C. HARDY, president of CHMC, Hamilton, was here Friday for conferences with New York representatives of the station.

DAVID CARPENTER, station manager WKNE, returned on Friday to the home at Keene, N. H., after having been in New York for about two days on station and work business.

WEST W. WILLCOX, assistant general manager of WHOM, leaves on the Century for two weeks in Chicago and Wisconsin.

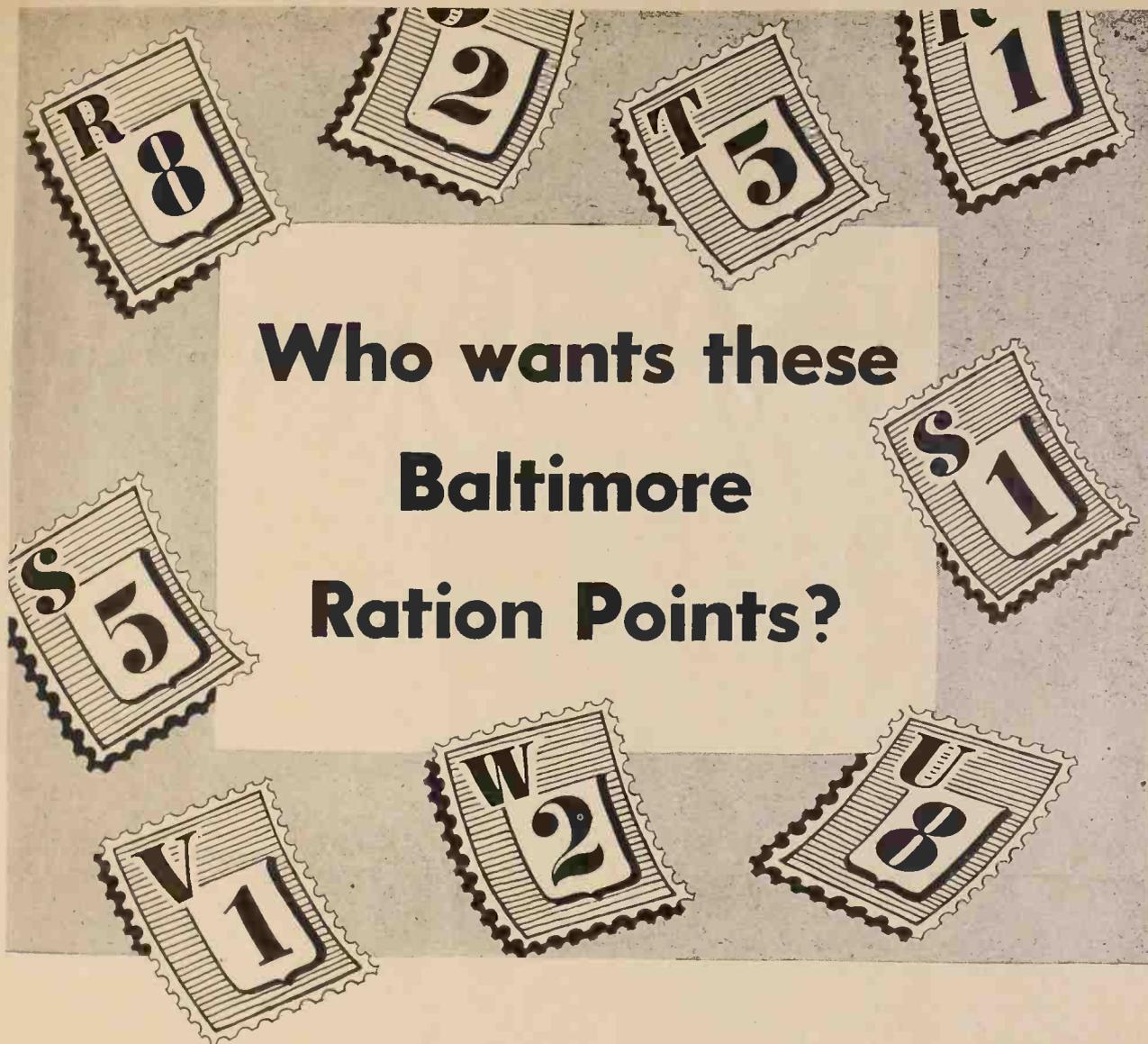
GRACIE FIELDS has arrived in England a series of "command performances" for American soldiers in camps, as well as English workers in war plants.

BYNG WHITTEKER, CBC announcer now BBC, has reached the other side safely. He announced his arrival in a three-word cable. Montreal offices of CBC and which read, "Welcome Weekend Scotland."

PARKS JOHNSON and DON McNEIL, latter substituting for the vacationing Hull, are in Battle Creek, Mich., for the casting of tonight's "Vox Pop" program on CBS from Fort Custer.

LUBA MALINA, Russian singer, is here a week at Loew's State and for several radio bond appearances.

Advertisement for WITH radio station. Text: 98% on WITH! The largest drug chain in the Baltimore area places 98% of its radio money on WITH. Follow the leader!... that's good business. WITH IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED



**Who wants these
Baltimore
Ration Points?**

If you have something to sell, today more than ever you've got to get people to ask for your brand **FIRST!** In Baltimore, the surest way to reach the most people at lowest cost is **Radio Station WFBR.**

Limited supplies . . . limited sales . . . but sales *ARE* being made. People still buy. The sales trick today is to make sure *YOUR* brand isn't by-passed!

And the radio answer in Baltimore is **WFBR.** This is the Mutual station that delivers the concentrated population of the country's 6th largest city.

WFBR makes no pretense of trying to cover half the Eastern Seaboard. We deliver the big local station to people who

can buy where your products are for sale.

We do not try to cover Virginia, Pennsylvania, Delaware, New Jersey and West Virginia with a hopped-up signal and a correspondingly higher cost. (Moreover, we think radio stations in these scattered states have their own loyal listeners right in their own backyards).

In making up budgets . . . remember in Baltimore, the way to make friends and sales by radio, is **WFBR.**

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

Los Angeles

By RALPH WILE

LOUELLA PARSONS, the columnist, who is one of the substitutes on the Walter Winchell programs for August, is offering a liberal reward for the return of a round star sapphire earring, set in gold, surrounded by small diamonds, which she lost at the NBC building August 8 when she broadcast over the Blue.

Benny Rubin, popular comedian, who has been in the East for some time, is due to arrive on the Coast shortly.

John Nesbitt, narrator on the John Charles Thomas Sunday afternoon broadcasts, has long held that lasting fame usually attaches itself to persons who have hit the top after a long haul from scratch. He uses as a solid example the case of Thomas, whose rise smacks strongly of an Horatio Alger novel.

George L. Moskovics, director of sales promotion for Columbia Pacific has been appointed to represent radio on the steering committee of the public information board for the forthcoming Los Angeles War Chest drive, most extensive fund-raising campaign in local history.

Carleton Alsop, new producer of the "Judy Canova Show," has signed a contract to produce for Republic and his first picture will be "Seabees" with Albert J. Cohen. Alsop is the husband of Martha Scott, screen star, and was for three years producer of "Abie's Irish Rose."

Decca Records has signed the Sportsmen, Hollywood's ace song quartet, to make a series of discs. They will be distributed some time this Fall.

Lucille Ball and film commentator Erskine Johnson were guests of Art Baker during "People Are Funny," August 13, over KFI. Johnson, who has presented so many famous guests during his nightly "Hollywood Spotlight" program on KECA, made one of his infrequent quest appearances to help Miss Ball and Emcee Baker conduct a "scientific experiment" to determine which has the best line while dancing with a girl—a soldier, a sailor, or a Marine. The unsuspecting, blindfolded servicemen were, of course, dancing with Miss Ball.

Four national magazine editors, after seeing a preview of "Ridin' High," new Paramount film, are doing photo layouts on Comedienne Cass Daley, who apparently has "arrived" in Hollywood.

Mike Raffette, "Jack Packard" of the "I Love a Mystery" show, written out of the show during producer Carlton Morse's one-week holiday, in order to take over as director on another show of the latter's, "One Man's Family."

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Memos Of An Innocent Bystander . . . !

● ● ● When Kate CBSmith's program returns to the kilocycles the show will be increased to a full hour. . . . Francis Von Hartesvelde will direct with Ted Collins, producing. . . . "Inner Sanctum" which was succeeded on the Blue by a musical program will start a CBSchedule beginning Saturday, Sept. 4. . . . Mary Louis Anglin, script editor at Pedlar & Ryan, resigned the post and heads for Washington, D. C. where she'll be the party of the first part at a wedding ceremony. . . . no successor will be named, but her duties will be absorbed by the department staff. . . . Bob Novak will direct the "March of Time," when it resumes on the ether, succeeding Sandy Stronach, who will direct a new show titled, "Mystery Theater," which will be heard Tuesdays. . . . network for this show not yet selected. . . . Harry James has been signed to star in a MGM movie titled, "The Trumpet Man," based on the story of a shy trumpeter who is exploited into national prominence by five gals. . . . Lorraine Rhodes is the new program manager of WBYN, as of today, succeeding Norman Warenbud who will handle special events. . . . If that huddle, Thursday noon in Doug Coulter's office which included besides that exec, CBSongstress Joan Brooks and Manny Sachs, was for the purpose of lining up that radioriole for recordings, we say "it's abouttime" . . . that little lady is headed for the big time. . . . but fast. . . .

● ● ● The WOR "Keep Ahead" liner, Jerry Cooper and Hit Parader Bea Wain will be heard tomorrow on the "Army Air Force Salute" show over the WMCAirwaves. . . . The creator of the musical background for the "Mary Marlin," NBC daytimer, Paul Taubman, will don a suit of Khaki, August 26. . . . The morning's mail to this desk, includes a bit of verse, the brain-child of one who signed the epic, "Network Secretary" . . . quote: Be it "America," be it "The Blue," We're willing to bet, before they're through, Some wag with innocent merriment, Will dub it "The Noble Experiment." unquote. . . . Meyer Davis, Millionaire Maestro-turned Producer, is bidding for WMCA, we hear. . . . Joan Merrill turned down the offer for a "hold-over" at the Hotel Chase in St. Louis, to meet her hubby Lt. Tex Seeger, USN, home on leave from the North African campaign. . . . Sir Cedric and Lady Hardwicke will join the WJZ Victory Troupe for tonight's performance for the benefit of the British Merchant Marine in New York City. . . . It's quite a shake-up taking place at WINS. . . . When Vaughn Monroe's band opens at the Paramount next month, his new vocal lovely will be Phylis Lynne. . . . Marilyn Duke, for many years the Band's singer, left to join the WACs. . . .

● ● ● MBS has taken a 60-day option on a new audience-participation show titled, "Moneygrams," scripted by Billy K. Wells and Jack Adams. . . . Lois January the CBS "Reveille Sweetheart," celebrates her first anniversary on that 5:30-6:30 ayemer. . . . this early bird didn't get the worm but has received, instead, over 75,000 letters from men in the service, to whom she directs her songs and chatter. . . . This happned just before Walter Winchell was to take his annual vacation. . . . when W. W. arrived in Hollywood, Bill Pennell, announcer for the program, phoned him and asked where he might locate the agency exec. who had the script for the next day's program. . . . the Jergen's Journalist, didn't know but suggested Bill phone Luella Parsons. . . . the NBC switch-operator finally got La Parsons out of bed, who informed the perturbed announcer where the exec. was stopping. . . . which happened to be the next door apartment to Pennell's own suite. . . . Jerry Lester will be in the comic lead, when Vinton Freedley's revised "Dancing In the Streets" goes into rehearsal next month.

★ ★ ★
— Remember Pearl Harbor —

GUEST-ING

MAJ. GEN. EDMUND B. GORY, Quartermaster General of U. S. Army, on the "Gay Night Review," today (WABC-CBS, p.m.).

LUCILLE COHAN, of the U. S. Department of Agriculture, on Imo Wolcott's "What's Your Idea," (WOR-Mutual, 11:50 a.m.).

GLADYS SWARTHOUT, soprano, on the Great Artists series "Telephone Hour," today (WABC-NBC, 9 p.m.).

MONTY WOOLLEY and ROLAND McDOWALL, in a adaptation of "Pied Piper," on the program of "Screen Guild Players," (WABC-CBS, 10 p.m.).

ORSON WELLES, on Frank Sinatra's "Broadway Bandbox," (WABC-CBS, 9:30 p.m.).

PHIL HANNA and DIANA GARDNER, Pacific Coast song duo, on "Home Front Reporter," (WABC-CBS, 4 p.m.).

ABNER SILVER, composer; TERRY HOWARD, saxophonist, and RUGGLES, manager of Ina Ray Brown's band, on "The Better Half" program, today (WOR-Mutual, p.m.).

Special Show Will Salute 1st NBC Jewish Program

The first broadcast carried by NBC under Jewish auspices 20 years ago will be commemorated in a special program Sunday, August 29, at 12 noon, EWT. It will be presented jointly by NBC and the United Synagogue of America.

Rabbi Morris Silverman of Emanuel Synagogue, Hartford, Conn. will speak on "Contribution of Religion to Broadcasting," and Jan Lawrence Fly, chairman of the Board will discuss "Contributions of Religion to Winning the War and to the Peace After Victory." Louis J. Moss, president of the United Synagogue of America, also will speak.

COVERAGE FROM WITHIN



Much better to be inside of Central New England, rather than outside.

WTAG
WORCESTER

Censorship Office Assistant Testifies At Probe Of FCC

(Continued from Page 1)

J. Harold Ryan, assistant of the Office of Censorship of broadcasting, after being asked on that point by Eugene counsel for the investigation committee. Gary asked Richards. "radio industry as a whole in fear of the FCC?" To which Richards replied, "I will say foreign language broadcasters symptoms very akin to fear." Richards was pressed for a definite answer regarding his personal opinion in the matter. He testified that, "those broadcasters have actually come in and are in fear of the FCC."

testimony revealed that language broadcasters "are insisting on their legal rights and afraid to oppose the FCC." It was revealed, is concerned one division of the FCC, the Film Division.

of Friday's testimony as Gary showed that the trying to encroach on the censorship as set up by an order of the President and was vested solely in the censorship.

memos originating with of the Office of Censorship a definite attempt was made to infringe on the OC's

Who To Ryan Introduced

from Richards to J. Harold posed that Richards was suspended FCC. He felt that Dr. the Foreign Broadcasters Service, a branch of the attempt to cooperate with as one of forcing his own down the OC's throat. The ed that, "Dr. Leigh's idea of means an acceptance of cooperation, and that if an a blank check to co- will find Dr. Leigh as phase of our censorship." ard's idea that the OC the idea of informing the staff of any punitive ac- the OC had been suc- voluntary basis; and that should also prepare a case broadcaster, it might have losing him his license. It ought that this would be

exactly cricket on the part of the OC. In another memo by Richards to Ryan in which he described a meeting with Richards, Joseph Lang and Nathan David of the FCC it was stated that according to an opinion of the Attorney General, it was the duty and the obligation of the OC to see that improper Foreign Language broadcasts were taken from the air.

FBIS Criticized

Further disapproval of the FCC was voiced in a memo from Ryan to Byron Price, director of the OC. Ryan's memo stated that, "Fly's letter is a very cleverly designed attempt to use the OC in a predicament which will lead ultimately to our office being compelled to refer to FCC other cases etc."

The Foreign Broadcasters Intelligence Service came in for a scathing denunciation by Gary, who termed their analyses "a waste of taxpayer's money on this type of trash which was the acme of assaninity." A survey of the Intelligence records showed that they were filled with a hopeless jumble of drivel and failed to record pertinent facts which could characterize the actions of the broadcaster as inimicable to the country's war effort.

Andrea Luotto in his last day of testimony said in substance that members of the FCC sought to impose their authority over members of his advertising agency because he was held suspect by that Commission. Regarding his activity as a Fascist he was asked by Gary whether he was ever connected with fascist activities or whether he was ever a Fascist. To both questions he replied with a resounding "no."

The hearing will be continued on tomorrow in New York Federal Court building at 10 a.m. It was suggested that the chairman of the committee, Rep. Cox would preside.

Sound effect technician for productions. Must be experienced in recorded and manual dramatic and musical production. Full details of experience after, draft status, salary expected. Reply Box 735, Radio Broadway, New York City.

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the most complete coverage and market study ever released by a southern radio station.

Ask Headley-Reed

WSGN
BIRMINGHAM, ALA.

Affiliated with
The Birmingham News
THE BIRMINGHAM AGE-HERALD

DID YOU SAY 2?

YES, WE SAID 2!



TWO AWARDS FOR FULTON LEWIS, JR. IN ONE YEAR

Lewis' first recognition for superior newscasting came when he merited the DuPont Award for the year's best commentator. And now . . . the Sigma Delta Chi Journalistic Fraternity has honored Fulton Lewis, Jr., with the Radio News writing award for his series of "reports on the synthetic rubber situation." The fraternity stated, "Lewis has done not only an excellent job of reporting but also an outstanding bit of research getting at the facts."

Lewis is the ONLY radio news commentator who has won TWO awards in one year.

Sell him at your one-time quarter hour rate per week. Call, wire or write W.M. B. DOLPH, WOL, WASHINGTON, D. C.

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

New 'Critical' Lists Favor 4 Radio Jobs

(Continued from Page 1)

of men to get into essential work. Draft boards were instructed to intensify their efforts to prevent the draining of hard-to-get workers to put them in uniform, and the regulations regarding job changes were revamped to facilitate the moving from non-essential to essential jobs.

"The time has come when every worker must justify himself in terms of his contribution to the war effort," said WMC Chairman Paul V. McNutt, and the new regulations, released to the public yesterday are designed to force this justification. Purpose of the new regulations is to hold essential jobs, to speed transfer of workers to essential activities and to try to supply men for the armed forces without cutting the manpower resources of essential industries.

Mechanicians maintaining and repairing "technical broadcast equipment," radio communications technicians, receiver testers—radio and Radar—and radio engineers are named on the new list of critical activities which, according to McNutt, is "to search out particular skills and to see that they are so employed as to speed victory whether their employment is in industry or the military services."

Men with these skills who are not using them in support of the war effort will be subject to re-classification by their draft boards, whereas draft boards have been advised to give men with such skills "special consideration with reference to deferment if they are in war useful jobs."

Broadcasting, as an essential, industry, is entitled to consideration as a "war useful" industry, although it is conceivable that regional WMC people might not go along all the way here. Men with "critical" skills can be hired only through USES referral, and WMC officials admitted Thursday that although nationally all essential activities are of equal standing, regional offices actually have their own system of priority among the essential activities for recruiting preference.

Boards Get Memo

A new memorandum was sent all local draft boards, emphasizing the importance of their protecting the local pool of vitally skilled men. In judging replacability the boards were instructed to consider the shortage of the registrant's skill in the total labor force, the shortage of workers to replace him (even if he is not a highly skilled worker), and the possibility of local shortage even though there may be no national shortage of men qualified to do his job.

Revision of the regulations governing transfer of workers includes the condition that if an individual seeks to move from an essential industry he must produce, in addition to the

NEW PROGRAMS—IDEAS

"Feed Bag Frolics"

New show on WNBC, Hartford, Conn., is a nightly quarter-hour program, "Feed Bag Frolics," which originates at the Veedor-Root Company's Hartford plant four days a week, and from plant's Bristol division on Fridays.

Show, sponsored across the board by the war plant, consist of "home-cooked" entertainment, which is limited strictly by and for Veedor-Root employees. Individual and community singing, games, comedy contests, quizzes and spelling bees, with cash prizes take place at each session.

Glen Howell, emcee, put on three shows daily at the concern with WNBC transcribing one of them. ET is played back at 6:30 nightly so that employees and their families can listen.

"Beat the Deal"

"Beat the Deal," a new musical quiz starts today on WHCU, Ithaca, N. Y., at 9:15-9:30 a.m., EWT. Featuring Jack Deal at the Novachord and piano, "Beat the Deal" includes several aired telephone calls to listeners, a reverse quiz, and double prizes. Listeners, phoned by Jack Deal from the WHCU studios, are asked to identify a melody just played over the air. A correct answer wins a prize. The listener on the phone then names a tune for Jack to play. If Jack is stumped, the listener "beats the deal" and wins an additional award.

statement of availability from his employer, evidence that his employment was or is at a pay rate below that which state or federal regulations provide or that he was or is at a pay rate below that established for such work by the War Labor Board or a similar body.

Many Non-Deferables

Radio personnel was hit somewhat by the expansion of the list of non-deferable activities. Talent agents, for instance, and musicians whose primary employment is in a night club, are not entitled to deferment regardless of their dependency status. Other jobs on the list which might bear on the personnel of some broadcasters, or on the talent which works with them, include advance advertising agents, booking agents, errand boys, literary agents, elevator operators, ushers, display men and porters.

The expansion of the non-deferable list is intended to encourage transfer of men in these jobs to essential work and to insure that fathers holding jobs included in the non-deferable list be inducted into the armed forces first. The list also adds that "the status of idleness is to be treated as a non-deferable activity."

Saratoga Race On CBS

Ted Husing, assisted by Jimmy Dolan, will be at trackside at New York's Belmont Park next Saturday, Aug. 21, to describe the 41st running of the Saratoga Handicap. He will be heard from 4:15-4:30 p.m.,

"Air Service Command"

"Air Service Command" is the title of a new series of programs first to be heard Saturday at 8 p.m., WLW, Cincinnati. The broadcasts, to originate directly from the new Service Club at Patterson Field, Dayton, O., will include music by several musical groups at the field, such as the Field Marching Band of 50 pieces, and the Flying Band, a dance band composed of men who formerly played with name bands in civilian life. Patterson is one of the leading fields serving the U. S. Army Air Corps at the present time.

For the first program, the featured speaker will be Major-General Walter M. Frank, commanding general of the Air Service Command. He will describe the activities of the air branch. During the first and succeeding programs brief talks by ASC enlisted men in England, North Africa, Australia and other areas will be shortwaved to Patterson Field for presentation on the show. Another feature will be demonstrations of some of the varied activities at Patterson Field.

Guests will include female aircraft mechanics, flying nurses and physicians who parachute with the paratroops. Gordon Graham of the WLW special events department is handling the new series, giving as complete a picture within military regulations to the listeners.

Court Reserves Decision In Flamm Suit vs. Noble

(Continued from Page 1)

of WMCA to Noble, which was consummated on Nov. 30, 1940. Noble recently purchased the Blue Network and, in conformity with the policy of the Federal Communications Commission respecting the ownership of more than one station in a single community, is in the process of divesting himself of WMCA.

"The present action," Noble explained, "in no way affects the Blue Network, for it concerns itself solely with station WMCA.

"Incidentally, I was asked by representatives of the plaintiff shortly before today's motion was heard, to give my consent for a withdrawal of the suit. This I refused to do, and asked instead that the suit be expedited."

In his complaint, Flamm charges that at the time of the sale of WMCA to Noble, he (Flamm) was "an unwilling seller and was coerced by various threats on the part of the defendant and his agents into agreeing to the sale."

This charge is categorically denied in Noble's affidavit which was submitted to the court.

Flamm is represented by Handelman & Ives. Noble is represented by Frederick S. Wood, both of New York.

EWT. Nominations for the race, which is for three-year-olds and upward, include Trierarch, Market Wise and Lochinvar.

JWT Aligns Personnel For Next Season

(Continued from Page 1)

agency producer of the C. Sanborn ainer, and also with Hollywood producer choreographer new RCA full-hour airshow debuts September 4 over E. work. Mannie Manheim, with Kraft Music Hall writes switches to the Beethoven program, with Bob Mosher, nelly and others in writer li

Joe Bigelow moves from C. Sanborn writing berth to head of the large writing Hollywood and New York for RCA show. Lester O'Keefe the New York production of Fritz Blocki on other pickup associate producer assisting wood production and on our trips.

Brewster Still Crosby Producer

Bob Brewster will continue producer of Bing Crosby's K. Hall, with Carroll Carroll to writing staff, assisted by Leo Sherin, Viv McLeod, Stan and Elon Packard. Brewster roll also will handle the "Bo & Company" Old Gold show writer berths.

JWT agency director for Radio Theater will again be Barnett. Radio dramatization again be written by George with Harry Kerr writing the work.

Maury Holland directs the Kaye Old Gold air stanza York, with Ed Ettinger head writing staff, which include Cenedella and others.

Harry Hermann produces Rice writes the Guy Lombard Nash show for Ballentine. Ric O'Keefe and Charles Christop vise the Nero Wolfe detective

Raymond Clapper and Cecil newscasts, other news broadcast sports events, spot recording are handled on rotating staff by Abbott K. Spencer, Lester Fritz Blocki, Harry Hermann, Rice and Howard Williams, York.

Lochridge Wrigley Contacts

Buck Gunn, in the Chicago of JWT, supervises the Breaker ainers, and Ted Jardine is agent tact man on "Man Behind the series for Elgin.

W. F. Lochridge, JWT vice New York, is agency contact new Wrigley air series replacement Autry.

Norman Blackburn of Hollywood office is contact for the Pond's Spreckels Sugar (I Was Fleetwood Lawton and Break Sardi's ainers.

New Commentator on

A new commentator has added to the list of news heard over WJZ. He is Walter nan, well known reporter, will broadcast each Saturday and from 11:05-11:15 p.m., EWT first broadcast was heard last urday.

Hold Press-Radio Conference To Defend Activities Of The FCC

(Continued from Page 1)

are questions regarding the now being carried out by committee under its general Eugene Garey.

er, in connection with the now in progress, Fly stated did not wish to go on record opposed to Congressional in- am, adding that the great of these probes result in ve work and good results e out of them. Nothing d was to be construed as tion upon Congress nor its making any investigation This was point number vished to bring out.

point was that he recog- impropriety of trying a e newspapers, many of the being in conformity with versy in question and for w, he said, he saw nothing anness and a low-level qual- e proceedings now being t by the Cox committee— d remained silent, although ened proceedings in Wash- th a series of announced s arrived at before the ere over, or the FCC given nity to be heard.

May Not Be Called

ly, he said, the Cox Com- its counsel intend to try n the newspapers—before can be heard. Hearings, ave already given no small f such a procedure and it ockeyed to "seize head- out the public getting a e." Fly stated he believed ommittee had overshot its o far has proved nothing. d that the FCC or any of es will be called in an open ch less himself. He is d, that they never would prove any charges against sion. So far "it's a wash- d at this point.

at was the origin of the ly went into the case of ve Cox briefly. In "hap- he said, Cox made speeches

supporting the FCC for its fine work. There was no quarrel between Cox and the FCC. Came the case of WLAB, Albany, Georgia, before the Commission and the oft-mentioned check for \$2,500 Cox is alleged to have received from the station. The full seven-man Commission heard the case, said Fly, and the case is still pending as to shift of control without an FCC okay.

Has Photostatic Evidence

Queried as to what was wrong with Cox taking a fee, etc., Fly merely referred the newspapermen to Section 113 of the Criminal Code. He presented photostat copies of the \$2,-500 check and said he had many other records which could be produced on 24 hours' notice or less. The FCC, he said, did its duty by referring the matter to Attorney General Biddle where it still pends.

The FCC chairman went on to say that he didn't want to discuss the significance of these matters but merely to give background to those who hadn't followed such events. Subsequently, Fly outlined the succeeding events wherein Cox started an attack against the FCC on the floor of the House. These and the investigation now going on, he said, was a "severe tax" on those engaged in doing mostly war work in the FCC and that it was "very discouraging" to these people. Meanwhile, Fly mentioned that Cox got appointed chair- man of the probe committee.

Hits "Star Chamber"

The star chamber proceedings were hit by Fly, who, said he had never seen or been able to buy a copy of any such proceedings and no trans- cripts are available. Getting into the question of whether the FCC had ever "coerced" foreign language out- lets, Fly said the Commission never intimidated anyone, nor ever sug- gested replacements for any job in the industry whatsoever. He said Congress itself had appropriated money for moves such as the Cox Committee is now declaring the FCC as exceeding its legal powers. He defended his language station moves

and said that if some stations sus- tained losses, he would not put a monetary loss of \$15,000 for instance, above the security of the nation.

He cited letters of thanks from many broadcasters who appeared far from fearful of the FCC and also the full-hearted co-operation given the Army and Navy branches. The OWI, he said, was thankful of the FCC's co-operation. He outlined the pro- cedure when evidence is placed be- fore the Commission regarding a language outlet and said the renewal of licenses was the only means the country had of safeguarding its wave- lengths. It is a question of a station acting in the public interest and this is how it comes about that some li- censes are held up unless a station cleans house, the FCC chairman de- clared.

Licenses "Valuable"

Conflicts with the Office of Censor- ship were minor he said, despite the Cox Committee taking testimony from Robert K. Richards, of the Office of Censorship.

Licenses to operate a station, Fly said, are as valuable as any other piece of real estate and many sta- tions have been going merrily on their way for 20 years or so. He considered the licenses practically a lifetime-or-more-proposition as long as no infraction of certain rules are practiced.

With Fly at the New Yorker were Charles Denny, general counsel; Na- than David, assistant general counsel, a member of the local law field office and Earl Minderman, director of in- formation for the FCC. None of these however had anything to say to the press-radio.

Interlochen Music Camp Cites Radio Activities

(Continued from Page 1)

Interlochen over WKAR, East Lans- ing, operated by Michigan State Col- lege, and WTCM, Traverse City. In keeping with the National Music Camp's policy of music in wartime, the principal 1943 production by the radio workshop class has been an adaptation of a community singing program intended for patriotic ral- lies. A similar production presented last year was adopted by the U. S. Treasury Department as a model pro- gram to be used in connection with bond rallies throughout the country.

Workshop students at the camp, a non-profit educational institution affil- iated with the University of Michi- gan, learn rudimentary techniques of script-writing, announcing, program preparation and actual production of radio shows.

In its 16 years of operation the National Music camp has been recog- nized for its musical education labo- ratory work, attracting about 350 high school and college students from al- most every state in the union.

Radio-Treasury Meet On 3rd War Loan Plan

(Continued from Page 1)

prepared by the networks and in- dependent radio stations.

While it was reported in RADIO DAILY Friday that 455 of the nation's radio stations in 46 states and the District of Columbia sold \$80,243,968 worth of war bonds in their capacity as issuing agents during the 12-month period of July 1942 to July 1943, it is expected that every effort will be made to have each and every station, independent and affiliate, increase local time in the promotion of war bond sales.

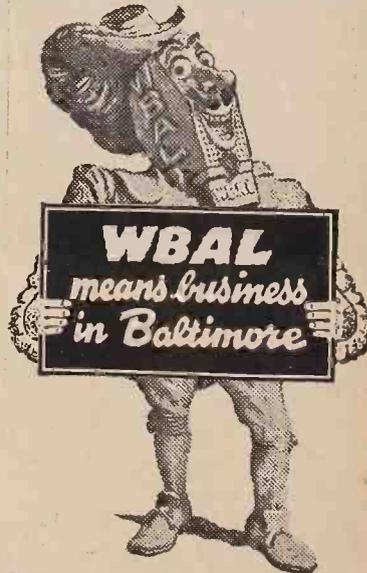
Sesac Delegation

Entire station relations group of Sesac will attend a special confer- ence today in the Capital with Vin- cent F. Callahan, chief of the radio and press section of the War Savings Staff of the Treasury Department. Delegation includes, Leonard D. Cal- lahan, Sesac general counsel; Emile Gough, Charles Barbe, Burt Squire and Claude Cullmer. Same group has been instrumental in carrying out many successful assignments for the Treasury's war bond drives and other- wise acting in consulting capacity to stations in regards to bond sales.

Wedding Bells

News of the marriage of Elvina Jensen, secretary to John W. Elwood, KPO-NBC, San Francisco, general manager, took guests at the recent KPO Ten-Year Club luncheon com- pletely by surprise. Miss Jensen, who had been with the San Francisco station for twelve years, was to have been one of the honor guests at the luncheon. She was married to L. P. Sorenson of Los Angeles.

in BALTIMORE and the Central Atlantic States



Edward Petry & Co., National Representative

WANTED

50 Watt transmitter and a tower. Will together or separately. Send complete information to Box 736, RADIO DAILY, 1501 Broadway, New York City.



Coast-to-Coast



TONY WAKEMAN, sportscaster for **WINX**, Washington, D. C., has returned from a two week vacation. Jerry Strong, who emcees "Wake Up With WINX," has put the mike behind him for a week and is off to points unknown. During his absence Sam Lawder, WINX program director, will act as emcee for the show. Alan Burke, staff announcer, has been appointed night supervisor and news editor. Burke was formerly with WITH, Baltimore. Norman Weill, formerly of WHN, New York, and WPAT, Paterson, N. J., has joined the staff of WINX as commercial manager.

Gold Shield Laundries is sponsoring, in addition to five five-minute newscasts weekly, a quarter-hour transcribed drama show on **WGST**, Atlanta, Georgia, entitled "My Prayer Was Answered." Show is heard Sundays from 10:15 to 10:30 p.m. Sponsor donates time allotted for commercials to the war effort, at present handled by Atlanta regional office of OWI.

Lee Clegg, executive vice-president of Thompson Products, has announced that an opportunity is being given to talented young artists of Cleveland, Ohio, to perform for the radio audience. Each week "Thompson Victory Time," over **WHK**, Cleveland, is featuring either a young vocalist or instrumentalist in the hope that the presentation may add another step along their road to professional success.

WCKY, Cincinnati, is offering pairs of tickets for "This Is The Army" during its run in the city. Tickets are awarded on quiz spots during the day.

Advance plans are being made by **WAOV**, Vincennes, Indiana, to obtain the necessary telephone lines in order that station will again be able to carry all of the football games of the local high school both at home and on the road. WAOV has completed plans for a permanent line to George Field, Army Air Base near Vincennes, and daily broadcasts are now heard from the field. These are manned entirely by technicians and announcers from the military personnel, using WAOV equipment. Programs include drama, music and interviews with officers and enlisted men.

Using radio for the first time, the **Hia-watha Gin Co.** of Columbus, Miss., sponsored the broadcast of recent Ohio election returns over **WCBI** with results. Sponsor notified station the morning following the broadcast that three bales of cotton were ginned early the next day, marking quite an early start for the ginning season. Sponsor has advertised that the gin would offer a new service consisting of a new type drier at no extra cost to the farmers. Company plans to continue a radio schedule as result of its first broadcast.

Phillip Allen, manager of the Tri-City stations of Virginia, has returned to his desk in Lynchburg, after vacationing in New Jersey. Evelyn Hamlet, traffic director of **WLVA**, Lynchburg, is away on vacation this week. Claude Taylor, **WVLA** program director, has been named production manager and chief announcer in addition to his regular duties.

"Cavalcade of America," thrice-weekly show over **WINS**, New York, re-enacted the trial and execution of Wilhelm Krueger, Gestapo chief of Poland, by members of the Polish Underground movement on last Wednesday night's program.

Irene Cameron Pierce, nutrition director for Pacific Coast's Golden State Co., a dairy, is conducting a week's series of "Hi-Lites" programs over **KROW**, Oakland, California, while Barbara Lee of the station staff vacations. Show is sponsored by the H. C. Capwell Company, an Oakland department store.

Three graduates from the **WEEL**, Boston, second school for announcers have won auditions for announcing positions in New England stations. Douglas Oliver, first member of this class to be placed, is now on the staff of **WLAW**, Lawrence, Mass. Louis J. Roche assumes his duties at **WGAN**, Portland, Maine this week. Theodore B. Beebe is now with **WKNE**, Keene, New Hampshire.

Now on vacation from **WLW** and **WSAI**, Cincinnati, Ohio, are Miss B. Strawway, director of merchandising for the former station, and Walter Callahan, general manager of **WSAI**. Secret invasion of New Georgia Island by a Marine raider battalion was told on a **WLW** program last week via transcription furnished by the U. S. Marines. Telling the story was Sgt. Howard E. Biggerstaff, now an overseas combat correspondent with the Marines, formerly a reporter for the Cincinnati "Enquirer."

Robert T. Convey, president of **KWK**, St. Louis, recently inaugurated a series of two-hour, staff luncheon meetings to facilitate co-operation between members of various departments in the station. Rush Hughes, of the **KWK** staff, acted as master of ceremonies last week for a special stage show which marked the opening of "This Is The Army" at the Ambassador Theater in St. Louis.

Velma Michener, director of women's activities for **KLZ**, Denver, Colorado, played a leading role in the activities of the "Vitamin School" held recently in Denver for instruction to druggists of the area in selling methods and merchandising of vitamins.

Robert E. Austin, manager of the Bridgeport, Conn., Social Security Board and A. F. Regozinni also of the board, held a discussion over **WICC**, Bridgeport, Saturday commemorating the eighth anniversary program of that division.

William Shepherd has been appointed program director of **WBBB**, Burlington, North Carolina.

Dr. Augusta Kritz, woman doctor of the Department of Health, New York City, comes to the **WBNX**, Bronx, New York, mike at 4:30 p.m., next Friday to speak on prevention of accidents. She will deal with numerous summertime accident risks of the Metropolitan community.

WHIO, Dayton, Ohio, officials have started a complete diary of outstanding news events. Diary was begun when several listeners called and asked such questions as: "When did Hitler invade Poland?", "When did Italy first attack France?" etc. Diary will be kept in the news room. Three boys from Dayton, who are in the Air Force, were featured over **WHIO** in a recent special ET made in St. Petersburg, Fla. and shipped to **WHIO** studios. 11th Army Air Forces Band provided music for the show. Boys' parents and relatives were invited to listen to the broadcast and were given re-recordings which could be played on an ordinary phonograph at 78 r.p.m.

Hon. Harold H. Burton (R), Senator from Ohio, and Hon. Robert Ramspeck (D), Congressman from Georgia were interviewed over **WWSW**, Pittsburgh, Pa., Saturday morning on the question of whether or not the U. S. should immediately undertake the organization of the United Nations into a working body capable of post-war planning and activities. The men were brought to Pittsburgh by Pittsburgh Citizens Council for the United Nations to attend an outdoor community forum on America's place in the United Nations.

Rogers Jewelry Co. of Dayton has signed for its fourth year of a Sunday half-hour program over **WING**, Dayton, Ohio. WING mike will be on hand when a movie of the Soldiers' Service Club is made, for use in connection with the benefit preview of "This Is the Army" in Dayton. All activities and personnel of the canteen will appear on the film, and on the **WING** special program. Acme Pattern and Tool Company of Dayton has bought the Saturday morning Red Cross program on **WING**, donating commercial copy time to the sale of War Bonds.

Kendall Manufacturing Co., Lowell, Mass., has contracted with **Hartford, Conn.**, for 234 spots product "Soapline," starting Sept. Account was placed by **Bach**, Browning of Boston.

Six staff members of Charleston, West Virginia, are members of the Charles Junior Chamber of Commerce, and were recently elected to offices in organization. Virgil L. Schmidt, **WCHS** commercial department named president, and Odes R. chief engineer, was elected secretary.

Bobbe Armst, star of stage and currently featured in "You Can't With You," at the Wilbur Theatre, Boston, will appear in "The Devil's Men" program next Thursday night over **WMEZ**, Boston. She is in an original play written for titled "Horror-Scope."

Cheng Pao-Nan, of the News Service, was the 50th Front Guest Observer over **WJLW** week-end. He discussed the "Life in Blockaded China," "China a Vital Allied Base," and "Looks to America" in three broadcasts.

"Midnight Play Review" with Dudley, dramatic critic, will be a feature of **WEVD**, New York, through Fridays from midnight 11 a.m. **EWT**, starting tomorrow, was formerly on **WOR**, MCA and all of New York.

Guest speakers will pinch-leslie Balogh Bain, **WIOD**, Florida, news commentator who is on vacation this week. Among to be heard are Miami city manager A. B. Curry; Charles Meyers, Junior Chamber of Commerce Grover Theis, writer; R. D. president of the Miami Transit and Judge Vernon Hawthorne, Dade County Court of Crimes.

WPAY, Portsmouth, Ohio, was recently to transcribe an eye-witness account of a \$100,000 fire. **WPAY** was on the scene, ten miles out within an hour after the alarm was in, and made a 15-minute ET giving description of the fire and interview local Fire Department personnel of power, due to electricity being the surrounding block, presented a problem for a short time, but it was solved when a maintenance crew Ohio Power Co. strung special lines that the broadcast could be made was aired soon after recording.

1 9 4 3
BIRTHDAYS
 17 18 19 20 21 22 23
 24 25 26 27 28 29 30

August 16

Helen E. Bennett Charles C. Hicks
 Mildred Huebner Mildred Linn
 Bill Morrow

WANTED TO BUY

New or used approved 250 watt transmitters and all equipment necessary for installation of 250 watt station including antenna. Buy complete setup or any individual pieces of equipment. Write to Box 733, Radio City Station, 1501 Broadway, New York, N. Y.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

24, NO. 33 NEW YORK, N. Y., TUESDAY, AUGUST 17, 1943 TEN CENTS

Call Equipment Adequate

Public Hearings by FCC On Blue Sale

Washington Bureau, RADIO DAILY
Washington—Decision to schedule public hearings on the application for sale of the Blue Network licenses to the American Broadcasting System, approval of which was sought from the FCC last week, is expected to come from tomorrow's Commission meeting. The magnitude of the sum involved (\$8,000,000), the outline of the new corporation, details of stock ownership and the importance of the proceedings to the public will prob-

(Continued on Page 4)

Camera Switching 'Sexes' From NBC To Blue Sept. 8

Camera Products Co. will shift the "Sexes" to the Blue Network on Sept. 8, replacing its current program on the Blue, "Manhattan at Night." "Battle of the Sexes" will be heard at the same time, Wednesday from 8:30-9 p.m., EWT, on the network of 74 stations, in behalf of the Engine. Young & Rubicam handles the account. With J. C. Flip-

(Continued on Page 5)

Canadian Inspectors Check Auto-Radio Licenses

Montreal—Inspectors of the Dominion Government Radio Division accompanied by provincial traffic police are patrolling the highways in the Montreal district checking on automobile owners who possess radio sets in their cars. The government is anxious to collect a \$2.50 tax from all autoists who have such a set installed. The radio license, it is pointed out by

(Continued on Page 2)

Sq-Hawk

Just as a reminder that Bob Hawk's name doesn't have an "s" attached unless used in possessive form, CBS slipped a special blue sheet into its releases illustrated with a hawk, two hawks and then a photo of Bob Hawk all intended to clear up said spelling of the ace quiz-master of "Thanks to the Hawks." (The black-face eagles look like Jack Haines' work).

"Arrived Safely"
John Thompson, broadcasting his "Overseas Report" on Mutual at 6:30 p.m. last night, announced that Dave Driscoll, the network's director of war services, has arrived safely in North Africa. Driscoll, with his "sound-scriber," will visit the important battle areas in North Africa and Sicily to prepare material which he later will broadcast to the United States.

88 Programs Weekly For Fighting Men

Washington Bureau, RADIO DAILY
Washington—A weekly average of 88 radio programs are beamed on U. S. fighting men in every part of the world, including 34 of the most popular network shows, OWI reported yesterday. In addition to the regular commercial programs sent by short-wave, there are several programs presented by, and strictly for, the armed services, including some done for transcription, with disks sent abroad for local rebroadcast. A daily news summary is sent all troops here and abroad by the Army Special Service Division.

Shaw CIAA Radio Head; Hillpot To Wm. Morris

Donald S. Shaw, former New York radio and advertising executive, has been named to succeed William Hillpot as director of the New York radio

(Continued on Page 2)

Engineers Of G. E. See No Obsolescence Resulting From War Developments; FM And Tele Increase Expected

Kate Smith Full Hour Definitely Set Oct. 1

Proposal to return the Kate Smith program to a full hour has been made definite, according to Ted Collins who yesterday stated that the show would be back on CBS complete network Friday, Oct. 1 at the usual hour 8 p.m., EWT. Rebroadcast will be at 12 midnight.

Collins, producer of the show, said (Continued on Page 7)

BBC Broadcast Delayed Pending AFM Ruling

British Broadcasting Corp. reported yesterday that a "live" broadcast from England scheduled to be rebroadcast in this country through transcription facilities approximately 24-72 hours later has been delayed pending clarification by James C. Petrillo of certain interpretations of

(Continued on Page 2)

Two Meetings For WFA In Chicago, New York

To integrate the individual federal food campaigns of the past year, the Office of War Information, the Office of Price Administration, the War

(Continued on Page 2)

War developments undoubtedly will bring improvement in broadcast transmitters, but General Electric engineers see no radical changes that will prematurely obsolete present equipment, according to Pau L. Chamberlain of the company's electronics department.

"What we do expect in the field of post-war broadcasting is the replacement by FM stations of many low-powered AM stations which are now handicapped by interference and in-

(Continued on Page 7)

Local N. Y. Stations Plan War Loan Confab

War Finance Committee of New York State, of which W. Randolph Burgess is chairman, has called a meeting of War Program Managers of local New York stations for tomorrow at 3 p.m. in the WFC offices in the RKO building. Letter requesting the conference also includes the FM stations in the discussion which is planned to take up various points in connection with the 3rd War Loan,

(Continued on Page 4)

Vacuum Tube Distributors Will Hold Emergency Meet

Vacuum tube distributors and handlers will be called to Washington for an emergency meeting within the next 10 days or two weeks to go over the entire tube situation and

(Continued on Page 2)

Canada Radio Manufacturers Experience War-Order Boom

Rogers And King Named To New Positions In OWI

Washington Bureau, RADIO DAILY
Washington—Appointment has been announced of James G. Rogers, who has been assistant director of the OWI Domestic Branch, as OPA assistant general manager, and of James F. King as deputy administrator in

(Continued on Page 2)

Ottawa—Canada has produced intricate instruments for war purposes to the extent of \$160,000,000 and the 1943 production will reach the \$250,000,000 mark, Hon. C. D. Howe, minister of munitions and supply, announced recently. In the field of instruments and communications the dominion is producing at the rate of 4.3 million a week.

Three new industries have been

(Continued on Page 6)

Of (Field) Mice . . .

Continuity department of KSAL, Salina, Kans., recently served as a maternity ward. An enterprising, excellent mouse found the wastebasket highly suitable for its family-to-be. Settling in an MBS envelope, carefully air-conditioned, it produced a squeaking brood. Noise of typewriters, falling papers and interest of the writers soon caused the mother to seek new quarters.



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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

(Monday, August 16)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 154 1/8 | 153 7/8 | 153 7/8 | - 1/8 |
| CBS A | 217 1/2 | 217 1/8 | 217 1/8 | + 3/8 |
| Crosley Corp. | 20 1/4 | 20 | 20 1/4 | + 1/4 |
| Gen. Electric | 37 1/4 | 36 1/2 | 36 3/4 | - 1/8 |
| Philco | 22 7/8 | 22 1/2 | 22 1/2 | + 1/8 |
| RCA Common | 10 | 9 7/8 | 9 7/8 | - 1/8 |
| RCA First Pfd. | 70 | 69 5/8 | 69 5/8 | - 3/8 |
| Westinghouse | 92 3/4 | 92 | 92 3/4 | + 3/4 |
| Zenith Radio | 32 3/8 | 32 3/8 | 32 5/8 | + 1/8 |

OVER THE COUNTER

| | Bid | Asked |
|------------------------|-------|-------|
| Farnsworth Tel. & Rad. | 8 3/4 | 9 |
| WCWO (Baltimore) | 20 | 23 |
| WJR (Detroit) | 27 | 29 |

Rogers And King Named To New Positions In OWI

(Continued from Page 1)
charge of information for the same agency.

Rogers has been with OWI since January, after 12 years with Benton & Bowles and Lord & Thomas. He was vice-president and general manager of Benton & Bowles when he came to Washington. King has had a long newspaper background and has also held high posts with the Office of Censorship and the Department of Labor.

Thomas J. Roche To WQXR

Thomas J. Roche, formerly a member of the advertising department of the N. Y. "Times," has joined the selling staff of WQXR.

THIS LITTLE BUDGET

WENT TO
WORL
BOSTON
MASS.



Vacuum Tube Distributors Will Hold Emergency Meet

(Continued from Page 1)

try to work out some means of insuring the supplying of essential services and keeping as many receiving sets in operation as possible. Tube production is up, WPB sources reveal, and there is no great materials shortage, but the demands of the military are at record heights.

Actually, the tube situation has been difficult for a year now, with WPB hard put to maintain even the vital minimum for civilian needs. While it seems to be tighter now than ever, it is hoped that it can be worked out once again.

Washington Bureau, RADIO DAILY

Washington—It seems certain now that new transmitting tubes, especially those used by the higher powered stations, will become increasingly difficult to obtain. This is expected to be true during the balance of 1943 and the coming year, according to NAB and WPB sources.

During almost 21 months of wartime operation the availability of transmitting tubes has been generally satisfactory.

NAB warns that, "this fact however, should not lull the industry into a false sense of security. Broadcasters are urged to maintain a full inventory of tubes consistent with WPB regulations. Broadcasters can do much to improve their individual positions and the industry by minimizing new tube requirements and by making fullest possible use of tube repairing facilities.

"Any lengthening of operational hours is to be avoided. Tube life is measured in hours of operation and any extension of the operating schedule will automatically deteriorate the tube situation."

BBC Broadcast Delayed Pending AFM Ruling

(Continued from Page 1)

rules and regulations of the American Federation of Musicians. It was also disclosed that a similar state of affairs exists amongst musicians in England. Meanwhile, the War Labor Board postponed yesterday's hearing of the AFM until a later date, most likely late next week or the last Monday in August. Originally the postponed hearing had been tentatively scheduled for Monday, September 6. Congressman Joseph Clark Baldwin, who will revive interest in the House regarding the present record ban, is expected to return from his vacation August 26.

Prior to his sojourn, Baldwin disclosed to the press that he would renew discussion in a bill introduced early this year by Representative Hugh Scott that would also list recordings in the copyright laws. Scott's bill would provide any recordings "on disc, film, tape, wire, record or other devise or instrumentality" the protection of copyright. Consequently, the disc-performers would be entitled to royalties in the event the records were broadcast over radio stations or played in juke boxes.

Shaw CIAA Radio Head; Hillpot To Wm. Morris

(Continued from Page 1)

office of the Coordinator of Inter-American Affairs, Don Francisco, director of the CIAA radio division announced today. Hillpot tendered his resignation, effective August 31, to become associated with the William Morris Agency.

Shaw, formerly general manager of the New York radio station WMCA was previously assistant to the president of McCann-Erickson Advertising Co. and prior to that was eastern sales manager of NBC. Recently he was on the radio committee of the Red Cross Drive. He has been with the CIAA for the past six months.

Francisco also announced that Wilfred S. Roberts will continue as director of all program planning and production. Roberts, formerly production manager for NBC, recently concluded a radio inspection tour through the greater part of South America for the Coordinator's Office.

Two Meetings For WFA In Chicago, New York

(Continued from Page 1)

Food Administration and the War Advertising Council are jointly sponsoring two meetings, the first of which will be held at the Blackstone Hotel, Chicago, at 2:45 p.m., Tuesday, August 24. A similar meeting will be held at the Waldorf-Astoria, New York, at 10 a.m., Thursday, August 26.

At each meeting Marvin Jones, WFA; Chester Bowles, newly appointed general manager of OPA; Vernon D. Beatty, special director for advertising for WFA, and Palmer Hoyt, director of the OWI Domestic Branch are expected to outline the essence of their individual programs for coordination.

Canadian Inspectors Check Auto-Radio Licenses

(Continued from Page 1)

the Royal Automobile Club of Canada, became due on April 1 and it is estimated that there are about 20,000 cars in the Province of Quebec which are radio equipped, of which 10,000 are in the Montreal district. Car owners are supposed to carry their radio license with them and if they have not a report is made to the government authorities and checkup is made.

WANTED: Sound effect technician for network productions. Must be experienced in recorded and manual sound, both dramatic and musical programs. Give full details of experience in first letter, draft status, salary expected, etc. Reply Box 735, Radio Daily, 1501 Broadway, New York City.

COMING and GOING

GRACIE FIELDS, now in England, is leaving shortly for North Africa to entertain British and American troops. She will return to America in September and will resume her "Vice Show" over Mutual on October 11.

GLENN MARSHALL, JR., commercial-promotion manager of WMBR, Columbia affiliate in Jacksonville, Fla., is in town on station and network business.

BOB KING, the Blue Network's roving reporter, leaves today for Northampton, Mass., to cover the "Spotlight Bands" program which will be broadcast from the campus of Smith College. He then will go to Boston for Saturday's show, which will be aired from the Boston naval base.

GEORGE ALLEN, program director of WJLA, has returned from a vacation spent at Spaulding Lake, N. Y.

W. C. BOCHMAN, general manager of WCMB, Columbia, S. C., outlet of the Blue Network, here for confabs at Rockefeller Center.

PAT FLANAGAN, sports announcer on WJLA, Chicago, is back at his desk and at his home after having been hospitalized since August 5.

A. W. MARLIN, general manager of WWSW, Springfield, Mass., is in town for confabs at the headquarters of the Blue Network.

RALPH R. BRUNTON, president of KQED, San Francisco, who was in New York last week, left yesterday for the West Coast.

J. L. BOWDEN, station-commercial manager of WKBN, Youngstown, Ohio, is in town here yesterday at the offices of CBS.

UP Adds New Feature

United Press Radio Wire announced yesterday that another feature, "The World In a Nutshell," has been added to the schedule as a regular service. The new service is an expanded headline type summary that will be aired eight times daily and brings the total of United Press features to 20.

Sales-ON TAP!

• A great Brewery of Maryland uses more time on WITH than on any other station . . . by a wide margin.

Do they know what they're doing? And how!

WITH

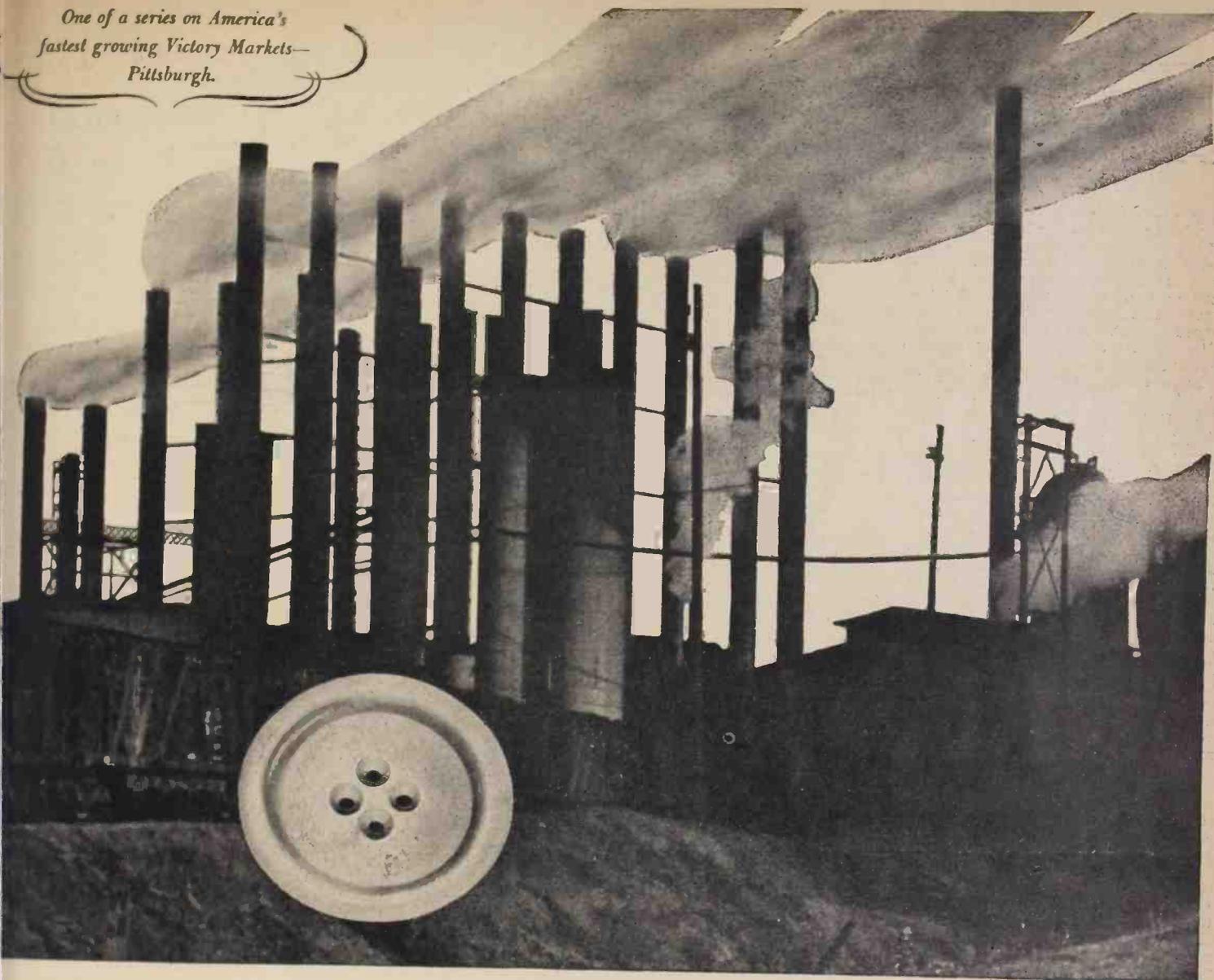


IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

One of a series on America's
fastest growing Victory Markets—
Pittsburgh.



A Button...and the Pittsburgh Market

...on? A steel mill? The Pittsburgh market?
...hat have they got to do with each other?
...very simple.

...American people know that a button is
...al...or we may all be wrapping ourselves
...Roman togas.

...American business men know that ad-
...ing in the *right markets is essential*—par-
...ticularly today...or back they might go to horse
...oggy days.

...burgh is one of these *right markets*...
...DKA is the *essential* station... because
...the most powerful station in western
...sylvania, *dominates* this market. There,
...is *first choice*—morning, afternoon and
...us among 6,000,000 people—more than
...combined population of Philadelphia,
...vend, Cincinnati, Baltimore and Wash-
...D. C.

KDKA . . . PITTSBURGH

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

Here's why these 11 Stations are *essential* to you:

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

Essential? Yes, indeed. These eleven stations are as essential to American business for its sales—both now and in the post-war period—as a button is to the wardrobe of America.

And KDKA . . . Pittsburgh is *right* on the button!

KDKA—Pittsburgh WEAJ—New York KYW—Philadelphia WRC—Washington
KOA—Denver WMAQ—Chicago KPO—San Francisco WGY—Schenectady WTAM—Cleveland
WBZ-A—Boston-Springfield WOWO-WGL—Fort Wayne



NBC SPOT SALES

TODAY, ESSENTIAL THINGS FIRST—
IN BUSINESS, AS IN LIVING

Los Angeles

By RALPH WILK

DAVID SARNOFF is thanking his lucky stars that he is not a singer. He and Frank Sinatra arrived on the same train at Pasadena—but Frank was bruised, pummelled around and had most of his clothes torn by his countless admirers, while Sarnoff escaped intact. He was greeted by Niles Trammell and Sidney Strotz. Sarnoff is here on a vacation.

Elvin Allman handled a solo spot in "A Nosegay For Julia" for C. P. MacGregor's Hollywood Radio Theater over KFI August 14.

Bill Pennell, voice of "Dispatch From Reuters" in Hollywood, was recently rejected by the U. S. Army. Pennell, who announced Walter Winchell in the East and here recently, is 37 years old.

Garry Moore and Jimmy Durante, a couple of wise guys from Manhattan, arrived in Hollywood under military police escort. Their train stopped at a desert station outside Los Angeles. A troop train was standing on a siding and its passengers recognized Durante. They induced the comedians to give an impromptu show that went over so well that the funmakers did not notice their train was moving. When they did it was too late, and a military police car was assigned to take them to Hollywood in style.

Sgt. Skinnay Ennis brought his Santa Ana Army Air Base band to Hollywood August 12 to aid in sale of tickets for Irving Berlin's "This Is The Army."

George Riley, comedy star of the Gilmore Furlough Fun show over KFI Friday nights, is being paged by RKO for its musical, "Higher and Higher." Riley has just completed his role in the Warner Bros. picture, "Rhapsody in Blue."

Annual dance of the Universal Microphone Co. will be staged the night of September 25 at the Inglewood Country Club with Cecil L. Sly as Master-of-Ceremonies.

Song writers Johnny Burke and Jimmy Van Heusen were guests of Erskine Johnson, KECA Hollywood commentator, Monday (16), night on "Hollywood Spotlight."

The sunburned star of the Fred Brady show got his sun the hard way. He's among the favorites in the mixed doubles of the Los Angeles West Side Tennis Tournament.

Now Available!!

Top-flight radio writer-producer-director.

★ Six years as Production Director of 50,000 watt major network station.

Position in New York preferred. Draft status 3-A. Box No. 737, Radio Daily, 1501 Broadway, New York City.



In The Good Old Summer Time! !!

(Talkative CBS press information copy reader receives a letter from his darling wife on vacation wherein he gets a dose of his own medicine.)

● ● ● DEAR JOHN: This is THE FIRST LINE I've had a chance to write since arriving in GOD'S COUNTRY. We got here two hours late because the train was delayed getting through GREEN VALLEY, otherwise things have been so quiet it reminds me of our DEATH VALLEY DAYS... We couldn't get any gas Saturday night so we walked over to visit the RENFRO VALLEY FOLKS, and whom do we meet there but THE GOLDBERGS, VIC AND SADE and PEPPER YOUNG'S FAMILY... I don't like to gossip so LET'S PRETEND I never told you (and don't you dare make this a REPORT TO THE NATION) but MA PERKINS tells me that KITTY FOYLE is up here being courted by SMILIN' ED McCONNELL and that AMANDA OF HONEYMOON HILL is about to take her SECOND HUSBAND, that BREWSTER BOY... Ah, dear, it reminds me of THE ROMANCE OF HELEN TRENT. Yes, darling, LIFE CAN BE BEAUTIFUL and how I do wish you were here to walk with me to the top of the hill and look out over the BRIGHT HORIZON.



● ● ● Well dear, the other morning we were sitting on the lawn near THE GARDEN GATE and rocking the time away when KATE SMITH SPEAKS up and says TAKE IT OR LEAVE IT girls, but here is SOMETHING TO TALK ABOUT, and she tells us about THE ADVENTURES OF THE THIN MAN and the BACHELOR'S CHILDREN... It seems THE THREE SISTERS got lost picking berries in the woods but a rumor spread the lanky fellow had kidnapped them. We phoned THE MAYOR OF THE TOWN and he sent a wire to the CRIME DOCTOR who searched the woods till long after LIGHTS OUT in BLUE RIBBON TOWN... In desperation they called in MR. KEEN, TRACER OF LOST PERSONS. He agreed to take the case but kept the whole town in SUSPENSE for three hours while he relaxed at the SILVER THEATER... Finally a posse beats the woods with SERGEANT GENE AUTRY leading the way on foot... Suddenly we hear something crawling through the underbrush and FLASHGUN CASEY takes a shot in the dark and reveals a rifle being pushed through the bushes by a hairy hand... The men jump THE MAN BEHIND THE GUN and are we disgusted when the guy thrashes around and shouts, "Achtung! I'm CHIPS DAVIS, COMMANDO." Dear me what a THREE RING TIME we had that night.



● ● ● Came the dawn and they found the youngsters asleep in the dell... Soon YOUNG DOCTOR MALONE arrived and started to treat us all for poison ivy but JOYCE JORDAN, M.D., protested and insisted we should be treated for the hives... To settle the matter DR. CHRISTIAN flew into town and prescribed a bottle of ROMA and CRESTA BLANCA and some sleep. At first he was peeved we hadn't called him in earlier. He seemed to think the sleuths handled the case like a bunch of MAJOR BOWES' AMATEURS... Oh, I almost forgot, dear. Will you please send me some more money? I was playing poker CEILING UNLIMITED with BLONDIE, JOE AND ETHEL TURP, DICK JOY and his GAL, SUNDAY—and how was I to know that my EASY ACES wouldn't stand up? Don't get sore, dear, ARE YQU A GENIUS at cards?... I have been sticking to FASHIONS IN RATIONS and am really losing weight. If you don't send me the money at once I'll be back on tomorrow's train and you better meet me at the PEOPLE'S PLATFORM... Well dear, don't be angry, WE LOVE AND LEARN... As always... Your VALIANT LADY.



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

L T. COMMANDER EDDIE F. BODY, banjo star of the "Nati Barn Dance," made his final appearance on the program Saturday night. Naval duties at Great Lakes Training Station make it impossible for him to continue as a guest artist on the show.

Dave Banks, formerly with W New Orleans, has joined WGN staff announcer.

Bev Kelly, radio contact man for the Ringling Brothers-Barnum Bailey circus, in town lining up plugs for the big show which opens here next week.

Jimmy Evans, radio commentator, has passed induction tests and enters the Navy this week. Al Edlson taking over the Evans' show.

Walter Schwimmer, Schwimmer Scott, declares that "Coronet" magazines deny that they set up any cooperative deal with Kermit Raymond Corp. for the production of transcribed shows. Schwimmer Scott will handle paid national campaign for the magazines.

WLS will have an exhibit at Wisconsin State Fair, August 21-29th, and will originate several programs from the grounds in Waukegan.

Caesar Petrillo and his orchestra and the Kings Jesters cast for a musical program on WBBM-CBS beginning Thursday, 5 to 5:15 p.m. The program will be fed to the Midwest West legs of CBS.

Local N. Y. Stations To Meet On War Loan

(Continued from Page 1) with OWI representatives and other government agencies will be on hand to answer questions and make suggestions. Addresses, in which measures were outlined for the stations cooperating with the War Loan drive started Sept. 9.

Meeting of the networks and work stations is scheduled for another time.

See Public Hearings By FCC On Blue Sky

(Continued from Page 1) ably lead to assignment of hearing. FCC Chairman James Lawrence said yesterday that he expects to hold public hearings set, adding that the matter is so important that little will be lost in acting on it. He emphasized that he was speaking for himself, rather than for the entire Commission.

WNEW Lists Unity Program

Through the Radio War Project Committee active with the Mayor's Committee for Unity, WNEW at 9 p.m., Friday will feature the Gold Gate Quartet and Judge Jerome Mahoney, guest speaker, who will speak on "Unity at Home—Victory Abroad."

WEST-ING

GENERAL PHILIP B. Federal Works Administration; **REP. WALTER A. LYNCH** of New York, chairman of the House Committee on Federal Aid for Planning; **DEAN WALTER ORNACK**, member of the Architecture, Massachusetts Institute of Technology, and chairman of the Post-War Planning and Action Committee of the Institute of Architects; **COBLENTZ**, of Baltimore, of the Associated General Engineers of America; **STUART BRICK**, manager of the Command and Civic Development Department of the U. S. Chamber of Commerce; and **EZRA B. WHITMAN**, of New York, president of the American Society of Civil Engineers, discussing "Will We Need WPA After the War?" on Theodore Granik's "Forum of the Air," today (Mutual, 8 p.m.).

J. CARMICHAEL, chairman of the Canadian Production Department of Munitions and Ordnance; **H. E. LEMIEUX**, French worker with two sons in the army; and **PREMIER ABELARD G. BOURASSA**, of Quebec, discussing "The War Effort," today (WJZ-Blue Network, 10:30 p.m.).

ROSBY, on Johnny Mercer's "Mic Shop," today (WEAF-Blue Network, 10:30 p.m.).

ETTES LESLIE, Powers of the "Cisco Kid" program, on WOR-Mutual, 9:30 p.m.).

ERIN P. GUY, senior assistant manager at the New York Ear Hospital, discussing "The Baby Institute," today (Blue Network, 10:30 p.m.).

WDRRC
CUT'S PIONEER BROADCASTER

CONNECT IN CONNECTICUT

WDRRC to sell the Hartford Trading Area — Connecticut's Major Market with an Effective Buying Power of \$5,028.60 per Family! Write Wm. Malo, Commercial Manager, for details. Basic CBS for Connecticut.

NEW PROGRAMS—IDEAS

Air Force Tie Up

The Army Air Forces, seeking to spur their enlistment program for 17 year olds in the Air Cadet Reserves, have secured the co-operation of radio, with "Hop Harrigan," a juvenile aviation program on the Blue network devoting much of its time to the campaign.

"Hop Harrigan" audience is comprised of youngsters the Cadet Corps desires to reach and the Army was impressed by a recent series of Harrigan programs on which was presented Pre-Flight Aviation Education subjects. At the suggestion of Harrigan, the leading character of the radio series, 73,000 young men and women wrote to the Office of Education for information.

Army Air Forces is contemplating a plan to make Hop Harrigan an integral part of their Air Cadet Enlistment Program and are also planning special events to be presented on the radio program, with the sanction of high ranking Air Force officers.

Cumner Switching 'Sexes' From NBC To Blue Sept. 8

(Continued from Page 1)

pen, veteran master of ceremonies and gagster as quizmaster, the program will present opposing teams of masculine and feminine contestants who vie for the cash prizes awarded to the team which wins the highest score.

Cumner Products has sponsored "Manhattan at Midnight" for Eneigine on the Bue since January 26, 1940.

ATW-NEIC Entertain Gobs At Brooklyn Naval Hospital

One of the first in a series of entertainment projects organized through the National Entertainment Industry Council was presented yesterday afternoon. Mary Small, Lucy Monroe, Albert Spalding, Bob Howard of "Early to Bed," and Bill Wiliston with a group of 100 girls of the Stage Door Canteen entertained at the Brooklyn Naval Hospital. The project was arranged by the American Theater Wing and booked by the United Theatrical War Activities Committee through the United Service Organization.

Old Gold WHN Setup To Handle Prof. Pigskin

When the baseball season ends Red Barber and Connie Desmond will carry over into the Fall and will broadcast over WHN the play by play descriptions of the New York Giant's football games.

Old Gold cigarettes have signed contracts to sponsor the nome and out-of-town games played by the New York Giants professional football team. J. Walter Thompson Co., handled the account.

"Sweet Swing"

"Sweet Swing" is the name of the new program over WBNX, Bronx, New York. Conducted by a New York high school girl, Bernadette, program demonstrates the kind of music the younger generation prefers in wartime 1943. Instead of the wild, noisy jam that bombasted the jazz realm a few years ago, Bernadette contends that today's adolescents like their swing light and polite, and, with the aid of pianist Joe Sender, that's the way she gives it to them.

"Encore, Encore!"

In recognition of the fact that most audiences crowd concert halls to hear encores almost as much as for the scheduled performances, WQXR, New York, inaugurates its "Encore, Encore!" program on Thursday, September 2, at 5 p.m., EWT. This program will be heard thereafter every Monday and Thursday from 5 to 5:15 p.m., and is meant for the listener to whom the encore's the thing.

Weiss Hits Coast Move To Hinder FDR Critics

West Coast Bureau, RADIO DAILY
Los Angeles—Lewis Allen Weiss, vice-president and general manager of the Don Lee Broadcasting System has strongly criticized what he termed an effort on the part of the Democratic organization of Los Angeles County to exert pressure against sponsors of commentators who appear to be hostile to the New Deal. Fulton Lewis, Jr., Mutual analyst was specifically mentioned.

Weiss, prior to his statement, had received from the Central Committee of the Democratic organization, a resolution criticizing commentators "opposed to the ideals and aims of the Democratic Party and its leader, Franklin D. Roosevelt."

Fischer Talks From Quebec

While President Roosevelt and Prime Minister Churchill are conferring at Quebec, WOR-Mutual has made arrangements to broadcast the commentaries of John Fischer, CBS news analyst, from the Canadian city. Fischer broadcast the first of his series of conference commentaries yesterday at 4:30 p.m. and will continue to relay the news until Friday, maintaining the schedule until the conference is concluded.

OPA Head Inaugurates New Series Over MBS

Washington Bureau, RADIO DAILY
Washington—OPA General Manager Chester Bowles began a series of three quarter-hour talks over MBS last night at 6:15 p.m., EWT. His first subject was "Price Control." "Enforcement" and "Rationing" will be his topics at the same time Aug. 23 and 30.

PACIFIC COAST PROGRAM NOTES

Everybody knows John Gunther.

All but a handful of Americans have read either one of the eight editions of his "Inside Europe" or his "Inside Asia" or his "Inside Latin America."



For several years John Gunther has been reporting and interpreting the war for the Blue Network.

Last January the BLUE scheduled Gunther's commentaries on a regular basis—Friday and Saturday, 7:00-7:15 P. M. PWT—filling out the network's 7:00 P. M. commentary strip.

Within two months Gunther had achieved a 7.3 national Hooper!

In May a national advertiser purchased Gunther's Friday and Saturday periods on 61 BLUE stations from New England to the Rockies. Now this is where you come in.

John Gunther's twice-weekly commentary is available for sponsorship on the 13 stations of the Pacific Blue Network.

Or will be available soon. This is the way it is—with the good wishes of his sponsor, Gunther Clipped to North Africa late in June.

For several weeks keenly analytical, eyewitness stories "By John Gunther, Representing the Combined American Press" have appeared regularly in most American newspapers.

Gunther is due back soon to resume his Blue Network commentary.

In the interim, John W. Vandercook has been pinch-hitting on this commentary. Bearded, ex-globe trotter Vandercook



was in Germany during the invasion of Poland, reported the fall of France, and has been the key-stone of Alka-Seltzer's "News of the World" for three years.

You can now buy Mr. Vandercook on Pacific Blue (covering 95% of the Coast's radio families) and you will "inherit" Mr. Gunther on his return. Cost—only a few dollars more than a home-grown commentator.

Blue Spot Sales in New York and Chicago can give you the details.

PACIFIC BLUE NETWORK

AGENCIES

WILLIAM FRIETSCH, JR. has been promoted to director of research and media of the Ralph H. Jones Co., Charles M. Robertson, Jr., president of the Cincinnati and New York advertising agency, has announced. As manager of the agency's research department for a number of years, under Stanley A. Willer, vice-president, Frietsch has served as counsel on many local and national campaigns.

LT. COL. KENNETH COLLINS, formerly vice-president of Arthur Kudner, Inc., and now in Europe as procurement officer for the Eighth Air Force, has been promoted to Colonel.

HORTON NOYES COMPANY, Providence, has been elected a member of the American Association of Advertising Agencies.

GEYER, CORNELL & NEWELL have been appointed to place the advertising to be used by the U. S. Army Air Force.

FREDERICK R. GAMBLE, of the AAAA, has been named by the Camp Fire Girls Council of Greater New York, as public relations chairman of that organization's current fund-raising campaign.

CAPT. FRANK S. KENT, formerly president of Tracy, Kent & Co., Inc., and now servicing with the U. S. Army Air Forces, has been promoted to the rank of major.

HORTON-NOYES CO., Providence, Rhode Island, has been elected to membership in the American Association of Advertising Agencies.

"Thin Man" May Move

Reported that "The Adventures of the Thin Man" may be moved from its Friday 8:30-8:55 p.m., EWT period on CBS to Sunday night 10:30-11 p.m. effective Oct. 3. Benton & Bowles is the agency. General Foods sponsors for Sanka and Post Toasties.

Wedding Bells

Charles Day of the WGAR, Cleveland, news room was married in Middletown, Ohio, to Dorothy Hauselman of that city on Saturday, Aug. 14. They left for northern Michigan immediately after the ceremony.

Dolly Good, popular femcee for WLW, Cincinnati, "Boone County Jamboree" shows and performer on WLW's "Top o' the Morning" broadcasts has just been married to Lt. Ray Motley of the U. S. Army.

Margaret Farry, of the Blue Network's sales service department, has been married to Lt. LeRoy R. Switzer, of the U. S. Army Air Corps.

Canada Radio Manufacturers Experience War-Order Boom

(Continued from Page 1)

developed in Canada to meet the demands of the radio industry, the output of which has expanded 16-fold since the beginning of the war. They are a dynamometer industry, a ceramic insulation industry, and a crystal industry.

Canada has become a major source of United Nations supply in this field. Canadian invention is responsible for seven major developments in the production of signals equipment. Ranging from a "talkie-walkie" set which one man can operate as easily as a cradle phone, to a super-highpower field wireless station with a radius of more than 100 miles. These products of original Canadian design have so impressed the United Nations that large orders have been placed in

Canada for tens of millions of dollars worth of this equipment.

"All the communication devices for Canadian tanks, ships, planes and motorized vehicles are being produced in volume in this country," Mr. Howe said. "These are the artificial eyes and ears of our armed forces. Optical instruments by the tens of thousands have been produced to date by Research Enterprise Limited, a government owned company producing a great variety of intricate equipment such as prismatic gunsights, clinometers, periscopes, range-finders, dial sights and cathode tubes. This company, which employs 6,800 people, is working on orders for radio and optical equipment totalling more than \$130,000,000."

ANA Membership Grows; Sixteen Companies Added

Indicative of a consistent increase in the membership roster of the Association of National Advertisers, that organization lists 16 firm names in the latest group of companies to have joined the ANA. They are:

Cutler-Hammer, Incorporated, Milwaukee, Wisc. L. P. Niessen, advertising manager, will represent his company in the A.N.A.; Esmond Mills, Incorporated, New York, N. Y., Boughton Cobb, vice-president, will represent his company; Falstaff Brewing Corporation, St. Louis, Mo., Harvey Beffa, first vice-president and advertising manager, will act as representative; Harry Ferguson, Incorporated, Dearborn, Mich., C. W. Stoup, advertising manager, will represent his company in the A.N.A.; Gotham Hosiery Company, Inc., New York, N. Y., R. E. Tilles, president, representing; Hewitt Rubber Corporation, Buffalo, N. Y., Gloria Ennes, advertising manager, will represent her company; Julius Kayser & Company, New York, N. Y., Gay S. Walton, advertising manager, will act as company representative.

Also Mentholatum Company, Wilmington, Del., A. A. Reiff, Jr., advertising manager, will represent his company in the A.N.A.; The Marlin Firearms Company, New Haven, Conn., Leonard Harrison, advertising manager, will represent his company; Minnesota Mining and Manufacturing Co., St. Paul, Minn., C. O. Moosbrugger, advertising manager, Scotch tape division, will represent the firm; Mohawk Carpet Mills, Inc., Amsterdam, N. Y., Howard P. Hildreth, advertising manager, will act as representative; New York, New Haven and Hartford Railroad Co., New Haven, Conn., S. A. Boyer, assistant to the president, will represent his company in the A.N.A.; Phillips Petroleum Company, Bartlesville, Okla., W. R. Lund, advertising manager will represent his company; Seiberling Rubber Company, Akron, Ohio., G. F. Weisenbach, advertising manager, representing; William Skinner &

'Happy Hours,' Navy Show On Mutual Web Saturday

Air Marshal Billy Bishop, Canadian Ace in the First World War, will be guest of honor when a musical pageant, featuring the musical efforts of all branches of the service, will be presented over the Mutual network, Saturday, August 21, from 9-10 p.m., EWT. The spectacle, held in conjunction with the fourteenth annual Chicago Music Festival, will replace Mutual's Saturday feature, "The Chicago Theater of the Air," for this date only.

A broadcast of "Happy Hours," just as it is performed at the U. S. Naval Training Station at Great Lakes, Illinois, with John Carter, Eddie Peabody, and Billie de Wolfe starred, will be one of the features of the Navy's contribution.

Blue Promotes Sweeney As Don Gilman Assistant

West Coast Bureau, RADIO DAILY

Hollywood—Kevin Sweeney, sales promotion manager, has been promoted to assistant to Don E. Gilman, vice-president in charge of the Blue Western Division and will also continue his present duties. Walt Lonner, traffic manager, will also handle service operations.

Albert Moss

Albert Moss, 61, executive vice-president of the Standard Rate and Data Service, died Sunday at the French Hospital. Funeral services will be held today at the Frank E. Campbell Funeral Church, Madison Avenue at 81st Street. Burial will follow at Kensico Cemetery.

Sons, New York, N. Y., R. S. Kilborne, Jr., vice-president, will be company representative, and Taylor Instrument Companies, Rochester, N. Y., W. W. Lockwood, advertising manager, will represent his company in the A.N.A.

NEW BUSINESS

WOV, New York: Kerr's Scotch, through Tracy-Locke-10-minute programs, 78 times; Company, direct, 30-second announcements, 2,808 times; Adler Furs, 10-minute programs, 39 times; Cotton Oil Co., through Locke-Dawson, 15-minute programs, 39 times; Southern Cotton Co., through Tracy-Locke-Dawson, 10-minute programs, 78 times; Par Pictures, through Buchanan, 30-second announcements, six Warner Brothers, through Food and Belding, one-minute announcements, five times; Fair Merc Corp., through Demane Ad, 30-minute programs, 52 times; Theater, through Kayton-Spie, second announcements, 11 Barney's Clothes, through Emil Agency, one-minute announcements, 3,120 times; Barney's Clothes, Emil Mogul Agency, 15-minute programs, 39 times; National Shoe through Emil Mogul Agency, 15-minute programs, 156 times; National Shoe Co., through Emil Mogul Agency, one-minute announcements, times.

New Personnel Appointed In CBS Construction

Roland J. Young has joined CBS construction and building department as manager of construction operations, it has been announced by G. S. McAllister, director of CBS construction and operations. Young comes to CBS with a wide experience as a registered architect and in operations pertaining to construction.

J. H. Swenson, supervisor of CBS maintenance and construction department, and R. A. Trago, assistant supervisor of that department, have left the network to enter the Army, and W. J. Fahey has joined that department, it was announced at the same time by Henry Gross, eastern division operations manager. Both Swenson and Trago have been commissioned captains and have been assigned to the Office of Strategic Service in Washington.

Trago, who had been with CBS for the past ten years, reported to Washington July 26. Swenson to Columbia over twelve years ago and left for Washington Monday, Aug. 9.

David Davis, supervisor of field engineering department, also fills Swenson's position as supervisor of the maintenance and construction department, and H. Silbersdorff, a staff technician in the field engineering division for the past 12 years, has been named assistant supervisor of the maintenance construction department.

The new addition to the maintenance and construction staff is W. J. Fahey, staff technician. Some time ago, Fahey resigned as a transmission engineer with one of the communication companies.

Smith Full Hour Definitely Set Oct. 1

(Continued from Page 1)
 The program will feature a combination of music, drama, comedy and variety. Two regular members of the Smith cast, Jack Miller orchestra leader and comedian Henny Youngman, are on hand as the new stars. Well known stage and screen stars are being signed for appearances on the program. Smith will continue to enter the service through her appearances at camps. During the summer she has already traveled 52,000 miles at a personal cost of \$112,000 to give special shows to more than 1,612,480 soldiers in the Army, Navy and Marine Corps throughout the United States.

Her 13th year as a radio performer will continue on the air for the next two years more under the new contract signed recently with sponsor, General Foods in the interests of Jell-O and other products. She began her radio career on CBS May 1, 1931.

The new program, "Kate Smith with Ted Collins and the Tonnes (WAEC-CBS, Monday-Friday, 12:00 noon to 1:00 p.m. EWT.)."

Rubicam, Inc. handles the new Kate Smith programs.

Edward T. Sandell
 Edward T. Sandell, 74, of CKTB, St. Catherines, died at his home there Sunday.

Work News

Wright, sales manager of Lynchburg, Va., is the proud father of a baby girl. In addition to his sales manager, Wright is also engineering classes at the Bacon Women's College.

A suggestion of a lullaby by Bob Chester's band will be heard Monday night, 9:30 p.m. on the Blue Show, "The Victory Parade Bands," it's because the thinking of his new baby arrived about a week ago. The baby's name is "Jonie."

Director, WGAR, Cleveland, is the father of a 7 lb., 4 oz. baby. The baby has been named after the Taylors' second child.

The Act means nothing to Philadelphia, when it comes to the stork. On Saturday, John Newhouse, staff announcer around Coronas to the arrival of a son. Only later Don Martin, producer, celebrated the receipt of a bundle—a daughter. But both babies weighed 10 pounds, 10 ounces.

★ PROMOTION ★

Westinghouse Reprint

Westinghouse Radio Stations, Inc. is merchandising its advertisement in the August issue of "Fortune" magazine. Ad is printed on the inside back cover and on glossy paper. The cover is the regular "Fortune" cover for August. "Proteus Rides the Air Waves" is the title of the ad, which shows a cut in blue of Proteus with a radio tube superimposed diagonally across his body. "Variety is the spice of radio," informs the ad, "changing its form at will, like Proteus, the living room become news room, concert hall, cathedral, classroom." etc. On the left hand cover is the sales story for the promotion, explaining that to Westinghouse Proteus is symbolic of radio, "the versatile medium that assumes any shape at will," but that the control of this medium is in the hands of stations, "and a responsibility," and that Westinghouse is doing its best to provide the finest programs and audiences.

Tips To Executives

CJAT, in Trail, British Columbia, has a new system of telephone tips-off.

Each week the program schedule is scanned for important lectures, speeches or broadcasts of any kind and a list of local authorities likely to be most interested in such broadcasts is compiled. On the day of the broadcast the secretaries are phoned and asked to leave a note on their employers desk advising him of the broadcast.

Talks on the fuel shortage mean a notification to all fuel dealers; on labor problems a notice to all war plant executives and union officials; by-election bulletins call for a notice to all political leaders.

Re KSO's Dixon

Four-page brochure, introducing Stanley Dixon, Iowa national network news analyst, was released this week by KSO, Des Moines. Outside pages are bright orange, while inside is cream-colored. Type is modernistic black, and trimming is in red.

Dixon's commentary is originated by KSO for 83 Mutual stations. Brochure features slogan, "Plain Talk for

"Bandwagon" Bond Trip

NBC's "Fitch Bandwagon" will broadcast from this Canadian city Sunday, September 12, when it leaves Hollywood for the one day on a special bond-selling mission for the Canadian Government. Guy Lombardo, the Canadian boy who made good in the name band world of the United States, will be featured on the special program, originating in the Maple Leaf Auditorium. Admission to the show will be by Bond only, and Canadian Government officials expect 15,000 purchasers to attend.

The Bandwagon appearance will be sponsored by the entire drug industry of America as a contribution to Canada's Victory Loan Drive. Announcer Tom Reddy and Producer Byron Ward will fly from Hollywood to handle the broadcast.

"120 Minutes"

"120 minutes . . . to measure three million lives" is the striking message in negative print on a magazine-size cover with a background of a huge crowd who seem to be measured by a compass and timed by a chronometer imprint in black with a benday and ink-wash engraving. This is the new WEEI, Boston, promotion to its clients, listing time facts about its coverage.

The promotional magazine is imprinted on heavy off-set paper, utilizing the inside front and back covers with two effective fine screened half-tones of views of Boston and a serene scene of a rolling countryside.

The succeeding pages are effective with their simplicity of type layout, illustrations, and statistics. Intermittently throughout the book, WEEI employs solid black pages with type printed in red, giving the reader a lead to the contents of the succeeding pages.

"Plain People," gives facts of Dixon's background, includes quotes from listeners all over the country, and explains program availabilities. Large pictures are used on pages 3 and 4. Cut-out map of Iowa on front page, allows informal shot of Dixon to show through from page 3.

KBS Adds Nine Stations Raising Its Total To 201

Keystone Broadcasting System has announced that the network has been augmented by the addition of several stations in key points in the secondary market area.

The new KBS affiliates bring the total number of members to 201. The new stations are: KSWO, Lawton, Oklahoma; KOTN, Pine Bluff, Arkansas; WJPA, Washington, Pa.; WRRF, Washington, North Carolina; KPKR, Baker, Oregon; WMRN, Marion, Ohio; WBTA, Batavia, N. Y.; WEGO, Concord, North Carolina; WEED, Rocky Mount, North Carolina.

Burns And Allen Return Over CBS Web Aug. 21

George Burns and Gracie Allen return with their special brand of domestic daffiness on the "Burns and Allen" program Tuesday, Aug. 31, on CBS from 9-9:30 p.m.

Most of the same voices associated with the "Burns and Allen" menage will be heard again this season—"Tootsie Sagwell," "Herman the Duck," "The Happy Postman," and "Nigel Bolingbroke."

Bill Goodwin returns as announcer for the series and Jimmy Cash, tenor, brings the pick of the season's ballads over the air each week.

See Post-War Changes Not Killing Equipment

(Continued from Page 1)

adequate signal strength. This probably will mean higher power and more clear channels for the remaining AM stations," he explains.

"We expect television broadcasting to develop rapidly after the war, along with FM radio broadcasting. Manufacturing experience gained in the production of electronic equipment for war will undoubtedly result in lower-priced television receivers after the war and this, plus public demand, should accelerate the expansion of television service.

"After the war, we expect to continue to build all types of transmitters—FM, AM, television—together with auxiliary equipment."

Thornburgh Holds Confab On Fall Plans For CBS

Hollywood—Donald W. Thornburgh, CBS vice-president in charge of the western division, presided Aug. 12th at a sales meeting of Pacific Coast executives, in Hollywood, to lay plans for the network's 1943 fall season. In attendance were Arthur Kemp, Pacific Coast sales manager for CBS; Harry W. Witt, Southern California sales head; Charles Morin, Northern California sales manager; George L. Moskovics, director of sales promotion for the Columbia Pacific Network, and Jack O'Mara, merchandising manager for Columbia Pacific. Kemp left immediately following the conference to conduct similar meetings in Chicago, New York and St. Louis.

New "Sardi's" Account

Los Angeles—The J. B. Folger Coffee Company of San Francisco has joined the list of participating sponsors of the Blue Network's "Breakfast At Sardi's" program with a thirteen-week campaign which began Aug. 14. The company will sponsor the first 15 minutes of the Saturday broadcasts, from 9:30-9:45 a.m., PWT, on the thirteen Pacific Coast and four Arizona stations affiliated with the Blue. The Folger account was placed through the Raymond R. Morgan agency of Los Angeles.

WANTED

Capable Secretary with station, advertising or trade paper experience.

Call WIs. 7-6336



Coast-to-Coast



ACTION OVERHEAD, demonstration of an air attack on Dayton, Ohio, put on by the U. S. Army Chemical Warfare Service in cooperation with the local Office of Civilian Defense, took place at the University of Dayton stadium yesterday. Show was described over the air by members of the staffs of WING and WHIO, both of Dayton.

Super Save Market of Missoula, Montana, has begun a new series of programs on KGVO, Missoula. Five minutes across the board are utilized for a "lucky listener" angle. Telephone number selected at random is called, and if person called can correctly answer a question about the Super Save Market, cash award is forthcoming. If question is unanswered, half the award goes to the person called, and the remainder into the Jack Pot, which is awarded three times weekly.

MacKenzie Ward, WBBM, Chicago, radio sales, is vacationing in the northwest woods. . . WBBM announcer Cliff Johnson is also vacationing, and Bob Cunningham is assuming Cliff's emcee duties on "Missus Goes to a Party" during his absence. . . Another vacationer from WBBM is Edward Furman, of the local sales department.

WSAL Cincinnati, presented officials of the Ohio Daughters of America in a special broadcast recently. Participating in the program were national counselor, Clara E. Sesher; national vice-counselor, Cora Andriessen, and Mabel Adkins, state counselor for Ohio.

Today's guest on Paula Stone's "Hollywood Digest," over WNEW, New York, is Carole Landis, who has just returned from England, where she has been entertaining American troops. . . Kathryn Cravens, WNEW women's commentator, was one of the judges yesterday, at the Waldorf-Astoria, to select a uniform for the U. S. Nurse Cadet Corps.

During the month of July the Victory Bond Tank operated by WRBL, Columbus, Georgia, reported sales of \$40,780.66, almost ten per cent of the total sold in the entire Muscogee County. . . Gertrude Hanley, musical director of WRBL, has returned from a two-week vacation. . . New

series of narrations is heard over WRBL every Saturday evening during the "Swing Shift" show, a 55-minute ET musicale heard every night from 12:05 a.m. to 1 a.m. Narrations are ten minutes in length and are written, produced and narrated by Sherwood Broome and Ed Hennessy, the latter a WRBL staff member.

Ran Kaler, program director of WFAS, White Plains, New York, is off to Vermont for a vacation, and Josephine Altamuro, secretary to station managing director Frank A. Seitz, is back from a sojourn at Martha's Vineyard. . . Fred Peach, formerly of WTRY, Troy, N. Y., WBRK, Pittsfield, Mass. and WINS, N. Y., has joined the WFAS announcing staff. . . Rawls Hampton is being heard in a weekly quarter hour of poems and philosophy, "Random Thoughts," Wednesday mornings over WFAS.

KSAL, Salina, Kansas, personnel took another shift when ex-Marine Kirk Hammer was called by the Army. He has been succeeded by Ben Greer, who came to KSAL from KICD, Spencer, Iowa. He is working as announcer, actor, control man and newscaster, having gained experience in all sides of radio at KICD. . . Ema Lou Bireline, KSAL continuity writer and broadcaster, has returned from a vacation at her home in western Kansas.

Darragh Aldrich, emcee on "Calling All Women" over WCCO, Minneapolis, Minnesota, is resting at her summer home in northern Minnesota on Lake Superior. . . John Raleigh, WCCO news analyst, is vacationing at French Lick Springs, Ind. . . Governor Edward J. Thye of Minnesota was the principal guest of Larry Haeg, WCCO farm news editor, on a special "Report From the Food Front" program recently.

John Van Swearingen, formerly with WCHV, Charlottesville, Va., WSWA, Harrisonburg, Va., and WINX, Washington, D. C., has replaced Allan Oak on the announcing staff of WGBR, Goldsboro, N. C. Oak has returned to New York. . . Billy Burwell, younger brother of Ted Burwell, formerly program director of WGBR, has joined the engineering staff while his brother is on leave with the Army Air Forces. . . Billy Haire, assistant chief engineer, has resigned to join the Civil Air Patrol.

Eddie Lee, one-man show from Detroit, Michigan, has joined WKY, Oklahoma City, Oklahoma. He was followed by Marjorie Howard, style consultant from New York, and in two weeks comes organist Edna Sellers from Chicago's WGN and NBC.

Two former Omahans, now network actors, returned to Omaha to audition "The Adventures of Omar," which will be heard over KOWH and KOIL beginning September 18. They are Louise Fitch, heard in "That Brewster Boy," and Ray Suber, heard in "The First Line."

After a two-week vacation, Lisa Sergio, WQXR, New York, woman news commentator, has resumed her weekday evening "Column of the Air" broadcasts. During her absence, this spot was filled by Lester Velie, WQXR's war economics commentator who is heard regularly every Tuesday at 10:30 p.m. Miss Sergio will not resume her Monday and Friday 10:00 a.m. broadcasts until September. . . Duncan Pirnie, WQXR announcer, left Sunday for a three-week vacation.

Newest addition to the WTMJ-W55M, Milwaukee, Wisconsin, staff is Paul Coates. Recently discharged from the service, he is now promotion manager for the stations.

Bea Wain and Jerry Cooper, singing stars, join the Army Air Force's recruiting drive for volunteers in the Aircraft Warning Corps, when they combine their talents on the "Army Air Force Salutes" tonight over WMCA, New York. Also appearing on the show will be the minstrel duo, "Mollasses 'n January," and William S. Gailmore, news commentator.

Vacationing from KMOX, St. Louis, Mo.: Wendell B. Campbell, assistant manager, is fishing in Michigan; Vi Mathae, secre-

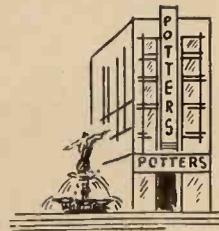
tary to Carter Ringlep, radio representative, has gone to Chicago. . . Cornwell, program director, McSkimming of the continuity department are resting at home. . . Barrington has joined the KMOXing staff. Barrington formerly on WORL, Boston; WLAW, Mass.; KOB, Albuquerque, N. M.; and KSD, St. Louis.

Claire and Merna Barry, singing duo, have returned to "Dodgers," over WHN, New York, following a week-end appearance on War Bond Benefit and Albany, New York.

"Farragut Calling," a weekly viceman musical show heard on Coast from Farragut Naval Training, Idaho, through the facilities Spokane, Wash., trots out an list of performers for its Sunday shows. The "Topsiders," a seven band, is made up of artists from of the compass. Leader is Jimmie one time first-trumpet man w Dorsey and Les Brown. Trumpet R. Vesely, formerly played w Goodman, Fred Waring, Artie Ben Pollack bands. Many other equal calibre make up the the "Men-of-Note," bluejacket group.



for THE POTTER SHOE COMPANY



"Potter's" has been a leading Cincinnati shoe store for 76 years . . . known for listening as well as walking habits of Cincinnatians.

Current advertising problem—to keep the name "Potter's" fresh in the minds of Greater Cincinnati people. Have chosen WSAI exclusively to do this important advertising job.

BASIC BLUE NETWORK STATION
Nat'l Reps. SPOT SALES, INC.

New York, Chicago,
San Francisco

WSAI

| | | | | | | | | | | | | | |
|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1943 | | | | | | | | | | | | | |
| BIRTHDAYS | | | | | | | | | | | | | |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |

August 17

"Uncle Don" Carney Mae West
Abram Chasins Freda Gibson
Claire Glazer Axel Gruenberg
George Howard Arlene Johnson
Donald Kraatz Frederick W. Ziv

Cites OWI's Radio Power

Public Sessions Before FCC Sept. 10

Washington Bureau, **RADIO DAILY**—The full FCC Commission will sit on Sept. 10, for public sessions in the application for transfer of licenses of WJZ, New York; WGN, Chicago; KGO, San Francisco; and relay stations from the Blue Network to the American Broadcasting Company. The setting of hearing is of particular significance since it is expected that the proposed sale, valued at \$8,000,000 would be set for Sept. 10.

(Continued on Page 2)
 Buy More War Bonds and Stamps

Appoints Combs to Head Special Events

George Combs, the station's news manager, has taken over the management of the Special Events Department, which will be operated as a separate unit. The publicity department will function separately. The announcement of the station's more detailed coverage of the special events will be made after Labor Day, but it is understood that the station may hold hitherto dominated by news.

Buy More War Bonds and Stamps
Gildersleeve" Returns to NBC Web August 29

"Great Gildersleeve," sponsored by Kraft Cheese Products, returns to the air, after a summer layoff, on Sunday, August 29, at 6:30 P. M., over the NBC network. Peary, who spent his radio career working in pictures at RKO, will play the title role. J. Walter is the agency.

Book Thirst

"Are You a Genius?" program just given away the two-volume H. W. Winston Encyclopedic Dictionary to listeners as an award for questions used on the air. Since it made this offer, the network has been getting an average of one hundred to two thousand letters a week from people who want to win a dictionary. Show is an educational feature.

Doubtful
 H. V. Kaltenborn may have to hire a smart analyst to interpret news item from the West Coast. It seems a prof at California Tech conducted a private poll on radio commentators. Kaltenborn received 1st place as best informed commentator; 2nd place as most respected commentator; and 2nd place also as biggest stuffed shirt. What HVK wants to know is: Is this good?

Five CBS Commercials Adding New Affiliates

That clients are continuing to expand networks along with the addition of new affiliates by the webs is indicated by two CBS accounts adding the new affiliates to five of their programs. R. J. Reynolds Tobacco Co. is adding eight outlets to three of its shows and American Home Products 10 stations to two of its daytime serials. Latter sponsor had all.

(Continued on Page 6)
 Buy More War Bonds and Stamps

"American Town Meeting" Sets Two London Cut-Ins
 For the first time "American Town Meeting of the Air" will do a trans-Atlantic two-way program with part of the audience in London and the other part here in Town Hall. Two shows have been set for this innovation, the first to be heard on Thursday, Sept. 30 and the second same.

Waste Paper Campaign Set; Radio Not Among Paid Media

Lloyd To Treasury Dept. During War Loan Drive

Ted Lloyd, in charge of radio department for 20th Century-Fox Film Corp. has been appointed to represent the Treasury Dept. in Hollywood during the forthcoming Third War Loan Drive. He will report in Hollywood this week-end and serve as liaison officer between the Treas-

(Continued on Page 2)

Witness At Probe Of FCC Says Agency Had Free Hand In Removing Station Personnel; Rep. Cox Presides

Sharp Upward Swing In Blue Sales Curve

According to a report of the Blue Network's progress in 1943 made yesterday by research manager Edward F. Evans to Fred Thrower, vice-president in charge of sales, the sales curve will shoot sharply upward during the second half of the year, in view of the ten additional programs signed up for July, August and September and

First National Stores On New England Network

The New England Regional Network will carry the first in a series of new programs, "First National's Wartime Food News," September 14, over six stations at 9:30 p.m. for 15 minutes Tuesdays through Fridays. Badger & Browning handled the ac-

Hamilton Replaces Turner As NBC ET Program Mgr.

Morris W. Hamilton will replace Oscar Turner as program manager of NBC's radio-recording division. C. Lloyd Egner, vice-president of the

(Continued on Page 2)

The ability to remove station personnel without jurisdiction was credited to the OWI in the person of Lee Falk yesterday at the Cox Committee hearing investigating the FCC. In the presence of Rep. Eugene Cox, chairman of the committee, who presided at the hearing, James A. Guest of the FCC N. Y. Field office testified that George Bruenner, a citizen of the U. S. for twenty years was taken off the air at WBNX at the request of Lee Falk after an investigation

Radio News Committee May Be Set Next Week

Washington Bureau, **RADIO DAILY**—Washington—Make up of the NAB Radio News Committee will be announced next week, it was believed here yesterday. Members have been chosen but acceptances have not yet been received from all. The committee which will study the whole matter of radio news broadcasts has

War Leaders Will Speak At 'E' Award Ceremonies

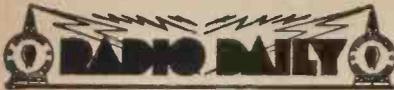
War leaders of six United Nations will speak on the broadcast of the ceremonies presenting the Fourth Army-Navy "E" Award to the Bridgeport Brass Company which will be heard over WOR and the Mutual net-

(Continued on Page 2)

Ceremonies

It's Lodi today and Lido tomorrow for the WJZ "Victory Troupe." The entertainers will participate today in the ground-breaking ceremonies for the new WJZ transmitter at Lodi, N. J. Tomorrow they will perform for the men of the Navy base at Lido, L. I. Attending the Lodi ceremonies today will be Mark Woods, Edgar Kobak, John McNeil, Bob Hutton and George Milne.

(Continued on Page 4)



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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 August 17)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 154 1/8 | 153 1/2 | 153 3/4 | - 1/8 |
| CBS B | 21 7/8 | 21 1/8 | 21 7/8 | 0 |
| Gen. Electric | 37 1/2 | 36 3/8 | 37 | + 1/4 |
| Philco | 22 3/4 | 22 1/2 | 22 3/4 | + 1/4 |
| RCA Common | 9 7/8 | 9 3/4 | 9 3/4 | + 1/8 |
| RCA First Pfd. | 69 3/4 | 69 3/4 | 69 3/4 | + 1/8 |
| Stewart-Warner | 11 7/8 | 11 5/8 | 11 5/8 | + 1/4 |
| Westinghouse | 94 1/8 | 92 3/4 | 93 1/2 | + 3/4 |
| Zenith Radio | 32 7/8 | 32 1/4 | 32 7/8 | + 1/4 |

OVER THE COUNTER

| | Bid | Asked |
|------------------------|--------|--------|
| Farnsworth Tel. & Rad. | 8 3/4 | 9 |
| Stromberg-Carlson | 10 5/8 | 11 5/8 |
| WCAO (Baltimore) | 20 | 23 |
| WJ (Detroit) | 27 1/2 | 29 |

Lloyd To Treasury Dept. During War Loan Drive

(Continued from Page 1)

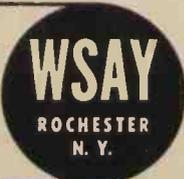
ury Dept. and the War Activities Committee of the motion picture as well as radio industry. His work will be under the joint direction of Vincent F. Callahan, director of press and radio for the War Finance Division of the Treasury, and Carlton Duffus, associate field director in charge of special and other activities. Lloyd is loaned to the Treasury through arrangement with Hal Horne of 20th Century-Fox.

Blue Public Sessions Before FCC Sept. 10

(Continued from Page 1)

a public session. FCC does not pass on sale of the network, but it does pass on sale of the stations. Authority to send to Canadian stations is also involved.

COVER THE 3rd LARGEST MARKET IN THE COUNTRY'S GREATEST STATE OVER STATION



Hamilton Replaces Turner As NBC ET Program Mgr.

(Continued from Page 1)

NBC recording division, announced yesterday. Turner resigned to assume a special assignment with the Office of War Information. Norman Cloutier has been appointed manager of Thesaurus program, assuming responsibility for all recording copyright matters.

Hamilton had joined NBC in 1931 as a music program builder for the succeeding five years he was responsible for the "Morning Parade" programs. In 1936 he was moved to director of production, holding the position until 1939 when he resigned to free lance production on commercial programs such as "Cities Service," American Album of Familiar Music," and other features. However, he returned early this year as a member of the production staff until Egner's appointment yesterday.

Oscar Turner was appointed Thesaurus program manager in March, 1943 when Reginald Thomas left to enter the Navy. Prior to that he had joined the Thesaurus staff in 1936 as script writer and production man, continuing in that position until he was made assistant program manager in 1939.

Cloutier began his services with NBC in 1936 as staff conductor, becoming widely known for the series, "Norman Cloutier Presents." In 1941 he joined the music rights staff under Thomas Belviso to carry out special work in connection with BMI and Ascap. A year later he moved to the radio-recording division as conductor and producer.

Morris On WHN 'Unity'

Newbold Morris will speak on "Unity at Home—Victory Abroad" over WHN today during the "Commentators' Round Table" program. He will be joined by George Coombs, Sid Walton, Lewis Gannett and Father Kernan.

Stork News

It's a second daughter, Paula, at the home of the George Menards. Daddy is announcer and farm reporter on WLS, Chicago.

War Leaders Will Speak At 'E' Award Ceremonies

(Continued from Page 1)

work, Saturday, August 21, from 5:30-6 p.m., EWT.

Rear Admiral W. H. P. Blandy, Chief of the Bureau of Ordnance of the U. S. Navy, and Maj. Gen. Safford, U. S. Army, will represent the United States.

Maj. Gen. Sir Walter Benning, Great Britain; Vice-Admiral Raymond Senard, France; Col. Ilya Farayev and Capt. Ivan Yegorichev, Russia; Roy G. Peers, Director of the Department of Munitions and Supply for Canada, and Maj. Gen. Chu Shih-Ming, China, will speak for their respective nations.

The program will take the form of a United Nations salute to industry, labor and management.

More than 20,000 employees and their families will attend the ceremonies which will originate at Pleasure Beach Park, Bridgeport, through the facilities of WICC.

First National Stores On New England Network

(Continued from Page 1)

count for the First National Stores, Inc.

Featuring Gretchen McMullen, New England food authority and broadcaster for the past 15 years, the program will be heard on WBZ, Boston, where the broadcast will originate; WCSH, Portland; WJAR, Providence; WLBZ, Bangor; WTIC, Hartford, and WFEA, Manchester, N. H. Miss McMullen owned and operated the Gretchen McMullen Laboratory Kitchen for food testing in Boston.

Polly Hart To Blue Web In Station Relations Dept.

Polly Hart, has joined the Blue Network as special assistant to John H. Norton, Jr., manager of station relations dept. Miss Hart for eight years was secretary and general assistant to Fred Weber, general manager of Mutual.

COMING and GOING

MILLER MCCLINTOCK, president of and TOM SLATER, director of special leave today for Washington, D. C., who will attend a luncheon tomorrow with tary Morgenthau regarding the Third War drive. They will return tomorrow night.

W. H. SUMMERVILLE, general manager of WFL, New Orleans, has arrived from L for a few days on station and network.

BILL HUGHES, commercial manager of Corpus Christi, Tex., is on a short trip to New York.

ADDIE AMOR, assistant night program manager of the Blue Network, is back from week vacation spent near Brewster, N. Y.

LEONARD D. CALLAHAN, general manager of Sesac, has returned from Washington, where he conferred regarding plans for Third War Loan campaign.

KINGSLEY HORTON, assistant manager of WEEI, Columbia OGO outlet in Boston, yesterday at network headquarters.

HARRY H. HOESSLY, sales manager of Columbia, Ohio, is in New York for conference with the local representatives of the station.

B. J. HAUSER, sales promotion manager of the Blue Network, returns today from week trip through the Midwest.

GEORGE W. JOHNSON, station manager of KTTA, San Antonio, has joined the contingent currently in New York on business.

INGHAM S. ROBERTS, station manager of KCBS, Harlington, Texas, is here for the local reps.

JOHN T. HOPKINS, III, station manager and chief engineer of WJAX, Jacksonville, Fla., is on a short business trip.

Wedding Bells

The engagement has been announced of Barbara Mary Weintz, daughter of William H. Weintz, head of the advertising agency, to Lt. Arthur Horn, son of the U. S. Army Air Forces, stationed in Alaska.

"SELLING" MANPOWER

Radio has sold a lot of things! Now in Baltimore WITH is getting sorely needed manpower for contractors. Carpenters, machinists and laborers, about as scarce as hen's teeth, in this boom market, respond to WITH appeals.

How fast? Well, on more than one occasion, the sponsor secured the necessary help with the first four spots of the contract!



IN BALTIMORE
TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

AD MEN!
WANT TO ENTER
A CONTEST?

Help us actually put the KFEL call letters to work in the War Effort— Use them in a 4-Word Slogan.

\$100 WAR BOND

FOR THE SLOGAN WE LIKE BEST \$50 AND \$25 BONDS For the Two Next Best

NO RULES! Just write it on anything and mail to GENE O'FALLON—KFEL, DENVER

A contest must close sometime—let's make it September 15



Still

**RADIO'S
NO. 1
SALESMAN**



Through this microphone pass the most effective commercials in radio

MARTIN BLOCK'S "Make-Believe Ballroom" on WNEW *still* sells more products for more advertisers than any other program in radio—in or out of New York.

Some advertisers buy *only* "The Make-Believe Ballroom" to sell New York—and some rely on Martin Block to reinforce their network coverage.

Some advertisers have been using "The

Make-Believe Ballroom" for all of its nine years—and some have just discovered it.

From 10:00 to 11:30 a.m., and from 5:30 to 7:30 p.m., "The Make-Believe Ballroom" is *still* New York's favorite program six days a week.

And with its rating at an all-time high, the "Ballroom" is *still* the No. 1 buy in the No. 1 market.

WNEW

501 MADISON AVENUE • NEW YORK, N. Y.

Serving New York and New Jersey Twenty-Four Hours a Day

NATIONALLY REPRESENTED BY JOHN BLAIR & COMPANY

Chicago

By FRANK BURKE

WLNS National Barn Dance returns again to the scene of its early triumphs when the program originates at the Eighth Street Theater starting Saturday, Sept. 11. The show first moved into the Eighth Street Theater in March 1932, and last August moved out to make way for the Army Air Force Technical Training Command. Since then it has been broadcasting from the Civic Opera House.

Dale O'Brien, publicity director of WGN, inviting the press to be his guests at the Washington All Star football game at Northwestern University, Evanston, next Wednesday, August 25.

Ben Markland, who conducts WGN program on war gardening, "Know Your Onions," got an assignment to prepare an 8,000-word article on dogs for the Encyclopedia Britannica.

Local Loan Co., through their agency Van Hecker-MacLeod, Inc., have renewed their 15-minute news period on WGN, Monday through Friday, for an additional 52 weeks effective August 16.

Members of WGN staff on vacations this week include Kenneth MacGregor, program director, Jess Kirkpatrick, announcer.

Don Dowd, Blue Network announcer, passing out cigars in celebration of the arrival of Elizabeth Maurer Dowd, seven pounds, two and one-half ounces, at the Swedish Covenant Hospital. Mother is former radio actress, Betty Anne Brown.

Pabst Brewing Co., sponsor the play by play broadcast of the college all-star football team against the Washington Red Skins at Northwestern University on Wednesday, August 25. Harry Wismer engaged for the announcing job.

Set Waste Paper Advt.; No Mention Of Radio

(Continued from Page 1)

according to Norman F. Greenway of Robert Gair, Inc., chairman of the eastern committee of the Waste Paper Consuming Industries, the 12 cities where paid advertising will be used are: New York, Philadelphia Baltimore, Rochester, Boston, Richmond, Va.; Charlotte, N. C.; Atlanta, Buffalo and Hartford, Conn.

Greenway pointed out that the waste paper shortage is more critical than at any time since the war began, and reasons why the shortage existed, but in no instance mentioned radio, either as an aid much less as a paid medium.

—RECORD DUBBING OUR SPECIALTY—

Advertising — novelty — pictorial records on unbreakable transparent plastic.

DUPLI-KUT RECORD CORP.
236 W. 55th St., N. Y. C. Cl. 6-4288



Notes From A Ringside Seat . . . !

● ● ● Due to a last minute switch, Carole Landis, the screennotable, will be starred Friday, in a radio version of "Love Crazy," on the CBS Playhouse rather than the originally scheduled "The Lady Eve" . . . George F. Putnam, NBC Newscaster, has been engaged to deliver a talk on "Up-to-the-minute-news," Sept. 22, to members of the Advertising Club of New York, the first of his calling to be "recognized" by that Group . . . William Norins, manager of WBYN, has assured the War Department that through the co-operately-sponsored program, "Send 'Em Smokes," at least 100,000,000 cigarettes will be shipped to Fighting Yanks stationed all over the globe . . . A fantastic tale of the deep, titled "Land of the Lost," authored by Isabel Manning Hewson and Cyril Armbrister, will be 'sneak- previewed' over the Blue Net, Sunday, Sept. 5 . . . The day following her first appearance on the CBS Show, "Calling America," lovely Joan Brooks was re-signed to "Guestrill" on that program two succeeding weeks . . . Kate CBSmith will write a monthly feature for True Story Magazine, the initial stanza to appear in the November issue . . . Sam Fuller, Director at Young & Rubicam, has been commissioned a Lieutenant (i.g.) and reports to the Navy, Aug. 28 . . . The Arnold Michaelis' (he's the director of the Blue Net show, "Cohen the Detective,") are expecting a return visit from Sir Stork . . . due about Oct. 20.

● ● ● There's a reason for Bob (Thanks to the Yanks) Hawk's perfect diction and extensive vocabulary . . . the quipcase, at the age of 18, taught English to Junior H. S. Students in his home town of Creston, Iowa . . . Adrian Samish, Production Editor and Director of the "March of Time," NBC Current Events program, has been selected to act as one of the American Theater Wing Judges, to find the winning sketch, song and playlet, respectively . . . those chosen will be aired on his program during the first three weeks of January, next . . . Kay Lorraine will be heard on the "Raymond Scott Presents" CBSyncopations for five more Tuesday nights . . . this team was co-starred on the "Hit Parade," for a year in 1939-40 . . . Bob Kerr has sold the harmonies of Hi, Lo, Jack and the Dame to Columbia Pictures and accompanies the quartette to Hollywood Sunday . . . he'll return to Gotham middle of next month.

● ● ● Radiokays to: Sara Berner, Verna Felton, Lurene Tuttle, Helen McNeer, Edna Payne and others of the Radio Women's War Service Committee, who do so much to entertain, send gifts and Radio Trade journals to former Radio folk, now in the armed forces . . . to Arthur Q. Bryan for writing special material and personally appearing with members of the aforementioned committee, at isolated camps and bases . . . to Conrad Thibault, who between broadcasts, these past three months, has already flown 75,000 miles to sing at Army camps . . . to Vi and Vilma Vernor, the Victory Twins, who even now are 'somewhere in South Pacific' with songs from home . . . to emcees and femcees of radio shows, who invite members of our armed forces, select so many of them to participate on their programs and not only give the lads and lassies something 'different' in the way of thrills but actually make it easy for them to win prizes, gifts, etc. . . the fact that there are so many individuals who merit this 'low bow', thus making it impossible to list their names in this space, speaks eloquently of Radio's splendid efforts on behalf of both civilian and Armed Forces Morale-Building . . . Comic Jerry Lester, re-booked into the Strand Theater, Aug. 27 . . . Marian Young, WOR's Martha Deane, celebrates two years on that show, today . . . Jackson (The Cisco Kid) Beck and Dave Harmon are collabbing on a play titled, "I Ain't Talkin'" . . . Joey Nash, tenoriole, has been rejected by the Army . . . Marilyn Day, former Johnny Long vocalovely, leaves this week for the Universal Lot on the coast . . . Patti Dugan replaces her.

—Remember Pearl Harbor—

San Francisco

FORMERLY heard on KSF, Williamson's Sunday night "What's the Name of That" is now on KFRC and coast side of the Don Lee network every day night. Show, originated by Williamson seven months ago in Seattle, features a studio audience guessing the titles of songs by George Wright on the radio. Guessing the song is not enough to win the prize, however, as the contestant must then be able to sing the three bars.

Larry Smith, KFO's No. 1 commentator and one-time INS correspondent in Tokyo, is substituting on the coast network Monday, Tuesday, Wednesday and Friday for Fleeta Lawton, Hollywood commedian who is on a six-week leave of absence to observe the European front at first hand. Smith continues to air his regular commentaries which are heard on Mondays through Wednesdays over KPO.

H. J. Feeney Leaving For Service In The Army

Harry J. Feeney, Jr., of the Press Information Department for the past year, enters the Army Service on August 28. He reports for duty at Camp Upton on that date.

Prior to joining CBS, Feeney was a staff member of the New York "Post" for five years. He worked the night desk of the Post for several years and later was assigned that paper to general news reporting and feature writing. Feeney is credited with having obtained the first and only interview from Charlie Chaplin, Jr.

Feeney came to CBS in 1942 and for a brief period had the publicity of WABC, CBS' New York City outlet. Recently he has been publicizing the program of Columbia's Department of Education.

YES

FUNNY MONEY

is still available for many choice markets although now on 58 stations. Inquire

ALLEN A. FUNN

Radio Productions

52 Vanderbilt Ave.

RADIO DAILY

AGENCIES

HOUSING WEEK, planned by National Housing Agency in cooperation with the War Advertising Council and having for its purpose providing of improved living conditions for war workers, will be promoted through the medium of an advertising campaign which will start in September. It is expected that the campaign will have the co-operation of many and business firms through advertising. Theme of the campaign will be "Share Your Home."

FREDERICK R. GAMBLE, manager-director American Association of Advertising Agencies, announces that he has secured Victor Schwab of New York and Beatty, and Herbert Chaffin, to serve with him on the public relations committee for the fund-raising campaign of the Fire Girls Council of Greater New York.

EST C. ALLEN, of the art staff of New York, Louis and Brorby, has been accepted for service in the U. S. Army. He has left for Camp Grant, Illinois.

WETH R. McMATH has joined the Jones Company as a member of its planning board.

PH I. PALISTRANT has been named director of the drug and cosmetic department of Blackett-Sample & Co. He formerly was associated with Frederick Stearn & Co., manufacturing chemists of Detroit.

Rocky Piano Series Starts Sunday On CBS

Brotsky, CBS pianist, broadcast his first in a series of weekly broadcasts Sunday, August 22, from 10:30 a.m. to 11:30 a.m. EWT. Brotsky has been associated with CBS for some time and has broadcast many series on the network, including one that embraced major piano works of Brahms, Liszt and others which featured contemporary music.

Brotsky also has been heard with the New York Broadcasting Symphony on many occasions.

Bergen On BBC

It was announced this week that it will broadcast the Edgar Bergen and Charlie McCarthy show as a regular feature. British broadcast will include a recording of the weekly show, sponsored by Chase & Sanborn, heard Sundays at 8 p.m. The inaugural BBC broadcast takes place this Friday.

You Met the Voices

BERT MACK

?

LEX. 2-1100

☆☆ **GUEST-ING** ☆☆

INA RAY HUTTON and **ED BUTTNER**, on the "Take-A-Card" quiz program, today (WOR-Mutual, 8:30 p.m.).

BERT (MAD RUSSIAN) GORDON, on the Jack Carson show, today (WABC-CBS, 9:30 p.m.).

LT. WILLIAM GARRETT, veteran of the American air raid on Rome, on "Soldiers With Wings," today (WOR-Mutual, 9:30 p.m.).

SUZANNA STEN, mezzo-soprano, on "Great Moments in Music," today (WABC-CBS, 10 p.m.).

MARY MARTIN, vocalist, and **MAURICE ROCCO**, pianist, on the "Cresta Blanca Carnival," today (WABC-CBS, 10:30 p.m.).

JEAN GORDON, publicity director for Warner Brothers, on Alma Kitchell's "Meet Your Neighbor" program, today (WJZ-Blue Network, 12:15 p.m.).

KAROLE SINGER, vocalist, on the "South American Serenade," tomorrow (WOR-Mutual, 11:30 p.m.).

JAY ALLEN, foreign correspondent and author, and **WILLIAM B. ZIFF**, aviation expert and military analyst, discussing "Should the United States Give Up Its Foreign Military Bases After the War," with **DR. ARTHUR E. BESTOR**, president of Chautauqua and member of the board of trustees of Town Hall, substituting for **George V. Denny, Jr.**, as moderator, on "America's Town Meeting," tomorrow (WJZ-Blue Network, 9:30 p.m.).

JOAN BLONDELL, **MORTON DOWNEY** and **CONNIE HAINES**, at the "Stage Door Canteen," tomorrow (WABC-CBS, 9:30 p.m.).

BENNY GOODMAN, on Bill Stern's "Colgate Sports Newsreel," Friday (WEAF-NBC, 10:30 p.m.).

ILONA MASSEY, on "Double or Nothing," Friday (WOR-Mutual, 9:30 p.m.).

CAROLE LANDIS and **JERRY LESTER**, in an adaptation of "The Lady Eve," on the "Philip Morris Playhouse," Friday (WABC-CBS, 9 p.m.).

DR. DAVIS BLOM, attending dermatologist at Sydenham Hospital, and **GARTH CATE**, former travel promotion manager of the New York "World-Telegram," discussing "The Care of the Skin in Summertime," on "Highways to Health," Saturday (WABC-CBS, 1:45 p.m.).

JAY C. FLIPPEN, on "Nellie Revell Presents," Saturday (WEAF-NBC, 10:30 a.m.).

NELSON A. ROCKEFELLER, coordinator of Inter-American Affairs; **DR. LEO S. ROWE**, director general of the Pan-American Union, and **ARCHIBALD MacLEISH**, Librarian of Congress, discussing "The Role of the Americas," on "For This We Fight," Saturday (WEAF-NBC, 7 p.m.).

DR. MARTIN G. LARRABEE, of the Johnson Foundation, University of Pennsylvania, and **JOHN D. BERGDOLL, JR.**, chief engineer of the York Corporation, on "Adventures in Science," Saturday (WABC-CBS, 1:30 p.m.).

BRIG. GEN. CLAYTON S. ADAMS, director of the U. S. Army Postal Service, on Billie Burke's "Fashions in Rations," Saturday (WABC-CBS, 11:30 a.m.).

CARROLL GLENN, violinist, and **SGT. EUGENE LIST**, pianist, artists married on Monday of this week in New York City, in joint appearance on Coca-Cola program, "The Pause That Refreshes on the Air," Sunday (WOR-Mutual, 4:30 p.m.).

WANTED

Capable radio dramatic writer with Network experience. Full time position. Salary approximately \$100 per week. Write **RADIO DAILY**, Box 732, 1501 Broadway, New York City.

NBC BASIC STATION IN THE "LAND OF PLENTY"

5000 WATTS DAY & NIGHT



WILMINGTON DELAWARE 1150 KC

Sales Representative **PAUL H. RAYMER**

Sharp Upward Swing In Blue Sales Curve

(Continued from Page 1)

the six regular programs due back on the air in the fall after a summer hiatus.

The outlook for the second six months of the year promises an even more favorable record than the first half, when one-quarter of the Blue lineup of 36 sponsored programs were newcomers to the network.

As the report pointed out, the Blue in July had a total of 68 evening commercial quarter hours sold as against 39 a year ago—an increase of 74 per cent. Again, the average number of stations per evening commercial quarter hour in July is 94 as against 76 a year ago—an increase of 24 per cent.

Overall Picture

An overall picture of progress in 1943 is contained in a chart showing the increase in total sponsored station hours, month by month, for the first eight months of the year, as compared with 1942, based on a check of a sample week in each month. For example, while January showed a 20 per cent gain over the previous year, the increase for August is 227 per cent.

New programs signed up for July, August and September are "That's A Good One," Adam Hat Stores, Inc., Sept. 12; "Noah Webster Says," Bristol-Meyers Company for Minit Rub, July 6; "Fitch Bandwagon," J. W. Fitch Company, Sept. 8; "Breakfast Club," Kellogg Company, July 5; "Hot Copy," O-Cedar Corporation, August 29; "Leon Henderson," O'Sullivan Rubber Company, August 14; "What's New," RCA Manufacturing Company, Sept. 4; "Revlon Revue," Revlon Products Corporation, Sept. 30; "Adventures of Nero Wolfe," J. B. Williams Company, July 15; "Kellogg News," Kellogg Company, August 9.

Due Back After Summer

Programs off for the summer and due back on the Blue in the Fall are "Duffy's," Bristol-Myers Company; "Dick Tracy," Sweets Company of America; "True or False," J. B. Williams Company; "Terry and the Pirates," Quaker Oats Company; "Musical Steelmakers," Wheeling Steel Corporation, and "Dorothy Thompson," Trimount Clothing Co.

During the first three months of the year the Blue added "Morton Downey," Coca-Cola Company; "Alec Templeton Time," Dubonnet Corporation, and "Where Dc We Stand," Clark Chewing Gum Company. In the second three-month period, the Blue added "Here's To Romance," Bourjois, Inc.; "John Vandercook," General Mills, Inc., for Wheaties; "Baby Institute," H. J. Heinz Company; "Chamber Music Society of Lower Basin Street," Andrew Jergens Company for Woodbury Soap; "Breakfast at Sardi's" sponsored by Kellogg's Pep, and the same program by Minute Man Soup.

Five Shows Former Sustainers

It is interesting to note that five out of the six programs added in the second three-month period were former Blue Network sustainers.

OWI Had Free Hand In Radio Witness Tells Cox Committee

(Continued from Page 1)

of Bruenner by the FBI and the FCC failed to reveal any incriminating pro-fascist or Nazi leanings.

At one point in Guest's testimony regarding the investigation of Bruenner, Cox interrupted and said, "What did you have in mind with these investigations... these were people making a living, were you trying to protect the war effort?" Guest replied that he was interested in protecting the war effort.

Guest testified that W. C. Alcorn stated that Bruenner was taken off the air as a result of a conversation with Lee Falk. Alcorn protested the action and said there was no valid reason for his being taken off the air and that Falk never gave him any substantiating facts for the removal. Guest stated that "Alcorn was burned up about it."

In interrogating Guest about the report of the FBI files, Garey couldn't get Guest to reveal the contents of the file on the grounds that it was in violation of the confidential nature of the reports. But it was disclosed that Falk appealed to the FBI to remove Bruenner which the FBI refused.

Asks About "Working Agreement"

Cox asked Guest at this point whether "in running down and crucifying poor devils was there a working agreement with OWI and FCC?"

Guest flared up and replied that "the FCC didn't persecute any one, and furthermore I believe Bruenner should be on the air!"

Garey charged that the FCC used unethical methods in extracting information pertinent to station employees by using informers, a word which Guest vigorously objected to. It was pointed out that Ralph Weil of WOV had sent in information concerning the activities of other stations, and that Guest approved what Weil was doing. It was also disclosed by Garey that Duccio Tabet of WOV was also engaged in sending in information to the FCC. One of his reports, a 15-page memo, criticized the station and its personnel.

Garey characterized the invasion of stations as a "private war constituted by the War Problems Division of the FCC in their brief moment of power."

Charges "Misinformation" Used

It was also revealed by Garey that the OWI and the FCC relied on misinformation in making some of their many decisions. In referring to the WOV ownership transfer, James P. Warburg of Co-ordinator of Information wrote to Allen Cranston of the Foreign Language Division of the Office of Facts and Figures that the station shouldn't be sold to a Mr. Balbo of the Balbo Oil Co. Actually the Balbo Oil Co. is owned by the Mester Brothers. Warburg continued and said that both Balbo and Andrea Luotto, who was to manage the station, are said to have fascist leanings. He suggested that Cranston look into the matter with the object of preventing its sale and use the applica-

tion of the license as a probable means of preventing the sale to people whom Warburg thought undesirable.

Testimony pointed out that the FCC had used as a source of information, Herman Wolfgang, who was a self-admitted dope addict since the age of twenty-one, and described in New York police files as a dangerous person suffering from delusions. He had been committed to Bellevue for observation and later committed to Brentwood, an institution for mental and nervous disorders.

Dropped "Like Hot Potato"

Part of Wolfgang's information was used as a source for any proposed action against Bruenner. Later Guest said that he dropped Wolfgang "like a hot potato" when he checked into his history after he doubted the credibility of Wolfgang's story. But Garey unwilling to let Guest off the hook read a memo of Guest's to Marcus Cohn of the FCC to the effect that, "he wasn't willing to give up the ship" on some of Wolfgang's testimony because Dr. Worthington of the Pilgrims State Hospital, a division of Brentwood, said that not all of what Wolfgang said was untrue as he did have lucid moments.

Worthington's report did state that he considered Wolfgang undesirable but not insane and that he should be deported when the war was over.

The New York police record stated that Wolfgang showed definite indications that he was working for the German Gestapo, although he acts anti-Nazi. That "he had a lot of phony newspaper credentials, some of them outright forgeries."

Luotto Questioned

Garey questioned Stefano Luotto regarding his removal from the air in 1942 from WGES at the request of John Dyer who asked him "to tip-toe off the air" because if he kept him on his license would be in jeopardy.

Luotto testified that he never was a fascist although he admitted belonging to the Dante Alighieri Society of Chicago which he emphatically stated was not fascist or a political organization of any kind. That its meetings were of a cultural nature. He did say, however, that the Italian Consul of Chicago was a member of the society. When asked why, when he entered the country in 1931, he waited until 1941 to take out American citizenship papers he stated that he had to justify his renunciation of his Italian citizenship and wanted to be compatible to his ideals and conscience that he would be a good American citizen, willing to participate in all American activities, and that he would be willing to fight his native Italy in case of war.

Hughes In Gershwin Film

John B. Hughes, Mutual network west coast newscaster, has been signed by Warner Brothers for a role in the forthcoming film biography of the life of George Gershwin.

Five CBS Commercial Adding New Affiliates

(Continued from Page 1)

ready been using the complete until additions were made.

Reynolds has scheduled the addition of eight CBS outlets to the works of its three CBS programs shows affected by these network increases are "Blondie," "Thanks to Yanks," and third, a variety show.

All recently affiliated Columbia outlets, the stations to be added are WJLS-Beckley, W. Va.; WLBC-Ind.; WDWS-Champaign, W.DAN-Danville, Ill.; WTAX-Springfield, Ill.; WSOY-Decatur, Ill.; WPaducah, Ky., and WHOP-Hopville, Ky.

Reynolds Debut In 1937

The addition of the eight stations brings the programs' network to 126 CBS stations for "Blondie" and 125 stations for the variety show.

Reynolds made its debut as a Columbia advertiser in June, 1937, currently holds three spots on the Columbia network—Monday from 7:30 to 8:00 EWT, with rebroadcast at 10:30 p.m., Friday evening from 10:00 to 10:30 EWT, and a Sunday niche from 7:30 to 8:00 p.m., with rebroadcast at 11:00 p.m. Eight new stations will be added to the Monday program effective October 27, the Friday show effective October 8, and the Saturday spot starting October 9.

While the fall line-up for the network not yet definite for the variety program, "Blondie" is currently heard on Monday nights and "Thanks to the Yanks," starring Bob Hawley, quizmaster, on Fridays.

All three programs are broadcast by Camel Cigarettes and/or Philip Albert Smoking Tobacco. Wm. & Company, Inc. is the agency.

AHP Adds 10 Stations

American Home Products, Inc. has added 10 CBS stations to its two network daytime serials, "The Romance of Helen Trent," and "Our Gal Sunday," effective Sept. 20. The stations added are: WJLS-Beckley, Va.; WPAD-Paducah, Ky.; WLBC-Hopkinsville, Ky.; WFMD-Fredrick, Md.; WLBC-Muncie, Ind.; WWAT-Watertown, N. Y., and the following Illinois stations, W.DAN-Danville, W.DWS-Champaign, WSOY-Decatur and WTAX-Springfield.

For Bisodol and Benefax, "Romance of Helen Trent" will be heard over a network of 127 CBS stations. The program is broadcast Monday through Friday from 12:45 to 1:00 p.m., EWT. "Our Gal Sunday," heard for Anacin from 12:45 to 1:00 p.m., EWT Monday through Friday, will also be heard on a total of 127 CBS outlets.

Introduced In 1933

American Home Products made its Columbia debut in 1931, introduced "Romance of Helen Trent" in 1933 and "Our Gal Sunday" in 1937. Both programs were previously heard on a full network of 117 CBS stations. Blackett-Sample-Hummert is the agency handling both accounts.

NEW BUSINESS

Minneapolis-St. Paul: Swift & Company, through J. Walter Thompson Company, continuation of its weekly participation in Beecham's "Household Forum"; Morton Company, 10 spots weekly; Abby Flour Mills, through McKinstry, Minneapolis, renewal of weekly participations in the "Household Forum"; Gluek Brewing Company, Tuesday and Thursday program featuring piano and direct.

New York: National Shoe Company participation for six weeks in "Believe Ballroom," Monday, Tuesday and Friday, direct; Dunlop Cigarettes and Philip Morris Cigarettes, through the Biow Co., half-minute ET anns. daily.

Chicago, announces the following new business: Sale of six station bill announcements weekly for beginning September 30 for the Biow Co., Cleveland, through Dunlop Cigarettes and Philip Morris Cigarettes, through the Biow Co., half-minute ET anns. daily.

American Town Meeting" Two London Cut-Ins

Continued from Page 1) Oct. 7. Programs will be broadcast at the usual time over the 8-9:30 p.m. program will have the question "What shall we do with Germany during the war to win the peace." The program will have the same question regarding Japan. Considerable difficulties will have to be overcome for the two-way question answer series. Time element will also be a factor.

20th Century-Fox Coast Differences

Coast Bureau, RADIO DAILY Method—Cooperation between 20th Century-Fox has been the result of a conference between Sidney Strotz, NBC vice-president in charge of the western and executives of the Fox Broadcasting Company. Differences had arisen in a broadcast concerning film company's players.

PRODUCERS & WRITERS

AVAILABLE NOW—CALL FRANK McGRANN SECURING BUREAU, INC. (Agency) 150 N. AVENUE, N. Y., MU. 2-6494

PROMOTION

WEAF-McBride Campaign

In cooperation with the Long Island Railroad, Rockville Center Chamber of Commerce, H. C. Bonack & Co. and other organizations, WEAF, New York, is staging an aggressive promotion campaign in connection with Mary Margaret McBride's broadcast Monday, August 30, in Rockville Center, New York.

Miss McBride's program on that day will originate in Rockville Center's South Side High School. The occasion will be the town's fiftieth anniversary and the current war bond drive. Admission will be by purchase of bonds.

WEAF's audience promotion department has arranged for the placement of 1,000 car cards announcing the program in Long Island Railroad trains; 20 posters on the outskirts of Rockville Center; 85 additional cards for outdoor display; 200 bill posters on railroad platforms and streamers in the high school auditorium.

In addition, Red Cross Volunteer workers in Rockville Center will notify local residents by telephone of the broadcast and war bond rally. Fanny Farmer lollypops with WEAF imprints on the wrappings will be distributed to children, and WEAF-imprinted matches will be handed to customers in Bohack stores in Rockville Center.

"Hour of Charm" Contest

Phil Spitalny's "Hour of Charm" show over NBC is conducting a War Bond Contest. Listeners are requested to submit essays on the topic "Why I Am Buying an Extra War Bond," and winners will receive \$50 War Bonds as prizes. Sponsors have been swamped with essays, and if decisions can be reached by this Sunday, the winners of the first contest will be announced. Two more contests will follow this one. General Electric lamp division sponsors.

Radio News Committee May Be Set Next Week

Continued from Page 1) three main objectives according to Walt Dennis, chief of the NAB news bureau. First is the setting of standards for newscasts and broadcasters' news personnel; second, campaigning for impartial treatment of radio news correspondents, with all the advantages enjoyed by press association and newspaper representatives; third, the setting of standards for the handling of news about radio by radio.

Carter Subs For Denny

Marian Carter, director of the radio division of "Town Hall Meeting of the Air" and long an associate of moderator George V. Denny, Jr., (currently in England on a special mission for OWI), will be in charge of production of the Blue's popular public service program during Denny's absence.

WGAR's New Folder

WGAR, Cleveland, has just released the second in a series of four-page program folders outlining various featured shows both commercial and sustaining. The folder, in two colors, is issued monthly. Current issue features the WGAR wartime news service, detailing information about the news room, its editors and the complete schedule of news broadcasts. Pictures of all principals involved are used. Last page is devoted to special station features. Folders, handled through the department of Clyde Vortman, WGAR promotion manager, are sent to a direct mailing list of account executives, time buyers and agencies.

WMCA's Announcement

WMCA, New York, has sent out a one-sheet, black and white announcement of advertisement reports on its new Jerry Lawrence show. Simply done, on an 8" x 11" sheet, the message is bordered by a curtain, drawn back, with the mask of comedy in the upper right hand corner. Message is in the form of a note from Lawrence, starting "hi folks," and stating briefly the type show, title, time and opportunities for advertising. Under Lawrence's signature appears the station's emblem.

"Dial Tones"

First annual all-picture edition in the four-year history of "Dial Tones," KSO and KRNT, Des Moines monthly merchandising paper, was issued recently. Both network and local personalities are pictured in the paper, edited by Promotion Manager John Drake. Copy is confined to brief cutlines accompanying pictures. A group shot of the Des Moines sales staff covers the front page of the eight-page edition.

Kate Smith To Do Series For True Story Magazine

Kate Smith will write a monthly feature for True Story Magazine, starting with the November issue. Her articles will deal with subjects of interest to women—books, plays, motion pictures, radio programs and other topics of current interest.

Everett Joins KOIL

Omaha—Max M. Everett, formerly sales representative for "Better Homes and Gardens" for 11 years, has joined the staff of KOIL and will be in charge of national spot sales.

AVAILABLE

Radio engineer, experienced, capable, efficient, desires position in a live wire, progressive station. Draft deferred. Write, Box 738, RADIO DAILY, 1501 Broadway, N. Y. C.

With the Colors!

STOCKTON HELFFRICH, manager of NBC's Continuity Acceptance Department, has resigned to begin boot training with the U. S. Naval Reserve. Helffrich came to NBC in 1933 as a page but soon was transferred to the program department. In 1935, he was made assistant to Lewis H. Titterton, manager NBC Script Division. Early in 1942 he was named to head the network's continuity acceptance department.

PHIL RYDER, engineer at KPO, San Francisco, has reported to Sheppard Field, Texas, to start training with the Army Air Corps as a cadet.

MARGARET McNEMAR, of the Charleston, W. Va., office of Beaumont and Hohman, Inc., has enlisted in the WAVES and is now in training for a commission as ensign at Mt. Holyoke College.

DAVID PARTRIDGE, assistant promotion manager for WLW, Cincinnati, Ohio, leaves soon for the U. S. Naval Indoctination School at Quonset Point, Rhode Island. Partridge has received an ensign commission in the U. S. Naval Reserve.

FRED FEIBEL, organist for the Columbia Broadcasting System for the past 14 years, reports for Army duty on August 25.

Final 'Lands Of The Free' Schedules A. A. Berle, Jr.

Adolph A. Berle, Jr., assistant secretary of State will be guest speaker on the final program of NBC's "Lands of the Free" summer series, which will be broadcast Sunday, August 22, at 4:30 p.m. The dramatic portion of the program, written by Milton Morton Wishengrad, will be "Congress of Twenty-Two," the story of the International Pan American Congresses at Lima, Peru, in 1938. "Lands of the Free" programs will resume early in October.

WENR Blue Points WENR pulled returns from 42 states and 3 Canadian provinces on a late hour test offer. WENR gives you coverage! WENR is Chicago's Basic Blue Network Station. 50,000 watts on a clear channel, 890 k. c. Represented nationally by Blue Spot Sales.



Coast-to-Coast



NORETTA BROWN, traffic manager of WLIB, Brooklyn, N. Y., has returned from a stay of 10 days at Milford, Conn. . . Lillian Black, WLIB receptionist, is back at her desk after a two-weeks vacation in the Adirondacks. . . Charles Craig, former announcer and special events man for WLIB, is producing radio programs at Shreveport, Louisiana, between Army maneuvers.

F. W. Meyer, manager of KMYR, Denver, Colorado, has announced the station's acquisition of the special AP wire through Press Association, Inc. Service will include Telescripts and hourly news summaries, in addition to AP dispatches.

WHIO, Dayton, Ohio, has scheduled a special broadcast on "Withholding Tax Declarations" for next Tuesday. The Cost Accountants Association is cooperating in preparing the script which will feature an interview explaining the correct procedure in handling the tax declaration which must be filed by September 15.

Speakers on yesterday's "Reports on the Labor Front," heard over WEVD, New York, were: Thomas McGuire, regional labor director of the War Production Board; Max L. Danish, editor of "Justice," official organ of the ILGWU; and Joseph Tuvim, manager, Local 142, ILGWU and moderator.

Vacationers at WGBR, Goldsboro, North Carolina include Charles Thompson of the technical crew, who is spending his two weeks in Texas, and Verna Lee Howell, secretary to general manager Harry Bright, who is sunning at Carolina Beach.

Fannie Hurst, noted authoress, is speaking tonight from 9 to 9:15, EWTV, over WHN, New York, on "Juvenile Delinquency Today." Talk is under the auspices of the Campfire Girls of America.

Jane Burn, copy writer at WFAS, White Plains, New York, is invading the mike field as well. In addition to a semi-weekly chat for parents, she is currently airing a daily ration news summary and a quarter-hour across-the-board feature called "Women in the News."

Margaret Bruce Cleveland is the new KLX, Oakland, California, women's editor, replacing Ruth Franklin, who recently left to join her husband at an Army camp in Florida. Miss Cleveland was formerly with NBC and CBS in Hollywood, appearing on many shows. She has had character parts in "Hawthorne House," "Lux Radio Theater," "Cecil and Sally" and the Al Pearce show. . . So successful has been the new show "Job Counselor" heard daily on KLX, that two programs daily have been scheduled. Show's theme deals with type of jobs offered, working conditions and essentials of war work. "Counselor" James W. Allen personally visits plant of each advertiser certifying conditions and opportunities offered.

BBC news summary, regularly rebroadcast on the North American service, is now being rebroadcast by the Armed Forces Radio Service of the U. S. Army.

Forty Omaha advertising men were guests of Omaha's WOW at a special luncheon in which they listened to a program sponsored by the War Advertising Council. Representatives of KOIL, KOWH and KBON, as well as the WOW board of directors, also attended.

Hank Lawson's "Music Mixers" began a regular program yesterday over WHK, Cleveland, Ohio. These Monday through Friday 15-minute broadcasts are being carried by the entire Mutual network beginning two weeks from yesterday. All five men in the group work in a war plant as turret lathe operators. They are currently heard on Thompson Aircraft Products Co. "Victory Time" show each Tuesday evening during their dinner hour on the 3 to 11 shift.

Prominent livestock specialists and veterinarians from several states will be the guests of farm editor Charles Stookey next week on three of his "County Journal" programs over KMOX, St. Louis, Mo. The men will be in town attending the American Veterinary Association war conference on food production.

WPTF, Raleigh, North Carolina, joined hands with SPARS in their current recruitment campaign. High-spot of activities was studio presentation of the 6th Naval District Coast Guard Orchestra, directed by Emmet Schuster, A. S., former music director of KXOK, St. Louis. Campaign was so successful that WPTF lost continuity writer Rebecca Bounds, who enlisted in the SPARS.

Entertaining several hundred trainees at the Naval Training Center at Miami University, Oxford, Ohio, today are stars of the WLW, Cincinnati, "Boone County Jamboree" cast. Among those who made the trip are Bradley Kincaid, the Boone County Buccaneers, Dolly Good, Hank Penny, Curly Fox and Texas Ruby. . . William Dowdell, news editor for WLW-WSAI, has returned from his vacation.

Martha Deane of WOR, New York, will celebrate her second anniversary tomorrow by devoting her entire program to the Red Cross Blood Donor Service. This will inaugurate a full year's campaign during which she will recruit blood donors from WOR's listening area.

The "Clarion," regular weekly mimeographed newsletter to the WSB, Atlanta, Georgia, boys in the Armed Services, went all out recently on a printed, pictorial issue about the annual station jamboree. Job was slanted towards the boys who attended the picnic in 1942 but couldn't be there this year.

Weekly script show on WAC recruiting is now being aired by WLVA, Lynchburg, Va., under the sponsorship of a local bank. Script, "Nan Patterson, WAC," is written by WAC Corporal Rita Hayden. Cast includes Lt. Helen Herron and Sergeant Merle Fletcher stationed at the Lynchburg WAC Recruiting Station.

Dave Banks, formerly with WWL, New Orleans, Louisiana, has joined the announcing staff of WGN, Chicago. Banks hails from Memphis, Tenn., and started his radio career ten years ago as a singer.

Featured guest on this Sunday's "This Is Our Cause" show, over WINS, New York, will be Karole Singer, Vincent Lopez' vocalist. Other artists on the program include: The Kim Loo Sisters, Anthony D. Boneventura and Longina Nano. Show will be dedicated to the United States Committee for the Care of European Children, and title of the play to be presented is "Suffer the Little Children."

New wrinkle introduced recently into WINX, Washington, D. C., recorded programs is the combining of name talent. One of those combinations which has brought forth comments is the weekly Lily Pons-Kostelanez show. Another combination is that of early Bing Crosby recordings with those of Paul Whiteman.

WHEC, Rochester, New York, is the host for a weekly three-hour dance at the local USO headquarters. Ken Sparron, musical director, and the WHEC staff band furnish the music and the station airs a half hour of the "WHEC Dance Canteen."

Ken Stuart of KOWH, Omaha, Nebraska, is authoring a column in the Omaha "World-Herald" as promotion copy. It deals with the doings of the station and Blue Network programs.

Red Rock Cola Bottling Company, Atlanta, Georgia, has started a series of musical programs entitled "The Red Rock Rhythm Review," over WGST, Atlanta. Show will be heard six days weekly for 52 weeks. Programs are built from station's transcribed library, using for program make-up: "something old, something new, something hot, something blue."

Parker Gibbs of NBC, Chicago, the National Music Camp at Int. Mich., to serve as guest director of camp's radio workshop. Course instruction in script-writing, preparation and actual production weekly shows on WKAR, East and WTCM, Traverse City.

In cooperation with the opening of the Health Clinic of the Y, Dayton, Ohio, WING scheduled special shows—first with Bevan, athletic trainer for We who is with the Clinic, and with Dr. Arthur Steinhaus, professor of physiology, who described opening of the Clinic from a specialized point of view.

"Worcester Sunday Telegram," Worcester, Mass., gave Bob Martin, W nouncer, a three-quarter page spread recently, with a quarter-page picture was the first time such space recorded to a local mikeman in the

"Alabama Marches On" a report from Laurens Pierce, publicity director of the Alabama Chamber of Commerce, on the agricultural developments of the state is featured on the "Auburn Family Forum" over WAPI, Birmingham, Ala. . . Jack Davis is the addition to the WAPI staff. He formerly with KGHI and Little Rock, Ark.; WLAC, Nashville, Tenn.; KRLD, Dallas, KTA Worth, Texas; Southwest N and WJHL, Johnson City, Ten

On a recent "Home Service" program aired over WTOP, Washington, D. C., Elinor Lee introduced a new booklet, and described a few of the Next day the sponsor had to call request her to please stop talking the booklet, because what had participated as a week's supply of letters was exhausted.

Hugh B. Terry, KLZ, Denver, radio, station manager, acted recently at a public forum for ever business men. Terry interviewed three Congressmen and one Senator, from Colorado, at the thing which was attended by hundred business men.

1 9 4 3

BIRTHDAYS

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

August 18

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



24, NO. 35

NEW YORK, N. Y., THURSDAY, AUGUST 19, 1943

TEN CENTS

La. vs Own Music Laws

Gary Witness Denies Acted As OWI 'Spy'

hedging answers given by Lupis yesterday in response to questions by Eugene Gary counsel House Committee investigating FCC almost brought the proceeding to a grinding halt. It was stated by Gary that Lupis either deliberately evading the question or dodging behind the excuse of faulty recollection.

Previous testimony placed Lupis in position of working in conjunction with the FCC and the OWI with

(Continued on Page 5)

Paramount Pix Buys Film Rights To "Duffy's"

Paramount Pictures has outbid several other prospective producers for the picture rights to "Duffy's," a network program. The deal for Paramount to film the picture "Duffy's Tavern" and also cartoon rights for four more pictures during the next five years, it is disclosed by B. G. De Sylva, executive producer of Paramount. Edward, who as "Archie," is proprietor of Duffy's Tavern in the air show, will be in the picture, as will mem-

(Continued on Page 2)

WJY Joining NBC Effective September 1

Effective September 1, WENY, Elmira, New York, joins the NBC network as a basic supplementary outlet. WJY is owned by the Elmira Gazette, Inc., and operates with 100 watts power on 1,230 kilocycles, unlimited time.

To The Rescue

Wanda awake engineer at WMFF, Newburg, New York, saved the day for the local OCD recently. The Fathers arranging with WMFF to announce air raid signals over the hour, planned to use OCD sirens. Sirens began, but no sirens. Resolute engineer opened the con- boom mike and sounded small siren used in a "calling all cars" spot for a used car sponsor.

Meet The Boss

Edward J. Noble, purchaser of the Blue Network will be guest of honor at a luncheon today in the Jansen Suite at the Waldorf-Astoria Hotel. Mark Woods, president of the Blue will be the host. Attending the luncheon will be executives and department heads of the network.

'Town Meeting' Mulls Offer Of Commercial

Possibility of "American Town Meeting of the Air" going commercial for the first time appears to have an even chance of becoming a reality according to consideration now being given the matter by the Town Hall Board of Directors. Board met earlier this week but did not have a quorum. Individual members have been sounded out however, it is under-

(Continued on Page 2)

Y&R Signs Dickie Jones To Play "Henry Aldrich"

West Coast Bureau, RADIO DAILY
Hollywood—Young & Rubicam has signed Dickie Jones to play the role of Henry Aldrich in the "Aldrich Family" series sponsored on NBC by General Foods in the interest of Postum.

The deal is for one year, with the agency retaining an option on the actor's services for an additional four years.

Indp't New York Outlets Set Plans For War Loan Co-Op

Philco Declares Dividend; Profit Is \$1.61 a Share

Board of Directors of Philco Corp. this week declared a dividend of 20 cents per share of common stock payable Sept. 13, 1943, to stockholders of record August 28, 1943. Previous dividend payments this year were 15 cents per share on March 12th and 20 cents per share on June 12th.

It was also announced that the con-

(Continued on Page 2)

Attorney General Seeking Clarification Of Music-License Groups' Status; Sees Ascap Only Compliant

Amos 'n' Andy Return On NBC Network Oct. 8

Amos 'n' Andy will return to NBC on Oct. 8 with a half-hour program sponsored by Lever Bros. Friday nights 10-10:30 p.m. Rinso will be the product. Half-hour innovation will not only be new to the duo but also for the first time there will be a studio audience and guest stars. Niles Trammell, president of NBC, for

(Continued on Page 6)

FCC Denies Request For New Nashville CP

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday served notice that it does not intend to let its thaw policy announced last week apply in areas where radio coverage is already adequate or nearly

(Continued on Page 2)

Mayors And Radio Execs. At WJZ Ground-Breaking

First step toward the construction of the new WJZ transmitter was taken yesterday when Mark Woods, president of the Blue Network, broke

(Continued on Page 2)

Tallahassee—Seeking to straighten out the irksome situation of the Florida music laws Attorney-General J. Tom Watson, went into Circuit Court in Leon County yesterday, asking for a declaratory judgment against BMI, Sesac, AMP and Ascap, in effort to obtain a clarification of the Florida anti-monopoly music rights laws of 1937 and 1939.

Watson asked the court specifically to say whether or not the 1939 act modifies or changes in any way the

(Continued on Page 3)

Miller Finds Demand For FCC Legislation

Washington Bureau, RADIO DAILY
Washington—An industry united in its demand for new legislation to define clearly the powers of the FCC was claimed yesterday by NAB President Neville Miller. Speaking following a meeting here of the NAB Legislative Committee, Miller based his statement on reports from regional

(Continued on Page 3)

WHOM's 2nd Quarter Biz Exceeds 1942 Period

Despite a shaky start for the first quarter of the fiscal year, business at WHOM, N. Y., has leveled off at higher figures for the second quarter than was registered for 1942, it was

(Continued on Page 2)

Complicated

Washington — Washington City News Service, local UP wire started Cox committee report this way: "New York — Witness before the Congressional Sub-committee investigating FCC explained that an anti-Nazi organization assigned an investigator to investigate a committee investigator who has been investigating an investigator of the anti-Nazi organization."

(Continued on Page 6)



Vol. 24, No. 35 Thurs., August 19, 1943 Price 10 Cts.

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

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FINANCIAL

(Wednesday, August 18)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse. Includes High, Low, Close, Net Chg. values.

OVER THE COUNTER

Table with columns: Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore). Includes Bid, Asked values.

Philco Declares Dividend; Profit Is \$1.61 a Share

(Continued from Page 1)

solidated net income of the corporation of \$2,209,992, or \$1.61 per share, for the year ended December 31, 1942 remains unchanged following final renegotiation of the company's war production contracts for that year.

Joins CBS Writing Staff

Mortimer Frankel has been added to the CBS program writing staff, it has been announced by Robert J. Landry, CBS director of program writing. Frankel comes to Columbia from the United Artists Corporation home office in New York, where he wrote and produced electrical transcription programs.

THIS LITTLE BUDGET

WENT TO WORL BOSTON MASS.



Mayors And Radio Execs. At WJZ Ground-Breaking

(Continued from Page 1)

ground at the site on Route 17 in Lodi, New Jersey.

The official ground-breaking was the high point of a gala celebration attended by representatives of the Blue and WJZ, the mayors of five New Jersey cities and officials of Bergen County. The new transmitter building will be completed within the next four months and the 640-foot tower will be reconstructed and in full operation by the end of the present year.

Following the ceremony, John McNeil, manager of WJZ, was host at a luncheon featuring entertainment by Dorothy Mathews, dancer and star of the motion picture, "Hellzapoppin"; "The Kibitzers" team of Larry Marino and Tobey David, and "Whispering Jack Smith," all members of the WJZ Victory Troupe which has given more than 160 performances in war plants and army, navy and coast guard bases.

Web, Station Men Present

Representing the Blue were Keith Kiggins, vice-president in charge of stations; Phillips Carlin, vice-president in charge of programs; G. W. Johnstone, director of news and special features; Robert D. Swezey, legal counsel; Anthony M. Hennig, assistant treasurer; and from WJZ, Joseph M. Seiferth, audience promotion manager and director of the Victory Troupe, and Robert L. Hutton, Jr., of the sales promotion staff.

Also among those present were Joseph Luna, mayor of Lodi; Vincent Murphy, mayor of Newark; Fred Ferber, mayor of Hackensack; Alexander Allan, mayor of North Arlington, and Joseph Shrolez, mayor of Little Ferry.

Paramount Pix Buys Film Rights To "Duffy's"

(Continued from Page 1)

bers of the radio cast. In addition, top ranking screen stars will appear in the picture as guests of the Tavern, just as they do on the air.

Gardner, who produces the show and writes for it, too, went to Hollywood to close the deal, and will remain there for several weeks to confer with De Sylva and other Paramount executives.

Producing and writing assignments for "Duffy's Tavern" will be made shortly by De Sylva.

Senator James J. Davis Guest On Ziemer Program

Cincinnati—Senator James J. Davis of Pennsylvania will be the guest of Gregor Ziemer on his regular WLW "Background" program tonight at 11:15 p.m. Senator Davis, founder of the famous Moosehart City and director general of International Moose, will be in Cincinnati for the Moose convention. He is serving his fifth term as a member of Congress and has been secretary of labor under four presidents.

"Town Meeting" Mulls Offer Of Commercial

(Continued from Page 1)

stood, and at the next meeting the matter will probably be ratified.

While various sponsors have been mentioned in connection with the forum show going commercial it is believed that Philco Radio and Television Corp. has the inside track and its directorate also has the matter under advisement.

One of the leading programs of its kind on the air, "Town Meeting" heard on the Blue Network Thursday 8:30-9:30 p.m., EWT, has been positioned to go commercial in the past, but so far has never accepted the bid. Various problems will need to be ironed out in the opinion of the program's directors since it wishes to be regarded as a wholly independent forum as to its policies in every direction. At the same time the organization does not want to jeopardize its standing either with its Town Hall or radio audience.

WHOM's 2nd Quarter Biz Exceeds 1942 Period

(Continued from Page 1)

reported by Joseph Lang, business manager of the station.

The slump felt during the first quarter was due primarily to the curtailment of the manufacturing of civilian merchandise. And those manufacturers which did a large consumer business are now diverting their products to wartime uses and are not seeking advertising or consumer markets for the duration. There has been no decrease in station revenue because of foreign language broadcasting and no advertiser has left the field for that reason.

In looking to the future of foreign language broadcasting, Lang estimated that its position would remain strong for at least five years after the war. After that it would be a matter of conjecture as to what sort of a condition would arise.

The uncertainty of the foreign language position after the war lies in the attitude of first and second American-born generations. This group might leave the foreign language field and diminish it by becoming a part of the over-all English speaking audience.

FCC Denies Request For New Nashville CP

(Continued from Page 1)

so. Proposed findings and conclusions denying without prejudice the application of R. O. Hardin and J. C. Buchanan, doing business as the Nashville Broadcasting Co., for a new station to operate on 1,240 kilocycles with 250 watts, unlimited, were announced. The action was in conformity with the equipment freeze policy of April 1942, the Commission said.

Nashville has three stations—WLAC, a CBS affiliate on 1,510 kc, operating on 5,000 watts with a CP for 50,000; WSIX, an MBS affiliate on the 1,240 band now with 250 watts but holding a CP to shift to 930 kc and 5,000 watts, and NBC's 50,000 watter WSN on the 650 band.

COMING and GOING

PHILLIPS CARLIN, vice-president of the Network in charge of programs, and "JOHNNY" JOHNSTONE, director of new special features, off today for Washington, on a business trip. They'll be back tomorrow.

CLARENCE L. MENSER, vice-president of in charge of programs, is en route to the Coast with a stopover scheduled at Chicago.

VINCENT F. CALLAHAN, director of and radio for the war finance division of U. S. Treasury Department, returned yesterday from Washington, D. C.

ROBERT E. DUNVILLE, vice-president of Crosley Corp. and assistant general manager of the broadcasting division, and JAMES CA, special events director for WLW-WSAI, Cincinnati, are on a business trip to Chicago.

ETHEL SMITH, rhumba-samba organist taken leave of absence from the CBS "Saturday Night Hit Parade" and is on her way to Hollywood, where she is cast for a role in a coming M-G-M film.

ELIAS F. GODOFKY, president and general manager of WLIB, Brooklyn, to Washington a few days on business.

KINGSLEY HORTON, assistant manager of WEI, has returned to his Boston headquarters following conferences at CBS.

JERRY WAYNE, of the "All Time Hit Parade" is back from a three-day tour of Army camps. He will guest Sunday on the "Chamber Society of Lower Basin Street."

MARTIN AGRONSKY, newscaster on the Network, will leave on his vacation Sunday. Max Hill will pinch-hit during his absence.

JACK DONOHUE, Blue Network representative in Detroit, in town for a few days.

Talk On Jewels By Guest

Albert Ramsey, Manhattan jeweler and world traveler, will be the guest speaker on Mary Hamman's "Framed Feminine" program over WEAF, New York, day, August 20 at 9:30 a.m. Ramsey will be interviewed on the subject of the care and protection of jewels.

SPECIAL!!

For \$165.00 a week you can dominate the large Baltimore night-worker market.

40 five-minute news programs! On the hour every hour from 1:00 A.M. to 6:00 A.M. Seven days a week!

WITH



IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

Miller Finds Demand For FCC Legislation

(Continued from Page 1)
 groups throughout the country. numbers among its members 500 of the 912 licensees for broadcast in the country. reports from meetings in nearly of the 17 NAB districts were read session. These were the first findings for these groups since the same court decision on the net- rules last May, and it is re- that without exception they ed a re-writing of the Commun- ns Act.

most of the meetings have resulted the passage of resolutions and the nment of district legislative mittees. Recognition of the indus- peril is evident in these moves," er said.

the committee discussed legislative and policies for the association particular stress upon the White- er bill before the Senate Inter- Commerce Committee and the es bill before the House Inter- Commerce Committee. Both bills d divide the Commission into two one to handle common carriers one broadcasting, and would wise limit the powers of the gov- ment agency.

September Hearings Doubtful
 hough the White-Wheeler bill, ulated for September hearing, has een formally postponed, it is ul now that the hearings on it et under way next month. Man- policies are certain to occupy ajor part of the time of the In- te Commerce Committee chair- urton K. Wheeler. Wheeler has ndicated that he thought the ight be a bit too strong, and e might re-write it. On the and, there is mounting Repub- pressure for action on the Com- mations bills.

re also was discussion of the for a full-time NAB legislative el. No decision was reached, al- h it is thought likely that such tion will be created in the near

mittee members present in- Nathan Lord, WAVE, Louis- Clair McCollough, WGAL, Lan- Penn.; Joseph Ream, CBS, York; William Barlow, appear- r James D. Shouse, WLW, Cin- i; Ed Yocum, Billings, Montana, Richard Shafto, WIS, Colum- C.

S. Elias, WWNC, Asheville, Frank M. Russell, NBC, Wash- D. C., and James W. Wood- r., WRBL, Columbus, Ga., were to attend. Willard D. Egolf, nt to the NAB president, served etary.

De Seversky At BBC
 or Alexander de Seversky, au- of the book "Victory Through ower," and Walt Disney, pro- of the technicolor feature of e name, were at BBC record- studios Tuesday to record their n connection with the picture shown in England next month.

PROMOTION

WOL Brochure

Recent brochure from WOL, Wash- ington, D. C. points up the fact that the present Washington market will be distributed over the country after the war. Entitled "250,000 Ambassa- dors of Forced National Distribution," superimposed on a panoramic view of crowded Washington street scenes, the folder elaborates on the point that since the NRA thousands of people have come to Washington, and since the war many thousands more have joined them, but after the war they're going to go home. Many of these people are earning more money than they have in the past and are consequently forming new buying habits. "When they go home the habits go with them" says WOL. "Concentra- tion on the Washington market to- day means forced national distribu- tion for you tomorrow."

Sales story is on the inside front cover. On the inside back cover are cut-out half-tones of typical Wash- ington workers, with a reiteration of the message. Spread across the bottom is the advice that advertisers should

Web Spot Sales Dept. Sets New Acct.-Renewal

One new contract and a renewal, covering participation in WEAf's Mary Margaret McBride program, were announced yesterday by NBC's Spot Sales department. Through William Douglas McAdams, New York agency, the Van Camp Milk Co., signed for 52 weeks beginning August 30, and the Manhattan Soap Co., through Franklin Bruck Co., renewed for 130 broadcasts scheduled to start on the same date.

At the same time, the Spot Sales department announced the renewal of George Putnam's 15-minute news period, (Sundays, 11:30 to 11:45 a.m.) by Maltex Cereals Co., Inc. The contract, placed through Samuel C. Croot Co., Inc., calls for 26 programs begin- ning September 5.

"When A Girl Marries" Celebrating 500th Airing

"When a Girl Marries," the roman- tic daytime serial by Elaine Carrin- gton, celebrates its 500th broadcast Friday, August 27. It is heard on NBC, Mondays through Fridays, at 5:00 p.m.

Busy Week For Miss Manners

Lucille Manners, soprano, star of the "Cities Service" program heard on NBC, Fridays at 8:00 p.m., has a busy schedule for the week of August 27. After the regular Friday broad- cast she leaves for Milwaukee to be guest soloist at Humboldt Park with the Milwaukee Symphony Orchestra August 29. Returning to New York, she will stop in Illinois, Indiana, Ohio and Pennsylvania to sing at Army camps. And she returns to sing on the air the following Friday, September 3.

Esso "Air Newspaper"

Colonial Beacon Oil Company, Northeast Airlines and WBZ, Boston, Mass., are cooperating on what is claimed to be the world's first news- paper on the air. Paper is a mimeo- graphed edition of the latest news as edited by the Esso Reporter, and is presented to every passenger aboard Northeast Airline planes.

Immediately after the Esso Reporter broadcasts are completed on the air, they are rushed over Western Union printers to Northeast Airlines, where they are mimeographed and deliv- ered to the stewardess five minutes before plane departure time. This new service, which was started early this month, is called the "Up-To-The- Minuteman." Editions are produced simultaneously at all the airline's commercial terminals through New England and Canada, and in addition, are relayed by plane to Northeast's stations in the Arctic and across the North Atlantic.

use all Washington stations and papers, and to remember WOL. Folder is printed in black and red.

'The Holidays,' Vocalists, Debut Over WOR Aug. 22

"The Holidays," five of radio's sing- ing favorites, will make their debut over WOR in a program of songs on Sunday, August 22, from 1:15-1:30 p.m., and will be heard each Sunday thereafter at the same time.

Peggy and Kay Marshall, who have been heard on the Ben Bernie, Eddie Cantor and Fred Allen programs; Babs Ryan, one of the Fred Waring "Smoothies"; Irene Carrol of the Car- roll Sisters; and Tom Eldridge, form- erly with Charlie Spivak's orchestra, are the new team.

"The Holidays" will sing, old and new songs in original arrangements by Peggy Marshall. Their first pro- gram will include such hits as "What's the Good Word, Mr. Bluebird?"—"I Never Mention Your Name" and "Why Don't You Do Right?"

San Francisco Brewery Takes Program On KQW

San Francisco—Acme Breweries of San Francisco, makers of Peerless Baker's Yeast, have begun sponsor- ship of KQW's "Ten O'Clock News," seven nights weekly. Program plugs will salute bakers of the west who, despite shortages and rationing, are doing their best to provide good bread to consumers. Carroll Hansen will edit and read the news on the show.

Eileen Farrell Will Join 'American Melody Hour'

Eileen Farrell, soprano, joins the musical cast of "The American Melody Hour," Tuesday, August 24. The program is heard on CBS from 7:30 to 8:00 p.m.

Florida Asks Court To Clarify Music Law

(Continued from Page 1)

anti-monopoly provisions of the 1937 Act. The bill of complaint sets forth certificates from the State Contro- ler's office showing that only Ascap has complied with all of the tax and regulatory provisions of the Act.

Attorney General also asked for in- junctions in any instance where the court finds operations transgress the law as interpreted. Bill of complaint is contained in a 500-word document.

Spokesman for BMI in New York yesterday stated that the organization has always attempted to comply with the Florida music laws and believed that it had always done so. At least, he stated, BMI never had any com- plaint from Florida authorities to the contrary.

W. B. Davison Joining NBC Radio-Recording

Walter B. Davison, formerly with the maintenance engineering section of the U. S. Signal Corps Radar Laboratories at Fort Monmouth, N. J., has joined the sales staff of NBC's Radio-Recording Division, Robert W. Friedheim, sales manager of the divi- sion has announced.

Davison came to NBC in 1934 as a page and remained in the Guest Relations department until 1938 when he was transferred to the network's Hollywood office as manager of the Guest Relations department there. From 1938 to 1941, he was successively assistant sales promotion manager for the Pacific Coast and National Spot Sales representative for Southern California.

In 1941, he resigned to become Sales Manager of KMPC, Beverley Hills, Calif., later moving to KGO, San Francisco, as Sales Manager. He re- mained in that post until November, 1942, when he assumed civilian duties at Fort Monmouth.

Hoover On CBS Sept. 3

Herbert Hoover will speak over CBS Friday, Sept. 3, from 10:30-11 p.m., on "A New Approach to the Making of a Lasting Peace."

COVERAGE FROM WITHIN



Much better to be inside of Central New England, rather than outside.

WTAG
 WORCESTER

Los Angeles

By RALPH WILK

ALICE REINHART, New York radio actress, who has been vacationing in Hollywood, is now visiting at her former home in San Francisco.

Sid Sutherland and Jose Rodriguez, members of the "Blue Newsroom Review," who have been off the air for four months due to Sutherland's illness, have returned to the "Review," which is heard Mondays through Fridays over the Pacific Blue.

Jean Meredith, of the CBS-KNX publicity department, is in San Francisco on a combination business and pleasure trip.

"Goin' To Lasso A Rainbow For You," a new song by a new song-writing team, Alma Sioux Scarberry and Connie Glore, will be introduced over the air-lanes on the "Judy Canova Show."

Our Passing Show: Dave Taylor, Corporal Bill Gay, now of Camp Hobbs, N. M., Tom Sawyer and Lou Merrill lunching at Brittingham's; Ken Carpenter watching the Portland Beavers win a 11-inning game from the Hollywood Stars at Gilmore field.

Madaline Lee, who has played "Miss Blue" on the Amos and Andy shows for several years, is dropping colored characterizations and is readying a new program, which will be 15 or 30 minutes in length. On her own program, she will play a white Southern girl.

Mrs. Eddie Dean, wife of the "Judy Canova Show" singer, accompanied the body of her mother to the family's former home in Yankton, S. D., where funeral services were held. Mrs. Dean's mother passed away at a Burbank hospital, following an operation.

Joan Davis' boy friend, William Bendix, comes back to the village today, via the Joan Davis-Jack Haley Sealtest program.

Herman Bernie has booked Oscar Levant as guest on the Groucho Marx "Blue Ribbon Town" show for September 4.

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els Prove Results

TBO

Cumberland, Md.

Los Angeles

By RALPH WILK

ALICE REINHART, New York radio actress, who has been vacationing in Hollywood, is now visiting at her former home in San Francisco.

Sid Sutherland and Jose Rodriguez, members of the "Blue Newsroom Review," who have been off the air for four months due to Sutherland's illness, have returned to the "Review," which is heard Mondays through Fridays over the Pacific Blue.

Jean Meredith, of the CBS-KNX publicity department, is in San Francisco on a combination business and pleasure trip.

"Goin' To Lasso A Rainbow For You," a new song by a new song-writing team, Alma Sioux Scarberry and Connie Glore, will be introduced over the air-lanes on the "Judy Canova Show."

Our Passing Show: Dave Taylor, Corporal Bill Gay, now of Camp Hobbs, N. M., Tom Sawyer and Lou Merrill lunching at Brittingham's; Ken Carpenter watching the Portland Beavers win a 11-inning game from the Hollywood Stars at Gilmore field.

Madaline Lee, who has played "Miss Blue" on the Amos and Andy shows for several years, is dropping colored characterizations and is readying a new program, which will be 15 or 30 minutes in length. On her own program, she will play a white Southern girl.

Mrs. Eddie Dean, wife of the "Judy Canova Show" singer, accompanied the body of her mother to the family's former home in Yankton, S. D., where funeral services were held. Mrs. Dean's mother passed away at a Burbank hospital, following an operation.

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News Prove Results

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Cumberland, Md.

Amos 'n' Andy Return On NBC Network Oct. 8

(Continued from Page 1)

years an intimate friend of the comedians, personally made the announcements of the "homecoming" of Freeman F. Gosden and Charles J. Correll.

"We are happy to have Amos 'n' Andy once again before an NBC microphone," said Trammell. "They were the first radio program to become an American institution and for more than a decade were the favorites of millions of Americans, both young and old. A warm welcome from the radio audience awaits them, I am sure."

There will be another innovation in the series that breaks an Amos 'n' Andy precedent of 14 years' standing. They will now broadcast before a studio audience. Except on special occasions when they played charity or patriotic shows, Amos 'n' Andy were never seen by the public in their character roles.

The secret of Gosden's amazing switch from Amos to Kingfish or Brother Crawford and Correll's transformation from Andy to the landlord or Henry Van Porter finally will come out of the bag.

"We are delighted," said Gosden and Correll, "to be back on the air with our new program. We think we have something new to give to radio."

NBC itself was only three years old when it first presented the nation with the new comedy team of Amos 'n' Andy 14 years ago—on August 19, 1929.

They caught the fancy of America and began making radio history from the start. In millions of homes they became a household word. And they went on to perennial fame that was without precedent in radio as the favorite comedians of a generation.

Using a technique new to them, Amos 'n' Andy's new NBC series will offer a complete fast-moving episode every Friday night. Musical bridges will speed the action as Andrew H. Brown extricates himself from the heartaches of a new girl friend or the headaches of a business venture with the help of faithful Amos Jones.

Their guest stars will play specially written roles and rub shoulders with the hilarious characters of Amos 'n' Andy's world.

Stark Replaces Petrie

Charles Stark has replaced Howard Petrie as announcer for "The Story of Mary Marlin" (NBC, Mondays through Fridays, 3:00 p.m., EWT). Stark also announces NBC's "When a Girl Marries" (Mondays through Fridays, 5:00 p.m., EWT).

New to the Marlin cast are Bob Haag and Del Sharbutt as soldier comrades of Joe Marlin.

"Bright Horizon" Birthday

"Bright Horizon," the story of Michael West, celebrates its second anniversary Wednesday, August 25. The serial is heard daily at 11:30 a.m., over the Columbia network.

WORDS AND MUSIC

By HERMAN PINCUS

WHEN a fellow reaches the heights in his chosen profession, then drops out of sight for several years, only to return but as a greater figure in the very same profession, therein perforce, lies a story... briefly told, the story revolves about Jesse Crawford, who, born in California, learned to play a harmonica at the age of three, played an organ in a movie house at the age of sixteen and though hired to play the Great pipe organ at the Paramount (N.Y.) Theater just on opening day, remained for six years... during that period, Jesse became known as a songhit-maker, the most prominent publishers, vying for the great plug a rendition of a song by him at the Theater, was considered... his music was given featured spots on the air... he became a Victor Recording artist and his picture graced the title pages of many a hit... then, about four years ago, Crawford met the late Joseph Schillinger, teacher of the late George Gershwin, Glenn (now Captain U.S. Army) Miller and many other famous artists... then and there the master of the pipe organ, who had thrilled more people than other individual of his calling, decided to sacrifice the financial gains his wizardry on the console was earning, to study music, real music... composing, orchestrating, conducting.

★ ★ ★

Under Schillinger's tutelage, Crawford studied, retaining but enough pipe organ assignments to bring a small part of his one-time income... one of the assignments is to supply background music on the CBS show, "Valiant Lady"... which brings us to the crux of this story... Frank Telford, touse-headed director of this program, also directs "This Is Our Enemy," over WOR for the Office of War Information, and for the past few months has prodded Jesse about starting in as a conductor but Crawford felt that perhaps a bit more study was needed... just about this time, Nathan Van Cleve, musical director of the "Enemy" program, decided to take a vacation and this time, Telford dropped the substitute musical assignment in Crawford's lap... without fanfare, the organist-turned Maestro, picked up the baton for the August 5th and 12th shows and for tonight's program, will conduct the 45-piece orchestra, through a score entirely composed and orchestrated by himself... Back in 1930, when this scribbler was struggling with ballads on Tin Pan Alley, we wrote a song titled, "Shadows in the Moonlight," with an energetic little tuneser named Buddy Valentine and played the song for Jesse, who, despite his position as a top-name artist, engulfed knee-deep in conferences, etc., yet listened to the song, liked it, programmed it and helped us place the song with Shapiro-Bernstein, who immediately discovered a fine corner on their shelves where the song was 'allowed to gather dust'... but that is beside the point... what we wished to say is that we've never forgotten Jesse for his kindness and think this is as good a time as any to try to repay, in small measure, our debt of gratitude to Jesse Crawford, gentleman, artist and scholar.

★ ★ ★

RADIOLOGY: Joy Hathaway, bright bubble of the CBS soap opera, "Amanda of Honeymoon Lane," celebrates her third anniversary on that program next month... Jay Jostyn, "Mr. D.A." himself looked pretty good when he guest-detected on the "Ellery Queen" whodunit last Saturday... not only did Jay guess it the killer was the "lawyer" but told the reason for his belief... a bull's eye... "Fats" Waller, boogie-woogie pianist and composer, will guest-conduct Barry Wood's "Million Dollar Band," Saturday on the NBC cycles... Waller, who composed the score for the Broadway musical hit, "Early To Bed," claims that swing is "two-thirds rhythm and one-third soul"... Jimmy Lytell, heard on NBC and Blue Networks, is celebrating his third anniversary as a bandleader this week... his band is heard on "Rhythm Road," the Ella Fitzgerald program and "Lyrics By Liza"... Al Trace, Ben Trace and Charlie Dant have collabbed on a novelty tune, "Sh... Don't Look Now," which Eli Dawson is getting results with.

★ ★ ★

—Be A Rational National—

New York Outlets of 3rd War Loan Plan

(Continued from Page 1)

possible facility and time devoted to open the war box September 9. Each and every gram of every independent will devote its entire at least once during the course promotion. Twenty-one alone will be used to carry sage in September "to back tack," setting a new record bond and stamp announcement, Rush Hughes dram series of 24 five-minute titled "Americans in Action" be available to all stations.

Every possible angle will played during the course of the The War Finance Committee ranged to use the huge tent 50th Street and 6th Avenue, ing two shows per day, mat evening, approximately two each for the entertainment bond purchasers. Each of the special shows within the tent be available to each station mote pick-up. Every affiliated of the entertainment industry volunteered its services to special shows in the principal throughout the nation.

John Hymes, head of the radio division in Washington, and Harry Levin, head of the New York OWI, were present to co-Burgess' outline to all 12 managers in attendance.

NEW PROGRAM IDEAS

WNEW's News Round

"Around the World in 30 utes" is the title of a news inaugurated over WNEW, New this week. Running from through Saturday the half cludes: "The Face of the War Samuel H. Cuff as analyst; Washington Desk" with Kerby ing; "Five Minutes of News BBC" direct; and "War Personal Profile" with Samuel H. Cuff ing to do a profile on different leaders.

At this point WNEW institute departure from the usual new gram by inserting a recording war song of the various member the United Nations. This port titled "Music Moves Into Battl tions." Concluding the program gives a daily prediction on the ous trends.

"Our Second Chance"

"Everybody's Farm Hour" pr over WLW, Cincinnati, Ohio, is ing a series of five-minute show titled "Our Second Chance." sented through the cooperation Farm Credit Administration. broadcasts warn farmers against tion through high prices for livestock.

THE EXECUTIVE WHO STOPS TO THINK . . .



Knows that "10% for War Bonds isn't enough these days"

Workers' Living Costs going up . . . and Income and Victory Tax now deducted at source for thousands of workers . . .

Check! You're perfectly right . . . but all these burdens are more than balanced by *much higher FAMILY INCOMES for most of your workers!*

Millions of new workers have entered the picture. Millions of women who never worked before. Millions of others who never began to earn what they are getting today!

A 10% Pay-Roll Allotment for War Bonds from the wages of the family bread-winner is one thing—a 10% Pay-Roll Allotment from each of several workers in the same family is quite another matter! Why, in many such cases, it could well be jacked up to 30%—50% or even more of the family's *new money!*

That's why the Treasury Department now urges you to revise your War Bond thinking—and your War Bond selling—on the basis of *family incomes*. The current

War Bond campaign is built around the family unit—and labor-management sales programs should be revised accordingly.

For details get in touch with your local War Savings Staff which will supply you with all necessary material for the proper presentation of the new plan.

Last year's bonds got us started—*this year's bonds are to win!* So let's all raise our sights, and get going. If we all pull together, we'll put it over with a bang!

This space is a contribution to America's all-out war effort by

RADIO DAILY



you've done your bit
... now do your best!





Coast-to-Coast



JAMES POWERS, director of promotion of the Yankee network, is enjoying a vacation on Cape Cod this week. . . . **Ben Hadfield**, veteran Yankee net announcer, has left station cares behind him and is relaxing at the Eagle Mountain House in Jackson, New Hampshire. . . . **Loose-Wiles Biscuit Co.** has renewed **Cedric Foster's** contract for a series of 65 broadcasts, Mondays through Fridays, inclusive, beginning September 1, over the following Yankee net stations: **WNAC, WEAN, WICC, WAAB, WCSH, WLBZ** and **WTHT**.

Jack Miller, Donald O'Brien and **S. J. Fitzgerald** of **ESSO**, and **Carlo DeAngelo** of **Marschalk and Pratt** visited at **WDRG**, Hartford, Conn. this week with station president **Franklin M. Doolittle** and commercial manager **William F. Malo**.

Val Martin is currently presenting a new feature on **WFAS**, White Plains, New York. "The Opera House of the Air" presents complete operas in recorded form, to which **Martin** provides incidental comments, and explanations of the story preceding each act. Show is heard Sunday afternoons from 2 to 5 p.m.

Latest addition to the commercial sales staff of **WOL**, Washington, D. C., is **Milton J. Baker**, former special representative in the southeastern states for **King Features Syndicate**.

Benedict Gimbel, Jr., president and manager of **WIP**, Philadelphia, leaves today for a three week fishing trip in Maine. . . . **Madie Kelley** of the **WIP** program department leaves the station on October 12 to be married.

Adrienne Ames, of **WHN**, New York, who has been doing 15 stunts weekly for the past year, in addition to outside activities of attending bond rallies, and entertaining at servicemen's organizations, has left for a vacation in New Hampshire.

Nadine Conner, Met soprano and star of **NBC's "Salute to Youth"** program, will present a concert for the entertainment of the **WAVES** and **SPARS** at the **S. S. Hunter College** tomorrow afternoon.

"Salute to the Service," program of transcribed band music honoring our fighting men, made its bow last Saturday from 5:45 to 6 p.m. over **WEEL**, Boston. Each Saturday show will feature songs associated with the various branches of the Armed Forces with their historical backgrounds. . . . **William Gavin**, city editor of the "Boston Traveller," has appointed **Doris Tirrell**, **WEEL** staff organist, as official organist for the Boston "Herald" Book Fair, which takes place in October.

KRIC, Beaumont, Texas, sees to it that employees now in the service are kept in touch with the news back home. Once a week each member of the staff writes a paragraph which is incorporated in a news letter, mimeographed and sent to the boys and girls who are serving their country. Notes from **KRIC's** staffers in uniform are also included in the news letter.

Ed Wilson, master of ceremonies for **St. Louis, Mo., KWK's "M. J. B. Show"** is broadcasting his portion of the program from his bed in a local hospital to which he is confined by a back injury. Music for the two daily shows is put on the air from the studios, with **Wilson's** comments coming by special lines from the hospital.

As part of the **Mayor's Unity Program**, **WMCA**, New York, is presenting a series of dramatic scripts aimed at racial unity and tolerance. Initial broadcast takes place today from 9:45 to 10 p.m., **EWT**. Participating in the series are the **Writers' War Board**, headed by **Rex Stout**, **Radio Directors' Guild** headed by **Earle McGill** and **AFRA**. Scripts are being written by the **War Board** with direction under the auspices of the **Guild** and casting by **AFRA**.

Members of the **Arts Board of the U. of Cincinnati** made their initial bow on the **WSAI Summer Playhouse** yesterday. Play was "Murder by the Stars," a melodrama written by **Fred Russell** of the **WSAI** continuity staff. Another first on the program was producer **Robert Fuller**, recently transferred from the **WLW-WSAI** announcing staff.

Tom Stewart, salesman for **WHIO**, Dayton, Ohio, pulled a scoop recently when he forgot about selling time long enough to become a reporter. He was calling on one of his clients when a fire broke out next door. **Stewart** borrowed his customer's phone and called the **WHIO** news room to give news editor **Dick Cull** the tip off on the local story.

"Magic of Music" show over **WNEW**, New York, from 8 to 8:30 p.m., **EWT**, Monday through Saturday has been taken over by **James Coy**, replacing **Bill Burrell**. . . . **Mayor's Unity Program** over **WNEW** Friday will feature the **Golden Gate Quartette** and guest speaker **Judge Jeremiah Mahoney** whose subject will be "Unity at Home—Victory Abroad."

Marc Bowman, program director for **KOIN**, Portland, Oregon, leaves shortly for Washington, D. C., for training to prepare for his assignment with **Red Cross** units overseas. **Bowman** served in Europe with **Canadian Forces** and the **RFC** in the last war.

Sam Smith, member of the summer announcing staff of **KGVO**, Missoula, Montana, leaves this week to return to school teaching. His successor has not been selected. . . . **Dave Roberts**, roving reporter for **WLW**, Cincinnati, Ohio, was a visitor to **KGVO** recently. While there he recorded interviews with **Forest Service** officials and parachute jumpers who are with the **Forest Service**.

Dr. James T. Shotwell and **Mrs. Lytle Hull** were the principal speakers at a **War Bond Rally** at the **Woodstock, N. Y., artists' colony**, aired recently by **WKNY**, Kingston, N. Y. Rally was preceded by a concert featuring **Vladimir Padwa**, pianist of the **First Piano Quartet**; **Horace Britt**, cellist of the **Britt Ensemble**, and **Angel Reyes**, Cuban violinist.

Frances Jones of the **WICC**, Bridgeport, Conn., program department, has left her radio duties for a short vacation. . . . **WICC's Dottie Whitehead** is in Washington, D. C., on vacation. . . . **Ken Rapieff's "Sports Matinee"** show tomorrow will be moved to another time on **WICC** to make way for the **Bridgeport Brass Mutual** net show.

Central New England sports fans recently heard an interview with **Gundar Haegg**, Swedish runner, broadcast over **WTAG**, Worcester, Mass. Listeners heard the racer by way of a three-way conversation between **Herb Edman**, **WTAG** announcer, **Haegg**, who spoke in Swedish, and **Gerhard T. Rooth**, **Haegg's** official interpreter.

WING, Dayton, Ohio, carried the broadcast of the mammoth **Wright Field** employees' picnic last week, with two members of the **WING** special events department conducting interviews and a quiz show for prizes of **War Bonds and Stamps**. Thirty-five thousand people attended the picnic.

"Alabama Hayloft Jamboree," listeners are filling the **WAPI**, Birmingham, Alabama, mail bags to the tune of 1,500 letters a week in response to a "Homemaking" contest **Ralph Rogers** is conducting in search of new recipes and cooking tips. Winners are awarded an **Ernest Tubbs** song book, personally autographed by **Tubbs** when he appeared on the "Jamboree."

Speakers pinch-hitting next week for **Leslie B. Bain**, news commentator for **WIOD**, Miami, Florida, who is on a two-week vacation, are: **Mayor Leonard Thomson**, of Miami; **Dr. W. H. Walker**; **Robert E. Cook**, of the firm sponsoring the news shows; **Guy Butler**, sports editor of the Miami "Daily News," and **Leonard Lyons**, of the **Miami Labor Temple**.

Russ Baker, former announcer for **WOW**, Omaha, Nebraska, is in the **Orientation Branch of Training Division at Camp Kohler**, where he announces the comedy shows over **KFBK**, Sacramento, day nights.

Word of newspaper-operation comes from **KRM**, Mont. Texas. Because of the shortage the morning daily has 5,000 volunteers to drop their subscriptions. A representative of the hundred defense workers to cancel subscriptions if they get an early morning newspaper volunteered with a 15-minute up of AP news at 6 a.m., morning shift is getting no work and the night shift has home.

Series of half-hour band with the **Jefferson Barracks** band will be cast by **KMOX**, St. Louis, Mo., tomorrow. Programs will mark successful conclusion of weeks of have lines installed at the mill. Lines will be on a permanent by the Army, and will be available all stations in St. Louis. Move necessary because of recent Army no recordings may be made in post for broadcasting purposes. Musician may leave the post for special recruiting purposes. **KMOX** will originate in the band club, the post, and will be heard each at 7 p.m.

Douglas Wilkie, Australian correspondent, now en route to European war theater, will **WLW**, Cincinnati, "World Preserver" this week-end. . . . **M. J. Brown**, promotion manager for **WLW**, now on vacation. . . . First of **J. Brown's** series of program **WLW**, titled "Congress—the Instrument of Congress," repeated by special request. **Bro. Ohio District Congressman**, five broadcasts over **WLW** this Third in series will be heard week. The subject will be: "Freedom."

UP Appoints Packard North Africa Man

Reynolds Packard, it was announced yesterday by **Virgil Pinkley**, Press European Manager, has appointed **UP** manager for Africa, with instructions for the Rome bureau of the news as soon as possible.

Packard, a veteran **United** correspondent, headed the bureau from 1939 until his departure in 1941. He returned to **New** the diplomatic exchange in 1942, and was assigned to **Allied** African headquarters in 1943, credited to the U. S. Air Force, accompanied American bomber mission over Palermo prior to the Sicilian invasion.

1 9 4 3

BIRTHDAYS

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

August 19

| | |
|---------------------------------------|---------------------|
| Marcus Barillett | Don Bernard |
| Elsie Ekstein | Anice Ives |
| A. W. Kanev | Bob Kerr |
| Spencer Odom | John M. Outler, Jr. |
| Jimmy Shields | |
| Vi & Vilma Vernor (The Victory Twins) | |

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 36

NEW YORK, N. Y., FRIDAY, AUGUST 20, 1943

TEN CENTS

Webbs War-Loan Co-Op

Webbs Edits Address; Labor Circles Object

Washington Bureau, RADIO DAILY
Washington—In what may become the most serious test of broadcasters' loyalty, the National Association of Broadcasters (NAB) has kept expressions which do not conform with the NAB code from its annual convention at WHKC, Columbus, Ohio, yesterday. Several portions of the convention were eliminated by Richard Frankenstein, NAB's executive vice-president. It is not clear here just what the NAB has decided.

(Continued on Page 6)
Buy More War Bonds and Stamps
Hearings Scheduled in Washington Next Week

Washington Bureau, RADIO DAILY
Washington—Resumption of hearings of the Cox committee here is expected for the middle of next week, according to Fred Walker, the committee counsel. The work sessions will continue, it is said, with simultaneous hearings in Washington. It is not clear whether he has not yet decided on the subject will be heard.

(Continued on Page 2)
Buy More War Bonds and Stamps
Pacific Network Formed With KFSD

A 1000-watt outlet in San Francisco, Calif., will join NBC's Pacific network on Sept. 1, Sidney N. Schick, vice-president in charge of the Western Division, announced yesterday. KFSD will function as a secondary outlet until Oct. 1, when it will become the seventh full-time network station on the Pacific coast.

Arrived!
Hollywood—As David Sarnoff and Gus Trammell were entering the Bern Derby for lunch the other day a youngster approached and asked S. for his autograph, believing the impression that the man had was a movie celebrity. Sarnoff returned to the NBC president and said: "Looks like the folks figure I've really 'arrived.'"

"Swindle-Sheet"
About to sign an account for chief engineer George Milne's expenses at the WJZ ground-breaking ceremony at Lodi, N. J., Edgar Kobak, Blue executive vice-president, noticed that Radio Daily did not mention the engineer as among those present. Milne was there but he had a heap of trouble convincing Kobak. P. S. Milne isn't speaking to the Blue publicity department.

'Language' Testimony Continued By Garey

Guiseppi Lupis continued to parry the direct questions of Eugene L. Garey, the Cox committee's counsel by combative answers, yesterday as the hearings continued in New York. Lupis, who was first employed by the OWI short-wave station as an announcer at a salary of \$3,800 per month.

(Continued on Page 3)
Buy More War Bonds and Stamps
Second NAB District Meets Upstate Aug. 24

Syracuse—District No. 2 of the NAB will meet here at the Hotel Syracuse Tuesday, Aug. 24. Neville Miller, president of NAB will head the association officials in attendance which is expected to draw a considerable number of station executives in the District. Kolin Hager of WGY, Schenectady is the District No. 2 Director and will preside.

CBS Man's Perilous Flight To Break News Of Messina

Indianapolis Sets Aug. 27 'Double Or Nothing' Day
"Double or Nothing," veteran Mutual network quiz piloted by John Reed King, which highlights tributes to Americans contributing to the war effort, will broadcast before 15,000 war workers and bond purchasers when the program originates from Indianapolis Friday, August 27, 9:30-11:30 p.m.

Sec. Morgenthau Meets Network Execs To Discuss Plans Of Big Campaign To Raise \$15,000,000,000

"For This We Fight" Sets Up New Series

Dr. James Rowland Angell, NBC Public Service Counsellor has completed details of the second series of broadcasts in which post-war problems will be discussed by leading experts in many fields. New series will start Saturday Sept. 4, scheduled 7-7:30 p.m., EWT.

Called "For This We Fight," the program in its first series of 13 broadcasts will start on Sept. 2.

Scophony To Develop "Skiatron" Tele Method

The "skiatron" method of television, will be developed in the United States by Scophony Corp. of America, in addition to the supersonic method controlled by the company, Arthur Levey, president of Scophony, said yesterday.

Skelton Returns Sept. 14; Substitute Gets Own Spot

"Red Skelton and Company" returns to NBC after a Summer vacation Tuesday, Sept. 14, at 10:30 p.m., EWT, as Hildegard's "Beat the Band" program.

Important network executives representing four major networks met in the Capital yesterday with Secretary of the Treasury Henry Morgenthau, Jr. to discuss plans for the Third War Loan which gets under way Sept. 9. Ted R. Gamble, National Director of the War Finance Division of the Treasury addressed the meeting after Morgenthau had spoken and he stressed the importance of the campaign and the need for the greatest promotion job in history to raise the \$15,000,000,000 quota. It was brought out that since banks are not lending money to the government, it is necessary to raise the money through the sale of war bonds and stamps.

Post-War Population Seen Shifting To West

Washington Bureau, RADIO DAILY
Washington—The effects of post-war demobilization, wartime population shifts and the potential absorption of war-production labor by peace industries are being studied here in the light of their possible effect on the people's ability to purchase radio receivers or television sets following the war.

Old Joke Program Sked For Blue Debut Sept. 12

"That's a Good One," comedy series starring Hope Emerson, with comedians Ward Wilson and Art Elmer, in a "laugh-a-minute" joust with gags.

In Reverse
Good news seems to travel slowly, despite the fact that radio waves travel 186,000 miles per second. Ruth Chilton, conductor of women's programs for WSYR, Syracuse, New York, was rather startled at the request sent in by a listener for a baking set she offered at a special price four years ago. Special offer was made by a sponsor who discontinued his ad in 1939.

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

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FINANCIAL

Thursday, August 19)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|--------|---------|---------|----------|
| Am. Tel. & Tel. | 155 | 154 1/2 | 154 7/8 | |
| CBS A | 21 7/8 | 21 3/8 | 21 7/8 | +3/16 |
| CBS B | 21 1/2 | 21 1/2 | 21 1/2 | -3/16 |
| Gen. Electric | 37 1/8 | 36 3/4 | 36 3/4 | 1/4 |
| Phil'co | 22 3/4 | 22 1/4 | 22 1/4 | -5/8 |
| RCA Common | 9 7/8 | 9 3/4 | 9 3/4 | 1/8 |
| RCA First Pfd. | 70 1/2 | 69 5/8 | 69 5/8 | 1/2 |
| Stewart-Warner | 11 3/8 | 11 1/2 | 11 5/8 | 1/8 |
| Westinghouse | 94 1/2 | 93 3/8 | 94 1/4 | + 1/4 |
| Zenith Radio | 33 1/8 | 33 | 33 | + 1/8 |

OVER THE COUNTER

| | Bid | Asked |
|------------------------|--------|--------|
| Farnsworth Tel. & Rad. | 83 3/4 | 84 |
| Shromberg-Carlson | 10 5/8 | 11 5/8 |
| WCAO (Baltimore) | 20 | 23 |
| WJR (Detroit) | 27 1/2 | 29 |

Cox Hearings Scheduled In Washington Next Week

(Continued from Page 1)
Walker, who will conduct the Washington sessions, indicated that it is likely he will delve into the subject of draft deferments for FCC workers.

"For This We Fight" Sets Up New Series

(Continued from Page 1)

casts presented discussions of the international aspects of the peace. The second 13 will present the national aspects and will be followed by five programs of a special nature.

The last broadcast, on Saturday, Jan. 1, 1944, will be by Secretary of State Cordell Hull, who was originally scheduled to open the series last June. The pressure of international affairs made it impossible for him to appear on the opening program, but he agreed to appear on the closing broadcast instead, subject to the same condition which will permit him to withdraw if national or international events require it.

Among those who will be heard on the second series, in addition to Hull, will be Robert H. Jackson, Associate Justice, United States Supreme Court; Stuart Chase, economist; Paul G. Hoffman, president, Studebaker Corporation, and chairman, Committee for Economic Development; Frederick C. Crawford, president, National Association of Manufacturers; DeWitt M. Emery, president, National Small Businessmen's Association; Philip Murray, president, Congress of Industrial Organizations; A. Philip Randolph, president, International Brotherhood of Sleeping Car Porters, and Murray Lincoln, executive secretary, Ohio Farm Bureau Federation.

The first series, devoted to discussions of international peace issues, concludes Saturday, August 28, with an address by Sumner Welles, Under-Secretary of State.

"For This We Fight" is presented by the NBC Inter-American University of the Air in cooperation with the Twentieth Century Fund and the Commission to Study the Organization of Peace.

Estes Civilian Coordinator Of Army Air Force Show

Bernie Estes has been appointed "Civilian Coordinator" for the U. S. Army show "Wings for Victory." Show is being held under the auspices of the New York Fighter Wing—Army Air Force and opens officially today. Exhibit, which will run through August 29th, features the picture "Battle of Britain" which is being shown publicly for the first time on the mezzanine floor of 630 Fifth Ave. Picture consists of official pictures of RAF in action over London and includes use of confiscated German newsreels which heretofore have only been shown to Army personnel.

Estes cut his vacation short to volunteer his services for this Army project. He will act as civilian liaison for Lt. Norman Weiser who is in charge of recruiting for the New York Fighter Wing.

Radio personalities who have volunteered personal appearances at the exhibit include Milton Berle, Jerry Lester, Dorothy Sarnoff, Mary Small, Arlene Francis, Morton Downey, Bob Howard, Jack Marshall, Walter Casel, Kay Lorraine, Joan Brooks and Diane Courtney.

Indianapolis Sets Aug. 27 'Double Or Nothing' Day

(Continued from Page 1)

10 p.m., EWT. On that date the program, airing from Indianapolis' massive Coliseum, will salute outstanding war workers in that city and war bond buyers who have increased their purchases.

Contestants will be war workers from the various war plants in Indianapolis, servicemen and state and city officials. It is expected that Indiana's Governor Henry Schricker will participate in the broadcast.

Indianapolis has proclaimed August 27 "Double or Nothing" day and many off-the-air features have been arranged for the radio cast. The troupe will entertain war workers in the U. S. Rubber Company plant at 5:45 a.m., put on informal programs at the U.S.O. railroad center, three hospitals, and entertain soldiers at Stout Field, Army Air Corps base. Another off-the-air feature will be a special "Double or Nothing" bond rally to be held in Indianapolis Circle.

Post-War Population Seen Shifting To West

(Continued from Page 1)

conclusion of hostilities and resumption of peacetime activities.

The war has seen a revitalization of the old "go West, young man" philosophy, the Pacific Coast states having gained about six per cent in total civilian population despite the loss of hundreds of thousands to the armed forces. With the exception of the Southeastern states, which registered a one per cent gain, the Far West is the only region to show an increase as a result of the war.

On the other hand, several Central and Eastern states, such as Michigan, Indiana, Connecticut and Rhode Island, show as much as 45 per cent of the population engaged in war work or in uniform, with other states having a proportion nearly as large. It is estimated that nearly 15,000,000 war workers and servicemen will have to be absorbed in peacetime economy. However, it is believed that intelligent planning probably could avert any disastrous depression. A sharp drop in farm income is considered not unlikely.

Scophony To Develop "Skiatron" Tele Method

(Continued from Page 1)

yesterday. Levey described the skiatron method as an advanced system.

Dr. A. H. Rosenthal, internationally known physicist and electronic engineer, who has been appointed director of research and development for the company, will do further research on the skiatron method, which he invented, Levey said.

Dr. Rosenthal has been placed under a three-year contract by Scophony. He was connected with Scophony Ltd. of London for several years and contributed some of the more important Scophony inventions. He will head a group of engineers in developing television and electronic inventions.

COMING and GOING

KARL O. WYLER, vice-president and manager of KTSM, El Paso, is in town Texas for conferences with the New York representatives of the station.

BEN GRAUER, has left for a couple at Lake Mahopac. He is accompanied brother, ALVIN, an Army captain here Chicago on a short furlough. He will return tomorrow night and will then leave forington for the Saturday NBC program, "We Fight."

C. OTIS RAWALT, of Burn-Smith Co station reps, returned yesterday from a in the Berkshires, whereupon FRED LAK on his annual holiday in Nantucket.

WALLACE MAGILL, producer of the phone Hour" for N. W. Ayer & Son DONALD VOORHEES, musical director, program, leave for the West Coast follow Monday night broadcast. The next two will originate at Los Angeles.

R. E. BRADHAM, station manager of affiliate of NBC in Charleston, S. C., for a few days on station and network b

ELMER J. BOOS, comptroller for WLW Cincinnati, is vacationing with his fam Michigan.

ED WALLACE, program director of Philadelphia, in town today for conf Mutual and BBC.

BOB KERR, also HI, LO, JACK AND THE leave Sunday for Hollywood where the tette will appear in a forthcoming must be produced by Columbia Pictures.

HARRY H. HOESSLY, sales manager of Columbus, has returned to his Ohio headq following a short business trip to New

LOIS JANUARY, "Reveille Sweetheart" on WABC, is back from a tour of Army in Massachusetts and Connecticut. She cel her first year on the program this week.

BERNARD DUDLEY, commentator heard programs of the New York Philharmonic, leaves Sunday night for Croydon, and returns Thursday for the program's re

EMILE GOUCH and CLAUDE CULLMER field representatives, in town for few da

6 OUT OF 10

Granted less than ten per cent of the total appropriation, Station W-I-T-H accounted for sixty per cent of the response... for a Car agency seeking used cars!

WITH does a great job in Baltimore. And how!

WITH



IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

THE DETROIT AREA NOW SOARS TO A NEW HIGH

—and this live-wire station keeps pace with a new high in retail time sales, a new high in program interest, a new high in primary coverage!

CKLW

5,000 WATTS DAY and NIGHT
800 Kc.
MUTUAL SYSTEM

Language' Testimony (Continued By Garey

(Continued from Page 1)

denied statements previously by Joseph Lang in a letter to Luotto which purported to be a summation of a conversation between Luotto, Lang and Lupis, as being accurate and not a true transcript of the conversation.

Put Own Man in Job

Garey charged Lupis with conducting himself with the activities of WBNX. Testimony which was drawn from the witness that Lupis was interested in the newscasts at WBNX monitoring Lupis was interested in securing a monitoring job for a man named Sonino. Eventually succeeded in placing the man in the job. Lupis stated that Sonino was sending him notes regarding program material emanating from WBNX which notes Lupis sent to the FCC. When asked by Garey what the purpose was in sending the notes to the FCC he stated, that he always sends information to government agencies.

In connection with his position with OWI Chairman Cox asked, "what do you have that the Government is so badly?" Lupis responded with an answer that was roughly translated as "Yes."

Lupis testified that his relations with Gene Falk of the OWI were not good. And he substantiated a letter from Falk congratulating him on his appointment as Director of OWI Programs at WHOM. Another program Falk extolled his cooperation with the OWI and saw a possible newscaster of OWI programs.

Queried Regarding Results

At this juncture said to Lupis, "how many Fascists have you located, and how many put out of business, sent to prison?" Lupis replied, "I never persecuted anyone. I only give information." He presumed his query by adding, "how many ever caught any Fascists but how many on running them down." Lupis said, "Oh yes, we found

up whose command of the English language varied with his intent to be honest to give testimony. He charged the Dante Alighieri Club of Chicago, as being decidedly Fascist throughout the world and that being the Chicago chapter to alter its affiliations. The accuracy of the testimony previously given by Joseph Lang and Stefano Luotto came under fire from Garey when he termed Lang's letter as a document in which Lupis was credited with saying that he never called

★ PROMOTION ★

FM Contest

Frequency Modulation station W47NY, New York, has sent out a letter to its program folder mailing list, requesting its listeners to join a contest being held by "The Family Circle" magazine, which sponsors a weekly show on the station. Letter states that FM audience opinion is valuable, as FM listeners are an unusual type, interested in good entertainment, or they wouldn't own FM sets in the first place.

Contest is to determine ways to improve today's movies. Station points out that there are no strings attached and that there is money to win, and encloses an entry form on which a 300 word (maximum) essay is to be written on "Four Ways to Improve Today's Movies," plus a postpaid return envelope. Winners will be announced over the air on the "Family Circle" program.

War-Bond Co-Op

WAAT, Newark, New Jersey, the Newark-Adams Theater and the New Jersey War Finance Committee are cooperating on a special admission-by-war-bonds entertainment to be held Monday night. Occasion is the selection of Miss New Jersey from 125 women candidates who have mailed entries to the station. Other

Luotto a Fascist, or a bad American, as inaccurate. He was careful to limit his testimony to that characterization. He refused to say that Lang's statements were untrue. Lang at the present time employs Lupis at WHOM.

Arnold B. Hartley, formerly of WGES, Chicago, and current program director of WOV, testified that the original letter that he wrote to Gene Dyer of WGES contained conclusions about Stefano Luotto that he drew from conversations with Jerome H. Spingarn of the FCC.

He also testified that before the hearings started he was not asked, as he was charged, with taking instructions from the FCC as to what his testimony should be.

Reasons for Washington Trip

Hartley claimed that when he went to Washington to attend the Foreign Language Control Committee meeting he went at the request of John Dyer to the FCC to ascertain the reasons why the station was on a temporary license. At his meeting with FCC members he drew from them statements that three employees of WGES were under fire with the FCC and that they would all "be able to sleep better" if they were taken off the air.

Hartley stated that he wanted to avoid consequent trouble and acted in the best interests of his employer if he recommended their removal from the air.

Later it was admitted that, Remon Conti, one of the three under investigation of the FCC is still employed by the station in the capacity of time buyer although he is denied

WCKY's "Tackle for Troops"

Extensive inquiries from servicemen in the U. S. on the recent "Tackle for Troops" drive in Cincinnati has prompted WCKY to pass the word along to other stations and newspapers throughout the country. Through the efforts of WCKY, Cincinnati newspapers and tackle dealers, a quantity of excess fishing equipment was collected. Tackle was specified for troops in the Aleutians and Alaska and was shipped there several weeks ago.

Servicemen read about the drive in their publication "Yank," and wrote to the station seeking some of the tackle for their bases. Publicity and promotion departments of WCKY explained that tackle has already been shipped, but urged the servicemen to contact their local stations and newspapers to assist them in a drive for tackle to be used in their localities.

features will be the appearances of stage and radio stars and music by a name band.

Station and theater have donated their facilities in cooperation with the Treasury Department's preliminary promotion in setting up the Third National War Loan Drive.

Skelton Returns Sept. 14; Substitute Gets Own Spot

(Continued from Page 1)

gram moves to a new time spot on the network Wednesday, Sept. 15, at 8:30 p.m., EWT. Both shows are sponsored by the Brown & Williamson Tobacco Company for Raleigh cigarettes.

Skelton will return with his regular troupe, headed by Harriet Hilliard and Ozzie Nelson and his orchestra.

"Beat the Band," musical quiz show, substituted for Skelton during the Summer and now is being given a regular spot of its own, replacing the Tommy Dorsey program.

the use of broadcasting privileges by the station.

Hartley squelched the idea that he had a working agreement with Lee Falk of the OWI regarding exclusivity of an Italian newscast program which was conceived to combat Italian short-wave propaganda.

Clarifies Program Distribution

The idea of the program was, according to Hartley, his original idea. He found it financially prohibitive to carry it out in lieu of the station's budget. At that time he suggested to Lee Falk that OWI do it. This was done and given to WOV and the three other Bulova stations, but Hartley pointed out that the program was given to WGES and a station in San Francisco. Later it was given to New York stations. At the time the program was, unknown to Hartley, not given to other New York stations.

Web Execs Discuss 3rd War Loan Plans

(Continued from Page 1)

and similar organizations will not be asked to buy large blocks of bonds but rather the general public, it would be necessary more than ever to get to the greatest number of people possible with the Third War Loan messages, a job for which radio is well fitted, perhaps more than any other media.

Morgenthau thanked the network reps for their cooperation in the past and for their promise of greater efforts than ever in the forthcoming drive.

Among those who attended the meeting were: Douglas Coulter and Earl Gammons of CBS; Phillips Carlin and G. W. Johnstone of the Blue Network; Miller McClintock and Tom Slater of Mutual, and Frank M. Russell and Wyllis Cooper of NBC.

Those attending the meeting from OWI were Palmer Hoyt, Donald Stauffer, and George Zachary; from the Treasury, besides the Secretary and Gamble were Oscar Doob, Vincent F. Callahan, and Marjorie L. Spriggs.

Jampel Leaves NBC To Promote "T. Or C."

Carl Jampel, member of NBC's press staff for the past year, has resigned to handle special events and promotion for "Truth or Consequences," comedy quiz heard on the network and sponsored by Procter & Gamble. Jampel will work directly under Ralph Edwards, originator and emcee of "Truth or Consequences."

Jampel, a graduate of the University of Michigan, before coming to NBC was associated with WSOO, Saulte Ste. Marie, and WFDF, Flint, Mich., as announcer, writer and director of programs.

Burnett Joins WBBM In Special Events Dept.

Chicago—Jack Burnett has joined the WBBM staff as assistant director of special events, it was announced this week by Shepard Chartoc, director of public affairs.

In coming to WBBM, Burnett leaves his position as head of publicity for the Chicago Stadium and the Sonja Henie Hollywood Ice Revue. Previous to that he was a member of the WHN, New York, publicity department and sports editor for the station.

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THIS LITTLE BUDGET

WENT TO

WORL
BOSTON
MASS.



Los Angeles

By RALPH WILK

LOYD BROWNFIELD, new publicity head of CBS-KNX, has returned from a vacation at his favorite outdoor spot, June Lake.

Mr. and Mrs. George MacMichael, parents of the Merry Macs, are celebrating their 41st wedding anniversary.

Ernest Felix, KECA-KFI personnel director and accounting department head, is recovering from a siege of pneumonia.

John B. Hughes, the news commentator and analyst, has been signed to play a commentator in "Rhapsody In Blue," which is being made at Warner Bros.

Kay Kyser and his "College of Musical Knowledge" troupe journeyed to Las Vegas, Nevada, where they entertained for the enlisted men stationed at the U. S. Army Gunnery School.

To a record-breaking crowd exceeding 10,000 fans in Hollywood Bowl, Frank Sinatra "brought down the skies" with his concert of popular songs August 14. With a symphonic musical background of 94 pieces, he repeated encore after encore when the cheering (and sighing) throng refused to let him leave the stage. Before he rushed from Columbia Square to the Bowl, he grinned out at his audience of "Hit Parade" listeners and asked them to "keep your fingers crossed for this Bowl routine tonight." It was quite apparent they did.

Arch Oboler writer-producer of "Lights Out," has returned from Gallup, New Mexico, where he has been studying the Navajo Indian dances to gather material for a new play. Needless, to say a lot of Indians will be biting the dust over at CBS some of these dark nights.

Gale Robbins, who was heard as vocalist on the Ben Bernie program for Wrigley's, has been selected to play the lead in the 20th Century-Fox production, "Greenwich Village" which is to be produced in Technicolor.

When Charlie McCarthy-Edgar Bergen "Chase & Sanborn" program returns to the air September 5th, NBC, it will have as regulars Victor Moore and William Gaxton, with Jean Arthur as the guest star for the first show. Bill Goodwin will be the new announcer on the program.

Wedding Bells

Los Angeles—W. Bert Scott, Jack Benny's secretary, and Ann Klem of New York, stole a march on their friends by being married at Las Vegas, July 25. Announcement of their marriage has just been made.

"To Nite"
From **CARNEGIE HALL**
TINY HILL
Management **FREDERICK BROS. MUSIC CORP.**
New York — Chicago — Hollywood

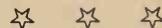


Reporter At Large . . . !

● ● ● We let Dave Alber "Con" us into taking a jaunt out to Frank Dailey's Terrace Room, 'other side of the Hudson (Newark) Tuesday nite to get an earful of music dispensed by Shep Fields and his crew for the record the arrangements are solid, the lads are hep and the music, enough in the groove, to make both youngsters and their parents want to roll up the axminster. . . . Ralph Welliver, the Marine who, after being torpedoed, spent five and a half days on a raft in the North Atlantic, received the order of the Purple Heart and was subsequently honorably discharged from the service, will be heard on Ray Paige's "Salute To Youth" program Tuesday. . . . CBSongstress Joan Brooks, during a conversation with a Tin Pan Alleyite, mentioned the fact that her program was heard five days weekly at 11:15 p.m., that tomorrow she was scheduled to "guest" on the MBSalute to our Pan-American neighbors "Brazilian Parade," and would also be heard on the "Calling America" CBSshow, Sunday. . . . "that makes Seven days a week that I'll be singing," added Joan, "but I Love it" "What a title," ejaculated the songwriter, "I'll bring a new song titled, 'Seven Days a Week,' to you in about two days" yesterday, Joan received a manuscript of the song titled, "Seven Days a Week," liked it and will introduce the tuneful ballad on her CBS program Friday September 3.



● ● ● When NBCharlie McCarthy returns to the airwaves, Sunday September 5, Victor Moore and Billy Gaxton, the musical comedy team, who appeared on the Chase & Sanborn hour last season as guest stars, will be heard on the show regularly. . . . and don't be surprised if Robert A. Pinckney, the lad from whom Mortimer Snerd's severest critic purchased the "ready-for-occupancy" jail, is heard on the program, in the role of running said clink for Charlie on a percentage basis. . . . June Bailey replaces Shirley Frim in the NBC quintette "Four Gals and a Guy" Judith Allen, former screen star, has authored a new radio quiz program titled, "How to get into the movies" sounds like there might be a million or two tuner-inners, who'd like to know the answer to that query. . . . Jerry Wayne, Hit Parader, makes his night club debut next Thursday, when he headlines the new show at the Park Central's Cooanut Grove. . . . Ray (Frank's cousin) Sinatra, composer of many concert pieces, has gone in for "boogie-woogie" he's the writer of "Kicked Upstairs," which was introduced earlier this week on the "Jerry Lester Show" heard on CBS. . . . Tom Kennedy, who has managed Red Skelton, Beatrice Kaye and the late Ted Healy, joins Fanchon & Marco and will handle radio and stage talent. . . . The historical quiz, "History Is Fun," heard on the Blue, will henceforth be called "Yankee Doodle Quiz" Vaughn Monroe, who has just completed an M-G-Movie, "Meet The People," leaves for Gotham next month where his band will make a stand at the Paramount Theater.



● ● ● While George and Gracie are spending their vacation from the airlines, entertaining at army camps and bases, Jimmy Cash, Tenoriole of the "Burns and Allen" show, is spending his "on the assembly line" at a West Coast War Plant. . . . Kent Cooper, exec of the Associated Press, composed the words and music of a new operetta, "About The Girl," which will be premiered, September 11 at 9 p.m. on the "Chicago Theater of the Air," which originates from WGN and which will be heard over the entire MBSsystem. . . . Radio artists, often succumb to the error of taking things for granted, often injecting "just so much or so little animation" in direct ratio to the importance or unimportance of the role. . . . this is a mistake and those subject to this propensity would do well to remember that each time on the air they are "auditioning" for someone. . . . possibly a Broadway producer, Filmogul or Radio exec.



— Remember Pearl Harbor —

Chicago

By FRANK BURKE

EARL THOMAS, former radio director of the McCann-Erickson agency in Chicago, recently resigned a captaincy in the Army and returned to radio in New York.

W. A. Sheaffer Pen Company through the Russel M. Seeds agency has renewed sponsorship of "The News Parade" over 126 NBC stations each Sunday from 2:15-2:30. Renewal is effective September 3.

P. Goldsmith Sons, of Cincinnati through Hugo Wagenseil & Associates of Dayton, Ohio, will sponsor a by-play broadcast of the second of the College all-star vs. Washington Red Skin football game at Soldier Stadium, Evanston, Ill., on August 23. Bill Stern, NBC sportscaster, will handle the broadcast, which will be heard over 80 NBC stations 10:15-11:45 p.m., CWT.

NBC Chicago departmental offices in New York this week are O. Morton, manager of local advertising and sales, and Emmons C. Carlson, advertising and sales promotion manager.

Opening football game at the Training Station, Great Lakes, between Purdue and the Gobs will be broadcast on NBC on Saturday Sept. 18, with Bill Stern at the controls.

Ruth Perrott, WBBM-CBS actress, leaves Chicago soon for a picture contract at Universal Studios. Other Chicago personalities, Chas. Flynn, of WBBM-CBS "Bach Children" and "Jack Armstrong" shows, has gone west to screen for Warner Brothers.

Chicago local of AFRA sending invitations to the national convention which will be held August 28-30 at the Ambassador East Hotel. About 60 delegates are expected to attend the sessions.

Soap Co. Renews WLW

Cincinnati—Marking the start of their sixth consecutive year of sponsorship of WLW broadcasts, the Manhattan Soap Co., for their product Sweetheart Soap, has renewed contract for 52 weeks of a 15-minute program three times weekly 8:15 a.m. The program, handled by John Brucknell of the WLW staff, is produced by Frank Bruck Advertising Corporation, New York, is the agency.

WANTED: Sound effect technicians for network productions. Must be experienced in recorded and magnetic sound, both dramatic and musical programs. Give full details of experience in first letter, draft status, salary expected, etc. Reply Box 735, Radio Daily, 1501 Broadway, New York City.

NEW BUSINESS

San Francisco: Ball Bros. Co., Ind. (Mason Jars) through Advertising Agency, Municipal participation in "Women's Magazine of the Air," Monday through for 13 weeks; Kellogg Company, Battle Creek, Mich., (Corn) through J. Walter Thompson Company, Chicago, "Rose Room," Monday through Friday, 13 weeks; Norwich Pharmacal Co., Norwich, N. Y., through C. Gumbinner Advertising Co., N. Y. C., one-minute transmissions, Tuesday, Thursday and mornings, for 26 weeks; Caplan & Furth, Oakland, Cal., (Department Store), through Garfield, San Francisco, renewal 15-minute newscast Monday, Tuesday and Friday, for 39 weeks; Chamber Brewing Company, San Francisco, through M. E. Harlan, San Francisco, renewal of half-hour musical variety program on Thursday, 52 weeks, also renewal of "Business News," 15-minute ET program on Sundays, for 26 weeks; Foods Company, Mamaroneck, N. Y., (Herb-Ox Bouillon Cubes), through M. Mathes, Inc., N. Y. C., participation in "Women's Magazine of the Air," Monday, Tuesday and Friday, for 13 weeks; Dress Company, San Francisco, through Leon Livingston Advertising Agency, San Francisco, renewal of "Korn Kobblers" musical program, Monday through for 52 weeks.

Portsmouth, N. H.: Franklin Dover, (Men's Apparel) six weeks, TF, direct; New Hellenic Association, Haverhill, one program weekly, 52 weeks, through George Panaciotopoulos, director; Gerros, Haverhill, (Men's Wear), six anns. weekly, direct; The Goldenrod, Haverhill, (Resort), six weeks, 13 weeks, direct; Manchester Savings & Loan Association, Manchester, N. H. (Home) program weekly, 52 weeks, in Pen Company, Chicago, (Mountain Pens), three programs weekly, TF, through United States Company, Chicago; (St. Joseph Aspirin) eight anns. weekly, 13 weeks, Lake-Spiro-Shurman, Inc., Tenn.; Scott Furriers, Boston, programs weekly, TF, direct; Lawrence, Mass. (Furs), five weeks, 26 weeks, direct; Shoemakers, Newmarket, N. H. (Shoemakers), six programs weekly, direct; Crawford Boston, 26 anns., through Simon, Boston.

COMMERCIALS-QUICK

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☆☆ **GUEST-ING** ☆☆

LUCILLE BALL and DESI ARNAZ, on Groucho Marx's "Blue Ribbon Town," tomorrow (WABC-CBS, 10:15 p.m.).

H. R. TOLLEY, chief of the bureau of agricultural economics in the U. S. Department of Agriculture, on Columbia's "Country Journal," tomorrow (WABC-CBS, 1 p.m.).

JOAN BLONDELL, RED SKELTON and MAXINE MAXWELL, on the "Saturday Night Bandwagon," tomorrow (WOR-Mutual, 10:15 p.m.).

JACK ROBBINS of Chicago, founder of the Boys Brotherhood Republic, and **DR. IGNATIUS FAUBENECK**, on the "Hobby Lobby," tomorrow (WABC-CBS, 8:30 p.m.).

WALTER O'KEEFE, on "It's Maritime," tomorrow (WABC-CBS, 5 p.m.).

MAX LERNER, assistant to the editor of "PM"; **LOUIS FISCHER**, foreign correspondent and author of "A Week with Ghandi," and **WALTER DURANTY**, former New York "Times" foreign correspondent and author of "I Write As I Please," discussing "Russia and the War," on the "People's Platform," tomorrow (WABC-CBS, 8:15 p.m.).

LARRY LESUEUR, CBS correspondent and author of "Twelve Months that Changed the World," on "Of Men and Books," tomorrow (WABC-CBS, 3 p.m.).

JOHN CARRADINE, on "Stars Over Hollywood," tomorrow (WABC-CBS, 12:30 p.m.).

QUINCY HOWE, commentator; **WALTER MILLIS**, editorial writer of the New York "Herald-Tribune," and **MRS. FRANCES GUNTHER**, on the "Answering You" program, Sunday (WOR-Mutual, 5 p.m., and WNYC, 5:30 p.m.).

M. MALDWIN FERTIG, former counsel to President Roosevelt; **DR. RICHARD H. HOFFMAN**, New York psychiatrist, and **DR. THEODORE F. SAVAGE**, former president of the Greater New York Federation of Churches, on A. L. Alexander's "Mediation Board," Sunday (WOR-Mutual, 8 p.m.).

JOAN BROOKS, on "Calling America," Sunday (WABC-CBS, 8 p.m.).

KATINA PAXINO, Greek actress starred in "For Whom the Bell Tolls," on the "Quiz Kids" program, Sunday (WJZ-Blue Network, 7:30 p.m.).

ROBERT FIZDALE, pianist, on the program of the Chautauqua Symphony, Sunday (WJZ-Blue Network, 4:30 p.m.).

HENRY J. KAISER, ship-builder, on "Washington Reports on Rationing," Sunday (WEAF-NBC, 3 p.m.).

BOB HOPE, broadcasting from Algiers, and **Brig. Gen. H. N. Gilbert**, director of the Office of Dependency Benefits, on "We, the People," Sunday (WABC-CBS, 7:30 p.m.).

LT. BURGESS MEREDITH, on "Trans-Atlantic Call: People to People," Sunday (WABC-CBS, 12:30 p.m.).

HAROLD ARLEN, composer, on the "Fitch Summer Bandwagon," Sunday (WEAF-NBC, 7:30 p.m.).

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

RALPH BELLAMY, on "That They Might Live," Sunday (WEAF-NBC, 12:30 p.m.).

J. B. BREBNER, of Columbia University, and **PETER DRUCKER**, of Bennington College, in "Invitation to Learning," Sunday (WABC-CBS, 11:30 a.m.).

ELIOT JANEWAY, magazine writer, on the "University of Chicago Round Table," Sunday (WEAF-NBC, 2 p.m.).

JOSEPH COTTEN, on "Ceiling Unlimited," Sunday (WABC-CBS, 2 p.m.).

REV. A. J. PAYNE, pastor of the Enon Baptist Church, Baltimore, on "Wings Over Jordan," Sunday (WABC-CBS, 10:30 p.m.).

RABBI ABRAHAM A. KELLNER, Congregation Sons of Abraham, Albany, on Columbia's "Church of the Air," Sunday (WABC-CBS, 1 p.m.).

S. I. HAYAKAWA, professor of English at Illinois Tech; **LOUIS WIRTH**, sociologist at University of Chicago, and **WILLIAM F. BYRON**, sociologist at Northwestern University, discussing "Treatment of Enemy Aliens," on the "Reviewing Stand," Sunday (WOR-Mutual, 12:30 p.m.).

VICTOR MOORE and WILLIAM GAXTON, on "Paul Whiteman Presents," Sunday (WEAF-NBC, 8 p.m.).

JOSEF HOFMANN, as piano soloist, and **DIMITRI MITROPOULOS**, as conductor, on the program of the N. Y. Philharmonic Symphony, Sunday (WABC-CBS, 3 p.m.).

LEON HENDERSON, on John Vandercook's "Where Do We Stand," Sunday (WJZ-Blue Network, 5 p.m.).

REV. HARRY NELSON, chaplain at Fort Dix, on "Mutual's Radio Chapel," Sunday (WOR-Mutual, 11:30 a.m.).

EDWARD VITO, harpist, on the General Motors Symphony, Sunday (WEAF-NBC, 5 p.m.).

AGENCIES

WILLIAM S. SCULL CO. announces a campaign on behalf of **Boscul Coffee**. Boscul did not suspend advertising during the coffee rationing but its copy was tuned to rationing problems during that time. The new copy and ads have been prepared to meet the new situation. Boscul is continuing its use of radio in Dayton and Youngstown, Ohio and Philadelphia, Pa. The campaign which recently broke will use 600 line ads in all major cities in the William S. Scull Company sales area. The schedule runs from 16,000 to 25,000 lines.

BLAINE-THOMPSON advertising agency is contributing to the Army Emergency Relief all its customary agency commissions for the placement of advertising on Irving Berlin's "This is the Army." Donation applies to magazine as well as newspaper copy placed by the agency on behalf of the Warner Bros. non-profit production.

RONZONI MACARONI CO., Long Island City, announce the appointment of the **Emil Mogul Company** as their advertising agency. This company, who has been a user of radio time in several eastern markets, is planning an augmented campaign. The entire advertising budget will be used for radio.

'Chicago Theatre Of Air' To Debut Cooper Operetta

Kent Cooper, executive director of the Associated Press, has written the words, music, and libretto of a new operetta entitled "About the Girl," which will be given its premiere performance over MBS on Saturday, Sept. 11, from 9-10 p.m., EWT, on "The Chicago Theater of the Air" program. Marion Claire, soprano, prima donna and Thomas L. Thomas, baritone will be co-starred in the leading roles of the Cooper work.

GOOD ANNOUNCERS WANTED

KDYL—NBC outlet in Salt Lake City wants two thoroughly experienced announcers for permanent jobs that offer solid futures and excellent income possibilities. Send full details in first letter together with audition disc and photograph, or for personal interview contact **W. E. Wagstaff** at John Blair and Co. offices in Chicago week of Aug. 23rd, the Blair offices in New York week of Aug. 30th, or the Hotel Muehlebach in Kansas City, Sept. 6 and 7.

CBS Reporter's Story Of Flight To The Mike

(Continued from Page 1)

before Allied forces took Messina, I came upon an advance American patrol little more than 10 miles from the city. I fell back and pointed out to Major John N. Hutchison, who commanded the advance, that if Messina were taken early the next morning I could broadcast an eye-witness account, provided I was flown to the radio transmitting station in Algiers.

"When you get to Messina," Major Hutchison told me, "return to me and I will talk to General Patton. The proviso is that you proceed with Mueller (NBC Correspondent Merrill Mueller), then carry other representatives of the press to Algiers."

Hiked Seven Miles

"I agreed, and with the advancing forces I walked the last seven miles to Messina where I stayed two hours, following the capture of the city. Then I got a ride back to the base camp with engineers returning for supplies.

"Major Hutchison, Mueller and I caught General Patton on his way to Messina, and he instructed an aide to give me a note to a captain authorizing use of his personal plane to fly us from Palermo to North Africa. The note was written with a pencil on a scrap of paper on the hood of General Patton's jeep.

"I needed air transportation as the quickest possible way from the front to Palermo. The advance division had a force of small planes for spotting enemy locations, and on the strength of General Patton's note I persuaded the commanding officer of the division to give us two planes—one for me, one for Mueller. But the only baggage we could take with us was a typewriter each.

General Patton's Plane

"We arrived at Palermo at 6 p.m., with time running short. It took us almost two hours to find General Patton's plane, then a captain told us that we couldn't fly to North Africa for the airfield at Palermo was closed for the night and, if we did take off, our anti-aircraft guns might shoot us down. What's more, the regular radio operator of General Patton's plane was sick.

"I pointed out the vital necessity of getting the story to the American people, and Mueller agreed with me that we should risk being shot down in a night flight.

"Then Pilot Captain Otis B. Gunn of Byron, Georgia, gave us a message from General Patton, which was: 'Get them through if they are willing to take a chance.'

"We found another radio operator and took off from Palermo at 8 p.m. We knew we had no time to write the story in Algiers and get it cleared by the censor before the radio transmitter closed for the night. So Mueller and I wrote our stories in the bucking, blacked-out plane, lighted only by a flashlight held by a crew member.

"The radio operator made contact

NEW PROGRAMS—IDEAS

"Soldiers Serenade"

Wives of soldiers in American bases and camps are being given a break on the WCKY, Cincinnati, early morning series entitled "Soldiers Serenade."

Each day a Cincinnati soldier's wife will be selected to act as mistress of ceremonies on the John Watkins show, and to give the "News from Home." Station will contact commanding officers of the soldiers whose wives appear on the program, and ask permission for the soldiers to listen to the programs on which their wives appear.

"Famous Yankees"

New series over WHEB, Portsmouth, New Hampshire is entitled "Famous Yankees." A parade of personalities highlighting New Englanders whose names have been engraved in the annals of history, the series is starting with the story of Cyrus H. K. Curtis, who rose to fame as founder of the Curtis Publishing Company, publishers of the "Ladies Home Journal" and other magazines.

Series built for Yankee Shoemakers, Newmarket, New Hampshire, is written by Dal Wyant, WHEB production manager. It is broadcast Mondays through Saturdays at 6:15 p.m., EWT.

with the North African field, and we landed, guided only by the lights of jeeps. The field personnel found us transportation to Algiers, and we arrived there after midnight.

Eight Minutes To Go

"Knowing that CBS had a news program (The World Today) scheduled at 12:45 a.m. (6:45 p.m., EWT), I raced up the steps of the censor's office and got my story cleared just eight minutes before broadcast time. Mueller was on my heels, but by the time he got his story approved by the censor, I was on the air.

"Thus, through united action of NBC and CBS, plus complete cooperation from the Army and General Patton's pilot who risked his neck so we could get the story to Americans, I was able to give an eye-witness account of Messina's fall on the day it happened.

"Prior to the flight to North Africa, while I was hunting General Patton's pilot in Palermo, I ate my first hot meal in two days at the airfield mess. It was then 6:30 p.m., following my entry into Messina with the first Americans at 8 a.m. Two colonels, a major and a captain at the next table were talking about the battle, saying that our troops were reported five miles outside the city and that it should fall by the next day.

"I told them that Messina already was ours and the battle of Sicily over. It was the first report of the American victory to reach Palermo and I had to give a resume of the final three days of fighting, plus the entrance into Messina, to more than 100 airfield personnel as the news spread."

WNEW "Alumni"

"The WNEW Alumni Society of Lower Madison Avenue" is the title of a new show over the New York station. Outlet has been the incubator of many radio personalities who have gone on to success. Among them are Joan Edwards, Nan Wynn, Barry Wood, Bea Wain, Frank Sinatra, Helen Forrest, Dinah Shore, Hazel Scott and others.

Plans are to use various platters of these stars in a recorded program interspersed with announcer's background material telling something of the personality "way back when." Personal interviews with "alumni" are planned when in New York. Bill McGrath and Kerby Cushing are producing.

"Joe America"

"Joe America" is the title of a new show heard over KLX, Oakland, California. Conducted by James Walker Allen. Program features intimate stories about new American heroes. Part of program summarizes promotions in rank of service men and women formerly residing in the Bay area.

Object of program is to recruit families and friends of servicemen into war industries. Show is heard Mondays, Wednesdays and Fridays at 9:15 p.m., PWT.

WHKC Edits Address Labor Circles Ob

(Continued from Page 1)

it was that the station objected but labor circles in Washington the matter will be thoroughly investigated, with a strong kick in prospect.

"NAB talks about the FCC's power over what goes on the said one CIO source, and 'Now maybe we can test that ment.' Such a test would first since the May 10 decision of the United States Supreme Court.

John Moses, WHKC program director, made it plain that he is in deference to the NAB code.

UAW officers are still smarting from a notice sent last month advising members not to send for a series of transcriptions for UAW. These were held controversial by NAB, and suitable presentation only on sustaining. This, the labor people felt, is a slick way of trying to keep programs off the air."

Grove Renews "Round

Chicago—"Reveille Roundup," sponsored by Grove Laboratories and featuring Louise Massie "The Westerners," has been renewed on a 90-station NBC hook-up through the Russel M. Seeds Agency effective October 4.

YOU ARE WELCOME AT THE "WINGS FOR VICTORY" SHOW

Sponsored By
NEW YORK FIGHTER WING
U. S. ARMY AIR FORCE

MEZZANINE FLOOR
INTERNATIONAL BUILDING, RADIO CITY

SCHEDULE

"BATTLE FOR BRITAIN" MOVIE AT 10:30 to 11:00 A.M.
1:00 to 2:00 P.M.
3:30 to 4:30 P.M.

First public showing of official battle pictures including confiscated German Newsreels. Heretofore shown only to army personnel.

SIMULATED AIR RAID—12 noon to 12:30 P.M. and
3:00 to 3:30 P.M.

Guest Appearances—12:30 to 1:00 P.M. and 5:00 to 5:30 P.M.
Stars of Radio, Stage and Screen will make personal appearances.

Exhibit open 10:00 A.M. to 6:00 P.M. daily
From August 20th to 29th

You are welcome as a visitor or performer. Talent desiring to appear can do so by contacting Lt. Norman Weiser or Bernard Estes at the exhibit. Phone-Circle 7-5246.

1943 RADIO ANNUAL

**CONTAINS
A COMPLETE
LIST OF
MUSICAL
DIRECTORS OF
STATIONS IN THE
UNITED STATES
AND
CANADA**

PAGES 835-839



✓MORE THAN 1000 PAGES

✓HARD COVER CLOTH BOUND

✓COVERS RADIO COMPLETELY

***Y**OUR check for \$10 will bring you a copy of the 1943 RADIO ANNUAL
plus the next **260** issues of RADIO DAILY (full year's subscription).*



COAST-TO-COAST



LOVEMAN'S, Nashville department store, has purchased a second strip show on WLAC, Nashville, Tennessee. For the past 18 months the store has sponsored "Beyond the Looking Glass," and will add "Memories of the Old South" starting Monday... For the fourteenth consecutive year the Frank Scott Shoe Store of Nashville has signed for daily, 52 weeks announcement service on WLAC.

Fred Jeske, WSYR, Syracuse, New York, conductor of an a.m. timekeeper show, is vacationing in Chicago. Ralph Wallace is conducting the program during his absence... Jimmy Carman, WSYR engineer, is also vacationing... E. R. Vadeboncoeur, WSYR news commentator, is back on the air after a short sojourn in Canada for a series of speaking engagements... Estelle Russo is a new addition to the WSYR staff.

Ironized Yeast Co. is using 26 one-minute ET's on WDRC, Hartford, Conn., during this month and next. Account was placed by Ruthrauff & Ryan... Eleanor Nickerson is observing her seventh anniversary with WDRC this month. She joined the station in 1936 and is head bookkeeper.

Quarterly auditions on KLX, Oakland, California, recently broke all records for participants. Nearly 300 women packed the studios in tryouts for women's editor, woman commentator and staff members. Over 15 eliminations were necessary to finally select audition winners... Ari Linkletter will emcee a special half-hour broadcast over KLX from Oakland's largest bowling alley on September 6. Program will include interviews with out-of-town servicemen, movie star and dignitaries. Occasion is a community-wide sponsored benefit for the Oakland Hospital House.

Arbitrators who will participate with Samuel R. Zack on WMCA, New York, "Labor Arbitration" program this Sunday include John Warwick, representative of the Bakery and Confectionery Workers' International Union of America and Ashley L. Totten, International Secretary of the Brotherhood of Sleeping Car Porters.

New show on WBNX, Bronx, New York, is a German feature entitled "Invitation to the Dance," which will be heard three evenings a week... Frank Johnson, WBNX program director, is on vacation on an upstate New York farm... Livia Chill is back at the WBNX mike after a serious illness. She is one of the "Sunshine Sisters," heard on the "Modern Design" show.

Bill Wiseman, promotion manager of WOW, Omaha, Nebraska, has added a trip to the Scottsbluff Internment Camp for Italian soldiers to his experiences at the Japanese war relocation camp at Granada, Colorado. Now Wiseman is busy speaking before Omaha's civic organizations and making speaking tours through the state.

Holly Wright, announcer at WRC, Washington, D. C., was picked to substitute for Bill Herson, "Your Timekeeper" during his vacation. Wright lives in Anacostia, 15 miles from the station. He has solved the transportation problem by arising at 3 a.m. walking three miles and catching the street car to reach the studios at 5:45 for his 6 a.m. show.

Three major labor organizations of the Third Congressional District have purchased an hour's time on August 26 over WELI, New Haven, Connecticut, to hold a forum for discussing and analyzing the recent sessions of Congress and the voting records of Congressman and Senators from Connecticut. Leaders of the AFL, Railroad Brotherhood and CIO will appear. The Congressmen and Senators have been invited to participate but previous engagements prevent their acceptance.

Jerry Roberts, disc jockey, is joining the staff of WPEN, Philadelphia, Monday it was announced by Arthur Simon, general manager of the station. He will take over the "950 Club," 2 to 5 afternoon show of music and news.

Joint musical concert for the benefit of the Army and Navy Emergency Relief at Willow Grove Park, Philadelphia, on August 28 will be broadcast by WIP, Philadelphia. Concert, under the auspices of the Reading Railroad and the Philadelphia Transportation Co. will feature the U. S. Navy Band, stationed at the Philly Navy Yard, and the Reading Company Choral Society.

Ruth Hughes Acrons, 22-year-old world champion at Ping Pong, will be guest on the WPAT, Paterson, New Jersey "Luncheon with Helen" program today. Helen Leighton, who conducts the daily show, will interview the table tennis champ.

Different feminine angle is being used on the "What's New" show, morning feature over WTMJ, Milwaukee, Wisconsin. Station sent Nancy Grey, commentator on the show, to defense plants throughout the country where she did a series of recordings with women war workers. ET's are now being aired on the program.

Winslow Bettinson, program director of WHEB, Portsmouth, New Hampshire, is on his annual vacation... September program schedule of WHEB will salute labor and its vital part in the war. Idea was suggested by station manager Bert Georges, layout prepared by commercial manager Keith Field, and copy by Dal Wyant.

Speakers on this Sunday's "Liberty Forum" over WLIB, Brooklyn, New York, will be Howard Comfort, professor of Romance Culture at Haverford College; Frans Van Cauwelaerte, president of the House of Representatives of Belgian Parliament, and J. Max Weis of World Peaceways. The subject will be "What Peace Terms for Italy?"

Feature of the second of the WLW, Cincinnati, "Skyway to War" programs from Patterson Field will be Brigadier General Lester T. Miller, Air Service Command, speaking from England, where he is on tour of inspection. His commanding officer, Major General Walter Frank, will respond on the program to General Miller. Highlight of musical portion of show will be first public performance of "We Keep 'Em Flying," a march composed by a member of the ASC, which has been adopted as the official song of the Air Service Command. Song will be used as the theme in future "Skyway" broadcasts.

Maurice Joachim, station writer-producer, has become commentator for all the WHN, New York, classical recorded programs, known as "Concert Hall." This is not a new venture for Joachim; for, several years ago he wrote and produced the feature "Vignettes in Symphony" with Raymond Paige and his orchestra, in addition to doing the commentaries.

Woodrow Magnusson, formerly of Illinois, is the new chief announcer at WBen, Buffalo, New York, succeeding Charles Lewis who is now program director... Mrs. Alexander Ried, formerly an air raid warden in Liverpool and now a personnel counselor at an aircraft industry, will be interviewed by Louise Wilson over WBen next Thursday.

"Little Country Church" su from WFOY, St. Augustine, to RADIO DAILY's "Show of row" issue has been additional national advertising agency.

Charles H. Topmiller, chief en WCKY, Cincinnati, has been leave of absence from the station for the OWI. He has left for act in the foreign war theater. Topm been with the station for the past... Transcribed Gilbert and series, with a running narration Fleming, production manager, started by WCKY. Operettas condensed into a half-hour show.

Arthur Edes, director of the for Announcers at WEEI, Boston, been called in as advisor faculty and trustees on the Willard School of Troy, New York. In addition to being director announcing school, Edes is of the Radio Department of College, Boston.

Guest on Kathryn Cravens' Through a Woman's Eyes" program over WNEW, New York, is J. D. war correspondent who was pr the Japs and lost his toes because ill treatment. Monday's visitor, Agnes Smedley, who wrote "Ball of China."

Newcomer to the announce of WHIO, Dayton, Ohio, is J. Lor, who will handle remote casts as well as some studio tions... WHIO has made sments to broadcast Dayton's Opera Festival from Memorial this September.

Old Joke Program Skyway For Network Debut Set

(Continued from Page 1) and funny stories that have through the ages, will bow Blue Network on Sunday, S Produced and directed by Pola, the program will be weekly from 8:15 to 8:30 p.m. under sponsorship of Adam H. a nationwide hookup of 132 B. tions. There will be a repeat cast for West Coast listeners 11:15 to 11:30 p.m., EWT.

Interspersed with popular provided by a trio of keyboard —Al and Lee Reiser, at Hammond organ, and John on the accordion—"That's One" will dig into America's of old and new jokes that funny today as they were in ma's day.

Listeners may enter the the thing by sending in the ite stories for use on the bro Four fan-sent gags will be week and the senders will gift certificates entitling them topper at any one of Adam hundreds of stores and agen

1943
BIRTHDAYS
17 18 19 20 21 22 23
24 25 26 27 28 29 30

- August 20
Andre Baruch Jack Copeland
Don L. Davis Ted Donaldson
Edgar Guest Walter Guild
Charles Rabiner Jack Teagarden
Lurene Tuttle Virginia Vass
- August 21
Don Albert Ken Carpenter
Benny Davis Bob Haring
Thomas Hudson Billy Idelson
Bob Jellison Carlton Kadell
Howard W. Friedman
- August 22
Evelyn Brier Carroll Carter
Kerry Donovan Ernest Hackworth
Gwen Owen Faye Parker
Martha Raye Julia Sanderson
Lesley Woods

See AFM Ban Settlement

Treasury To Pay Cost of War Bond Disks

The Treasury Department has arranged an additional two-point plan expected to increase interest in war bond advertising during the current third loan drive. Leonard Callahan, Sesac, announced Friday. The Treasury Department has arranged to pay all financial expenses incurred by a station recording a script for local broadcast in the course of the drive. It has announced that an additional two recordings, featuring Joe Pennington, who has been on a tour of the country.

Water Oil Bids Time for Five Web Auditions

San Francisco—Plans for Tide-Associated Oil Co. to sponsor a coastwide network airshow in more than 10 years have fallen after a series of five special auditions by local stations. Although considerable money was spent by the stations to please the account, the oil company finally decided to take a bye-bye for the year. KGO-Blue gave two auditions.

Howard's WMCA Budget Increases News Periods

Howard's Clothes, in signing an annual renewal contract for one year with WMCA, is relying on more news programs. Although several news shows have been included, Howard's biggest account is the sponsor of a new news commentator, Frank Kingdon, educator and president of Newark University.

Rare Platter

Howard's "first" in radio history. NEW, New York, aired the first Lillian Russell on its "Lillian's Matinee" Saturday. A rare discovery of 1912 recording of the star singing a song titled "Down My Evening Star." Howard's featured in a novelty program "Back Through The Years" with the "Glamour Girls"—from today's favorites.

A & S Playback

John Reed King went to Abraham & Straus on Friday and gave a special show for the employees in which the employees were the contestants. On Sept. 10, the day the sponsor A & S makes its debut on the air, using a PA system, Abraham & Straus will broadcast this special record to the store workers as they enter the store for their day's work. 750 employees were present at the special show given by King.

NBC Tele Committee; Menser Will Program

In announcing the creation of a post-war expansion of television and a special committee to keep abreast of such activities, Niles Trammell, president of NBC indicated over the week-end that all the art needed to serve the nation with a "new and significant service of sight and sound" is the release of vital materials and the services of electronic engineers. Both the latter of course are now confined to war needs and there is no intention of seeking such release until after the war.

Blue's Own News Room Formally Opens Today

The Blue Network formally opens its own New York news room today, G. W. Johnstone, director of news and special features, announced Friday.

Roosevelt's Directive To WLB Expected To Bring Definite Decision Shortly Following N. Y. Hearing Sept. 6

Executives in recording circles foresee an early settlement of the American Federation of Musicians disk ban scheduled for hearing by the War Labor Board, Labor Day, Sept. 6. The general consensus of opinion was typified by a spokesman prominently active in the record procedure when he referred to Order No. 2 of President Roosevelt's directive to Norman H. Davis, chairman of the National War Labor Board.

Radio Advisory Group To Consult With OWI

Washington Bureau, RADIO DAILY
Washington—A nine-man advisory committee to consult with OWI officials on war information problems as they pertain to radio was named this morning by Palmer Hoyt, domestic director, and Director Elmer Davis. The Advisory Radio and Policy Committee, which will be called into session soon, will have functions similar to those of the OWI.

New Set Improvements Will Be Moderate—Sarnoff

San Francisco—Once the radio industry catches up with the big backlog of consumer demand, for today's radio products, it will spurt ahead "very fast," David Sarnoff, president of RCA, declared in an interview here.

BBC In Co-Op Series With N. Y. CDVO Office

The BBC is cooperating with the Civilian Defense Volunteer Office of the City of New York in a new series of broadcasts called "Tale of Two Cities."

Communications Act Declared Ambiguous

The terms "public interest, convenience and necessity" stipulated in the Federal Communications Act should be clearly defined by the Congress or eliminated completely according to testimony given by William Carlton Alcorn, vice-president and general manager of WBNX, who said that otherwise private enterprise in the radio industry can't live. Rep. Alcorn's testimony was given before the House Committee on Communications.

OCR Blocks WPB Okay For Tube Manufacturing

Washington Bureau, RADIO DAILY
Washington—The Office of Civilian Requirements last week blocked the issuance of a WPB release to announce the granting of authority to manufacture vacuum tubes for the production of electronic equipment.

★ THE WEEK IN RADIO ★

... Critical Occupations BY PEGGY BYRNE

NEW list of critical occupations issued by the War Manpower Commission last week included four categories of technical jobs in the broadcasting industry. Radio engineers, receiver testers for both radio and Radar, radio communications technicians and mechanics maintaining and repairing technical broadcast equipment are defensible, provided they are now engaged in war work, or become engaged in war work by October 1. Broadcasting, as an essential industry, comes under the heading of war work, though regional WMC offices may possibly give other essential industries priority over it. Broadcasting also benefited by the more stringent ruling on transfers from essential industries, providing that the worker must present, in addition to a statement of availability, proof that his pay rate was below that set by state or federal law, or below that established for such work by the WLB or a similar body. Executives representing the four

Air-Shuttle

Maestro Don Voorhees is establishing a New York-California air shuttle. On August 28 he will fly out to Hollywood to conduct the "Telephone Hour." August 30 he will wing to New York to handle the "March of Time" broadcast September 2. Then back he flies for another "Telephone" show on Labor Day night, returning by plane for MOT Sept. 9.

(Continued on Page 3)



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FINANCIAL

(August 20)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|------------------------|--------|---------|---------|----------|
| Am. Tel & Tel. | 155 | 154 1/4 | 154 7/8 | — 3/8 |
| CBS A | 21 1/2 | 21 1/2 | 21 1/2 | — 1/2 |
| Crosley Corp. | 19 3/4 | 19 3/4 | 19 3/4 | — 1/2 |
| Gen. Electric | 36 7/8 | 36 1/2 | 36 3/4 | — 1/8 |
| Philco | 22 3/8 | 22 | 22 1/8 | — 1/8 |
| RCA Common | 9 3/4 | 9 3/8 | 9 3/8 | — 3/8 |
| RCA First Pfd. | 69 5/8 | 69 1/2 | 69 5/8 | — 1/8 |
| Stewart-Warner | 11 5/8 | 11 3/8 | 11 1/2 | — 1/8 |
| Westinghouse | 94 3/8 | 92 3/4 | 92 3/4 | — 1/2 |
| Zenith Radio | 32 3/4 | 32 3/4 | 32 3/4 | — 1/4 |
| NEW YORK CURB EXCHANGE | | | | |
| Nat. Union Radio | 3 1/4 | 3 1/4 | 3 1/4 | + 1/4 |
| OVER THE COUNTER | | | | |
| | Bid | Asked | | |
| Farnsworth Tel. & Rad. | 8 3/4 | 9 | | |
| Stromberg-Carlson | 10 5/8 | 11 1/8 | | |
| WCAO (Baltimore) | 19 1/2 | 21 | | |
| WJR (Detroit) | 27 1/2 | 29 1/2 | | |

BBC In Co-Op Series With N. Y. CDVO Office

(Continued from Page 1)

Cities." Programs will be carried over WNYC Sunday evenings 8-8:30 p.m., EWT. Shows will feature the work of Home Defense units in the two cities. Listener is taken to London for insight into what happens in that city under blitz conditions and the role of the Civilian Defense workers. This is matched by the less spectacular, but important work done by defense workers in un-blitzed New York.

Holland Diplomat on CBS

Commemorating the 63rd birthday of Queen Wilhelmina of the Netherlands, Dr. H. J. Van Mook, Netherlands Minister of Overseas Territories, speaks from London on the Columbia network Tuesday, August 31, from 5:15-5:30 p.m., EWT.

BEST RADIO BUY IN BALTIMORE!

WCBM

FREE & PETERS John Elmer, President
Exclusive National Rep. Guo. H. Beeder, Gen. Manager

New Set Improvements Will Be Moderate—Sarnoff

(Continued from Page 1)

"It is conceivable," Sarnoff said, "that in a period substantially less than 10 years you can have in a radio cabinet the present commercial and international reception, frequency modulation, television and facsimile."

In the West on a vacation, combined with his annual inspection tour, Sarnoff said the first radio sets after the war will be only moderately improved from the present models.

"Our immediate problem will be to obtain maximum employment and to fill the demand for consumer products," he said. "But then will follow a second period in which new products and services will appear."

"Television is technically ready, and there remain only the problem of creating transmission facilities and making it pay its way. I think the transformation we shall see will be evolutionary rather than revolutionary."

Sarnoff said station KGO, part of the recently-sold Blue Network, will remain in the new NBC Building here until the war's end. He believed the Blue's new owner, Edward Noble, will want to move it after the war.

Bond Talk For Film Men On MBS Closed Circuit

Ted R. Gamble, War Loan Drive director; L. C. Griffith, motion pictures assistant, and others prominent in the marshalling of the motion picture industry for the Third War Loan Drive will address an estimated 5,000 exhibitors Wednesday at 4:15, EWT over the facilities of the Mutual Broadcasting System. The broadcast will be over a closed circuit, with theater operators studio guests of the MBS affiliates.

FTC Issues Complaint Against Forhan Claims

Washington Bureau, RADIO DAILY

Washington—Misrepresentation in newspaper and radio advertising has been laid to Zonite Products Corp., makers of Forhan's Tooth Paste, and Erwin, Wasey & Co., advertising agency, by the Federal Trade Commission. FTC, quoting typical Forhan's copy, alleges that the agency has claimed that use of Forhan's on the gums makes them firmer, protects against mouth diseases, will cause teeth to become naturally white, that many dentists have recommended it for years for these purposes and that by comparison with Forhan's all other tooth pastes are "ordinary" and dull.

FTC charges that these representations are untrue. Answering each detail of Forhan's representations, FTC states that "the only value for Forhan's tooth paste is as a not unpleasant adjunct to the use of the tooth brush in cleaning the teeth—the respondent's tooth paste possesses no inherent superiority in any respect over other tooth pastes...is in no respect extraordinary."

Twenty days are given for the filing of an answer.

OCR Blocks WPB Okay For Tube Manufacturing

(Continued from Page 1)

tube manufacturers to turn out several types of scarce and vitally needed tubes. Although the tube production program will not be affected, this marks the first occasion where OCR has actually asserted itself in the radio picture carrying its disagreement with the Radio and Radar Branch to WJB chief Donald M. Nelson and coming off with a light victory.

It is not believed that OCR was actually opposed to the program outlined by the Radio and Radar Branch, but it objected to announcement of the tube program piecemeal. A comprehensive announcement on tube prospects is looked for this week.

It appears now that OCR authority will not extend to the broadcasting industry, but will be confined to the manufacture of radio equipment, etc. The OCR amusements section which was originally believed to include broadcasting in its sphere of activity, has learned rather definitely that it is not in the broadcasting picture, with the authority there remaining in the FCC and BWC.

As for its place in the civilian radio equipment production field, OCR functions mainly as a coordinating, or advisory, agency. Actual scheduling remains with the Radio and Radar Branch which will however, receive recommendations from OCR. OCR's actual weight in the matter has not been conclusively tested.

A & S Sets Radio Debut; Buys Program On WABC

Marking a new departure in its advertising planning, Abraham & Straus, Brooklyn department store will add radio as a major medium. Beginning September 10, the store will sponsor "The Missus Goes A Shopping" one day a week over WABC, and starting September 20, will sponsor the program three days weekly. The 15-minute show is on the air at 8:30 a.m. with John Reed King as quizmaster and master of ceremonies. The agency is Neff-Rogow, Inc.

Abraham & Straus, with Bloomingdale Brothers, own Frequency Modulation station W75NY, operated by Metropolitan Television, Inc., now conducting experimental program work in Collaboration with the General Electric Company at Schenectady, New York.

BORDEN'S MILK

through Young & Rubicam, bought programs only over WLIB in New York. There MUST be a reason...we reach a market that none of our contemporaries consistently serve.

We'll be glad to quote you rates.

NEW YORK'S

WLIB

THE VOICE OF LIBERTY
1190 ON YOUR DIAL

RKO Bldg., N. Y. C. Buckminster 7-5900

COMING and GOING

ARTHUR J. KEMP, sales manager of the Pacific Coast Network of CBS, is in town for conferences at network headquarters.

H. V. KALTENBORN, newscaster on WFL, New Orleans, who spent the latter part of last week in New York on business, left his Louisiana headquarters on Friday.

W. H. SUMMERVILLE, general manager of WBT, Columbia's O & O outlet in Charlotte, N. C., and E. J. DeGRAY, office manager of station, expected in New York today for talks at network headquarters.

A. D. WILLARD, JR., general manager of WFL, New Orleans, who spent the latter part of last week in New York on business, left his Louisiana headquarters on Friday.

HARRISON B. SUMMERS, public service program manager of the Blue Network, left this morning from his vacation.

SAMMY KAYE and "RED" BARBER of Columbia's "Everybody's Inn" program in New York on Wednesday. They'll be accompanied by MINERVA PIOUS, ANN THOMAS and LYON.

JOHN FULTON has returned to WGST, Atlanta, Ga., following talks here last week with the local representatives of the station.

CAROL KING, vocalist, is back from a tour of the Navy bases in New England.

Join K. & E. Agency

Robert Brillmayer and R. J. Hugh, have joined the radio department of Kenyon & Eckhardt Inc., radio producers. Brillmayer has been a free lance writer and producer in Chicago and Hollywood.

Hugh was associated with a southern Blue affiliate as general manager in charge of production, and was previously a member of the CBS staff in New York.

40% of the returns—

At less than one-tenth the cost. A finance company used Station W-I-T-H and newspapers to attract new accounts. The W-I-T-H investment was less than one-tenth the newspaper budget.

YET W-I-T-H produced 40% of the inquiries.

Yes, the radio appropriation was increased!

W-I-T-H

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

NBC Tele Committee; Menser Will Program

(Continued from Page 1)

war effort no longer requires a supplement to present existing NBC service," Trammell stated, television promised much as a new dimension in entertainment, education and advertising.

After the rapid development of television after the war is a foregone conclusion, Trammell revealed the formation of the committee which will make initial technological studies and surveys of the problems involved and the conclusions held in readiness for the first days of peace.

The committee on tele comprises: Royal, vice-president in charge international, Shortwave and Television, as chairman; William S. Es, vice-president in charge of news; O. B. Hansen, vice-president chief engineer and C. L. Menser, president and manager of the program Dept. John T. Williams, assistant to Noran Kersta, now in Marine Corps, was named secretary.

Operating At Empire State

Presently, NBC is operating the Empire State tower tele transmitter four hours weekly; Mondays, 4-5 p.m.; Tuesday-Thursday, 10:30-11:30 p.m. Hereafter programming will be under the direction of NBC's program department with Menser and his staff reporting to Trammell.

NBC Television Committee is coordinating its activities with the work of RCA laboratories in Princeton, N. J. and with the teledevelopment plans of RCA's manufacturing division.

Syndicated Shows New Accts-Renewals

Increased interest in syndicated programs is indicated in the listing of contracts closed by the Syndicated Division of NBC's Radio-Recording Division.

Contracts include: KSL, Salt Lake City and KHQ, Spokane, for "The Robison and His Buckaroos," and "Bob" by WGR, Buffalo, N. Y., and J. N. Adams & Co., department store, and by KFPW, Fort Smith, Ark., for a local jeweler. KFJZ, Fort Worth, Texas, will take "Getting the Most Out of Life Today." WTAM, Raleigh, N. C., will broadcast "Flying for the Clark Chewing Gum Co." "Let's Take a Look in Your Mirror" goes to WPRO, Providence, R. I., through Gordon Schonfarber & Sons, Inc., for Gladdings, Inc., department store. KGMB, Honolulu, will broadcast "Hollywood Headliners," to

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THE WEEK IN RADIO

... Critical Occupations

(Continued from Page 1)

major webs met in Washington last Thursday to discuss with Secretary of the Treasury Henry Morgenthau, Jr. plans for the Third War Loan drive. It was brought out that radio's part in the campaign will be of primary importance, as the main appeal is to be to the general public, rather than business.

Continuing through last week, the New York hearings of the Cox Investigation of the FCC failed to reveal new angles on the point Counsel Eugene Garey has been trying to make, namely that the FCC with the cooperation of the OWI has been intimidating foreign language stations and dictating their personnel policies, but rather elaborated on, and attempted to corroborate previous testimony and evidence. Witnesses last week included Robert K. Richards, of the Office of Censorship; Andrea Luotto, New York radio agent; James A. Guest, of the FCC New York field office; Stefano Luotto, Italian announcer; Guiseppi Lupis, monitor for WHOM, New York; Dr. James H. Sheldon, of the Anti-Nazi League, and Arnold B. Hartley, program director of WOV, New York. At a press conference in New York, FCC Chairman James L. Fly stressed the points that he approves of Congressional investigations, that his statements were no reflection upon Congress, and that he disapproved of trying a case in the newspapers, as he claimed the Cox Committee is doing. He gave the history of events leading to the investigation, and defended the Commission, reiterating some of his recent arguments. Resumption of Washington hearings of the Cox Committee were announced for next week.

Public hearing on the sale of the Blue Network stations was set for September 10, by the FCC. Florida Attorney General J. T. Watson last week asked the Circuit Court for a declaratory judgment against BMI, Sesac, AMP and Ascap, in an effort to obtain a clarification of the Florida anti-monopoly music rights laws of 1937 and 1939. Neville Miller, president of the NAB, stated that results of reports from regional NAB groups indicate a demand for new legislation to clearly define the powers of the FCC. Paul Chamberlain, of the General Electric electronics department, declared that GE engineers expect changes in broadcasting equipment after the war, but none so great as to render present equipment obsolete.

to promote sales of the Honolulu Soda Water Company, and WSTV, Steubenville, Ohio, has contracted for "Five Minute Mysteries."

Renewals include: "Getting the Most Out of Life Today," has been renewed by WSON, Henderson, Ky., and KVOA, Tucson, Arizona.

KOME, Oklahoma City, Okla., will continue to broadcast "Betty and Bob" for the Brown Dunkin department store, and WBIG, Greensboro, N. C., has renewed "The Name You Will Remember."

lete... War demands have created a boom for Canadian radio manufacturers, it was announced by Hon. C. D. Howe, minister of munitions and supply.

All New York independent stations have agreed to cooperate on an ambitious program to promote the Third War Loan Drive. Stations will devote all possible time on the opening day, and each will donate its entire time at least once during the course of the promotion. J. Walter Thompson agency announced the setup of its staff for the Fall schedule. Board of Directors of the "American Town Meeting of the Air" were considering the possibility of allowing the show to be sponsored. James G. Rogers and James F. King were named assistant director and deputy administrator in charge of information, respectively, for the Domestic Branch of the OWI. Office of War Information reported that average of 88 programs weekly are beamed to servicemen all over the world. Return of Amos 'n' Andy to the air this Fall was announced last week. Blue Network predicted an upward swing in its sales curve with the addition of 10 programs this Summer and Fall.

Radio Advisory Group To Consult With OWI

(Continued from Page 1)

lar to those of the Newspaper Advisory Committee named by Hoyt last month. Already this latter committee has made its weight felt at OWI, and there is every indication that the radio group will be an important unit in the OWI organization.

The new committee is predominantly a group of network and large station officials.

The members include Lewis Allen Weiss, Don Lee vice-president; Miller McClintock, NBC head; William S. Paley, CBS head; Mark Woods, Blue Network president; Niles Trammell, NBC head; NAB President Neville Miller; Leo Fitzpatrick, WJR, Detroit; Herbert L. Pettey, WHN, New York, and Martin B. Campbell, WFAA, Dallas, and WBAP, Fort Worth.

WHN Closes Chi. Office

The Chicago office of WHN will be closed effective today, it was announced by station authorities. David Stein who headed the Chicago branch will join the New York Sales staff.

In the future all Chicago agency business will be contacted directly by the New York sales office.

PERFORMANCE

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**ACCURATE
WORKMANSHIP**

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TO BE ACCURATE

**WEED
AND COMPANY**

RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO • DETROIT
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accurate

Los Angeles

By RALPH WILK

OUR selection of the week of the most photogenic non-professional—Bernice Barrett of the CBS-KNX publicity department.

Spike Jones, the "King of Corn" and his City Slickers, who put "Der Fuehrer's Face" in its place, broke all boxoffice records for an opening day at Milwaukee's Riverside theater August 16. Besides regular theater engagements, they have made "command performances" at war plants and at Father Flannagan's famous "Boys Town."

Effective Sept. 1, KFSD, San Diego, joins the Pacific Coast network of NBC, it was announced by Sidney N. Strotz, vice-president in charge of the NBC Western Division. KFSD will function as a supplementary NBC outlet until Oct. 1, 1944, when it will become the seventh of NBC's basic network stations located on the West Coast.

Many persons mistakenly believe air mail is faster than V-mail to men in the service, according to Fletcher Wiley, versatile commentator heard on "Your Home Front Reporter," and Wiley is now urging his listeners to use V-mail and save time when they are writing to those in the service.

Mason Moltzner, CBS character actor, added the third Barrymore autographed script to his daughter Margaret's collection when he appeared with Lionel Barrymore on "Mayor Of The Town." The Moltzners have an autographed script of every star Father Moltzner has appeared with. Ethel Barrymore merely autographed hers, but Diana, daughter of John, being a cartoonist, drew pictures to illustrate hers.

Edgar Bergen's first broadcast for the new season will be built around Charlie McCarthy's purchase of the town jail in Harvard, Nebraska, for \$10,000.75 in Victory Bonds. Charlie plans many innovations, including a bath for dirty crooks, an aviary to raise jail birds, etc. The broadcast will emanate from station KFI, Sept. 5.

Ona Munson was presented by C. P. MacGregor on the Hollywood Radio Theater Saturday 21, over KFI, in an original play entitled, "Eternal Spring."



Memos Of An Innocent Bystander . . . !

● ● ● Funny how ideas will enter one's cranium at random... in this case 'at random' meaning while we were typing the stint from last Friday's pillar... anyhow as it turned out, the thought we wished to convey to our readers, occurred when we were near the '30' line of the column and thus it happened that a vital portion of the subject was left in the 'over-matter'... we feel that the item itself is important enough so we reprint here, the story in its entirety so that its message (which we feel is constructively critical) will benefit radio performers in particular and RADIO in general... Radio artists, often succumb to the error of taking things too much for granted, injecting 'just so much or so little animation' into their work in direct ratio to the importance or unimportance of the role to be portrayed... this is a grievous mistake and those artists, subject to this propensity, would do well to remember that each time they are on the air, they are virtually giving 'auditions' to someone... might be a Broadway Producer, Film Magnate or Radio Executive... for illustration to prove the point we make, we cite an item printed in this pillar last week, in which we mentioned the fact that Alfred Shirley, during a recent broadcast was heard by John Golden, dean of Broadway Producers, who was so impressed that he promised to cast Shirley in a future production... Richard Sanders, as dim-witted wrestler in one of "The Falcon" series, gave such a fine performance that Frank Telford, director of the "This Is Our Enemy," heard over WOR, signed Sanders for the lead in one of those episodes... other cases can very easily be pointed to but we think you get the idea... That cute gag about Bob Hawk on a special CBS press sheet was a 100 per cent brain child of Hank Warner.

★ ★ ★ As you may have heard, bowing in on The Blue Sept. 4, is RCA's new one-hour program "What's New"... To tell the folks about the new show, Don Ameche, who will emcee the proceedings, played host to a group of newspaper men and others in the industry... the party taking place last Friday at the Waldorf... Ameche let it be said, disillusion people because he is anything but Hollywood when you meet him... in fact a modest boy from the Middle West who made good... but very good... the fine turnout gave ample proof that Ameche is well liked to say the least... helping on the hosting end was Wick Crider of J. Walter Thompson agency, along with Al Durante and Vila Dobei of the same agency... Earl Mullin of the Blue was on hand to help, of course, with his henchmen Art Donegan, Warren Gerz and Judy Cortada... Guests included Lester O'Keefe who will produce the new program... Bill Lengel, executive editor of Fawcett Publications, Edgar Kobak, v.-p. and general manager of the Blue... Fritz Blocki, playwright-producer recently joining JWT, Judy Dupuy, of PM; Henry Bonfig, commercial manager of RCA-Victor Division; Orrin Dunlap, Jr., of the RCA; Bill Berchtald of JWT; Bob Saudec of Blue Sales; Paul McMahan, "Milwaukee Journal"... Lou Allwell, INS... L. L. Stephenson, Bell Syndicate; Jerry Mason, "This Week"... Bob Stephan, Cleveland "Plain Dealer"... Ben Gross, "Daily News"... Nick Kenny, "Mirror." Jane Cockrane, INS, Jack Alicoate, Don Mersereau, M. H. Shapiro of RADIO DAILY... Bill Koska, "Look" magazine... Syd Roberts, RCA, Beth Twigger, "Time"; Dorris McFerran, "Radio Mirror," Sgt. Sid Weiss, Army Air Forces.

★ ★ ★ Don Ameche, incidentally, related that he always has trouble singing with bands, especially when they break out big arrangements... he likes a melody preserved and the simpler the arrangement the better he can sing... on the forthcoming show which will start on the Coast... Don has compromised with the maestro and he will have his own violinist playing the straight melody right in his ear at the mike.

★ ★ ★ Remember Pearl Harbor

Chicago

By FRANK BURKE

"MEET YOUR NAVY," aired only over the Blue from the Lakes Naval Training Station, Lakes, Ill., again will be pres under the auspices of Hall Bro Inc., beginning Friday, October Hall Brothers, makers of gre cards, has contracted with the Network for the 7:30-8 p.m., period on Fridays on 117 st and will make the time availa the Navy for the Bluejacket "P Hour." Hall Brothers return t air after a summer layoff. Hurst & McDonald is the a handling the account. "Meet Navy" each week features such standing talent as Bluejacket Carter, former Metropolitan star; Chaplain Hjalmar Hanson's voice choir; the Great Lakes Mi Band, and recruits with unusua sical ability.

"Captain Midnight," the po children adventure serial, will r to the famous Blue Network Show" lineup after a summer on Monday, Sept. 27. The serial again be aired Mondays th Fridays at 5:45 p.m., CWT s sponsorship of the Wander Com in the interests of Ovaltine. "Ca Midnight" will be aired over 7 tions. Blackett-Sample-Humme the agency.

Harry C. Kopf, NBC vice-pres and general manager of the c division, is fishing this week Hayward, Wisc.

Tidewater Oil Bides Tim After Five Web Auditions

(Continued from Page 1)

auditions, CBS-KQW two, and NBC one. CBS' attempt include expense of bring Maury Amste and other entertainers up from wood for an audition.

Efforts to find a suitable vehicle began two months ago the account transferred from L Thomas to the Buchanan agency more than 10 years Tidewater ciated has bankrolled extensiv work broadcasts of Pacific Coast ball, basketball and other s events.

JOHN B. KENNEDY

NEWS OF THE DAY

LATEST RATING 602

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PLaza 3

WEVD 5000 WATTS 1330 KILOCYCLES NEW YORK'S STATION OF DISTINCTIVE FEATURES ENGLISH • JEWISH • ITALIAN The roster of advertisers using WEVD year after year reads like "Who's Who" in Notional Advertising. List on request. HENRY GREENFIELD, MANAGING DIRECTOR WEVD—117 W. 46th Street, New York, N. Y.

GRAM REVIEWS

Carter

ective series, heard as a sus-
ver WOR-Mutual Monday
80-10 p.m., EWT has picked
erably since its initial per-
a short time ago. The first
shows were slow-paced
ed too much like its pre-
"The Shadow." Now the
made a niche of its own,
ory, direction and cast are
Last week's story, "The
Of Death," was a natural,
ce against the background
alval. There was plenty of
n, and the "business" that
ght in, about the knife-
nd the fat lady, etc., was
y thing that slowed up the
all were the sound-effects.
ld have been worked up to
pitch, but they probably
oo garbled and confused to

r, under good direction and
smooth acting of the cast,
came off as a honey. Lon
specially able as Nick. He
that smug tone to his voice
of radio detectives have,
elivery is more than cap-
Patsy."

the mystery shows on the
It's good to hear a program
up to such a consistent
old entertainment as Nick

Gibson does the scripting
ow, and a creditable job he
Jock McGregor is the di-
Lew White plays original
ck Carter" is based on the
& Smith stories—and is
by the Charles Michelson

risco Stations
tulating With AFRA

ions for a new standardized
ave been started with KPO,
O and KYA, San Francisco,
merican Federation of Radio
al. Pay increases would be
for staff announcers. An
set last February with
ing for a pay gain from \$50
r announcers, still awaits
Board approval.



to wait until WFDF, Flint,
finishes the program."

Washington Front

By ANDREW H. OLDER

MAYBE it was the heat, maybe
the pressure, or maybe none of
us is smart enough to know what's
happening. Beautiful portents some-
times occur to tip off that events of
world-shaking import are on tap.
Anyhow, over at the FCC last week
it was decided that a rehearing on
the license renewal application of
WGST, the Georgia Tech station,
should be held. The Commission is
not quite satisfied, apparently, about
the deal to ease Sam Pickard and
John Calhoun out of control... But
the important point is that there
were two dissents. The names of the
two dissenters were, honest, Fly and
Craven... An energetic check of
Commission records reveals that this
is the first time those two executives
have ever stood together against
their colleagues. Make of it what
you will.

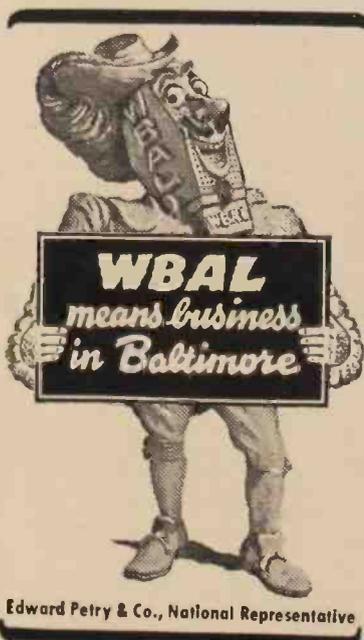
All of us are accustomed to reading
about what remarkable things radio
will accomplish for us after the war
—combing our hair, curing our colds,
driving nails, opening doors, etc., etc.,
ad infinitum. Fine things, indeed.
We're all for them... Down here last
week, though, we had a practical
demonstration from a set that didn't
believe in waiting until after the war.
A man named Williams stole a port-
able radio from a local emporium,
hiding it under his coat. Before he
had gone a block the outraged radio
began to give out with "You Took
Advantage of Me." A cop was inter-
ested in this phenomenon, and soon Mr.
Williams found himself in court...
Whereupon this censored tribute to
the efficiency of radio in crime con-
trol: "I never would have been caught
if that infernal radio hadn't given out
with the jive."

We note that the piece Carl Van
Doren did for RADIO DAILY recently
on his reactions to radio as a medium
was reprinted Sunday by the "Wash-
ington Post."... Talking about the
"Post," Marjorie Kelly, who does a
very enthusiastic and readable radio
column therein, talked last week of
the woeful lack of good music eman-
ating from the six Washington sta-
tion, (And she's not the first to talk
about that).

After printing a few rather strongly
worded letters which mentioned also
tasteless commercials on musical pro-
grams, Marjorie then quoted NAB's
Walt Dennis to this effect: "What
we'd like to hear from listeners is not
mere abuse of what they don't like,
but constructive suggestions such as
'So-and-so has commercials I don't
mind listening to. How about more
of that sort?'"... But Marjorie goes
on to point out that NAB is really try-
ing to do a constructive job of find-
ing out what lines should be followed
in programming. She also tells her
readers that they're to blame if

they're dissatisfied and have failed to
make their reasons for dissatisfaction
known to broadcasters. And, of course,
Walt's point does apply there.

Ray Wakefield is a communications
commissioner about whom you don't
read an awful lot. Late last month,
however, he appeared at the Stan-
ford University Radio Institute and
hurled a charge that somehow was
passed over by most of the press.
Referring to the charges that FCC has
the power to censor radio and intends
to use this power, Wakefield said,
"The spreading of such 'false gospel'
about a responsible agency of the
federal government at a time when
the nation is at war and when our
loyalty should be airtight and propa-
ganda-wise is but little short of trea-
son... Those instrumental in the
organization of this vicious campaign
have a three-fold purpose: (1) They
wish to bring to bear on certain Con-
gressmen sufficient political pressure
to get the legislature to extract the
teeth of the Communications Act, thus
making it impossible for the FCC to
deal effectively with the major net-
works whose power to censor pro-
gram is far greater than that of the
FCC. This would leave the industry
dominated by the large networks: (2)
They wish to discredit the present
administration by depopularizing an
executive agency of our government
just prior to an election year. As a
Republican I might be expected to
join in such a campaign, but I do
believe that fair play should be ex-
ercised even in politics. (3) They
wish to cover up charges of censor-
ship of programs leveled at them-
selves by prominent commentators."



What is FILMACK

it's no secret FILMACK

is a way of converting a few minutes of your station sustaining time into big promotion—results almost without cost.

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YOU WRITE—WE SEND COMPLETE INFORMATION

FILMACK

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Communications Act Declared Ambiguous

(Continued from Page 1)

Cox, chairman of the Investigating Committee, asked Alcorn, "Can private enterprise live under such circumstances?" Alcorn replied, "I do not."

Alcorn further testified that the station went on a temporary license in August of 1942 and was continued on that basis until August 1, 1943. He admitted to Garey, who questioned him on the point that, the station's business was affected by the temporary license. Many of the station's clients Alcorn stated became apprehensive of the condition and couldn't make contracts with the station for more than 30 days.

Calls Bruenner "Target"

Alcorn brought out in his testimony that anybody who wanted to make a complaint against a station whether based on truth or half-truth could use a "three cent stamp" to accomplish their purpose.

Alcorn stated that George Bruenner, an announcer of the station for 10 years was a target for these "three cent" complaints and at the insistence of the Lee Falk was removed from the air.

Lee Falk told Alcorn at a meeting that Alcorn had better remove Bruenner from the air if he wanted to get his license renewed and if he didn't want the Army moving in on him. Falk said, "Let's get down to brass tacks. I think you should remove Bruenner from the air." Although to this day no reason has been advanced for his removal, Alcorn has written Falk about the matter but Falk has not seen fit to make a response.

NAB Informed

The NAB has been informed of the matter by Alcorn but their efforts to date have not been availing of Bruenner's reappearance on the air.

Bruenner while accused of being pro-Nazi, never, according to Alcorn had anything to do with creating a newscast. All he did was broadcast the material from a previously prepared script.

The FCC, according to James A. Guest, of the New York office, had reports on Bruenner and Ihsie Troya to the effect that they appeared at German meetings in uniform. Troya it was reported attended a meeting where German costumes were worn. Alcorn testified that the costume she wore was a "bunny costume with big ears." Bruenner was said to have attended a German American Bund meeting in full regalia. Alcorn denied that Bruenner ever attended such a meeting.

"Lido Belli" Discussed

Testimony disclosed that once Bruenner was removed from the air that, Lee Falk of the OWI wanted to have a hand in his replacement and suggested Ruth Parsey.

Garey brought up the question of Lido Belli. (Razzieri) another 10-year man who was taken off the air and interned at Ellis Island on the charge that he was an enemy alien. At the time of his internment Alcorn offered

★ PROMOTION ★

WBT "Bond" Talent

Fred Kirby, cowboy entertainer, and recent addition to WBT, Charlotte, N. S., talent staff, will be scheduled in a special series of programs to stimulate bond sales during the Third War Loan Drive. Series will capitalize on Kirby's title "Victory Cowboy"—which he earned as a result of personal efforts in war bond sales (over half a million dollars worth) over KMOX, St. Louis, Mo., and on personal appearances within the St. Louis area.

WBT will headline Kirby under this banner, and overtures are being made to school authorities throughout the area regarding plans to have "The Victory Cowboy" appear before school assemblies. Kirby will entertain the youngsters in a program designed to stimulate their interest in the purchase of war saving stamps. These appearances to be publicized on his program. Kirby is to be featured, also, along with "Briarhopper" talent in the daily spot to be devoted to War

RCA's "What's New"

Latest issue of the RCA "Victor Record News" plugs the new RCA show "What's New?", which starts September 4 on the Blue Network. Front cover presents the show's title in three inch caps with the caption "RCA Presents the World Today & Tomorrow in terms of...Entertainment!...Events!...Personalities!"

First two inside pages are devoted to the program. Ink wash half-tones show the types of things "What's New?" will cover—fast moving variety with human interest stories, music, stars, etc., and with Don Ameche as master of ceremonies. Large half-tone of Ameche is centered on the second page, with brief career story under it. Surrounding news stories concern the show itself, story of the promotion behind it, and significance of show to RCA Victor dealers.

Bond sales on this WBT feature. Kirby's show will be heard from 11:45 to 12 noon, five days weekly.

Human Resigning Posts With "Musical Courier"

In the next issue of the "Musical Courier," Alfred Human is announcing his resignation as Managing Editor, President, and Radio Editor of that publication. Human will devote his entire time now to the Human News Syndicate, which was established in 1926, and with headquarters in Steinway Hall, to provide radio news to newspapers and magazines, and also other kinds of news.

Recently, Human received a citation in connection with his doctor's degree which was awarded to him by Cincinnati College for "outstanding editorial achievement."

his aid and support and Belli was released in his custody. At that time Belli was allowed to return to the air. Later Belli was picked up again by the Emigration authorities and returned to Ellis Island.

It was disclosed that Belli was returned to Ellis Island and kept there for awhile at the suggestion of Hilda Shea of the FCC and Lee Falk of the OWI. Later Belli was released from Ellis Island but under the restriction of not engaging in and radio activity whether broadcasting or the solicitation of business. Alcorn testified that during this period Belli nearly suffered a nervous breakdown and that he and his secretary took care of Belli's business.

The Department of Justice which handled the matter stated by letter that, "The broadcasting activities of this individual, (Belli) were suspended temporarily at the request of the Governmental agency then interested in the matter and without independent determination by this office.

"The Office of Censorship is now interested in broadcasting control and its decision will determine whether

Central War Time Adopted By Several Cities In Ohio

It is likely that a number of cities in the State of Ohio will adopt Central War Time (equivalent of Eastern Standard Time) effective September 26, 1943.

The first definite reports have been received from Akron, Cincinnati, Cleveland and Youngstown. These four cities will adopt Central War Time on Sunday, September 26, 1943, and Dayton will adopt Central War Time beginning Sunday, October 3, 1943. This will mean that all network programs broadcast on these stations will be heard locally one hour earlier than at present.

or not his broadcasting activities will be permanently suspended." This statement was made by Edward J. Ennis of the Department of Justice.

Belli was originally picked up in August of 1942 and returned to the air May 21, 1943.

In endeavoring to show that there was a connection between the OWI, FCC, and Short Wave Research, Inc., Garey credited A. Manfred a foreign language broadcaster with telling Belli that he ought to go and see Short Wave Research, Inc., and then his difficulties would be straightened out.

In an off-the-stand opinion Alcorn thought that the New York office of the FCC had been very helpful to him in many ways. He was careful not to include the Washington office of the Commission.

Testimony given by Julio Ascarelli, announcer and part-time censor and monitor at WHOM revealed that he came from Italy at the time the Italian fascist race laws were put into effect and that he got a job at WHOM. He stated that two weeks after he arrived here he took out his first citizenship papers.

See Early Settlement Of AFM Recording

(Continued from Page 1)

was primarily intended to clear present inconsistent coal situation, the order, nevertheless, affected all labor unions and related industries.

Point 2 of President Roosevelt's directive bears definite settlements, as one spokesman of the recording industry indicated. It settled one way or the other, in effect. If the hearing can be settled amicably or compromise the AFM hearing would be cleared by a WLB ruling based upon President Roosevelt's assurance to Davis. Propitious decree would be recalled.

President Roosevelt's direct part, follows:

"2. When a local union refuses to direct or advising workers not under the terms and conditions presented by the board, action by the responsible or international officers has thus far been limited to one or two cases, sufficient to bring compliance. If such action should be effective, or if a national or international union should itself be the offender, it will be taken over under the War Disputes Act and operated by the Government, if this is necessary to prevent interference with production and to protect workers who wish to work.

"The act provides that in such terms and conditions of employment at the time of taking over shall be the board modifies them to the extent of either the union or the Government agency operating the property. As a condition of compliance program the Government agency at the time of taking over shall ask the board to make order so as to withhold from the employees in the case of checked-off funds, benefits, privileges or rights accruing as such under the agreement or agreement with the employers, unless the union demonstrates its willingness and ability to abide by the obligations thereunder.

"All questions of fact in this connection, and the extent of any modification of the order, should be determined by the board. I am authorizing the Director of Economic Stabilization to issue any instructions to Government agencies carrying out this policy."

Most of the recording executives were queried regarding the hearing, were quick to offer their actions. One had even gone so far as to say that the AFM hearing was a routine matter and that the recording ban would be settled amicably when Representative Joseph P. Baldwin would renew interest in Representative Hugh Scott's pending copyright bill when Congress convenes. Another said that the recording ban had been in existence a long time, and that such a case would be settled. The AFM recording ban had gone into effect early August.

However, some executives were reluctant to offer their reactions in particular, when confronted with this reporter, immediately remarking that he did not want to be quoted. Although assured that his name would be off the record, he nevertheless persisted to withhold.

Although James C. Petrillo was available for comment on Roosevelt's recent directive to Davis, Petrillo already agreed that passage of the bill would be quite satisfactory.

Treas. To Pay For Bond ETs; NAB Outlines Drive Plans

(Continued from Page 1)

campers in the South Pacific, and Dennis Day, singer, as well as John Charles Thomas, operatic singer, and John Nesbitt, commentator, will be available for local sponsorship, it was stated.

The particular arrangement to pay the mechanical expenses attached to recording a script was made last week when a Sesac delegation conferred with Treasury Department officials in Washington, D. C. Basing their contention that if the Treasury can pay similar expenses in the newspaper field, there should be no reason why the Treasury could not arrange to pay the expenses of recordings made in the interest of the war bond drive, particularly since the current bond campaign exceeds the previous two drives. The treasury now pays all expenses in the mechanical preparation of mats and electrotypes of war bond advertising used in all newspapers and magazines.

No Pay For Personnel

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NEW BUSINESS

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The Department of Justice which handled the matter stated by letter that, "The broadcasting activities of this individual, (Belli) were suspended temporarily at the request of the Governmental agency then interested in the matter and without independent determination by this office.

"The Office of Censorship is now interested in broadcasting control and its decision will determine whether

Central War Time Adopted By Several Cities In Ohio

It is likely that a number of cities in the State of Ohio will adopt Central War Time (equivalent of Eastern Standard Time) effective September 26, 1943.

The first definite reports have been received from Akron, Cincinnati, Cleveland and Youngstown. These four cities will adopt Central War Time on Sunday, September 26, 1943, and Dayton will adopt Central War Time beginning Sunday, October 3, 1943. This will mean that all network programs broadcast on these stations will be heard locally one hour earlier than at present.

or not his broadcasting activities will be permanently suspended." This statement was made by Edward J. Ennis of the Department of Justice.

Belli was originally picked up in August of 1942 and returned to the air May 21, 1943.

In endeavoring to show that there was a connection between the OWI, FCC, and Short Wave Research, Inc., Garey credited A. Manfred a foreign language broadcaster with telling Belli that he ought to go and see Short Wave Research, Inc., and then his difficulties would be straightened out.

In an off-the-stand opinion Alcorn thought that the New York office of the FCC had been very helpful to him in many ways. He was careful not to include the Washington office of the Commission.

Testimony given by Julio Ascarelli, announcer and part-time censor and monitor at WHOM revealed that he came from Italy at the time the Italian fascist race laws were put into effect and that he got a job at WHOM. He stated that two weeks after he arrived here he took out his first citizenship papers.

See Early Settlement Of AFM Recording

(Continued from Page 1)

was primarily intended to clarify present inconsistent coal situation, the order, nevertheless, affected all labor unions and their related industries.

Point 2 of President Roosevelt's directive bears definite set plans, as one spokesman of the recording industry indicated. It will be settled one way or the other, in effect. If the hearing can be settled amicably or compromise the AFM hearing would be clarified by a WLB ruling based upon President Roosevelt's assurance to Davis that a propitious decree would be recalled.

President Roosevelt's directive, follows:

"2. When a local union refuses to direct or advising workers not to under the terms and conditions presented by the board, action by the responsible or international officers has thus far been limited to one or two cases, sufficient to bring about compliance. If such action should be ineffective, or if a national or international union should itself be the offender, it will be taken over under the War Disputes Act and operated by the Government, if this is necessary to prevent interference with production and to protect workers who wish to work.

"The act provides that in such cases terms and conditions of employment shall be determined at the time of taking over shall be unless the board modifies them upon request of either the union or the Government agency operating the property. As a condition of compliance program the appropriate Government agency at the time of taking over shall ask the board to modify its order so as to withhold from the employees in the case of checked-off fund benefits, privileges or rights accruing as such under the agreement or understanding with the employers, and the union demonstrates its willingness and ability to abide by the obligations thereunder.

"All questions of fact in this connection, and the extent of any modification of the order, should be determined by the board. I am authorizing the Director of Economic Stabilization to issue any instructions to Government agencies in carrying out this policy."

Most of the recording executives were queried regarding the hearing, were quick to offer their reactions. One had even gone so far as to say that the AFM hearing was a routine matter and that the recording ban would be settled amicably when Representative Joseph P. Baldwin would renew interest in Representative Hugh Scott's pending copyright bill when Congress convenes. Another said that the recording ban had been in existence a long time, and that such a case must be settled. The AFM recording ban had gone into effect early August, 1942.

However, some executives were reluctant to offer their reactions in particular, when confronted with this reporter, immediately remarked that he did not want to be quoted. Although assured that his name would be off the record, he nevertheless persisted to withhold.

Although James C. Petrillo was available for comment on Roosevelt's recent directive to Davis, Petrillo already agreed that passage of the bill would be quite satisfactory.

AGENCIES

Treas. To Pay For Bond ETs; NAB Outlines Drive Plans

NEW BUSINESS

(Continued from Page 1)

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To satisfy the needs of the large news broadcasters built up in the news room will be available 24 hours daily, seven days a week.

Equipped with its own battery of typewriters and manned by a staff of persons, the New York news room will be under the supervision of C. Robb, who has been promoted to the position of editor-in-chief from Johnstone to be succeeded by Don Decker, also a former assistant, and John T. Madigan, who will be in charge of the NBC news department. The news editors have been appointed news editors and a staff of six writers.

The separation from NBC and the opening of the Blue as an independent network in January, 1942, has led to the Blue newscasters who have been written in the NBC news department under the supervision of Johnstone, editorial assistants, and other facilities were pooled by the network. The opening of the news room Monday marks the separation of news from NBC.

A staff of Blue news writers including Scheffels, who has been with the United Press Association, Robert Sutherland, with experience in the New York news; Gerald Bowman, with International News Service; Michael Roshkind, formerly with the news room; Creighton Williams McSherry, formerly with the news room of the NBC network.

campers in the South Pacific, and Dennis Day, singer, as well as John Charles Thomas, operatic singer, and John Nesbitt, commentator, will be available for local sponsorship, it was stated.

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"The Office of Censorship is now interested in broadcasting control and its decision will determine whether

Central War Time Adopted By Several Cities In Ohio

It is likely that a number of cities in the State of Ohio will adopt Central War Time (equivalent of Eastern Standard Time) effective September 26, 1943.

The first definite reports have been received from Akron, Cincinnati, Cleveland and Youngstown. These four cities will adopt Central War Time on Sunday, September 26, 1943, and Dayton will adopt Central War Time beginning Sunday, October 3, 1943. This will mean that all network programs broadcast on these stations will be heard locally one hour earlier than at present.

or not his broadcasting activities will be permanently suspended." This statement was made by Edward J. Ennis of the Department of Justice.

Belli was originally picked up in August of 1942 and returned to the air May 21, 1943.

In endeavoring to show that there was a connection between the OWI, FCC, and Short Wave Research, Inc., Garey credited A. Manfred a foreign language broadcaster with telling Belli that he ought to go and see Short Wave Research, Inc., and then his difficulties would be straightened out.

In an off-the-stand opinion Alcorn thought that the New York office of the FCC had been very helpful to him in many ways. He was careful not to include the Washington office of the Commission.

Testimony given by Julio Ascarelli, announcer and part-time censor and monitor at WHOM revealed that he came from Italy at the time the Italian fascist race laws were put into effect and that he got a job at WHOM. He stated that two weeks after he arrived here he took out his first citizenship papers.

See Early Settlement Of AFM Recording

(Continued from Page 1)

was primarily intended to clear present inconsistent coal situation, the order, nevertheless, affected all labor unions and their allied industries.

Point 2 of President Roosevelt's directive bears definite settlement plans, as one spokesman of the recording industry indicated. It settled one way or the other, in effect. If the hearing can be settled amicably or compromise the AFM hearing would be clear a WLB ruling based upon President Roosevelt's assurance to Davis propitious decree would be recalled.

President Roosevelt's direct part, follows:

"2. When a local union refuses to agree to the terms and conditions proposed by the board, or if a national or international officer has thus far refused to comply, or if a national or international union should itself be the offender, the board should take over under the War Disputes Act and operated by the board, if this is necessary to prevent interference with production and to protect workers who wish to work.

"The act provides that in such cases the terms and conditions of employment at the time of taking over shall remain unless the board modifies them upon request of either the union or the Government agency operating the property. As a condition of the compliance program the appropriate Government agency at the time of taking over shall ask the board to modify the order so as to withhold from the union the case of checked-off funds, benefits, privileges or rights accruing as such under the agreement or agreement with the employers, and the union demonstrates its willingness and ability to abide by the obligations thereunder.

"All questions of fact in this connection, and the extent of any modification of the order, should be determined by the board. I am authorizing the Director of Economic Stabilization to issue any instructions to Government agencies in carrying out this policy."

Most of the recording executives who were queried regarding the hearing, were quick to offer their actions. One had even gone so far as to say that the AFM hearing was routine matter and that the recording ban would be settled amicably when Representative Joseph C. Baldwin would renew interest in Representative Hugh Scott's recording copyright bill when Congress convenes. Another said that the recording ban had been in existence long, and that such a case must be settled. The AFM recording ban had gone into effect early August.

However, some executives were reluctant to offer their reactions in particular, when confronted with this reporter, immediately remarked that he did not want to be quoted. Although assured that his name would be off the record, he nevertheless persisted to withhold.

Although James C. Petrillo was available for comment on Roosevelt's recent directive to Davis, Petrillo already agreed that passage of Scott's bill would be quite satisfactory.

AGENCIES

W. SUTHERLAND has joined **Advertising, Inc.** as an assistant executive. For the past year has been with the OWI in England and before that was a member of **Pedlar & Ryan Advertising, Inc.** **John H. Owens** has joined the department of **Compton Advertising, Inc.**

W. & RUBICAM, INC., announced the appointment of **Arthur** as public relations manager. **Charles Fred Smith**, now an assistant Secretary of the Treasury, is **W. Genthau**.

W. & SMITH & ROSS, Cleveland, has been named to place the **W. of General Industries** in **Elyria, Ohio**, makers of **W. records and radio-phonograph**.

W. YSLER, joins **William H. W. & Co., Inc.**, as an Account Executive. He was formerly with **W. Durstine & Osborn**, was advertising manager of **W. Hat Company**. More **W.** was associated with **W. Mears, Inc.**

Own News Room
Fully Opened Today

(Continued from Page 1)
to satisfy the needs of the large number of news broadcasters built up in the news room will be broadcast 24 hours daily, seven days a week.

with its own battery of writers and manned by a staff of persons, the New York office will be under the supervision of **W. C. Robb**, who has been promoted from the position of editor-in-chief to **Johnstone** to be **W. Decker**, also a former assistant, and **John T. Madigan** with the NBC news department. **W.** has been appointed news editor of a staff of six writers.

The separation from NBC and the opening of the Blue as an independent network in January, 1942, has provided for Blue newscasters to be written in the NBC news department under the supervision of **W.** editorial assistants, and facilities were pooled by the networks. The opening of the news room Monday marks the separation of news

staff of Blue news writers **W. Scheffels**, who has been with the United Press Association; **W. Sutherland**, with experience in the New York office; **W. Gerald Bowman**, with International News Service; **W. Michael Roshkind**, formerly with news room; **W. Creighton W. William McSherry**, formerly with news room of the NBC news division.

Treas. To Pay For Bond ETs;
NAB Outlines Drive Plans

(Continued from Page 1)

as arrangements have been completed. The schedule is expected to be released through NEIC.

Washington Bureau. RADIO DAILY
Washington—Responsibility for the success of the Third War Loan drive was placed squarely on the shoulders of the broadcasting industry today when NAB issued its elaborate Third War Loan Bulletin, an elaborate, eight-page illustrated publication of outlining the plans for the drive. That radio will play the leading role in the effort to enlist every American in the Army of bondholders was plainly indicated in the bulletin.

Callahan, Miller Comment
"The success of the Third War Loan drive depends to a great extent upon how well the radio industry realizes the immensity of this challenge," said **Vincent F. Callahan**, war savings press and radio chief. It is, he said, "the biggest and toughest job which the radio industry has ever had to face."

The drive, said NAB President **Neville Miller**, "is a challenge not only to radio, but to the entire nation," and he added, "Radio has pledged itself anew to do everything possible in furnishing voluntarily time talent and facilities without stint or qualification, network and local."

Callahan presented a tentative line-up on network shows for the drive, including 21 "Treasury Star Parade"—one a day for the length of the drive, led off by **Bing Crosby** and including the **Bumsteads**, **Fannie Brice**, **Rochester, Fibber McGee and Molly** and many leading orchestras. United States Senators will make transcriptions for use in their own states. A number of special events are yet to be announced.

Selling of every advertiser, actual and potential, on support for the Third War Loan drive was urged by NAB in a special message to its members. Thorough familiarity with the drive on the part of every member of every broadcaster's sales force is an essential, says NAB, and constant, unremitting effort on the part of each individual.

Three principal methods of selling broadcast advertising were outlined as follows:

1. Participate with other stations in your community, county or state in an equitable distribution of any funds collected by state, county or local war finance committees.
2. Sell individual advertisers on the sponsorship of announcements, programs or service features.
3. Organize special Third War Loan programs and sell participation in such programs to small or infrequent advertisers. For example, sell all, or as many as possible, of the merchants on a given street to sponsor a program, or organize the shoe dealers of your community to back the Third War Loan with a program of their own.

First on the list of special available for local sponsorship are these Treasury shows: News Commentator **Rush Hughes** on 20 five-minute discs, two quarter-hour shows, made by Treasury in cooperation with the Re-

NEW BUSINESS

KPO, San Francisco: **Ball Bros.** (Mason jars), 13 weeks, daily participation in "Woman's Magazine of the Air," through **Applegate Adv. Agency**; **Kellogg Company** (Cornflakes), five musical ETs weekly for 26 weeks, thru **J. Walter Thompson Co.**; **Norwich Pharmacal Co.** (Pepto-Bismol), three anns., ETs, weekly for 26 weeks, thru **Lawrence C. Gumbinner Advertising Agency**; **National Biscuit Co.** (Shredded Wheat & Shreddies), nine anns., ETs, weekly for nine weeks, thru **Botsford, Constantine & Gardner**; **Capwell, Sullivan & Furth** (department store), tri-weekly newscast, 39 weeks, thru **Garfield & Guild agency**; **Regal Amber Brewing Co.** (beer), "Light and Mellow," half-hour variety, weekly for 52 weeks, thru **M. E. Harlen agency**; **J. L. Tuttle Co.** (cottage cheese), tri-weekly news, 52 weeks, thru **Emil Reinhardt agency**; **Langendorf United Bakers** (breads), live and ET anns., 52 weeks, thru **Ruthrauff & Ryan**.

Pepperidge Farm Bread
Set Campaign On WQXR

Pepperidge Farm Bread, of Fairfield and Norwalk, Connecticut, has bought a participation in **Charlotte Adams' "The Run of the House"** program on **WQXR, New York**, starting tomorrow. **Kenyon & Eckhardt** is the agency. **Pepperidge Farm Bread** will be advertised on all three of **Mrs. Adams' weekly broadcasts** now heard at 9:00 a.m. Tuesdays and Thursdays and 2:30 p.m. Wednesdays. Starting September 1, "The Run of the House" will change its time to 10 a.m. on Tuesdays, Wednesday and Thursday. This is the only radio program in New York City on which **Pepperidge Farm Bread** is advertised.

Whelan Account On WOV

Whelan Drug Co. has signed a 13-week contract with **WOV** to sponsor a portion of **Alan Courtney's "1280 Club,"** six days per week, Monday through Saturday, effective today. This is **Whelan's first account with WOV.**

tail Merchants of America, available through local offices of the War Finance Division. They are entitled "Sacrifice Day" and star **John Charles Thomas**; **Commentator John Nesbitt** with **Victor Young's orchestra**, and "Axis Pay Day" starring **Joe E. Brown, Dennis Day** and **Wilbur Hatch's orchestra**. The "Treasury Star Parade" will not be available for local sponsorship.

NAB pointed out the benefit of interesting sponsors in buying time for the drive. Although the drive lasts only three weeks, says NAB, many sales can be made to new advertisers on a 13 or 26-week basis, also many stations have found that selling the advertiser on a special campaign such as this affords an opening for a more permanent contract.

★ ★ COAST-TO-COAST ★ ★

LITTLE-KNOWN story of Emma Lazarus' poem, "The New Colossus," which stands at the base of the Statue of Liberty, was dramatized yesterday afternoon on "Thanks to America" from New England Mutual Hall, over WNAC, Boston, and associated stations of the Yankee network.

Larry Scarborough, WMBR, Jacksonville, Florida, is being "piped" to WFOY, St. Augustine, for a new series, "Broad Side of the News," which will be heard three times weekly. Fort Marion Chevrolet Company, in contracting for this new series upped their radio budget 108 per cent.

C. Herbert Masse has been promoted to sales manager of WBZ-WBZA, Boston and Springfield, Mass. succeeding Frank R. Bowes, who has been inducted into the United States Army. His appointment was announced last week by C. S. Young, general manager of the stations. Masse has announced the addition of Gerald H. Slattery to the sales staff of WBZ-WBZA. Slattery replaces R. Howard Milner, who also has left for active duty with the Army.

More than 5,000 blades were received by Austin Fenger, KSFO, San Francisco, newscaster, in an appeal for knives for American soldiers fighting in the South Pacific. Fenger recently drew more than 1,000 pipe cleaners with an air appeal about the need of a sick girl who had to keep clear a silver throat tube with them.

Eleventh annual Crosley picnic was held at Coney Island, amusement park on the Ohio River above Cincinnati, with both employees and families of the manufacturing and broadcasting divisions as guests of the Crosley Corp. Features of the outing were a round trip on the river boat; swimming in the park's pool; dancing to Phil Davis' 14-piece WLW-WSAI orchestra; and two broadcasts originating from Coney Island.

Gundar Haegg, world champion mile runner, was the guest of Dennis James, sports telecaster, on the DuMont station, W2XWV, New York, last night. It was Haegg's initial appearance on any television station in the U. S. or abroad. Other acts on the Sunday telecast included a one-act play, "Folks Out Our Way," by C. Elizabeth Ayres, presented by players of the American Television Society, and an appearance by Pauline Alpert, pianist.

WAOV, Vincennes, Indiana, recently carried part of the ceremonies of a big celebration which took place in the city. Events marking this day were a parade featuring mechanized equipment from nearby Air Base, George Field, and air maneuvers. Climax of the day was the appearance of the Jap sub, which is on a War Bond tour. Col. Edwin B. Bobzien, commanding officer at George Field, whose squadron was responsible for the capture of the sub when stationed in Hawaii, gave an address. WAOV carried his speech as well as the ceremonies of swearing in WAC's into the Women's Army Corps.

Coming back to WOW, Omaha, Nebraska, in September is "Company's Coming," popular local show and brain child of Ray Olson and Russ Baker. Vicks Chemical Company will sponsor the show on its new five-day schedule.

"We Salute . . ." daily show on WBT, Charlotte, North Carolina, will be devoted to the Third War Loan. Shows will pay tribute to Carolinas' fighting men who have distinguished themselves. With dramatic setting of both music and script, story will go back to pre-war days, picking up the threads there, and follow through to the events that brought fame. At the climax of the salute, the mother, wife or sweetheart of the hero, or the man himself, when available, will step up to the WBT mike and make a personal appeal, challenging to listener to do his part. Adele McCarty, WBT continuity head, will do the scripting.

John Brinn, WCBL, Columbus, Mississippi, news editor and announcer has returned to his post after several weeks spent in conducting revivals in several Southern states. Brinn is reputed to be the nation's only full-time news editor and minister, holding both positions at the same time. While he was away his news post was filled by WCBL production chief Bill McHan. . . Maxell Williams, WCBL chief engineer, is back from a vacation in Kansas. . . Madge Moore is back to work after a vacation in the Ozarks as director of the remote studios of WCBL at West Point, Miss. . . Jimmie Eatherton, WCBL commercial manager, has joined the state guard.

Joel Rickman, veteran editorial writer formerly with the San Francisco "Examiner" and "Call-Bulletin," has joined the newsroom staff of KPO, San Francisco. . . New announcer at KPO is Russell Snow, formerly of WBZ-WBZA, Boston. . . Newcomer to KPO sales staff is Carl Nielson, formerly of KJBS, San Francisco. He replaces Don Staley, who is now in the Navy.

As a tribute to the courageous Chinese, the Municipal Broadcasting System is offering "Thumbs Up For China" over WNYC, New York, this Wednesday at 3:15 p.m. EWT. Dr. B. A. Liu, former president of the China Industrial Training Institute in Nanking, will be guest on the subject "China's Contribution to Science." Balance of the half-hour broadcast will be devoted to the singing of American and Chinese songs by a group of children of both American extraction and Chinese descent.

Chet Kingsbury is a new addition to the CBS organist staff. Kingsbury, formerly a free-lance artist, has been assigned to the CBS Landt Trio "Sing Along" program, and has a fifteen-minute program of his own from 2:45-3 p.m. on Thursdays.

When two British children, evacuated to Sutton, Mass. three years ago, had no means of hearing their father broadcast recently on the BBC program "Hello Children," WTAG, Worcester, invited them to the station where the broadcast was piped in. . . WTAG softball team has its first femme manager, Margaret Michaud, secretary to David H. Harris, WTAG program manager.

Hans Jacob, news commentator, will interview Walter F. Willcox, professor emeritus of Cornell University and vice-president of International Statistical Institute, on WOV, New York, tomorrow.

Larry Wayne has left the announcing staff of WEDC, Chicago, for Green Bay, Wisconsin, where he begins today as announcer on WTAQ, CBS affiliate.

Glenn Wilson has been added to the CBS shortwave production and announcing staff. Wilson was formerly with WTIC, Hartford, Conn., as an announcer. For Columbia he will produce and announce shortwave programs, and will broadcast news to North Africa and Europe in English.

United States Coast Guard Glee Club of 25 voices under the direction of Coxswain Vernon Duke will be heard tonight over WHN, New York. One of the program's features will be the introduction of the new Coast Guard fighting song "The Silver Shield," written by Duke and Howard Dietz. Also on the show

will be a brief interview with members of the C. G. who has action in Sicily.

Personnel changes at KC Francisco, include Gordon W. merly at KOMO-KJR, Seattle; ington, announcer; Davidson, new salesman; Beverly B. merly of KJBS, San Francisco; continuity writer; Grant Holco, announcer, formerly of KPRC, side, California; Mary Scott, the traffic department; and Owen, on the engineering s

WING, Dayton, Ohio, has with the Miami Valley Hospital, Elizabeth's Hospital to feed its for carrying over the hospital systems. . . Recent special e WING was show featuring Han Mayor of Overlook Project, a wa community, and Sgt. Bennett, ch Air Courier Service. Smith desc, the community had set up its city inside Dayton and runs affairs; Bennett described the tion of licensed pilots who deli material anywhere where it may sary on order.

Crawford's WMCA B Increases News Pe

(Continued from Page 1)
 city of New Jersey. Dr. King be heard Tuesdays through Sa for 15 minutes at 10:30 p.m. B The enlarged renewal o covers all times of the day course of a week, covering as as early as 7:30 a.m. and as 12 midnight. On Mondays, days and Fridays from 7:30 a.m., Crawford's has added program of recordings. The ute news period at 8:30 a.m. days, Thursdays and Saturda renewed. However, the Lawrence program at 12:30 12:45 p.m. Mondays, Wednesday, Fridays and at 12:45 to 1 p.m. days, Thursdays and Saturday new Crawford listing. The re two new listings include re by Benny Goodman at 7:05 10 minutes Mondays, Wednesday, Fridays, and an additional 10-Jerry Lawrence programs Mondays through Saturdays. The renewed programs, in to those mentioned heretofore, "63 Club," orchestra and n talent at 6:03 p.m. Sundays unt p.m.; a five-minute sports res 6:20 p.m. Monday through Friday Saturday musical quiz show until 7:30 p.m.; "Five-Star Final necessary talent at 1:15 for utes, Tuesdays and Thursday minute news period at 12 m Monday through Thursday; Sunday "Headlines on Parade necessary talent at 8:30 until 9

1 9 4 3
BIRTHDAYS
 17 18 19 20 21 22 23
 24 25 26 27 28 29 30

August 23

- | | |
|------------------|-----------------|
| Michael Bartlett | Bob Crosby |
| Vivian Crozier | Wendell Hall |
| Karen Kempel | Lawrence Marks |
| John McCarthy | Frank Pacelli |
| Maj. Ray Perkins | Evelyn Skidmore |
| Art Van Harvey | Forrest Wallace |

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 24, NO. 38

NEW YORK, N. Y., TUESDAY, AUGUST 24, 1943

TEN CENTS

Cox Comm. Setting Plans

WABC Merit-Raise Rule Concerns Small Outlets

Washington Bureau, RADIO DAILY
Washington—The difficulty which has been encountered in the past in raising wages in organizations employing less than 30 employees—this classification would, of course, include many radio stations—has been eliminated by a special exemption announced by the War Labor

new formula for such organizations permits merit increases with-

(Continued on Page 5)

You a Genius' Quiz Expands Show On WABC

"You a Genius," quiz show in which every member of the listening audience is a contestant, is now heard on WABC four afternoons a week, Mondays, Tuesdays, Wednesdays and Thursdays, and on CBS, Thursdays, 5:30-6:30 p.m., EWT.

Ernst Chappell, as the "studio host," asks a variety of questions each day. Questions rate a certain number of points and their total

(Continued on Page 5)

Carnegie On MBS Weekly Show Sept. 2

Walter Dill Scott, author and lecturer, will be heard in a weekly program "Little Known Facts About Famous People" over WOR and Mutual network on Thursday, August 26, at 10:15-10:30 p.m., EWT. In this program, Carnegie will offer interesting and unfamiliar sidelights on personalities often in the news. The program will be sponsored by the Bank W. Lee Co.

Three-In-a-Row

For the third time in as many years the CBS program, the Landt-Made farewell to a fellow worker, first it was organist Fred Feibel who passed his army physical; two weeks ago it was piano-accompanied Curley Mahr who left to take a job in a West Coast defense plant and now the trio's publicity man Harry Feeney has left to join the colors.

FDR From Ottawa

Networks and many independent stations here and in Canada have scheduled President Roosevelt's address before the Canadian Parliament in Ottawa tomorrow at 12:30 p.m., EWT. Expected that Prime Minister W. L. Mackenzie King will speak for about 10 minutes followed by Roosevelt who is scheduled for 15 minutes.

Ontario Joins CBC In Air-School Plan

Montreal—Next winter for the first time, the Ontario Department of Education will collaborate with the Canadian Broadcasting Corp. in presenting over the air, educational programs designed especially for the schools of Ontario. This new development was announced by R. S. Lambert, CBC's Education Advisor. One of the last acts of the late Minister of Education, Hon. Duncan McArthur, was to give his approval to a plan for a

(Continued on Page 7)

WHN War Loan Buildup Via Star Baseball Game

As a prelude to the Government's Third War Loan Drive WHN will broadcast an exclusive description of the baseball game to be played by teams comprising of stars of the Yankees, Dodgers and Giants and big name ball players now in the armed service.

Red Barber and Connie Desmond, (Continued on Page 2)

CBS Withdraws Opposition To Longer WNYC Night-Hours

Columbia Pix Buys Rights To CBS' "The Whistler"

West Coast Bureau, RADIO DAILY
Hollywood—Motion picture rights to the Columbia Pacific Network radio thriller, "The Whistler," have been purchased by Columbia Pictures from CBS, it was announced by Donald W. Thornburgh, vice-president in charge of the Pacific Coast

(Continued on Page 2)

Will Start New Phases In Washington Soon As Rep. Miller Can Preside; Another Week Of "Language"

Jergen Journal Subs Lead Night Programs

August 15 Hooper "National" Program Ratings Report lists the Walter Winchell program, with Fulton Oursler, Louella Parsons and Robert St. John substituting for Winchell on the Blue Network, in first place among the "First 15" evening programs. "Mr. District Attorney" is currently in second place and Kay Kyser (first half hour) is third.

The complete list of the Hooper (Continued on Page 2)

New Alaska Transmitter Will Be Completed Oct. 1

Seattle—Construction of the new 5,000 watt transmitting plant at KINY, Juneau, Alaska, is now under way with completion date set at Oct. 1, according to Edwin A. Kraft, radio advertising agency executive who

(Continued on Page 2)

Blue Signs 2 Renewals—'Sanctum' Replacement

A new program which will replace "Inner Sanctum Mystery," which moves to CBS in September, will be inaugurated by the Blue Net-

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Resumption of hearings before the Cox Committee in Washington will be announced as soon as word is received from Representative Louis H. Miller, now at home in St. Louis, as to when he can come to the Capital to preside. Present plan is for Miller to preside as a sub-committee of one, with associate committee Counsel Fred L. Walker presenting the committee staff's findings. Although it was hoped that sessions could get under

(Continued on Page 7)

WNEW Revamping Weekend Schedule

With an eye toward the potentially larger Sunday audience created by the war and its subsequent effects as well as the approaching termination of the current vacation period, WNEW has revised almost the entire Sunday afternoon and evening program listings. The new programs offer a varied coverage of news, education and entertainment.

Most important innovation at (Continued on Page 6)

Treasury Dept. Sets Up Special Events "Tent"

War Finance Committee of the Treasury Dept. has taken over the "big top" in back of the Roxy Theater near Radio City which it will use for (Continued on Page 2)

S. S. Victor Herbert

New Liberty Ship, the "Victor Herbert," a birthday gift to Major General Jonathan M. Wainwright, taken by the Japs at Corregidor, was christened by Mrs. Claude Pepper last Sunday at Panama City, Florida. The "Victor Herbert," named for the composer and founder of Ascapi, is a sixtieth birthday present to the General, who is being held on Formosa.



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Monday, August 23)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER, Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit). Includes Bid and Asked prices.

Jergen Journal Subs Lead Night Programs

(Continued from Page 1) "First 15" follows: Walter Winchell (Substitute); Mr. District Attorney; Kay Kyser (first half hour); Your Hit Parade; Screen Guild Players; Take It Or Leave It; Can You Top This?; Gabriel Heatter (Tues., Thurs.); Durante-Moore-Cugat; Bing Crosby; Ellery Queen; Joan Davis-Jack Haley; Adventures of the Thin Man; Gabriel Heatter (Mon., Wed., Fri.) and One Man's Family.

The second half hour of the Kay Kyser program leads the programs broadcast after 10:30 p.m., EWT, which are not measured in the Eastern Time Zone.

THIS LITTLE BUDGET

WENT TO WORL BOSTON MASS.



Blue Signs 2 Renewals—'Sanctum' Replacement

(Continued from Page 1) work on Sept. 5. The new show, together with two renewals, heads the list of new business announced late last week by the network.

In response to the current interest in the past which invariably characterizes a nation at war, Carter Products, Inc., will launch "Keepsakes" Sept. 5 as a substitute program for "Inner Sanctum Mystery." The new half-hour program will be heard at the same time, Sunday at 8:30 p.m., EWT, in behalf of Carter's Little Liver Pills, on a network of 82 Blue stations. Ted Bates, Inc., is the agency.

Listeners will be invited to submit "keepsakes," a bit of poetry or prose which the sender thinks is worth remembering, to be read against a musical background and followed by an old song which fits the same mood. Listeners will receive \$5 for each "keepsake" used.

In the cast will be Dorothy Kirsten, soprano, Mack Harrell, baritone, and the Carter chorus of nine voices, with the orchestra directed by Harry Sosnik.

C. F. Mueller Company, Jersey City, N. J., has renewed "Morning Market Basket" for 52 weeks on the Blue effective Sept. 14. Featuring Isabel Manning Hewson, the program is heard in behalf of Mueller's macaroni Monday, Wednesday and Friday on 36 Blue stations. Duane Jones Company, New York, handles the account.

Effective Sept. 27, Miles Laboratories, Inc., has renewed its two programs on the Blue Network, "Quiz Kids" and "Lum and Abner," both heard in behalf of Alka-Seltzer and One-A-Day Vitamins.

"Quiz Kids," sponsored by Miles on the Blue since Sept. 4, 1940, will continue to be aired Sunday from 7:30-8 p.m., EWT, on 131 stations. "Lum and Abner," presented by Miles on the Blue since Sept. 29, 1941, will continue to be heard Monday through Thursday from 8:15-8:30 p.m., EWT, on 102 stations.

Wade Advertising Agency, Chicago, handles the account.

Columbia Pix Buys Rights To CBS' "The Whistler"

(Continued from Page 1) division of CBS. Plans call for the production of two feature pictures based on "The Whistler" stories by producer J. Donald Wilson during the next twelve months with options on film rights for the following two years. "The Whistler" is now heard each Friday night, 9-9:30 p.m., PWT, over Columbia Pacific network stations from KNX in Hollywood.

Taylor-Swarthout Return

Gladys Swarthout and Deems Taylor return to the CBS "Family Hour" show this Sunday, 5 to 5:45 p.m., EWT, after a six-week vacation. To observe the day, special program has been planned of the numbers most frequently requested by listeners since the show has been on the air.

New Alaska Transmitter Will Be Completed Oct. 1

(Continued from Page 1) owns KINY and KTKN, Ketchikan. Chief engineer Vincent I. Kraft is in charge, assisted by resident engineer David Jefferies, and crew of radio technicians who made the trip north to complete the project as quickly as possible.

Transmitter and tower will be located on the Alaska Juneau Gold Mining property, about two miles south of Juneau. Studios will continue to be in the Decker Building in downtown Juneau. A full 16-hour schedule, supervised and largely programmed by the War Department, will be broadcast for troops and civilians in the territory. Special Service Division of the Army is transcribing practically all top-ranking chain shows, and rushing these to Alaska by air, so that the military forces may hear their favorite features soon after they are originally released in the States.

Treasury Dept. Sets Up Special Events "Tent"

(Continued from Page 1) rallies and origination of special events for radio. Special events director yesterday took a group of trade press newspapermen through the premises revealing the facilities for the rallies and events to be carried out in the interest of the Third War Loan. Big top recently housed the Larry Sunbrock circus, and will be renamed Victory Square.

WHN War Loan Buildup Via Star Baseball Game

(Continued from Page 1) WHN regulars for the WHN Dodger broadcasts, will be on hand to give the play-by-play description of the game which will be played August 26 at 5 p.m., EWT.

The Third War Loan Drive officially gets under way in all sections of the United States on Sept. 9.

WDRRC CONNECTICUT'S PIONEER BROADCASTER. CONNECT IN CONNECTICUT. Use WDRC to sell the Hartford Trading Area — Connecticut's Major Market — with an Effective Buying Income of \$5028.60 per family! Write Wm. Malo, Commercial Manager, for full details. Basic CBS for Connecticut.

COMING and GOING

MAJ. BEN LYON, master of ceremonies of the BBC-Mutual "Stars and Stripes" program, has arrived in America to confer with public relations officers of the Eighth Army Air Force and to consult with Hollywood film producers on new Air Force picture.

THAD HOLT, president and general manager of WAPI, Birmingham, Ala., is here for conferences at the headquarters of CBS.

WILLIAM T. LANE, station manager of WABC Blue Network outlet in Syracuse, N. Y., town on station and network business.

E. C. HUGHES, commercial manager of WJLS Corpus Christi, Tex., who had been here a week, left yesterday on the return trip to Southwest.

ONA MUNSON arrived from Hollywood on the week-end. She will make guest appearance while in town and is definitely set for "Spotlight Bands" program which will be at Ft. MacPherson, Ga.

BOB KING, the Blue Network's roving reporter TOM HARKER, the network's account executive for Coca-Cola, and FRANK OTT, of the agency, are in Atlanta to set the stage for "Spotlight Bands" program which will be at Ft. MacPherson, Ga.

W. C. IRWIN, vice-president and commercial manager of WSOC, Charlotte, N. C., is here for talks with the New York representative of the station.

HERBERT R. KENDRICK, station and commercial manager of WJLS, Beckley, West Va., on a short business trip to New York.

LOIS JANUARY, "Reveille Sweetheart" on WABC, is back from Ft. Washington, Pa., where she was crowned "Sweetheart of Camp."

WILLIAM F. MALO, commercial manager of WDRRC, Hartford, in town from Connecticut on a short business trip.

LINDSAY WELLINGTON, North American director of BBC, has arrived from London on a clipper.

ROYAL E. PENNY, sales manager of WJLS & O outlet of CBS in Charlotte, N. C., has left the executive contingent currently in New York on business.

"Hot" Availability!

Six 15 minute periods for \$85.00.

"Spotlight on Rhythm"

2:45-3:00 P.M.

Monday thru Saturday

W-I-T-H



IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED



MEET STAR-FACE...

He's Going to Visit Every Radio Home
in America to Sell RADIO
As It Has Never Been Sold Before!

Star-Face is the biggest thing in radio promotion that has ever hit America.

Who's behind him?—The sponsors, the stars, the agencies, the stations, and the network that put on the country's top radio shows.

Who's going to benefit from his work?—Those same sponsors, stars, agencies, stations, and network—plus America's listeners up and down the land.

Star-Face, symbol of NBC's Parade of Stars, is going to do a promotion job that will set the country talking—and listening more avidly than ever. Here's the set-up:

The stars of 42 NBC programs have cut records packed with the same action, appeal, and excitement they put into their "live" shows. In all, 4609 recordings of shows have been made for this one promotion.

These recordings have gone to all NBC affiliated stations in 132 dynamite-loaded portfolios, ready for those stations to build them into five, fifteen, or thirty minute complete shows. And in those same portfolios is the ammunition to promote NBC's Parade of Stars in every conceivable way, in every town, to every radio home in the country!

From proofs of ads to press releases, from window posters to car cards, from prints of stars to spot announcements—the whole shooting match of spectacular and sure-fire promotion is packed into these portfolios.

We think your own publicity instinct will help you evaluate this promotion . . . without our mentioning such figures as 1320 spot announcements . . . 10,560 mats and proofs of ads . . . 11,088 mats and proofs of stars' photos . . . 500,000 gummed letter-stickers . . . etc., etc.



— The **N**ational **B**roadcasting **C**ompany

Now Open for
**LOCAL
SALE**

**"THE
GREEN
HORNET"**

Currently
BLUE Network
6:30-7 P. M.
Sundays

Five Years
Coast-to-Coast
Build-up

**"Ned
Jordan -
Federal
Ace"**

Broadcast
Four Years
Coast-to-Coast
over Mutual

KING-TRENDLE
BROADCASTING CORP.
1700 Stroh Building
Detroit, Michigan

MAIN STREET
OL' SCOOPS DAILY

A Reporter's Report Card . . . !

● ● ● **PRESIDENT FRANKLIN D. ROOSEVELT:** In 1913, when you were acting Secretary of the Navy, you appointed a board of officers to draw up plans for the creation of a Naval Aeronautical Service, the main base to be located at Pensacola, Florida . . . in recognition of the 30th anniversary of Naval Aviation, "Vox Pop" with Parks Johnson and Columnist Ed Sullivan (batting for vacationing Warren Hull) will emanate next Monday from the "Annapolis of the Air" . . . **MAESTRO BOBBY SHERWOOD:** You might be interested to learn that the team of Bob and Gayle, featuring songs and patter, gave an audition last week and as a result may get a five times a week spot at NBC . . . we say you might be interested because that vet vaude team happens to be your parents . . . **DINAH SHORE:** You will be the first guest star on Don Ameche's new program, "What's New?" which debuts early next month . . . **VICTOR BORGE:** Your Frau will make her movie debut when she appears with you in the RKO flicker, "Higher and Higher" . . . **JOHNNY GART:** Verly Mills, CBSwing harpist, heard with your jive trio each afternoon, will be seen and heard in the forthcoming Broadway musical, "Mexican Hayride."

★ ★ ★
● ● ● **JACK CARSON:** Because of the nice comedy job he's been doing on your Campbell Souper-duper, Dave Willock gets the comedy lead opposite Betty Grable in her forthcoming flicker, "Pin Up Girl" . . . **JOAN DAVIS:** You, Nancy Coleman and Ann Shirley rate bows for the weekly buffet suppers and entertainment that you provide at your home for convalescents from the Army Air Corps Base Hospital at Victorville, Cal . . . you kept it quiet long enough and we think all of you, who do so much for our Fighting Yanks, deserve Radiokays . . . **MERLE ALCOCK:** Your protege, Eileen Farrell, who twice before, appeared as guest singer on the "American Family Hour," CBStarts as a regular on that program with tonight's broadcast . . . **JACK (KMA) KELLY:** Got quite a kick out of your "Mussolini Poem," . . . sorry we can't print it here . . . **JAY JOSTYN:** A "Mr. District Attorney" script, which you autographed was turned over by NBC to the proper channels and was auctioned off for \$1,000 at a recent War Bond Rally . . . **OTTO PREMINGER:** Martha Deane will quiz you on her WOR program Friday . . . seems someone told her you write, act, direct and produce plays . . . **GEORGE RAFT:** Reason why Morton Downey nixed appearing in a film with you is this . . . his radio career comes first, last and always with the ebullient Celt.

★ ★ ★
● ● ● **RAY KNIGHT:** One of your producers, Alex Leftwich, was turned down by the Army last week . . . **RAYMOND SCOTT:** We just happened to tune in last Tuesday (11:30-12 midnight) to your new 29-piece CBSwingeroo . . . what are sponsors waiting for? . . . **NELSON EDDY:** You are listed to Guestrill on the Telephone Hour's second NBCast, which will emanate from Hollywood, September 6 . . . **CHANTECLEERS:** The audition was okay and you MBStart a series of Saturday programs, early next month . . . **ED BROWNE:** When the harmony team known as Escorts and Betty was formed in Chicago, the gal was Betty Olsen . . . when the team came to New York to appear on the NBC variety show, "Everything Goes," Betty was replaced by Helen Nash, but the "team name" was retained . . . now Helen leaves for Chicago to become the party of the first part at a marriage and will, in turn, be replaced by Betty Randall . . . the act? . . . oh yes, it will be called Escorts and Betty . . . **THREE SISTERS:** You will make your theater debut in three weeks . . . **HAL McINTYRE:** When you and your crew complete the flicker "Hey Rookie" which you will make for Columbia Pictures, you will fly back to New York to open a lengthy stay at the Hurricane . . . to give you a chance to make you debut in the cinema, the nightclub date was set back from September 15 to 24.

★ ★ ★
— Remember Pearl Harbor —

Los Angeles

By RALPH WILK

XAVIER CUGAT and his band are scheduled to play at Harbor Field, Calif., August 30.

Hal Halley, new Palladium agent, and his bride, Joyce Newell, of the NBC publicity department established some kind of a record when they found an apartment in 20 minutes.

Morgan Ryan, account executive for the Sherman & Marquette Agency, arrived at KNX this week from New York on business connected with the CBS "Judy Canova Show." He is spending the greater part of his vacation night in Hollywood searching for hotel space, Ryan claims he'll bring his tent with him on his next vacation trip.

Frank Capka, CBS-KNX writer who joined the U. S. Navy in March, 1942, now boasts a second yeoman rating and is stationed aboard the Submarine Chaser Training Center at Miami, Florida.

Bob Crosby and his band will appear at the San Francisco Civic Auditorium August 28. Others who will appear with him will be Jo Stafford and the Pied Pipers. The troupe is expected to play to 16,000 servicemen and 6,000 hostesses.

Capitol Records is re-issuing "The Twilight Til Dawn," which was recorded by Ceelle Burke and his orchestra. It was written by Louis René.

Our Passing Show: Judy Canova, Martha Scott, Carlton Alsup, Halley, Don Belding, Edward Arnold, Don Quinn, Milt Samuel, Bill Gwynn, Carroll Nye, Andy Kelly, Maurice Morton dining at the Berkeley Derby; Shirley Dinsdale, making "Judy Splinters," watching the "Judy Canova Show."

Jimmy Durante, between rehearsals on the Garry Moore-Jimmy Durante airshow, is scanning the script of his new M-G-M opus, "Two Sisters A Sailor" in which maestro Xavier Cugat, of the same air series, also appear.

Decca company officials predict Sportsmen's new recording of "Tokyo-I-O" will emerge as a seller after 30 days on the market.

A sophisticated Hollywood preview audience tossed laurels at "So Is Washington," the new film featuring the rural characters, "Lum Abner," portrayed by Chet Lister and Norris Goff.

Virginia Lindsey, former manager of the Tom Fisdale office in Hollywood, and in private life, Mrs. Lindsey, gave birth to a baby August 19. Baby weighed six three-quarter pounds, and will be named Elizabeth Ann.

**59 Stations Rave About
FUNNY MONEY**

ALLEN A. FUNT RADIO PRODUCTIONS
52 Vanderbilt Avenue New York

Chicago

By FRANK BURKE

KERR manager of "Hi, Lo, Mack and the Dame" passed Chicago yesterday en route to Hollywood and a picture contract with a quartet. Unit is cast for "Hi Lo" movie production.

Henry, publicity director at Chicago, back from a vacation trip of several weeks.

Pat Buttram, featured on the Barn Dance broadcast over NBC from the Chicago Civic Theater on Saturday, and now will originate their Sept. broadcast from the Indiana State Fair at Indianapolis.

Larkin, heard on NBC's "Road to Rome" program will report to the army at Camp Grant, Ill. on Sept. 30.

Dane will replace John in the role of "Mike O'Hara" on the

Ray Parks, ace Chicago "Herald-Examiner" reporter, will appear with K. Lindley, host commentator on "Washington Reports on Radio" program on NBC next Sunday at 2 p.m., CWT. Parks has exposed black market here in his paper.

Nearly thousand persons attended the Chicago-Land Music Festival at Soldier's Field on Saturday night with proceedings broadcast over WGN.

Sherr, pianist arranger, has returned to the staff of WBBM.

Gibbs, director of the "Songs of All Churches," is spending two-week vacation at the National Music Camp radio-drama camp at Interlochen, Mich. Howley is pinch-hitting while he's

Watts, tenor on the "Carnegie" program of the Blue, joined the staff this week.

Boland, former Notre Dame football line coach and for the past several years sports and special events director for WSBT, South Bend, Ind., joined the WGN sports staff this

regular "Help Wanted" program to be broadcast by a major radio station celebrated its debut on WGN, Monday, Aug. 23. It is titled "Tunes and Opportunities" and each day six Chicago emcees will have chance to tell listeners of jobs available in their area. Program will be heard Monday through Friday 9:30-10 a.m.

D. Legear Medicine Company and Flex-O-Glass Company have secured for 15 minute sponsorships on WGN's "National Barn Dance."

WFPG Joining Blue

Effective Oct. 4, WFPG, Atlantic City, N. J., will become affiliated with the Blue Network as a basic commentary station, bringing the number of Blue affiliates to 165. WFPG is owned by the Neptune Broadcasting Corp. and operates full time with 250 watts power on a frequency of 1450 kilocycles. E. E. Kohn, manager of WFPG.

WAR-PROGRAM IDEAS

"Join The Fight"

"Join The Fight" is the name of a new series of Army shows from Camp MacQuaide, California, and broadcast by KHUB, Watsonville, California. Program is sponsored by a local bank, and all commercials have been turned to selling War Bonds.

Featured entertainers include Pfc. Dick Vance, who before induction sang a quarter-hour to the Pacific network of CBS; pianist Harry Zohn, former bandleader who aired from San Francisco; Pfc. Ed Costekyan, New York announcer, and Sgt. Jack De Mello, director of soldier band on the program, and ex-music director of KGO and the Blue Network, in San Francisco. Program airs Fridays, at 7:15-7:45 p.m., PWT.



"War Is Your Business"

In cooperation with the Ordnance Department of the U. S. Army, WLW is broadcasting a program titled "War Is Your Business" this Sunday. Broadcast is part of the Department's effort to promote the conservation of critical war material and to encourage men and women working in war plants to suggest new and better methods in the production of war equipment.

'Are You a Genius' Quiz Expands Show On WABC

(Continued from Page 1)

equals 100. After each question is posed, the listeners are given time, during a musical interlude, to write down their answers.

"Studio Genius" Chappell gives the correct answers before proceeding to the next question. After each session, the listeners are asked to rate themselves and send in their score. A 75 point score gives a listener an "assistant genius" rating, while a mark of 90 or better makes one an "associate genius."

Listeners to the program also participate in another way. They are asked to send in interesting questions and for each one used on the air, a Winston Encyclopedic Dictionary is awarded to the writer of the question. To date, more than 60,000 questions have been received from all parts of the country.

Musical interludes are provided by Charles Paul at the organ.

Don Lee Extends Time For Commentary Series

San Francisco—General David P. Barrows, military authority and former president of University of California, has expanded his five-weekly commentary series on nine Don Lee stations to a tri-weekly stint on the entire Don Lee coast hookup of 33 stations. Program originates in Gen. Barrows' study in Berkeley, and is relayed to the other stations via KFRD. Bob Bence produces and announces the series.

"Thanks To America"

General Tire and Rubber Company has launched a Sunday afternoon radio show known as "Thanks to America" over the Yankee network and WJW, Akron, Ohio. Program is largely musical, although comment by Professor William L. Stidger of Boston University is featured. Regular spots in the program are held by a trio, the General Tire orchestra and a tenor, with weekly guest artists scheduled.

Broadcast originates at Yankee network headquarters in Boston, and is broadcast at 5:30 p.m., EWT, each Sunday.



"King for a Day"

"King for a Day" is the new weekly show on KSAL, Salina, Kansas. The "king" is an outstanding soldier from nearby camps. He is interviewed on the air and for one day, he and his wife or buddy are given the best hotel suite and their choice of any entertainment in town...all at the expense of the hotel sponsoring the show.

The remainder of the half hour is given to playing musical numbers for the soldiers at the request of friends.

WLB Merit-Raise Rule Concerns Small Outlets

(Continued from Page 1)

out approval of the WLB provided the total to any individual does not exceed ten cents per straight time-hour during any year starting with last July 1, and provided the total amount involved in these increases in any one year does not exceed an average of five cents per straight time-hour for all employees in the establishment whose wages or salaries are under WLB authority.

These increases are not to exceed the highest rate paid by the employer for similar jobs between last June and July, 1942, nor may they be used to justify price increases or the raising of other wages within the establishment to correct inequities.

Wick Made Knight Asst. By Foote, Cone & Belding

Ted Wick, producer with Foote, Cone & Belding agency, will assume the duties of assistant to Vick Knight, vice-president and radio director of that organization. Wick takes up his new duties effective immediately.

"Yankee Doodle" Goes Network

Following four months on WJZ, "Yankee Doodle Quiz" is now being aired on the complete Blue and will be heard each week on Thursday from 10:30-11 p.m., EWT. The program will also continue over WJZ only via transcription Fridays at 8:30 p.m., EWT.

AGENCIES

FLORIDA CITRUS COMMISSION, through Benton & Bowles, on or about Dec. 1 will start another campaign patterned along the same lines as last year's drive. Spot radio will be used in area east of the Mississippi.

MALCOLM HOWARD, Chicago, has been named to handle the account of Seymour Products Company, Chicago, manufacturers of an all-purpose cleaner and a venetian blind cleaner. A test campaign has been inaugurated in the Chicago territory. Radio is being used.

SAMUEL GOLDWYN, film producer, has appropriated \$500,000 for a national advertising campaign to promote his forthcoming "The North Star," which will be distributed through RKO Radio Pictures. Donahue & Coe handles the account.

JABEZ WILLIAMS has been appointed art director of the trade division of J. Walter Thompson Co.

UNITED ARTISTS plans to distribute several million air maps as a feature of its drive to publicize Walt Disney's "Victory Through Air Power." The maps are produced by Aluminum Company of America.

WAR ADVERTISING COUNCIL has appointed Arthur Hirose, director of promotion and market research, McCall Corporation, as research coordinator for the Council, and Norwood Weaver, director, magazine marketing service, as Associate Coordinator. Both assignments are on a volunteer basis. Hirose and Weaver will work closely with commercial research organizations and with marketing executives to make use of the research facilities offered to the War Advertising Council in connection with urgent home front campaigns.

JOSEPH E. BOYLE, an Associated Press correspondent in the Middle West for many years, has joined the public relations staff of J. Walter Thompson Company. He is an instructor in public relations at Columbia University and for five years was national director of promotion for the Episcopal Church.

Les Mitchell To Freelance

Chicago—Les Mitchell, assistant program director of WBBM, Chicago, will leave his position shortly to go into free lance work as producer, actor and writer. Mitchell will continue as producer for CBS' "The Romance of Helen Trent." His successor at WBBM has not yet been named.

Mitchell made his radio debut in Detroit in 1935, later serving as producer, actor, writer and announcer on several Detroit stations. He joined WBBM in 1939 as producer and was appointed assistant program director in charge of commercial broadcasts in 1943.

PROGRAM REVIEWS

"Malta Spitfire"

One of a series produced by NBC in cooperation with Council on Books In Wartime, "Malta Spitfire," heard over WEA-F-NBC Sat. 8:30-9 p.m., EWT revealed a very ably written script and equally well played half-hour production blended into a rousing bit of drama which drove home to listeners the bravery and heroism of Allied airmen. Probably the airplane has intrigued man more than any other machine; likewise it has spurred men on to a courage and daring almost beyond comprehension.

When the last page of history of World War II is written, Malta's defenders undoubtedly will rank with the great heroes of all time and "Malta Spitfire" will probably prove to be a most important document to the historian of 1950.

Radio adaptation of the book by George F. Buerling and Leslie Roberts was handled by Kenneth White. Shows of this calibre more than justify so excellent a series.

"Chick Carter"

"Chick Carter" show gives promise of being to kids what the "Nick Carter" program is to adults. It's a smoothly directed and acted show, and while there may be too many melodramatic moments for grown-up listeners, it's swell fare for the youngsters.

Recent episode dealt with black market activities of a crook named Rattler, and there was some good stuff in connection with Rattler's treatment of his henchmen. Stephan Schnabel is a convincing villain, and the part of Chick is made very real by young Bill Lipton. Jean McCoy is Chick's girl accomplice, and sounds just right in the role.

It's good entertainment of its kind, and is ably written by Ed Gruskin.

Program is heard over WOR-Mutual, Monday through Friday, 5:30 p.m., EWT.

WNEW Will Revamp Weekend Schedule

(Continued from Page 1)

WNEW is "Around the World in 30 Minutes," a news period with remotes in Washington and London, heard at 10:30 p.m. The program is segregated in five-minute periods, presenting the news of the wire, with brief comments from Washington, and London, followed by a profile of an international personality, three minutes of a United Nation rendition and concluding with five minutes of predictions on coming events in the field of world affairs.

Kirby Cushing, who had been active in sports circles in Philadelphia some years ago, has now been given a new program as a reward for some timely pinch-hitting while John B. Kennedy was on vacation. Cushing will be heard at 1 p.m., presenting a resume and comments on the news. At 2 p.m. WNEW will present "Music

CBS Withdraws Opposition, To Longer WNYC Night-Hours

(Continued from Page 1)

day on this same wavelength and in compliance with FCC rules and regulations signs off at sundown Twin-City time.

For several years, the City of New York and officials of WNYC have been seeking to have their time of operation extended. To date their efforts have been opposed by the State of Minnesota and the Columbia Broadcasting System, because the extended night-time operating schedule for WNYC would interfere with the program service provided to rural listeners in the north central area and is contrary to the rules of the Commission.

"Wartime Necessity"

WNYC in its latest request for additional time, however, stated in its application to the FCC that the service to be rendered would be 'needed wartime services' for the people of the city of New York. In the petition filed yesterday, Columbia stated that it 'desires to take no action which will in any way hamper the fullest and most effective prosecution of the war,' and that 'it is the sincere wish of Columbia to facilitate and to aid in any way possible the complete prosecution of the war and the proper defense of the people of this country.'

Columbia also stated that it cannot, itself, possess knowledge of sufficient facts regarding the strategy of the war to enable it to determine whether the operation of WNYC, as proposed by the application, would assist in the prosecution of the war and the proper defense of the people of this country, but was willing to leave the decision as to the merits of the case in the hands of the Federal Communications Commission.

WNYC and the City of New York first applied for operation until 10 p.m. on the WCCO channel in 1939. The application was opposed by Columbia and the State of Minnesota,

in Exile," a program of recorded music that has been banned by the occupying Axis countries. "Stars and Stripes," a BBC feature, will now be heard at 3 p.m., a period meant to compete with the various afternoon symphonic programs. "Two on The Aisle," to be heard at 4 p.m., presents show tunes played by Merle Pitt and the WNEW orchestra.

"The Time Machine," scheduled for 4:35 p.m., will feature a novel presentation of recordings of old-time songs and vocal renditions, such as the melancholy torch songs of the late Helen Morgan and the abdication speech by former King Edward VIII.

Preparatory to a regular presentation of the English equivalent of "Information Please" from England, WNEW has scheduled a one-time listing of "Swingin' The Classics," a program of classical compositions that evolved as an "Anschluss" with swing. Whereupon, guests, such as

on the grounds that the extended operation of WNYC was not only contrary to the rules and regulations of the FCC but that such operation would interfere with the night-time rural service provided by WCCO. After two years of intermittent hearings the Federal Communications Commission denied the application of WNYC. In October, 1942, WNYC filed an application for a Special Service Authorization, which would permit the station to operate until 10 p.m. prevailing Eastern Time. This was granted in December, 1942, without notice to Columbia. When Columbia filed a petition for rehearing, the grant was revoked and another hearing was scheduled for September 13, 1943.

In announcing its willingness to withdraw opposition to the Special Service Authorization grant, Columbia specified that such grant should be only for the duration of the war or the license period of WNYC, whichever period is shorter, and that the extended time on the air should be used only for programs in connection with the war effort.

No Waiving of "Rights"

Columbia also stated that in taking such action, it was acting only to facilitate the establishment of a temporary service which may be determined to be necessary during the wartime emergency, and that it was not waiving in any manner its right to insist upon the maintenance of the frequency of 830 kilocycles used by WCCO as a clear channel, and the fullest protection of the Commission's Rules and Regulations, the Communications Act of 1934 and all applicable laws of the United States. Neither, in withdrawing its opposition, Columbia stated, would it admit that the operation of WNYC during night-time hours would not cause interference within the territory served by WCCO.

Mayor LaGuardia, Clifton Fadiman, Dorothy Thompson, Jan Struther, amongst others, will join the English program, conversing with the English "experts" through special hook-up. Lord Beveridge and Julian Huxley are amongst others who will be heard from overseas at 5 p.m.

Replacing John B. Kennedy's listing, WNEW will present "The Weird Circle," sponsored by Howard Clothes, in a series of mysteries scheduled for 6 p.m. At 8 p.m. "Lady of the Evening" will spotlight a feminine singing star each week. These programs replace the former listings, while all others remain on their original schedules on Sundays.

There has been one major Saturday night change, listing a two-hour program of "Night Life In New York," at 10 p.m., utilizing recordings, actual pick-ups wherever possible, in presenting a general survey of what New York offers for after-dark entertainment.

GUEST-IN

MAJOR ALEXANDER P. SEVERSKY, noted aviator and airplane designer, and author of "Tory Through Air Power"; COLONEL HAROLD E. HART, aviation authority and commander of the First Pursuit Group in World War I; BRIGADIER GENERAL HENRY J. REILLY, military observer and author, and COLONEL LOWELL LIMPUS, syndicated military analyst, and author of the "How The Army Fights," discussing "Will a Separate Air Force Mean Victory," on Theodore Gray's "American Forum of the Air," (WOR-Mutual, 8 p.m.).

RUTH BRYAN OWEN, STEPHEN UNGER, AGNES DE MILLE, JIM WAYNE and ROBERT DELLINGER on J. C. Flippen's "Battle of the Sexes," today (WEAF-NBC, 9 p.m.).

NANCY HEALY, night club entertainer just back from a nine-month tour of Alaska, on the "Report on a Nation" program, today (WABC-NBC, 9:30 p.m.).

PVT. CLARK DENNIS, radio star before joining the Army, on "Shield & Company," today (WABC-NBC, 12:05 a.m.).

DR. DONOVAN McCUNE, assistant attending pediatrician of the Babies Hospital, discussing "Attitude Toward Pain," on "The Baby Institute," today (WJZ-Blue Network, 10:30 a.m.).

COL. WALTER C. WHITE, Commanding Officer of the flying school at Randolph Field, Texas; LT. COL. MARKAN MALCOLM, in charge of the primary training group; HAROLD H. BUDDS, vice-president of Fairchild Engine and Airplane Company and RALPH DE PALMA, former racer and now chief testing engineer for the Rangers, on "This Nation at War," today (WJZ-Blue Network, 10:30 p.m.).

BERT LYTELL, on Wally Burroughs' "Take-A-Card" quiz, today (WOR-Mutual, 8:30 p.m.).

DOROTHY JENKINS, "troop shooter" in a Bridgeport war play on Imogene Wolcott's "What's Your Idea," tomorrow (WOR-Mutual, 11 a.m.).

Peabody Off "Barn Dance"

Lt. Cmdr. Eddie Peabody, basketball star of the "National Barn Dance" made his final appearance on the program Saturday, Aug. 14 over NBC. Navy officials have announced that "pressing and mounting naval duties make it impossible for Peabody to continue on his radio programs."

Lt. Cmdr. Peabody has been on active duty since before Pearl Harbor and had continued his broadcasts in the interests of national morale. He has special permission of the Commandant of the Ninth Naval District.

Ontario Joins CBC In Air-School Plan

(Continued from Page 1)
of 10 half-hour programs on Appreciation. Entitled "Music among Folk" the series will commence in Jan., 1944 and will be heard CBC network of Ontario stations Fridays, at 2:30 p.m., EDT. Ten programs will consist of vocal and instrumental music, performed by Ontario artists. G. R. Fenwick, Provincial Supervisor of Music, will be the commentator. All music is heard throughout the province and is informed of the broadcasts, in that full advantage may be taken of the facilities offered.

Completes Trans-Canada Plan

The entrance of Ontario into the world of school broadcasting completes the trans-Canada plan for supplementary education by radio. During the coming winter, each of the provincial Departments of Education will be taking part in the provision of school broadcasts, suitable to its own provincial curriculum.

Though Nova Scotia's Department of Education presented school broadcasts on a variety of subjects last year, it was not until July of this year that plans were completed for broadcasts throughout the Maritime provinces. The three provinces have now agreed to present, in cooperation with the CBC, a joint program of broadcasts to schools in the Maritime region during 1943-44. The scheme involves 10 broadcasts per week. Five of them will be carried by CBC stations on the national network. The remaining five will be regional originations from Halifax, N. S., Saint John, N. B., and Moncton, N. B., and other centers to be announced. Maritime history, French language, social studies, and science will be included among the subjects studied. Expert teachers from Nova Scotia and New Brunswick will prepare the broadcast for the seven regional courses, with approval of the Prince Edward Island Education Department.

National School Shows Set

As well as the provincial school broadcasts, already well established in the Prairies, Quebec and British Columbia, there will be again a series of National School broadcasts. These will be presented by the CBC in cooperation with all Provincial Departments of Education.

SCRIPT WRITER

Excellent opportunity experienced, able, dynamic radio writer, capable handling all routine commercial programs. Excellent working conditions. 5 KW. New England network affiliate. Reply to complete experience, details, salary requirements, Box 739, Radio Daily, 150 Broadway, New York City.

★ PROMOTION ★

OWI Int'l Service

Northern California relatives of Marines serving in the South Pacific have been offered the opportunity of sending word to their relatives, etc. by means of shortwave radio, through the San Francisco branch of the OWI. Messages up to 50 words will be relayed over KGEI and KWID. Messages will bear the full name and rating of the Marines to whom they are addressed, without stating their locations.

NAB's Brochure

National Association of Broadcasters has sent out to all station managers a brochure promoting women technicians. The presentation is done in black and white and is a "Tribute to Women Technicians and an Invitation." Inside cover bears a poem saluting women technicians, and the rest of the booklet consists of pictures of women technicians in action at stations all over the country, accompanied by brief histories of their radio careers.

Mimeographed letter from Arthur Stringer, secretary of the NAB War Committee, points out to station managers that "The purpose of this brochure is to provide broadcasters with

Blue Service

Managers of stations affiliated with the Blue Network have reacted enthusiastically to the research department's new policy of sending to all Blue outlets copies of bulletins formerly issued only to the network sales staff.

The bulletins, by the staff of research manager Edward F. Evans, were specifically intended to help in selling Blue facilities to national advertisers and agencies, but are now being sent to Blue affiliates in the belief that some of the information might be helpful in local selling. The research department has been sending out an average of three bulletins weekly.

Numerous letters have been received from station managers who have used the information in selling their facilities to local advertisers, and many have requested extra copies for circulation among prospective advertisers.

a tool to aid in securing the cooperation of all concerned in the training of women technicians. It will also encourage women now in training or who contemplate training. What so many others have done, they, too, can do."

Hotel Makes Radio Debut With Program On WJZ

Pointing up an interesting trend in hotel advertising, the Prince George Hotel, New York, is promoting its services seven nights weekly on WJZ's all-night, all-music program, "Say It With Music." The Prince George's use of "Say It With Music" marks the hotel's first venture into radio advertising.

With "friendly living" as the theme, musical jingles specially designed for the 1,000-room hotel are heard five times nightly on the all-night program, aired from 1 to 7 a.m., EWT. Frank Best & Co., New York, is the agency.

A. S. Boyle Co. Renews Blue Web On The Coast

Los Angeles—The A. S. Boyle Co. which has been a participating sponsor of the Blue Network's "Breakfast at Sardi's" broadcasts since Sept. 14, 1942, has renewed its account for another full-year, effective Monday, Sept. 13, of this year. The company again will participate in the Monday through Friday sponsorship of the program on the 13 Pacific Coast stations of the Blue, in behalf of Harmony Vitamins, and the company's famous Old English Wax, Old English Cleaner and Old English Scratch Remover and Polish.

The account again was placed with the Blue through the J. Walter Thompson advertising agency in Los Angeles.

Cox Committee Plans Wait On Rep. Miller

(Continued from Page 1)
way on FCC draft deferments by tomorrow, Miller has not yet indicated when he will be able to show up.

Walker said yesterday that he expected the New York sessions to be concluded this week, although illness of several witnesses may necessitate a carry-over into next week. Regardless of when the New York sessions terminate, however, Walker said he will handle the next phase of the investigation.

Uncertainty Regarding Cox

There is some uncertainty as to whether Committee Chairman Eugene E. Cox might sit in on the Washington proceedings, but there is no uncertainty about the decision of Representatives Edward J. Hart, New Jersey Democrat, and Richard B. Wigglesworth, Massachusetts Republican, that they will not come down here for additional sessions.

British Diplomat On CBS

The speech of British Attorney General Sir Donald Somervell, principal speaker at the American Bar Association's annual meeting in Chicago, will be broadcast over the Columbia network Thursday, August 26, from 10:30-10:45 p.m.

"One of the most striking radio personalities!" says *Radio Daily*

Sydney Moseley is one of the great radio buys of 1943. Here's a commentator who has proved his pulling power with results. For instance, Moseley sent 2,000 people into one sponsor's stores every week for 26 weeks. 10,000 listeners wrote in begging him to reconsider when he said he'd leave the air for a brief period. Don't wait. Get further facts today.



Sydney Moseley is now available to Mutual stations from coast to coast for local sale. Write, wire, or phone Norman Livingston, WOR, 1440 Broadway, New York, 18 . . . PE 6-8600, for an easy-to-read presentation giving all facts — including price.

WOR

— that power-full station

★ ★ COAST-TO-COAST ★ ★

NEW show on CKBI, Prince Albert, Sask., is "Swop Shop," morning stunt inviting farmers to swop or exchange their machinery... Newest voice on the news at CKBI is Jim Maxwell. Maxwell, with CKBI in 1941, went on to Ontario, was at CKNX, Wingham, headed West and is now back in the fold... Doreen Hefernan, of the CKBI staff, is back from a holiday... Vaughn Bjerre is the new sports editor at the Canadian station... Gerry Tonkin, national sales representative for CKBI, is home from a trip to Eastern Canada and the U. S.

Special program on KGVO, Missoula, Montana today is featuring Governor Sam C. Ford and members of the State Liquor Board in a discussion of problems connected with the state supervision of liquor distribution in Montana... Hal Moon, who recently resigned as news editor of KGVO, has joined the announcing staff of KQW, San Francisco.

Francis Price, general manager of station KFKA, Greeley, Colorado, recently returned from a visit to a Japanese relocation center in South-eastern Colorado. He has been recounting his observations to various local civic organizations.

After a two-week stint that stretched into three years service, Jean Wright, program director and assistant to the general manager of WTOL, Toledo, Ohio, leaves to make her home in San Bernardino, California. Program directing will be taken over by Charles Leslie Halteman, who resigned from WLW, Cincinnati, to handle the program department at the Toledo Blue outlet.

Fred Garrigus, director of special events and war broadcasts for WEEL, Boston, recently received a letter of commendation from Commodore W. N. Derby, USCG, for the fine work of the station in helping to publicize the ceremonies celebrating the 153rd birthday of the Coast Guard... Vacationing from WEEL are Harold E. Fellows, general manager, and Jim Pollard, announcer. Both are on the Cape.

Bob Newman, bass player, has joined the "Shady Valley Folks" of KWK, St. Louis, Missouri... Co-starred with Bill House and his "Sons of Fun" show, the "Shady Valley Folks" appeared at the Ambassador Theater in St. Louis in a benefit show staged by the Variety Club. Proceeds went to purchase an iron lung for the Infantile Paralysis Foundation.

Walter Cassel, baritone star of the "Calling America" program on CBS, will appear tomorrow on the "Army Air Force Presents" show over WMCA, New York, from 10-10:30 p.m., EWT.

Dan Mozley has rejoined KLX, Oakland, California, as newsroom chief, with Gene Van Buskirk in as the new promotion manager... Harrison Wooley, KLX salesman, has resigned to join the staff of KFRC, San Francisco.

Hiram Motherwell, foreign correspondent and author of "The Peace We Fight For" is guest speaker on WQXR, New York, League of Women Voters program, tomorrow. Motherwell, who spent ten years in Europe as correspondent for the Chicago "Daily News," will discuss "An Analysis of the Proposed Peace Plans."

Frances M. Stillman, formerly associated with the "Civil Service Leader," has joined Carl Post and the Davis-Lieber offices as publicity associate.

Ruth Perrott, WBBM, Chicago, CBS actress leaves at the end of this month for Hollywood, where she will appear in motion pictures for Universal Studios.

Betty Arnold, stage manager of "Sons O' Fun" was interviewed last Friday by Frances Corey on her WQXR, New York, show "Women and the War."

Fred Campbell is the newest member of the WHIO, Dayton, Ohio, announcing staff. Campbell joined the CBS station in Dayton after previous experience on several stations including another Dayton station. He is handling remote programs and doing some singing... Two of Dayton's in-

dustrial plants have bought time on WHIO. Frigidaire and Inland were pleased with results obtained by the Emergency Committee in recruiting war workers over WHIO and both manufacturers decided radio could do a job of getting additional employees for all sorts of positions. Inland is sponsoring nine news broadcasts a week, while Frigidaire is using spot announcements.

Ray Edwards has been promoted to the position of program director at WNLC, New London, Connecticut. He succeeds Ted Hodge who has moved on to WTBO, Cumberland, Maryland. Edwards has been with WNLC for the past two years... The Electric Boat Company is using daily five-minute programs on WNLC to recruit workers.

Charles R. Kelley has been appointed to the position of associate editor of WLW, Cincinnati, merchandising magazine "Buy-Way." Kelley, a native of Cincinnati, has taken courses in marketing and advertising at the University of Cincinnati and has spent eight years doing production advertising with the Kroger

Grocery & Baking Company, grocery chain. He will work with Robert Savage, editor of "Buy-Way." Vacationing is Elsa Watson, director of audience mail and coordinator of guest relations for WSAI.

Last week WCCO, Minneapolis, mobile unit to Fairmont, Minnesota, a broadcast of the community contribution for the harvest of sweet corn. Today the entire population of Fairmont moved into the corn fields to pick corn and bring it to the cannery in Larry Haeg, WCCO farm news, and Max Karl, director of education, handled the broadcast on which a number of professional men in Fairmont returned soldiers, housewives, and a German refugee were interviewed. Jack Yarmove and Bill Stewart of the Rubcam agency prepared the script for the program.

Pearl Buck, distinguished author, traveler and lecturer will be here tomorrow night at 8:30 p.m. WNYC, New York, on its second program in the series "Unity At Home Victory Abroad."

WCKY
CINCINNATI

AP UP NEWS

WITH
REX DAVIS
4 TIMES DAILY

Seasoned Station Executive, Age 40 Seeks Fuller Opportunity

Eight years experience and thorough training in station operations: traffic, production, scheduling of talent, announcers and engineers, auditions, and employee relations, also; Ten years connection with show business before entering radio field. Asks only reasonable salary, commensurate with job to be done and future opportunity. Now employed but available on three weeks' notice with high references and clearance from present employer.

RADIO DAILY, Box 740, 1501 Broadway, New York City

1943 BIRTHDAYS

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

August 24

- Phil Baker
- Louis E. Dean
- W. Frank Hipp
- Ralph Lambert Kirberry
- Helen Russell
- Arlene Black
- Jimmie Fidler
- Dennis James

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 24, No. 39

NEW YORK, N. Y., WEDNESDAY, AUGUST 25, 1943

TEN CENTS

Simplify FM Call Letters

'Language' Testimony Resumed At Hearing

Reports from the U. S. Attorney General's office that were read into the record at the Cox Committee investigating the FCC showed that there was no justifiable reason for firing Lido Belli off the air at WJLB and away from his business. Belli, accused of pro-fascist tendencies, was removed from the air and kept off it and away from his business for 11 months, suffered a financial loss because of this action of the FCC.

Belli was first picked up by the police and taken to a police station where he was photographed and fingerprinted.

(Continued on Page 7)

Buy More War Bonds and Stamps

"Parade" On CBS Fight Leader Says CAB

According to the latest recall survey conducted by CAB, the Columbia Broadcasting System's "Your Hit Parade" ranks top in the list of radio programs. The musical show starring Frank Sinatra and sponsored by the American Tobacco Co., received a rating of 17.7 by CAB. The program is broadcast Saturday nights from 9-11 p.m.

(Continued on Page 2)

Buy More War Bonds and Stamps

Fox Names Alberti National Radio Adv. Head

Alberti, formerly with the U. S. Treasury Department handling publicity for bond rallies, has been named national director of radio advertising for 20th Century-Fox, it was announced yesterday by Hal Horne, advertising-publicity head of the film-making organization.

Men And Accents

With radio's demand for dialects the days ranging from Swahili to Icelandic, from Malay to Bronx, CBS boasts that Jackson (Man Behind the Gun) Beck is master of variations; James (Radio Readers Digest) Monks, 33; Luis (We Love to Learn) Van Rooten, 39; and Stan (Bright Horizon) Schnabel. Best British accent belongs to Swenson, Swedish-American.

Fore!

Today is the day when NBC Press Department holds its second annual golf tournament for the press at Bonnie Briar Country Club, Larchmont. Luncheon starts at 12 noon (till 2 p.m.) golf (or tennis) during the afternoon; cocktails, dinner and cards in the evening. "Prizes as usual"—probably meaning the wise guys will be lugging home the swag while the others are trying to get even.

FCC Modifies Three Of Rules-Regulations

Washington Bureau, RADIO DAILY—In a move modifying three of its Rules and Regulations, the FCC yesterday announced a new Section 2.66 of its general rules and regulations to require written notice to the FCC inspector in charge of the district in which a radio station operates, two days prior to the voluntary removal of that station, temporary or permanent discontinuance of operation.

(Continued on Page 6)

Buy More War Bonds and Stamps

Beck Shoes Adding Radio To Extensive Ad Drive

A. S. Beck Shoes plans an extensive Fall campaign in over 40 cities. A special musical spot announcement for station breaks and participation shows has been created and produced by Pettingell & Fenton, Inc., for Beck and will be broadcast more than 125 times.

(Continued on Page 2)

"Food As Weapon" Drive Outlined By Advt. Council

Paramount Sets 3rd Serial To Plug 'Proudly We Hail'

The third network radio serial arranged by Paramount to exploit "So Proudly We Hail" went on the air on Monday over NBC and will continue for five consecutive days. In a tie-up with the producers of the "Hollywood Theatre of the Air," sponsored by Procter & Gamble, the

(Continued on Page 2)

FCC Will Assign Standard-Station Type Of Identification Effective On Nov. 1; Outlets Asked To File Preferences

AFRA Sets Up Agenda For Chi. Convention

Opening its first convention in two years Saturday, August 28 at the Ambassador Hotel in Chicago, five major problems have been scheduled for consideration by the delegates of the American Federation of Radio Artists. The conference will conclude Sunday night, August 29.

Amongst the major business factors

(Continued on Page 6)

Buy More War Bonds and Stamps

NBC Central Division In Producer Changes

Chicago—Appointment of Arthur Jacobson as assistant production manager and the addition of two new members to the production staff have been announced by the Central Division of NBC. The new staff men are Albert Crews, former chairman of

(Continued on Page 4)

Buy More War Bonds and Stamps

Hewson Renewed On Blue For Mueller's Macaroni

C. F. Mueller Company, Jersey City, N. J., has renewed "Morning Market Basket" for 52 weeks on the Blue Network effective Sept. 14.

(Continued on Page 2)

Washington Bureau, RADIO DAILY—Simplified call letters like those for standard broadcast stations will be assigned all FM outlets for use after November 1, the FCC announced yesterday. All three-letter calls are already assigned, it was revealed, but approximately 4,000 four-letter calls are available for the 45 FM broadcasters now on the air and for others to come.

It is intended that these 4,000 combinations be made available also to television stations and for non-broadcasters.

(Continued on Page 7)

Buy More War Bonds and Stamps

World News Roundup Inaugurated By CBC

Montreal—For the first time in Canadian radio, news reports are now being brought direct to listeners in a special "News Roundup," from various battle fronts and world capitals. This new feature will henceforth be broadcast daily from Monday to Friday, at 7:45 p.m., EDT, over the National network of the CBC.

Reports from London, Algiers,

(Continued on Page 4)

Buy More War Bonds and Stamps

KWK Issues 'Promotion' Re Feud With Newspaper

St. Louis—Battle between KWK, and the St. Louis "Post-Dispatch," owners of KSD, has come to the point where KWK has issued a promotion

(Continued on Page 2)

Unpardonable

Syracuse—Until the other day, Fritz, a pedigreed dachshund, rated pretty high with engineers at the WSYR, transmitter, but his prestige took a sudden drop... Ordinarily Fritz barks every time anyone approaches the transmitter grounds. On one occasion last week he failed to do so. The visitor was an FCC inspector... Fritz has been relegated to the doghouse, literally.

(Continued on Page 5)



Vol. 24, No. 39 Wed., August 25, 1943 Price 10 Cts.

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, August 24)

NEW YORK STOCK MARKET

| | High | Low | Close | Net Chg. |
|-----------------|--------|---------|--------|----------|
| Am. Tel. & Tel. | 155 | 154 3/8 | 155 | — |
| Crosley Corp. | 18 1/2 | 18 1/2 | 18 1/2 | — |
| Gen. Electric | 36 3/4 | 36 3/4 | 36 3/4 | + 3/4 |
| Philco | 22 1/4 | 22 1/4 | 22 1/4 | + 2 1/2 |
| RCA Common | 9 1/4 | 9 | 9 1/4 | + 1/8 |
| RCA First Pfd. | 69 3/4 | 69 3/4 | 69 3/4 | + 1 |
| Stewart-Warner | 11 3/8 | 11 | 11 1/8 | — |
| Westinghouse | 92 1/4 | 92 | 92 | + 1/8 |
| Zenith Radio | 31 1/4 | 30 3/4 | 31 1/4 | + 3/8 |

OVER THE COUNTR

| | Bid | Asked |
|------------------------|--------|--------|
| Farnsworth Tel. & Rad. | 8 3/8 | 8 3/4 |
| Stromberg-Carlson | 10 1/8 | 11 1/8 |
| WCAO (Baltimore) | 19 | 22 |
| WJR (Detroit) | 27 1/2 | 29 1/2 |

Stork News

A son was born to Mr. and Mrs. Roy Grandey (he is manager of KTYN, Ketchikan, Alaska) on July 27, 1943.

TOP PRODUCERS & WRITERS

AVAILABLE NOW—CALL

FRANK McGRANN

POSITION SECURING BUREAU, INC.

(Agency)

331 MADISON AVE., N. Y., MU. 2-6494

**PUBLICIST—SCRIPTWRITER
YOUNG WOMAN**

Immediately Available for
Radio Executive or Writing Job

Radio background: writing, educational and household script; commercials, selling (broadcasting) programs.

Publicity: radio programs, promotions. Magazine editorial: 2 1/2 years, food and household topics.

Newspaper: columns, woman's page editorials.

Executive and personnel: ran own radio advertising agency.

Cornell, '36, A.B.

Box 741, RADIO DAILY

1501 Broadway New York City

**KWK Issues 'Promotion'
Re Feud With Newspaper**

(Continued from Page 1)

folder illustrating its side of the argument and claiming discrimination. Folder points out, with reproductions of "Post-Dispatch" program schedules, that prior to May 17, 1943 the newspaper listed "personality record" shows under the popular title, i.e., Rush Hughes was listed under his own name, and the "M. J. B. Show" was so called. Now the "Post-Dispatch" lists these shows only under the title of "Records," while, the brochure points out, reproducing its evidence, other St. Louis papers still give it a personality listing. The implication and, incidentally, the selling point of the promotion piece is that those two shows have drawn such an audience that the newspaper owning KSD is trying to minimize competition by listing the shows as inconspicuously as possible.

**Hewson Renewed On Blue
For Mueller's Macaroni**

(Continued from Page 1)

featuring Isabel Manning Hewson. The program is heard in behalf of Mueller's macaroni Monday, Wednesday and Friday on 36 Blue stations. Duane Jones Company, New York, handles the account.

Home economist and raconteur who combines household hints with a "story for dinner tonight," Miss Hewson carries thousands of stories in her head and scores of domestic tricks up her sleeve. Leading off with a menu for tonight's dinner, she switches to a housekeeping trick and concludes with a story designed for dinner conversation.

Miss Hewson conceived the idea for her program years ago when a fellow dinner guest bet her ten dollars that "you can't build romance around a potato."

**Paramount Sets 3rd Serial
To Plug 'Proudly We Hail'**

(Continued from Page 1)

Paramount property "The Lady Has Plans" is being serialized over the nation-wide network at 10:45-11 a.m., EWT, with a rebroadcast for West Coast listeners at 3-3:15 p.m. In this connection, "So Proudly We Hail" will be plugged on each of the five broadcasts.

Two other five-day serializations of Paramount properties, "My Favorite Blonde" and "The Great McGinty," were recently broadcast on the "Hollywood Theatre of the Air" as part of the exploitation for "So Proudly We Hail."

Schedule Income Tax Talk

John L. Sullivan, assistant secretary of the Treasury, speaks on "September Income Tax Returns" over the Columbia network Thursday, August 26, from 6:15-6:30 p.m. He explains matters related to the income tax returns which must be made by September 15.

**Beck Shoes Adding Radio
To Extensive Ad Drive**

(Continued from Page 1)

times a week over three New York stations.

Stations in A. S. Beck sales territory throughout the East and Middle West will be added to the campaign shortly. Both newspaper and radio copy will feature the successful theme, based on independent research, proving that "more women on Fifth Avenue and other fashionable streets wear A. S. Beck shoes than any other shoe."

Pettingell & Fenton is responsible for both the newspaper and radio campaigns.

**"Hit Parade" On CBS
Night Leader Says CAB**

(Continued from Page 1)

9:45 p.m., EWT, over the full Columbia network.

"Your Hit Parade" is now well into its eighth straight year of broadcasting on CBS.

Blanche Wolfe To MBS

Blanche Wolfe, formerly in the Paramount Pictures publicity department and CBS' Artist's Bureau, has joined the public relations and press department of the Mutual network in New York.

Sponsors Agronsky On WISH

Philip Morris & Co. has signed for local co-operative sponsorship of Martin Agronsky, Blue Network analyst, on WISH, Indianapolis.

**6 HOURS OF
SPORTS—NEWS
AND MUSIC!**

NEW YORK'S
Great-Year 'Round

**SPORTS
PARADE**

WITH

DON DUNPHY

Daily

1 P.M. TO 7 P.M.

Sports results by Dunphy—Popular tunes picked by Tedd Lawrence—Latest AP and INS news hourly at a quarter of the hour!

That's the WINS "Sports Parade"—a daily, year 'round, star studded feature with powerful appeal to men and women in America's number one market.

It offers a real advertising opportunity. Want to know more about it?

For further information call

WINS

BRyant 9-6000

COMING and GOING

G. W. "JOHNNY" JOHNSTONE, Blue Network director of news and special features, left by plane yesterday for Ottawa to attend today's address by President Roosevelt. He will return tonight, also via the air route.

INGHAM S. ROBERTS, station manager of KGBS, has returned to his Harlingen headquarters following confabs at CBS.

HERBERT MASSEY is in town from Boston, for conferences at the headquarters of NBC.

FRANKLIN M. DOOLITTLE, president of WDR, Hartford, is here for two days on business.

CLEMENT FULLER, special BBC correspondent in European news service, has returned from Quebec conferences.

B. A. McDONALD, of Westinhouse Inc., is in New York. Visited yesterday national spot sales division of NBC.

JAMES G. RIDDELL, assistant manager of WXYZ, Blue Network out of Detroit, has arrived for confabs at Rockefeller Center.

E. E. HILL, managing director of Worcester, Mass., is in New York for days on station and network business.

WALTER J. DAMM, general manager of WTMI, Milwaukee, is on a business trip to Washington and New York.

HAROLD M. COULTER, sales promotion manager of KYW, NBC's affiliate in Philadelphia, is spending a few days in New York.

ELLA LOGAN, Scottish vocalist, has returned from an eight-week tour of Army camps throughout the country.

MAJ. E. B. FITZPATRICK, president of Blue Network affiliate in Olean, N. Y., is in town this week at Rockefeller Center.

LES RYDER, program director of WCEB, Boies, Pa., is in town. The station recently came affiliated with CBS.

**"Hot"
Availability!**

Six—5 minute news

periods

\$85.00 a week

1:00-1:05 P.M.

Monday thru Saturday

W-I-T-H



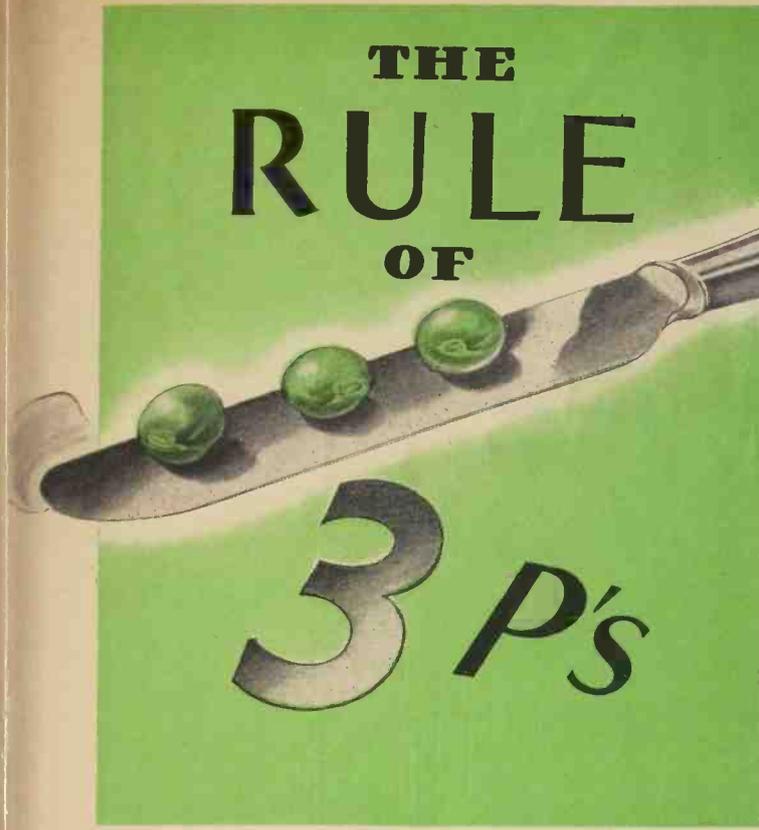
IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

**THE
RULE
OF**

3 P's

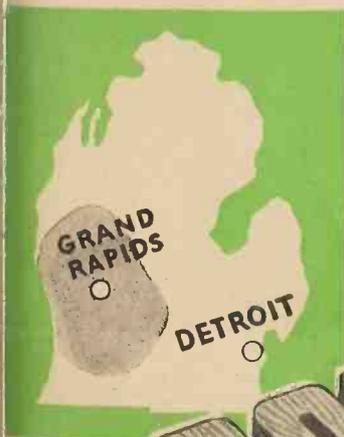


It's a trick to balance three peas on a knife. You have to balance from dead center, not from the edge. Apply "The Rule of 3 P's" and you will see why WOOD — and only WOOD — can do the real job in the

**WESTERN
MICHIGAN
MARKET**

POPULATION

Grand Rapids is Michigan's second market, and is larger than the combined population of the next three Western Michigan cities: Kalamazoo, Muskegon and Battle Creek. WOOD broadcasts from the very *center* of this high wage territory of over a million listeners. No station on the *fringe* of this rich market can possibly deliver this audience.



PROGRAMS

WOOD is the only NBC station between Detroit and Chicago. WOOD pulls listeners because it delivers the programs "most people listen to most". *In Grand Rapids, listeners prefer WOOD 14 to 1 over any other 5000 watt station in Michigan.*

POWER

Power second to none in outstate Michigan has WOOD. It is the only 5000 watt station transmitting from Grand Rapids — in the *heart* of the Western Michigan Market — not 50 miles away on the fringe. WOOD delivers the *listeners* which advertisers must have to do a thorough job in Michigan's second market.



GRAND RAPIDS..NBC..5000 WATTS

"Outstate Michigan's Greatest Station"

Los Angeles

By RALPH WILK

DICK MACK, producer of "Blue Ribbon Town" is versatile, to say the least. Together with Frank Murada and Robert Armbruster, he wrote "There's A War Going On," which was premiered by Groucho Marx and William Bendix on a recent "Blue Ribbon Town" broadcast. Three leading music publishers have bid for the rights to the tune and it will hit the music counters ere long.

James S. Kemper, president of Lumbermen's Mutual Casualty Co. and sponsor of Mutual's "Close-ups" with Upton Close, just returned from a two weeks sojourn at the Bohemian Grove, near San Francisco. David Sarnoff, Herbert Hoover, Niles Trammell and Governor Green of Illinois also were guests at the Grove. Upton Close, although invited and expected, was unable to get away at the last minute; however, he visited with these celebrities in Los Angeles following the Grove meeting.

Abbott Tessman, former Blue announcer, who a short time ago was heard announcing the Raymond Gram Swing, Upton Close and Jimmy Fidler programs, as well as the fights at the American Legion stadium, is now a corporal in the Intelligence Department of the Army Transport Command and is stationed at La Guardia Field in New York City.

NBC Central Division In Producer Changes

(Continued from Page 1)

the department of radio in the school of speech at Northwestern University, who will become dramatic director, and Peter A. Cavallo, Jr., Chicago musician, who will serve as musical director.

Also announced was the resignation of Fred Weihe, NBC director, who plans to return to his home in New York.

Jacobson, who will assist Charles Urquhart, production manager, joined NBC a year ago after an acting career of 16 years in radio-movies and on the stage.

In addition to his work at Northwestern, Crews collaborated with Judith Waller, public service director for the NBC central division, in planning the NBC-Northwestern University Summer Radio Institute which recently completed its second successful year. The educator was director of the Institute both years and also authored two text books used by the Institute students, "The Handbook of Radio Writing" and "A Handbook of Radio Production-Directing."

Have You Met the Voices

GILBERT MACK

?

LEX. 2-1100



Notes From A Ringside Seat. . . !

● ● ● We don't know why but we feel the urge to splurge a prediction. . . . That since Alfred Wallenstein has decided to remain on the coast to conduct the Los Angeles Symphony this season, Gus Haenschen, who has been subbing for the former on the "Firestone Hour," will be named to succeed him some time in October. . . . The invitation Joe Seiferth, WJZ audience promotion Manager, sent to President Roosevelt, inviting the Chief Executive to appear at the World Premiere of "Icecapades of 1944," Sept. 14 during which it is hoped \$5,000,000 worth of War Bonds will be sold, was a brilliant idea. . . . even if the President will be unable to attend. . . . but in explaining his regrets, Major Gen. Edwin M. Watson, Secretary to the President, added, "The President joins me in wishing you every success in this very patriotic undertaking" The NBC Cavalcade of America will be heard from Hollywood during the month of September. . . . seems there's a lack of "big names" in the East at the moment and a few programs from the Coast might take up the slack. . . . Johnny Simpson, announcer on the "daffy" nitions program heard over WEAF, expects an early tap on the shoulder by Uncle Sam. . . . Before Columnist Ted Friend, left for the Coast to take over title and command of the Lasson (Calif.) Advocate, he printed and turned over to Perry Charles, 200 business cards, which designate "merry Perry," circulation manager of the rag. . . . not to be out-done Perry immediately solicited subscribers at \$3.00 per annum, and the first day added these names to regular readers of Ted's journal. . . . Hedy Lamarr, Joan Brooks, Judy Garland, Robert Taylor, Joan Crawford, Bob Kerr and Ben Pratt.

☆ ☆ ☆ When the Kate CBSmith program becomes a full hour show, on its return, the "Thin Man," Hi Brown's ace sleuth, will move from his present Friday night spot to Sunday. . . . at 10:30-11 p.m. . . . format of "hodunit" remains unchanged. . . . The Deep River Boys follow the Ink Spots into the Copacabana, September 1. . . . Alex Cohen's "Bright Lights," will feature several songs written by Music Hall Organist Dick Liebert and George Blake. . . . and Teddy Hall in collaboration with Jean Herbert, have a natural for Frances Faye in a number called, "Believe It Or Not—That's Broadway" Dick Haymes has endowed two scholarships in the School of Radio Technique for the male and female winners of the "Swingshift Frolics," heard Saturdays. . . . Joan Roberts, the "Oklahoma" star, heard on the Texaco show has been renewed through October. . . . and may stay with the show even should Fred Allen return to plug Fire Chief. . . . Radio Actress Jean Sincere, is the author of an original sketch which will be heard as part of the program to be offered tomorrow night at the Grand Street Settlement House by the American Theater Wing, for servicemen and their families. . . . Gene Tierney will guesstar on Jerry Lester's CBSunday varieties this week. . . . The October 6 issue of True Life Story Mag will feature the "trials and tribulations" of a child star's mother. . . . by Mrs. William Hookey, mother of the five-year-old star of the networks.

☆ ☆ ☆ Ginny Simms' first anniversary on the "Johnny Presents" program takes place September 7. . . . Steamboat Johnson, WNEW Hill-billy star, had staked out several claims for gold-prospecting in California. . . . he just received word from one of his partners that they've struck something that looks like "pay-dirt" and if, in this case, "all that glitters IS gold," Steamboat is America's newest millionaire. . . . Hildegard, NBChanteuse and fenceme of the "Beat The Band" show, will be Paul Lavalle's guesstar this Sunday on the "Basin Street" jamboree. . . . Burke Miller, Manager of the NBC Public Service Division, accompanied by his wife, took a combination business and pleasure trip to Hollywood. . . . they visited the moon pitcher studios and while ogling the stars in the commissary at the Warner Studios in Burbank, themselves became the cynosure of all eyes when the loud-speaker blared, "Captain Rickenbacker in New York calling Burke Miller."

Remember Pearl Harbor

Chicago

By FRANK BURKE

WARTIME orders from the Federal Reserve Board for the purchase of electronic equipment increased the Radio Corporation's business in 1943 to record levels in the fiscal year ending April 30, stockholders were informed yesterday, but volume price reductions, contract renegotiations, and higher taxes reduced profits. The net earnings declined to \$1,700,000 from the preceding year's \$1,600,000. Shipments for the current year to date and orders on hand at the shipment during the balance of the year are considerably in excess of \$100,000,000, E. F. McDonald, president, declared.

Six-year-old Bunny Dush, slated to replace Joel Kupperman as youngest of the "Quiz Kids," is off to Hollywood for a movie. . . . Bunny will be heard on the "Quiz Kids" of Sunday, August 29. In the absence of Joe Kelly, Durward Kirby will act as emcee.

Lieut. Ken Murray of the Canadian Navy, in Chicago to discuss Canadian forces participation in the Chicagoland Music Festival Sunday night.

World News Roundup Inaugurated By

(Continued from Page 1)

Sicily, Washington, and Ottawa broadcast during the 15-day period. They are presented by correspondents stationed in the territories. Home news is being cast on special occasions from provincial capitals and leading across Canada.

The roundup opens with Woodside, speaking from Ottawa, Toronto. Woodside is widely known for his incisive and discerning analysis of current events. He is daily in an initial summary of the world news.

At present Woodside is in Quebec where listeners are currently taken for the latest review of the Quebec conference. John Flis, CBC's talks department, is also in the Quebec scene.

The latest news and events in Britain are reported by A. E. Powell speaking from London. Powell was sent to England last May to head the London Bureau in CBC's Overseas News Service.

Reporting from allied force headquarters in North Africa, are war correspondents Matthew F. Peter Stursberg, and Andrew C. These men have been assigned to the Mediterranean area in order that Canadians might have a first-hand account of their fighting forces.

ACTORS! SINGERS! ANNOUNCING

YOUR picture and YOUR voice on our unbreakable record is the modern way to sell YOU inc. (your best product). DUNN KUT RECORD CORP., 236 W. 55th St. New York City. CI. 6-4288.

"Food As Weapon" Drive Outlined By Advt. Council

(Continued from Page 1)

New York meeting will be held tomorrow. Labeled "Food Fights for Freedom," the program calls for mobilization of production and distribution agencies of the food field in a drive which will get under way immediately, reaching a peak in November, and continuing thereafter. The campaign is a broad educational effort, designed to make more effective such essential wartime programs as nutrition, conservation, Victory Gardens, rationing and farm production goals.

The official program of the War Food Administration, the Food Fights for Freedom campaign will utilize all information channels—editorial as well as advertising. The support of women's organizations throughout the country will be enlisted, together with labor and religious groups. November will be proclaimed Food Fights for Freedom month, with Thanksgiving day assuming a deeper significance than ever before. The campaign will be promoted on a year-around basis.

Four Objectives Listed
Four major objectives have been outlined for the program:

To increase food production—on farms, orchards, on ranches, in Victory Gardens.

To increase food conservation—it is estimated that 20 per cent of the food produced in America is wasted. Most of this waste is avoidable.

To increase food sharing—war must come first. Our armed forces and their fighting allies must be well fed. This requires approximately 25 per cent of our food supply. The remaining 75 per cent must be distributed equitably on the home front, so that all will have adequate diets.

To play square with food—regardless of what it is, a vital war weapon. We must kill black markets, discourage hoarding, observe ration regulations, comply with ceiling prices.

Promotional material for the campaign, prepared by the War Advertising Council, in cooperation with the Office of War Information and the War Food Administration, is designed to inform the public, first, about the same food facts—why food is a weapon of war, why there are short-

ages, why food allocation is as it is, why civilian food habits will change, why rationing and price control are necessary; and second, how the public can cooperate actively in making the best possible use of food—how to be assured of healthful meals, how to help make food fight for freedom by producing, conserving, sharing and playing square.

Campaign Promotion

Available for immediate use by advertisers in the food and allied fields are an official campaign symbol; a food allocation chart, showing the proportions of available food supplies going to the armed forces, allies, outlying territories and the civilian population; sample "drop-in" advertising units, for use in newspapers, magazines, direct mail and display; large space specially-prepared institutional ads, four of which have already been distributed to newspapers throughout the country for local sponsorship; local and network radio program tie-ins; store posters and displays; in-door posters; and suggestions for letters, postcards, broadsides, booklets, house organ support. A kitchen pin-up chart has also been prepared for distribution direct to the consumer through the food trade. The chart dramatizes the Food Fights for Freedom story by furnishing the housewife with a "scorecard" for measuring cooperation with the campaign's objectives.

The consumer phases of the campaign, showing how food advertisers and others can support the program, are described in detail in a new brochure, while suggestions for participation by independent retailers, super-markets, chains and wholesalers, restaurants and institutions, are contained in a separate booklet. Both may be secured from the War Food Administration, Washington, D. C., or the War Advertising Council, 60 East
(Continued on Page 6)

WHAT THE RADIO TIME BUYER WANTS TO KNOW ABOUT

WTAM



Daytime POPULARITY

● MORE PEOPLE listen MOST to WTAM, Cleveland, in the DAYTIME than to any other station in the whole Northern Ohio area. *In Cleveland it's 34% for WTAM against 20% for the next station. In Akron, Youngstown, Canton and all the 25,000 population cities WTAM has a big lead. In the Rural Areas, WTAM has even greater DAYTIME POPULARITY. Yet the COST is only \$.000073 per Family.

* NBC 1942 Nationwide Survey.

WTAM

C L E V E L A N D

NBC Network 50,000 Watts ● Owned and Operated by NBC
REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

WENR

Blue Points

For a Chicago shoe chain WENR produced 10 times as many sales as were expected!

WENR is Chicago's Basic Blue Network Station. 50,000 watts on a clear channel, 890 k.c. Represented nationally by Blue Spot Sales.

LANE BRYANT
After a 13-weeks' test of Station WLIB, renewed contract for programs for 52 weeks! There MUST be a reason... we know a market that none of our contemporaries consistently serve.
We'll be glad to quote you rates.

NEW YORK'S

WLIB

THE VOICE OF LIBERTY
1190 ON YOUR DIAL

Bldg., N. Y. C. BUckminster 7-5900

AFRA Sets Up Agenda For Chi. Convention

(Continued from Page 1)

to be discussed will be (1) The proposed merger of AFRA and the American Guild of Musical Artists. (2) Negotiation of AFRA's Transcription Code, expiring November 1, 1943. (3) Formulation of a standard individual contract. (4) Consideration of the activities of radio people in the war program. (5) Clarification of recent rulings by Government agencies.

Welcome-Ball Scheduled

Prior to the actual opening of the convention on Saturday, the Chicago local has arranged a welcome ball at the Ambassador Hotel, presenting the credentials committee with the opportunity to register delegates.

Lawrence Tibbett, president of AFRA, will officially open the convention approximately 9:30 a.m. Whereupon, greetings will be read to the delegative body. Tibbett will present a report of his activities as an officer of the organization. Mrs. Emily Holt, national executive secretary, and George Heller, national treasurer, will conclude the first session with their reports.

As recess is called, the convention body will be tendered a luncheon at the hotel by the Chicago local. While the second session Saturday will be devoted to old business, a fully represented convention body is expected to be present at the third session of the day to elect officers for the ensuing year. The agenda:

AMERICAN FEDERATION OF RADIO ARTISTS

1943 CONVENTION

SATURDAY AND SUNDAY,
AUGUST 28 AND 29

AMBASSADOR HOTEL, CHICAGO

TENTATIVE PROGRAM

FRIDAY EVENING, AUGUST 27

Registration — Welcome Ball, Ambassador Hotel.

SATURDAY, AUGUST 28

9:30 a.m.—Roll Call—Greetings.

Report and Address by Lawrence Tibbett, President.

Report by Mrs. Emily Holt, National Executive Secretary.

Report by George Heller, National Treasurer.

12:30 p.m.—Luncheon.

2:30 p.m.—Old Business.

6:30 p.m.—Recess.

8:00 p.m.—Election of National Officers.

SUNDAY, AUGUST 29

10:00 a.m.—Unfinished Old Business—New Business.

12:30 p.m.—Luncheon.

2:30 p.m.—New Business—Resolutions.

6:30 p.m.—Recess.

8:00 p.m.—New Business—Resolutions—

Selections of 1944 Convention Site.

AGENCIES

STANDARD BRANDS, INC., for its Stams, multi-vitamin tablets, next month will launch an extensive advertising campaign, it has been announced by James S. Adams, president.

ARTHUR KUDNER, INC., has been named to place the advertising of Transcontinental & Western Air, Inc.

Commission Writes 3 Changes In FCC Rules-Regulations

(Continued from Page 1)

tion, and within two days subsequent to involuntary discontinuance of operation. Radio stations in Alaska are excluded from this requirement. The new section reads:

"2.66, Discontinuance of operation. Unless otherwise required by the rules governing the particular service in which a radio station operates, the licensee of each fixed or land radio station, except stations operating in Alaska, shall notify the inspector in charge of the district where such station is located of any of the following changes in the status of such station at least two days before such change:

(A) Temporary discontinuance of operation for a period of 10 days or more;

(B) The date of resumption of operation after temporary discontinuance of operation for a period of 10 days or more;

(C) Permanent discontinuance of operation.

Provided, however, where any such discontinuance of operation is not voluntary and results from causes beyond the control of the licensee, notice thereof shall be given not later than two days after such discontinuance of operation.

In all cases of permanent discontinuance of operation the licensee shall, in addition to notifying the inspector of intention to discontinue operation, immediately forward the station license to the Washington, D. C., office of the Commission for cancellation."

The Commission also modified its rules governing fixed public radio services, Part 6, deleting reference to the term "A-3 Emission" (Telephony) in the definition of "radiotelegraph" in Section 6.9, and adding a new Section 6.11 to incorporate this stricken material and to permit the use of A-3 emission for the control of the transmission and reception of facsimile material.

At the same time the Commission deleted from Section 6.10 the reference to emissions which are used for telegraph services, and incorporated the stricken material in a new Section 6.12.

The modified sections and new sec-

tions read in their entirety as follows:

"Section 6.9 radio telegraph.—The term radio telegraph as hereinafter used shall be construed to include A-0, A-1, A-2 and A-4 emission."

"Section 6.11; Use of A-3 emission by radiotelegraph stations.—The licensee of a point-to-point radiotelegraph station may be authorized to use Type A-3 emission for the purpose of transmitting addressed program material as set forth in Section 6.51 and for the purpose of controlling the transmission and reception of facsimile material."

"Section 6.10; Radiotelephone.—The term radiotelephone as hereinafter use shall be construed to include Type A-3 emission only."

"Section 6.12; Use of A-0, A-1 or A-2 emission by radiotelephone stations.—The license of a point-to-point radiotelephone station may be authorized to use Type A-9, A-1 or A-2 emission for test purposes or for the exchange of service messages."

A third change dealt with financial statements, being a revision of Section 1.361 of the rules of practice and procedure to eliminate reference to specific forms. Footnotes to Sections 1.361 and 43.1 have also been adopted to emphasize relationship to the two sections. Section 1.361 now reads:

"Section 1.361,* financial statements; each licensee of a standard broadcast station shall file with the Commission on or before March 1 of each year on such forms as may be prescribed by the Commission, a balance sheet showing the financial condition of the licensee as of December 31 of the preceding year and an income statement for the preceding calendar year. Each such form shall be subscribed as provided in Section 1.121."

*See also section 43.1 of the Rules and Regulations which requires the filing by licensees and permittees of all classes of broadcast stations of reports as to ownership, operation, interests therein, contracts, etc.

An asterisk inserted immediately after "Section 43.1" refers to the following footnote: "See also Section 1.361 of the rules of practice and procedure which requires the filing by each licensee of a standard broadcast station of financial statements."

Stromberg-Carlson Set On W59NY's "Treasury"

As another step in stimulating interest in FM programs among radio listeners, the Stromberg-Carlson Company of Rochester, N. Y., makers of radios, telephone and sound equipment, has acquired time on W59NY, FM affiliate of WQXR, New York City, for the "Treasury of Music," a classical and semi-classical radio program. The half-hour show is heard on Monday, Wednesday and Friday at 7:30 p.m. featuring prominent orchestras and vocalists.

A similar program is broadcast and

Maxwell House Returns Program On NBC Sept. 2

Thursday, Sept. 2, Baby Snooks (Fannie Brice), comes back on the air with Frank Morgan, for "Maxwell House Coffee Time" on NBC, 8 p.m., EWT. Also Hanley Stafford, as Daddy; Frank Tours, baton-waver; John Conte, singing emcee and announcer Harlow Wilcox.

sponsored by Stromberg-Carlson over that company's FM station, W51R at Rochester. The show is aired six nights per week from 7:00 p.m. to 7:30 p.m. for FM in Upstate New York.

Advt. Council Outlines Food As Weapon

(Continued from Page 5)

42nd St., New York, 1010 V Ave., N.W., Washington, D. C.

Representing the War Food Administration in the development of advertising phases of the Food for Freedom campaign, is V. Beatty, advertising director of Al Whitman and Maurice Hansel, the OWI food campaign manager. War Advertising Council tasks included Charles G. Mortimer, vice-president, General Foods Company, coordinator on C food campaigns; Mrs. E. B. General Foods, campaign manager; Evelyn Blewett, Council staff member, and five volunteer advertising agencies—Lennen & Mitchell, Ellis & Bowles, Paris & Peart, Sherman & Co., and Gardner Advertising Company.

Following yesterday Chicago regional meetings to explain the campaign, will be held at the Astoria Hotel, New York, August 26, and at the St. Francis Hotel, San Francisco, August 30. In addition through the cooperation of the Advertising Federation of America, a series of meetings will be sponsored by advertising clubs in leading cities. Volunteer speakers who will discuss the significance of the campaign include Ben Wood, Tea Bureau; J. Varney, Standard Brands; James Leber, Armour & Co.; Gene L. Loose-Wiles Biscuit Company; W. Kinnaid, American Meat Institute; Andrew Duncan, Cereal Institute; Howard Chase, General Mills.

Tenth All-Star Grid Game On 80 NBC Outlets Aug 25

The tenth annual all-star football game, which this year will be picked team of college greats making the Washington Redskins Wednesday, August 25, will be broadcast over 80 NBC stations direct from Dyer Stadium in suburban Evansville, Ind. Bill Stern, ace NBC sportscaster, will be at the microphone to give listeners a play-by-play account of the second half of the Summer grid classic, from 11:15 p.m. to 12:15 a.m.

The broadcast will be sponsored by P. Goldsmith Sons, Cincinnati goods manufacturers.

NEW BUSINESS

KQW, San Jose, Cal.: Procter & Gamble, N. Y. C., (Drene), through Compton Advertising, Inc., N. Y. station breaks through April 8, 1944. Langendorf United Bakeries, San Francisco, (Bread), through Ruff & Ryan, San Francisco, station breaks and one-minute ETs through June 26, 1944, also—for Hollywood Bread, station breaks and one-minute ETs through Sept. 25, 1943; Same advertiser, through Erwin, Wasey & Co. San Francisco, for Holsum Bread station breaks through June 26, 1944.

Language' Testimony Resumed At Hearing

★ PROMOTION ★

FM Outlet Call Letters Simplified By The FCC

(Continued from Page 1)

on Dec. 9, 1941. Later that night he was taken to Ellis where he was kept for 13 days.

Nothing Proved

Investigation of the facts of the U. S. District Attorney stated in a report that, "there is no evidence to indicate any Fascist activity on the part of the alien or anti-American tendencies."

At the order of the U. S. Attorney General, Belli was later paroled by William C. Alcorn, general manager of WBNX.

Who is a time block buyer of Italian Language programs, locally an announcer and owner of Lido Belli Radio Productions, was thoroughly investigated by the FBI and the OWI and while the charges against him indicated pro-Fascist leanings nothing was ever proved against him.

Today's testimony which concerned the reading of the FCC report to the record by Eugene L. Crandall, counsel for the committee, stated that Lee Falk of the OWI is mainly responsible for Belli's release.

Brunari Brought In Picture

In his reading of the FCC files it was stated that one Dr. Nicola Brunari had taken off a Lido Belli program because of his inability to stay with the allotted time and that on occasions he was lifted from his script which was for the plugging of a nutrition program to one of political content.

Brunari stated to Lee Falk of the OWI that Belli was airing fascist propaganda. Garey also read into the record that Brunari's statements had been suspect and not believed by the FCC or any government agency because Brunari had been convicted for attempted extortion and sentenced to the state penitentiary for three and one half to six months for half years. The fact that the same use of the FBIS reports, Garey again termed the "acme of intelligence" was an indication that the OWI was acting on material too flimsy to justify taking a man off the air.

Referring to the FBIS, Garey stated: "The only intelligent thing the FBIS was the injection of 'intelligence' in the title." According to a statement attributed to Lee Falk of the OWI in connection with the reasons why Belli should be off the air was the fact that, apparent from these analyses, that the newscasts at WBNX were such to be desired." The report stated that Belli's newscast showed a British bias and wasn't all in line with the United Nations' War

Efficiency Report on Belli. The Office of Censorship report on Belli was made by J. Harold Ryan, assistant director of that office in charge of broadcasting was exhaustive and revealed that, after Belli was paroled the second time at the request of Lee Falk and returned to

WSM's "Tennessee"

WSM, Nashville, Tennessee is letting the state sell itself as a market in the brochure it is sending out. "Tennessee, The First Public Power State," is a booklet compiled and published by the Governor's Industrial Council, Department of Conservation. Printed on coated stock, with heavy cover paper, it is a de luxe job on the resources of the state, designed to sell the state to manufacturers as a good location for their plants. Half-tones of TVA projects, air fields, waterways, coal, mineral and metal mines, forests, available labor, etc., present an imposing picture of Tennessee potentialities.

Nashville station has attached to the cover a simple engraved card from Harry Stone, general manager, with the message "May I suggest that you take time out to take a look at Tennessee," and leaves the booklet to speak for itself.

"Luncheon With Helen"

New program presentation issued by WPAT, Paterson, New Jersey, features Helen Leighton and her show "Luncheon with Helen." Done attractively in blue, white and black, cover consists of a half-tone of Helen Leighton, highlighting her name, with the slogan "The Voice That Launched a Thousand Products." Inside pages relate the tale of her sales ability,

Ellis Island and paroled again in the custody of Alcorn with the restrictions placed upon his radio business which in effect prevented him from even going near his office that, "We wish now to recommend an immediate release from the terms of the parole."

Reports on 25 Belli broadcasts made by the chief engineer of the FCC, Ewald Gett showed that the broadcasts did not contain any material inimicable to the war effort of the United Nations.

Checked Re Federal Act

Because of the fact that Belli purchased a great deal of time at WBNX which he controlled completely, Hilda Shea, of the FCC investigated the possibility of Belli's violation of the Communications Act of 1934. She sent a memo to Nathan David of the FCC, and Garey in reading it into the record said to chairman Cox, "This is good, listen to it."

Shea's memo to David stated: "There is ground to believe that his activities (Belli's) may constitute a violation of the Communications Act of 1934."

"Sec. 310 (b) of the Communications Act provides as follows:

"The station license required hereby, the frequencies authorized to be used by the licensee and the rights therein granted shall not be transferred, assigned, or in any manner, either voluntarily disposed of, or indirectly by transfer of control to any corporation holding such license, to any person, unless the commission shall, after securing full information, decide that said transfer is in the

WWSW Brochure

"24 Hours Around the Clock" is the title of a new WWSW, Pittsburgh, Pa., brochure, a general promotion on the station and its coverage. In black and yellow, the front cover shows Pittsburgh skyscrapers on a moonlit night, with the station call letters and studios atop one of them lit up in yellow, and the title in black and white on a yellow background in the lower right-hand corner. Inside front cover points out that when tens of thousands of Pittsburgh war workers changed from usual day work to night hours in 1939 "WWSW provided their only radio programs."

In addition to a partial list of regular sponsors on the station, the eight-page booklet includes an example of the type of listener response the station gets, the personalities that build and maintain this audience, the type of sports coverage provided by WWSW, and figures on the Pittsburgh market as a key wartime industrial center. Brochure is liberally sprinkled with descriptive half-tones of audiences, personalities, listener types, etc., with montage of Pittsburgh industries in the form of a V on the back cover.

contents of the program, and sponsors. Folder also includes a statement of WPAT's coverage and a coverage map. Line cuts accompany the messages, illustrating the various points made.

public interest, and shall give its consent in writing.

"Hilda Shea admits that Belli's contract with WBNX reserves such power to the station with the respect to the time Belli purchases in bulk. But she doubted whether the contract embodies the full agreement between the parties, and whether the practices under it follow the letter of the instrument. She also felt that Belli had exclusive control over all Italian Language broadcasts."

Garey showed that in this action against Belli the same names constantly appear; Lee Falk, Allen Cranston, "the sinister figure of Giuseppe Lupis," and Giuseppe Facci. Garey also pointed out that these same names have constantly appeared throughout the entire investigation.

Falk Order Confirmed

The most damaging testimony was confirmed by Belli when Garey brought out in the testimony that, while Belli was removed from active participation in his business, Lee Falk, Allen Cranston, and Giuseppe Facci, told him to fire all his present employees who were accused of fascist tendencies and engage those suggested by them. This he did and put in charge of his office Renzo Nissin.

It was disclosed that while the business was owned by Belli, Nissin did the hiring of the others suggested by members of the OWI. All Belli did was pay them.

After Belli had hired Renzo Nissin, Ettore Rava and Nino De Salle, beside a dramatic group he had no more trouble with any government agency,

(Continued from Page 1)

cast licensees. About 2,900 "K" calls, for stations West of the Mississippi and 1,100 "W's," East of the Mississippi, remain available.

License Given Much Latitude

These simple calls will replace the present combination of letter-numeral calls (such as W47NY, W51R, etc., presently used by FM broadcasters). In cases where a licensee of an FM station also operates a standard broadcast station in the same city, he may, if he desires, retain his standard call letter assignment followed by the suffix "FM" to designate broadcasting on the FM band. Thus, if the licensee of a standard broadcast station with call letters "WAAX" also operates an FM station in the same location, he will have the choice of using the call "WAAX-FM" or he may, on the other hand, be assigned a new four-letter call, say, WXRI. Similarly, an FM broadcaster on the West Coast, who also operates a standard broadcast station "KQO," may, if he likes, use the call "KQO-FM" or he may ask for a new four-letter call, "KQOF," for his FM station. The choice is with the FM operator.

FM stations are asked to have their request, indicating a preference in call letters, filed with the Commission by October 1. If no request has been received from an FM licensee by that date, the FCC will, at its discretion, assign a new four-letter call to that station. It is recommended that FM operators who wish a new four-letter call list their first, second and third choices, and in the event two stations seek identical call letters the request first received by the Commission will be honored.

The Commission's decision to discard the combination of letter-numeral calls for FM stations arose out of several disadvantages and inherent limitations in the system based upon the past experience of FM broadcasters themselves, and the advisability of making the change at this time when transmitter construction is halted because of the war. Licensees of FM stations have found that the letter-numeral system is cumbersome and does not meet with general public acceptance. In addition, a change in frequency of an FM station under the old system involved a change in its call with consequent confusion to the listening public. Finally, it was felt that as FM stations were licensed in more and more cities, it would become increasingly difficult to identify the station call with a particular city through the use of an initial letter or letters.

particularly the OWI and the FCC. It was also revealed that those whom Belli hired are, with one exception, still working for him. After he made the personnel changes his parole was lifted and he reported all the changes he had made to James A. Guest of the FCC.

★ ★ COAST-TO-COAST ★ ★

WALLY and Jane, a new informal variety show designed largely for feminine listeners, was aired for the first time over WSYR, Syracuse, New York, last Monday. A participating show, it features songs by Helena Sorensen, guest artists, and interviews by Ralph Wallace with popular personalities. Murray Bernthal, violinist-conductor and member of the staff at Syracuse University, performed on Monday's opening show. Dick Moore, singer and announcer, has been added to the staff of WSYR, Syracuse.

WELL, New Haven, Connecticut, paid solemn tribute to Dr. William Lyon Phelps, beloved professor-emeritus of Yale University, by pausing for 30 seconds in its broadcasting schedule last Monday at 2:30 p.m., the starting time of the funeral services for the noted literary authority at Yale's Battell Chapel.

Carl Frederick, formerly with WMBG, Richmond, Virginia, has joined the announcing staff of WIBG, Philadelphia.

New fall commercial line-up on WTAG, Worcester, Massachusetts, includes purchase of station's 1 to 1:15 p.m. newscasts Tuesdays, Thursdays and Saturdays for 26 weeks through Morse International, Inc., New York, effective September 14. Starting October 5, station has contracted for "Aunt Jemina," five-minute ET program Thursdays, Fridays and Saturdays at 7:40 a.m. for Quaker Oats, while Rockwood Chocolate Bits, through Federal Agency, New York, has signed for one-minute announcements thrice weekly, beginning October 4, on Mildred Bailey's "Afternoon Journal" over WTAG.

Mary Little, radio editor of the Des Moines "Register and Tribune," is on special assignment this month to WNAX, Yankton, South Dakota. She is working with the station management and personnel in publicizing WNAX's new tower, the tallest in America, which will be dedicated on September 4. Her "Air Glances" columns in the newspapers, are being handled by her assistant, Mabel Bodicker.

William Agar, acting president of Freedom House, will be guest speaker on the "What Do You Think" program series over WMCA, New York, today. He will discuss "Post-War Planning" and analyze the opinions submitted by listeners in past weeks on the series.

Commendation from naval and civilian sources has been given to the show "Salute to Uncle Sam's Industries," heard over WCAU, Philadelphia. From Rear Admiral C. H. Woodward, Industrial Incentive Division, U. S. N., the station received a letter thanking WCAU for its cooperation and effectiveness in stimulating war production. From S. K. Stevens, Pennsylvania State Historian, came a request for copies of scripts in order to contribute some highlights to the annals of Pa. war production.

Charles M. Barbe has joined Sesac as station relations representative. He will handle all station relations in the Central States.

Guest today on "News Through A Woman's Eyes," Kathryn Cravens' program on WNEW, New York, will be Betty Smith, author of current best seller "A Tree Grows in Brooklyn." Thursday and Friday James Haran, assistant city editor of the "Journal-American," and Gerold Frank, rewrite man on the same paper, will guest on the show, discussing their book "Out in the Boondocks."

Russ Winnie, assistant manager of WTMJ, Milwaukee, Wisconsin, and well known sports announcer, was recently appointed to the publicity committee for the Milwaukee Association of Commerce Post-War Planning Program.

Craig Lawrence has returned to his manager's desk at KSO and KRNT, Des Moines, Iowa, after a fishing trip vacation with his family at Escanaba, Michigan. John Irwin, former speaker of the Iowa House of Representatives, is back at the KSO news microphone after spending a few weeks with his son, a Captain in the Army, in California.

Thayer "Jack" Roberts, announcer, has signed on at WIBW, Topeka, Kansas.

Leading department store of Oakland, California, has turned over its Monday through Saturday broadcast on KROW exclusively to the war effort. Sponsored by the H. C. Capwell Company, the program called "Hi-Lites with Barbara Lee" presents interviews with representatives of the various branches of the service, or those who have a message for the public concerning some phase of defense industry. Commercials are no longer included in the program, merely credit to the sponsor at open and close of the show.

Ernie Keller and Tex Turner have been named co-program directors of WBIR, Knoxville, Tennessee. They will continue announcing feature programs. New head of the WBIR traffic department is Vivian Ray.

WOW, Omaha, Nebraska has four new members in the Civilian Air Patrol: Capt. Harry Burke, assistant general manager; Lieut. Al Larson, auditing manager; Glen Flynn, control operator, and Thomson Holtz, announcer.



From the pages of a great magazine... comes a thrilling new Radio Series.

MODERN ROMANCES

Every one of these exciting dramas is true—every one is different—every one is complete in itself—every one is timely and in tune with today.

MODERN ROMANCES is more than an "escape" program. It dramatizes the domestic and love problems that millions now face, it brings relaxation, inspiration, and solace to men and women of all ages.

Taken from the pages of one of America's fastest-growing magazines, MODERN ROMANCES is expertly dramatized, excitingly acted, skillfully produced. And because each of the 15-minute programs in the series of 39 is complete in itself, MODERN ROMANCES gives you time-buying flexibility; you can spot it at whatever time is most advantageous and economical.

MODERN ROMANCES is a program so effective, so strong in audience attraction, so certain to do a great job for its sponsors—that you can't afford to overlook it in making your plans. Write today for full information, audition records, and availability data.

MODERN ROMANCES is NOT for Sale in North Carolina, Virginia, South Carolina, Florida and Georgia.

The Columbia Baking Co., Atlanta, Ga., through the Freitag Advertising Agency, is sponsoring MODERN ROMANCES in these states on 27 stations, using evening time on 17 of them.

NBC RADIO-RECORDING DIVISION
 NATIONAL BROADCASTING COMPANY
 RCA Bldg., Radio City, NEW YORK • Merchandise Mart, CHICAGO
 Trans-Lux Bldg., WASHINGTON, D. C. • Sunset & Vine, HOLLYWOOD, CALIF.

1943 BIRTHDAYS

| | | | | | | | | | | | |
|----|----|----|----|----|----|----|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 | | | | | |

August 25

| | |
|------------------|-----------------|
| Zinn Arthur | Celia Branz |
| James M. Carroll | Ken Christie |
| Edward Davies | Lillian Golden |
| Norman Kaphan | Harry R. Lubcke |
| Dolores O'Neil | John Rarig |

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

C. 40

NEW YORK, N. Y., THURSDAY, AUGUST 26, 1943

TEN CENTS

Okay AFRA 10% Boost

Committee In N. Y. May Close Tomorrow

Arzo Nissin, testified at the hearing yesterday of the Cox Committee investigating the FCC, that he was employed by Lido Belli at WBNX. Insistence of the OWI or the Lido Belli already testified that at the insistence of Lee Falk OWI that Nissin was put in charge of his programs at WBNX. Nissin, while known to Falk and Joseph Faceli, also of the OWI, because of the work he was doing for OWI in connection with Italian (Continued on Page 6)

Newspaper Committee Votes For Legislation

Spring Committee of the Newspaper-Radio Committee, of which V. Hough is chairman, yesterday adopted a resolution calling for legislation to preclude any further action against newspaper-ownership of broadcasting stations. Resolution follows:

That the Newspaper-Radio Committee should immediately advocate (Continued on Page 2)

Adding 37 Outlets Gang Busters' On Blue

Earle S. Sloan, Inc., manufacturer of Sloan's Liniment, will add 37 stations September 17, totaling 92 stations "Gang Busters." The Florida, East and South Central groups are specific affiliates added. Sponsorship since October 11, 1940, "Gang Busters" will be heard Friday evening 9 to 9:30 EWT. Warwick & placed the account.

Pearson Accepts

New Pearson, who was challenged by Henry Ford to a test of physical endurance after the Blue Network commentator expressed some doubt regarding the state of Ford's health, has accepted. Pearson has chosen the "weapons" and agreed to meet the auto manufacturer "on foot, astride a bike, in a Model T Ford or in a contest of baseball pitching."

Churchill On Sunday

In the wake of President Roosevelt's and Prime Minister Mackenzie King's addresses before the Canadian Parliament at Ottawa yesterday, Prime Minister Churchill, brimming with a timely and topical message for all the world to hear, will speak from Quebec Sunday, 1-1:45 p.m. on all networks as well as BBC to his English constituents and the Allied fronts.

NAB Regional Hits FCC And Hitch-Hiker Anns.

Syracuse—Following the policy of member district groups of the National Association of Broadcasters, the second district of the NAB, meeting yesterday at the Hotel Syracuse, passed two resolutions regarding the FCC and the hitch-hike and cow-catcher announcements. Kolin Hager, chairman, presided, while Neville Miller, president of the NAB was (Continued on Page 7)

Bird's Eye Show On CBS To Feature Dinah Shore

General Foods Corporation, in addition to returning the CBS "Kate Smith" evening program to an hour show and placing "The Adventures of the Thin Man" in a new time spot, has announced the purchase of a new time niche on the Columbia network in which it will launch the first radio (Continued on Page 2)

Full Details Now Completed For DuPont 3 Radio Awards

Planned Foods Extending Sponsorship Of McCann

Planned Foods, Inc., makers of Rose Mill Pate Gras and Extendo, has renewed its sponsorship of Alfred W. McCann's "Pure Food Hour," heard over WOR Monday through Friday from 10 to 10:30 a.m. Sponsor will use alternate weeks for 13 weeks beginning August 23. The agency is Blaker Advertising.

WLB Approves Application For Rise On Commercial Broadcasting Code Retroactive To March 8

Rosenbaum AFM Letter Answered By Gillin

John J. Gillin of WOW, Omaha, in a letter addressed to all broadcasters has made answer to the recent letter to the industry by Samuel R. Rosenbaum of WFIL, Philadelphia. Rosenbaum, on the eve of joining the U.S. Army (Amgot) as a Lt. Colonel, gave his opinions on the recording ban situation and the AFM (Continued on Page 7)

FCC Plans Public Hearing For Akron Transfer Plea

Washington Bureau, RADIO DAILY
Washington—Moving toward final solution of the complicated Akron, Ohio, broadcast situation, the FCC yesterday designated for public hearing the applications for assignment of the construction permit for a 5,000- (Continued on Page 2)

Hooper Says 12,636,000 Heard FDR In USA

President Roosevelt's broadcast from Ottawa pledging destruction of "international gangsterism" was heard in this country by a radio audience (Continued on Page 2)

War Labor Board has approved the AFRA application on its Code of Fair Practice for live commercial broadcasting, the applications having asked for a 10 per cent increase on fees in the Code, and is retroactive to March 8, 1943. Networks and agencies concerned were in accord with this application and it is in keeping with the clause in the Code which (Continued on Page 6)

Over 8,000 CBS Shows Aired War Messages

In the 181-day period from January 1, 1943 through June 30, 8,412 CBS broadcasts treated some phase of the war, according to a report released yesterday by the network's Research Department. Since some of the broadcasts treated more than one war topic, 10,237 different war items, were in- (Continued on Page 7)

Advertising During 1943 Shows Increase Over '42

Advertising did well during the first half of 1943, according to L. D. H. Weld in "Printers' Ink," out tomorrow. The increase over the same (Continued on Page 2)

Usual Custom

An elderly couple in Havelock, Ont. though up in years, had not lost their sense of the romantic. About to be married at home, the 67 year old bridegroom and 62 year old bride wished music for the nuptials and requested CHEX, Peterboro, to play the Wedding March at 4 p.m. Station not only fulfilled their request, but supplied music all thru the service.

(Continued on Page 5)



Vol. 24, No. 40 Thurs., Aug. 26, 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, Suite 1800-A, Merchandise Mart, Phone Delaware 4950. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

Wednesday, August 25

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|---------|--------|---------|----------|
| Am. Tel. & Tel. | 155 1/4 | 155 | 155 1/4 | + 1/4 |
| CBS A | 21 | 21 | 21 | + 3/8 |
| Crosley Corp. | 19 | 19 | 19 | + 1/2 |
| Gen. Electric | 37 | 36 3/4 | 36 3/4 | |
| Philco | 22 3/8 | 22 1/4 | 22 1/4 | |
| RCA Common | 9 1/2 | 9 1/4 | 9 1/4 | |
| RCA First Pfd. | 69 1/2 | 69 | 69 1/2 | |
| Stewart-Warner | 11 1/4 | 11 1/4 | 11 | - 1/8 |
| Westinghouse | 92 3/8 | 91 7/8 | 91 7/8 | - 1/8 |
| Zenith Radio | 31 3/4 | 31 3/4 | 31 3/4 | + 1/2 |

OVER THE COUNTER

| | Bid | Asked |
|------------------------|--------|--------|
| Farnsworth Tel. & Rad. | 8 1/2 | 8 3/4 |
| WCAO (Baltimore) | 19 | 22 |
| WJR (Detroit) | 27 1/2 | 29 1/2 |

Leibert, M. H. Organist, Has New Sunday Program

Dick Leibert, Radio City Music Hall organist, is star of a new early Sunday morning NBC variety program, "Radio City Revue," broadcast from the stage of the huge theater each Sabbath at 8:05 a.m., EWT. Leibert has been the Music Hall organist since the opening of the theater in 1932. This is Leibert's second radio variety show. His first was "Dick Leibert's Musical Revue" in 1934.

Assisting Leibert in the presentation of these highlights are Martha King, 18-year-old lyric soprano, and Florence Wightman, harpist.

THIS LITTLE BUDGET

WENT TO
**WORL
BOSTON
MASS.**



Hooper Says 12,636,000 Heard FDR In USA

(Continued from Page 1)

of 12,636,000 persons, according to a survey made by C. E. Hooper, Inc., research firm. The Hooper rating for the broadcast throughout the United States was 24.9.

According to Elliott-Haynes, Canadian research firm which employs similar rating methods, the broadcast had an average rating of 40.1 within Canada. The English-speaking portion of the program had a rating of 35.3 while the French part obtained a 52.5.

The President spoke in approximately the same period of the day, on January 7, last, when he gave his annual message to Congress. His Hooper rating then was 27.7, indicating an audience in the United States of 14,290,200.

Bird's Eye Show On CBS To Feature Dinah Shore

(Continued from Page 1)

campaign for its Bird's Eye Frozen Foods.

Scheduled to begin September 30, the initial radio network campaign for Bird's Eye will be heard over the full network of CBS stations. The program, a variety show, will feature Dinah Shore and Cornelia Otis Skinner, and will be broadcast Thursday evenings from 9:30 to 10:00 EWT. The General Foods Bird's Eye account was placed on CBS by Young & Rubicam, Inc.

Newspaper Committee Votes For Legislation

(Continued from Page 1)

legislation which will make it impossible for there to be any present or future discrimination against newspaper ownership of broadcasting stations, and that this advocacy should include the support of propositions intended to accomplish this end in the White-Wheeler Bill, the Holmes Bill, as well as other legislation which relates to the subject matter.

BBC to Broadcast Bergen

BBC will broadcast Charlie McCarthy and his mentor, Edgar Bergen, as a regular weekly feature. The British broadcast will be a recording of Charlie's regular weekly network show heard on NBC, Sundays, 8:00 p.m., EWT.

The BBC inaugurates the new program on August 20. British listeners have heard such other American favorites as Bob Hope and Jack Benny by similar recordings.

Sen. Connally on NBC Today

U. S. Senator Tom Connally (D-Tex.) will be heard in a special broadcast over NBC today at 11:00 p.m., when he speaks at the opening of the third War Bond drive in Texas. His subject will be "Our World." Senator Connally is chairman of the Senate Foreign Relations Committee.

FCC Plans Public Hearing For Akron Transfer Plea

(Continued from Page 1)

watter in Cleveland from the Akron Broadcasting Co. to the WJW Co., and for modification of the license for WJW, Akron, to change the name of the licensee from WJW, Inc., to the Akron Broadcasting Co.

WJW was purchased last year by William S. O'Neill, of the General Tire & Rubber Co., Akron, owner of the Yankee network, and permission was given by the FCC to move the station to Cleveland and raise its power from 250 to 5,000 watts, changing its frequency from 1,240 to 850 kc. Subsequently, O'Neill decided he wanted to keep the Akron facilities, but in the meantime an application for an Akron station, with 250 watts on the 1,240 band came in from the Buckeye Broadcasting Co.

Other parties to this hearing will be WADC, Akron, and WGAR, Cleveland, both of whom now want to shift to the 1,200 band.

WADC, a CBS affiliate, owned by Allen T. Simmons, is now operated with 5,000 watts on the 1,350 band. WGAR, also a CBS affiliate, is owned by George A. Richards, and John Patt, with Eugene Carr, now with the Office of Censorship, as general manager. It operates on 1,480 kc, with 5,000 watts days and 1,000 nights. No date was set for the hearing.

Advertising During 1943 Shows Increase Over '42

(Continued from Page 1)

period during 1942 was 12.3 per cent.

The rate of increase for the rest of the year will probably not be so great, he states, because the wartime slump occurred during the first six months of 1942. This has meant good percentage increases for the first half of this year as compared with last. Since advertising began to come back in July of 1942, and has stayed at a fairly good level ever since, comparisons from now on will be with higher figures, and the percentage increases are not likely to be maintained. There is no prospect of a drop in actual volume, however.

Kiska Story On M. Of T. Tonite

"March of Time," on its NBC program at 10:30 tonight, will present Maj. John L. Tarpin speaking from Fairbanks, Alaska, with an eye-witness report of the re-occupation of Kiska Island in the Aleutians. Maj. Gen. Norman D. Kirk, Surgeon General of the Army, also will be heard, as will an Air Force squadron leader reporting from Australia.

For the first time, there will be a magnetic wire recording of actual battle sounds in Sicily.

Stork News

Here's one fellow who sneers at superstition. John Robert Gunther, born Friday 13th to Martin Gunther and Mrs. Gunther at Memorial Hospital, Exeter, New Hampshire. Gunther is business manager of WHEB, Portsmouth, P.S.: seven pounds, nine and one-half ounces.

COMING and GOING

ED NORTON, chairman of the board of UP in Birmingham, Ala., is in town for conference at the headquarters of CBS.

HAROLD V. HOUGH, general supervisor KGO, Blue Network outlet in Fort Worth, and MARTIN CAMPBELL, managing director of the station, are here this week on a business trip.

STANLEY YOUNG, sales executive of Sales, Inc., leaves tomorrow to join the division of the American Transport Service. He will be replaced by Jack Koste, of Williams & Co.

ROYAL E. PENNY, sales manager of Charlotte, N. C., is expected back at his Monday. He has been visiting clients agencies in New York.

WILLIAM WYSE and STANLEY MARC KWBW, Hutchinson, Kans., are spending days in New York.

HAROLD E. FELLOWS, station manager WEEL, Boston OGO outlet of CBS, is another of his frequent but brief visits here.

JAMES CASSIDY, special events director WLW-WSAI, Cincinnati, is on a business trip to Washington and New York.

EARL H. GAMMONS, director of WTOP, Washington, D. C., a caller yesterday at the office of CBS.

LEONARD KAPNER, president and general manager of WCAE, is in town from Pittsburgh.

HERBERT L. KRUEGER, commercial manager of WTAG, Worcester, spending a few days on station and network business.

Monks, Schnabel for "Othello"

James Monks and Stefan Schnabel both heard on CBS "Radio Reader's Digest," also on Columbia radio serials, are signed for the Theatre Guild's Fall production of Shakespeare's "Othello." Monks played "Cassio" and Schnabel "Iago."

"Hot" Availability!

Noon News Strip!

\$85.00 a week

Monday thru Saturday

12:00-12:05 P.M.

WITH



IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

Los Angeles

By RALPH WILK

DAUNTLESS James Abbe, who broadcasts over the Pacific Blue from KEX, Portland, may have to sleep in a trailer, but he will spend a week here, with his program emanating from Hollywood. In answer to Abbe's request for living quarters. Tracy Moore, general sales manager of the Pacific Blue, scoured the city, and wired Abbe his hunt was fruitless. However, Abbe was not discouraged and wired Moore "The Lord will provide and I am coming to Hollywood."

Dick Joy, one of the busiest announcers on the Coast, has been sworn in as an Ensign in the Naval Air Intelligence.

The many agriculturally-minded members of the KFI-KECA staff are being practical and are swapping product. Clyde Scott, sales manager, raises rabbits; Bud Edwards, program manager, hens; Don McNamara, frying chickens; Matt Barr, publicity director, apricots and other fruit; Ernest Felix, auditor, squab. W. B. Ryan, manager of the outlet, is the latest to join the ranks of Victory gardeners.

Garry Moore, pixilated half of the Durante-Moore air show, astounded Hollywood, when he came to town, by finding a house within 24 hours. He'll reside in Beverly Hills, where houses are now scarcer than steak.

Dinah Shore and Don Ameche belong to the same golf club, have appeared on the same day in the same radio studios, have lunched at the same restaurant on the same day, but have not met. They will appear together on a new radio series beginning Sept. 4.

Young American musical artists will be given recognition, presented on the air and offered a chance at a debut with the Los Angeles Philharmonic Orchestra, in a contest to be held here during winter of 1943-44 under joint sponsorship of Southern California Symphony Association, KFI-KECA and the Daily News. After preliminary auditions, contestants will be presented in a series of weekly broadcasts over KECA, beginning Oct. 2.

Cecil Underwood, producer of "The Great Gildersleeve," trains in from New York this week in time to mentor the opening show of the new series, which bows August 29, over NBC. Underwood arrives accompanied by the show writers who prepared the opening scripts on the train. Hal (Gildersleeve) Peary has completed his role in RKO's "Gildersleeve On Broadway" and will huddle with his radio staff on their arrival here.

ANNOUNCERS

Several experienced ad lib men will find permanent spots with a 10,000 watt full-time independent, this month. Opportunities are unlimited. The station is WIBC, Philadelphia. Nearby applicants apply in person. Others send ETs and photos.



Radio Is My Beat . . . !

● ● ● The "beat" yesterday brought us to the Bonnie Briar Country Club, at Larchmont, nestled in the rolling hills of Westchester County. . . . None other than smiling John McKay himself opened the door of the taxi as we rolled up to the Club House. The air of good fellowship and the spirit of fun that pervaded the rural atmosphere was in evidence from the start. And as for the weather, it couldn't have been better. . . . First thing that struck our eyes was the list of entrants in the golf tourney, among whom was listed "Niles Trammell, CBS". . . . Don Mersereau and Nick Kenny started their respective games with near-perfect drives from the first tee. The booby prize was won handily by George Slade of WBZ, Boston, whose terrific drive catapulted the pill exactly 9½ yards.

● ● ● It was unquestionably a golf tourney. Those who didn't venture out onto the green played the "indoor" or "African" variety. . . . Judge A. L. Ashby was the best dressed golfer present. . . . Sid Eiges, Ed Bragdon, and Charlie Pekar of the NBC press department were "johnnies-on-the-spot" if and when anyone needed anything, and what with the perfect weather, good-natured subjects and plenty of film, Sid Desfor, NBChief photog, was in paradise. . . . Among those present were Frank Mullen, Roy Witmer, John Royal, William Brooks, Albert Dale, George Fry, William S. Hedges, Dick Connolly, Jack Ryan, R. J. Teichner, Clay Morgan, Burke Miller and John MacDonald of NBC; Joseph B. Connolly and Brad Kelly of King Features; Barry Faris, Jim Kilgallen, Walter Moss, and Bob McCormick of INS; Bob Hanlon, Tom O'Neill, and Bill McCambridge of Press Association; Syd Robards of RCA; Clayton Irwin and Tom Paprocki of AP; Bob Warberg, Howard Rutledge and Joe Kelly of the Wall St. Journal; Irving Genatt of Advertising Age; Al Hughes of the Christian Science Monitor, and Tom Kennedy of the New York Times.

● ● ● Others present included Edwin Balmer of Red Book; Ben Bodec of Variety (last year's golf tournament winner); Norman Cousins of the Saturday Review of Literature; Ed Duffy of Hearst Publications; Lou Frankel of Billboard; Marvin Kirsch and M. H. Shaprio of Radio Daily; Fred Sannis of Radio Mirror; Don Short of the New York Journal-American; Walter Schneider of Editor and Publisher, who goes NBC shortly; Joe Weigers of Liberty Magazine; Tom LaBrun of the Philadelphia Record; Frank Rosen of the Philadelphia Enquirer; Joe Purtell of Time; and Jerry Mason of This Week. . . . If your name isn't listed it may be because we didn't have time to look under the table. . . . and a red robin perched on the limb of the 'nineteenth hole' chirped "Don't be surprised if A. J. Spalding will be sponsor of the Babe Ruth program."

● ● ● Lucille Manners, singing luminary of the Friday night NBConcert (8-8:30 p.m.) may be starred in a Broadway musical this Fall. . . . in fact the authors are seriously considering writing into the plot a "broadcast scene," timed so that Miss Manners could broadcast her Friday programs direct from the stage. . . . could be. . . . Following the season's initial broadcast, Saturday, of his Truth Or NBConsequences show, Ralph Edwards, will be "mine host" to members of the fourth estate, at a midnight supper at the "21 Club". . . . RADIOKAY TO: Kate Smith, herself a product of Radio, who will select guest artists, not only from the stage and screen but from the ranks of radio itself, which has produced so many top-flight entertainment artists. . . . Vera Barton and Johnny Long's Orchestra will be the principals of "Something New and Something Blue" which will be sneak-previewed Sunday over the Blue Network.

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

THREE new announcers joined the Gary staff of WIND this week. They are George Reeves, former WAKR, Akron; Marvin Conrad, WOWO, Fort Wayne, and Mark Ward of WLWL, Minneapolis.

A broadcast dedicated to the "Underground" and headlining Kostas Paxinou, who plays the role of "For Whom the Bell Tolls," will be broadcast over WJJD from 10 to 1 p.m., Saturday August 28. George Christophoulos, Greek consul in Chicago, will also be heard.

Radio writers guild is seeking a national executive secretary. Nikki Kaye is active in the guild. Bill Slocum, Jr., director of special events for CBS, is in Chicago to arrange partial origination on board the aircraft carrier "Wolverine" "World News Today," Sunday August 29.

Fred Kilian, producer at WBBM, is passing out cigars. He's fathered a new baby, a son.

Four women circus performers from the Ringling Brothers show will compete for spelling honors in four clowns on the WGN spelling show, Sunday, August 29, from noon to 12:25 p.m.

"The Shadow," mystery thriller, will return to WGN as a Sunday feature starting October 1.

Tom Wallace, producer of the "Broadcast Date" show, is back in Chicago for a lengthy sojourn in New York. Fall plans for his show.

Nancy Clyne, Chicago Municipal traffic assistant, will be married to Lawrence B. Trenholme of Philadelphia on September 11, the wedding taking place at the home of her aunt, Mrs. D. R. Mathias in Johnstown, Ill.

"When Johnny Comes Marching Home" will be the discussion topic for three prominent educators who will participate in the "University of Chicago Round Table," Sunday, September 5, at 1 p.m., CWT. Broadcast will originate at Mitchell Tower on the university campus.

Met. Auditions Returning

Sherwin-Williams Co., paint manufacturers, on November 28 will return the Metropolitan auditions to Blue, marking its fifth year on the network and ninth on the air. The program will be carried on 155 stations, the largest ever heard for a show. Warwick & Legler placed account and it will be heard every Sunday at 4:30 until 5 p.m., beginning November 28. Arthur Carron and Eleanor Steber, heard in leading roles at the Metropolitan Opera, are amongst many who made their debut on the Sherwin-Williams program.

America's Greatest Syndicated Show

FUNNY MONEY MA

ALLEN A. FUNT RADIO PRODUCTION
52 Vanderbilt Avenue New York City

Full Details Now Completed For DuPont 3 Radio Awards

(Continued from Page 1)

effective for the same ends within its legitimate community or territory, and (3) the commentator whose work during the given year is deemed most distinguished for constructive interpretation.

The Committee of Awards, consisting of a person representing a national woman's organization; a non-commercial, non-political affiliate of the radio and broadcasting industry; a nationally prominent educator; a nationally prominent expert on public opinion; and a representative of the Alfred I. duPont Estate interests, will be authorized to form appropriate rules and regulations from time to time "within the reasonable interpretation of the purposes and objectives of the agreement" and directed to select the two stations and radio commentator entitled to the annual Alfred I. duPont Radio Awards. In order that the judges may have adequate time for proper consideration of all entries, it will be necessary for all nominations and supporting data to be received by the Secretary of the Committee of Awards, W. H. Goodman, P. O. Box 720, Jacksonville, 1 Fla., on or before December 31, 1943.

Condensation Requested

Since the secretary has stated that no part of the material submitted will be returned because of the anticipated volume of records, it is requested that only copies of valuable papers or documents be used and that these be condensed as much as possible for convenient examination. The decision of the judges, constituting the Committee of Awards, will be final and conclusive in all respects.

In writing the letter to RADIO DAILY, Mrs. duPont stated that the newly created awards committee is not alone in honoring the name of her husband but "by projecting across the years something of his interest and loyalty" as she had come to know them.

The Alfred I. duPont Radio Awards Foundation was founded August 10,

1943 by and between Jessie Ball duPont and the Florida National Bank of Jacksonville. The indenture was made and executed in view of Radio's manifold services. Whereupon, the trustee of the estate, through due course, has been designated to make available for the purpose of presenting annually three cash awards of \$1,000 each in accordance with the following provisions:

Awards Described

(a) The two Alfred I. duPont Radio Station Awards shall be conferred in each calendar year to two radio stations in the continental United States for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations respectively. One of the radio stations selected to receive an award shall be representative of the group of larger radio stations possessing broadcasting facilities above the average from the standpoint of power and range coverage. The other radio station selected to receive an award shall be representative of the group of smaller radio stations in relation to the power and range of broadcasting facilities. Each radio station award, however, shall be of equal size, dignity and merit, for performance within these respective fields of endeavor.

(b) The Alfred I. duPont Radio Commentator Award shall be conferred in each calendar year to one individual who shall be a citizen of the United States in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio.

"Stars Over Hollywood," Saturday (WABC-CBS, 12:30 p.m.).

JAMES MELTON and JOAN ROBERTS, on the "Star Theater" program, Sunday (WABC-CBS, 9:30 p.m.).

ED "ARCHIE" GARDNER, on "Paul Whiteman Presents," Sunday (WEAF-NBC, 8 p.m.).

LELAND STOWE, on John Vandercook's "Where Do We Stand," Sunday (WJZ-Blue Network, 5 p.m.).

WANTED

Announcer Disc Jockey by Metropolitan Network Station. Please give age, draft status and salary requirements. This is not a draft replacement. Write Box 742, Radio Daily, 1501 Broadway, N. Y. C.

of the United States and the Post-War World," on "For This We Fight," Saturday (WEAF-NBC, 7 p.m.).

LT. COMMANDER DEWITT SHUMWAY, veteran of the fighting in the Pacific, on the "Navy Bulletin Board" program, Saturday (WOR-Mutual, 5 p.m.).

COMM. A. S. RICE, USN, on "U. S. Coast Guard on Parade," Saturday (WEAF-NBC, 11:30 a.m.).

DOROTHY KIRSTEN, soprano, and REED KENNEDY, baritone, on "Nellie Revell Presents," Saturday (WEAF-NBC, 10 a.m.).

DR. L. C. GRATON, of Harvard University, on "Adventures in Science," Saturday (WABC-CBS, 1:30 p.m.).

LT. ROBERT CUMMINGS, on

GUEST-ING

MRS. DAISY SIMONS WADSWORTH, assistant director of the Children's Welfare Federation of New York; MRS. PAUL DOUGLAS, secretary of the International Relations Center of Chicago, and FRED L. K. of the Industrial Department Board of Commerce of Post-Problems, Detroit, discussing World Women Relinquish Their Patrial Jobs to Men After Victory on "America's Town Meeting by Air," today (WJZ-Blue Network 8:30 p.m.).

JOHN CARRADINE, on the Joan Jack Haley program, today (WJZ-NBC, 9:30 p.m.).

AN ROSELLE, soprano, on the Stopak program, today (WJZ-Blue Network, 1:45 p.m.).

ELIAN CHOOKASIAN, on "Hymns of All Churches," today (WJZ-NBC, 2:45 p.m.).

MRS. AGNES CAGNEY, on "Eyes of the Storm," today (WABC-CBS, 10:45 p.m.).

GEN. EDMUND B. GREGORY, Quartermaster General of the Army; BEA WAIN, PEGGY WOOD, ROLAND YOUNG and ROBERT WEEDE, at the "Stage Door" program, today (WABC-CBS, 9:30 p.m.).

ED. HENRY SCHRICKER, Governor of Indiana, on "Double or Nothing" tomorrow (WOR-Mutual, 9:30 p.m.).

JOHN BLONDELL, on "Colgate Special Newsreel," tomorrow (WEAF-NBC, 10:30 p.m.).

GLADYS TIERNEY, in an adaptation of "The Hard Way," tomorrow (WABC-CBS, 9 p.m.).

FRANK and JEAN MUIR, on "Armstrong's Theater of Today," Saturday (WABC-CBS, 12 noon).

GEO. MARX, on Groucho Marx's "Ribbon Town," Saturday (WABC-CBS, 10:15 p.m.).

MARGIE, BEA, GERIE—The Sisters—on "It's Maritime," today (WABC-CBS, 5 p.m.).

JOSEPH C. GREW, former Ambassador to Japan and now Special Assistant to the Secretary of State, and BEN. THEODORE F. GREEN, of the Island, discussing "The Role

AGENCIES

ADOLPH J. TONGO has joined William Esty & Co. as vice-president and director of research. He formerly was associated with Geyer, Cornell & Newell.

STURDIWHEAT CORPORATION, Redwing, Minn., has appointed Erwin Wasey & Co., to place its advertising.

RALPH H. JONES CO. has signed three new accounts, the Cincinnati and New York offices sharing honors equally. They are: Sabin Robbins Co., Cincinnati, and in New York two magazine publishers' campaigns will be handled by Philip Meek, manager of the agency's office. The publications are "Secrets Magazine" and "Flying Aces."

H. M. DANCER, head of Blackett-Sample-Hummert Agency, has announced the appointment of Bertram H. Carter as a Senior Executive. Carter was formerly associated with "The Saturday Evening Post," his own advertising agency, Lennen & Mitchell and more recently as publisher and editor of his own newspaper in Upper New York State.

KENNETT R. McMATH, formerly of Blackett-Sample-Hummert, Inc., New York, and Vick Chemical Company, has joined the Duane Jones Company as a member of the plan board.

THE AMERICAN MOLASSES COMPANY announces the appointment of McCann-Erickson, Inc., New York, to handle the advertising of its molasses products. Radio has not been specifically mentioned.

WDAK Joins Blue Net

With the addition of WDAK, Columbus, Ga., the Blue Network will list 166 affiliated stations. The affiliation will be effective September 1, or as soon as lines permit, with WDAK becoming a supplement of the South Central group of the Blue. Owned and operated by the Valley Broadcasting Company, WDAK operates on a full power of 250 watts with a frequency of 1,340 kilocycles. The network rate per evening hours is now listed at \$80. L. J. Duncan is the president of WDAK.



KLZ
DENVER'S STANDOUT STATION
Favorite of local advertisers
—for a very good reason:
RESULTS!
CBS-560 Kc.
Representative: The Katz Agency, Inc.

Renewals Prove Results
WTBO
Cumberland, Md.

Cox Committee In N. Y. May Close Tomorrow

(Continued from Page 1)

short-wave broadcasts and announcing stunts, was unaware of the fact that the job at WBNX was made available to him until Lido Belli contacted him and offered him the job.

Nissin, who came to this country in December of 1938, was, while in Italy, a member of the fascist party. But his affiliation with the party was one of necessity not of choice. In order to work, Nissin pointed out, one had to join the party. He was an assistant in the law school of the University of Florence when the Italian racial laws were put into effect which made his stay in Italy untenable.

Draws Cox Comment

Before determining how long Nissin had been in the U. S. before he got a job with the OWI, Chairman Cox commented. "Apparently people in government couldn't find citizens to do government business so they grabbed immigrants as soon as they landed. What I would like to know is were they engaged because of their understanding of the American system or because they were obsessed with some brand of foreign ideology?"

Nissin was first employed by WOV. Later when Mario Ferrari-Hutton, program director of the station, was asked by Lee Falk for the name of a writer to do Italian scripts Ferrari-Hutton recommended Nissin's name.

Apparently the work Nissin did for the OWI was sufficiently good for that office to suggest his name to Lido Belli to handle the work which Belli himself could no longer do because of the impost laid upon him by the terms of his parole.

In Touch With OWI

Nissin testified that he kept in contact with the OWI when he hired or fired anyone from WBNX because he felt it was his patriotic duty to do so.

He also checked the changes he made with James A. Guest of the FCC. He pointed out through leading questions presented by Eugene L. Garey counsel for the committee, that Guest had asked for this information.

Nissin also told the committee that he had recommended to Facci when he saw him in Washington that, the restrictions placed on Belli should be lifted because he felt that Belli was a good man and should be on the air.

Nissin did admit that one member of Belli's staff, whom Belli did not wish to fire would be objectionable to Lee Falk of the OWI. Neri, Belli's employee, was under the bad light of having pro-fascist connections. In that respect Neri would be objected to by Falk.

Never Removed from Payroll

Testimony showed that Belli never took Neri off his payroll but he was not permitted to enter the WBNX studios. Nissin admitted that Guest of the FCC made this request.

Incompetency of the part of a Belli employee named Franchi, prompted Nissin to discharge him.

While Nissin was employed by the OWI he acted as a writer of an Italian program called "Victory for America;

★ PROMOTION ★

WJZ's "Women's Exchange"

New WJZ, New York, promotion plugs its "Woman's Exchange" program, participating show added to the schedule last June. The black and white folder bears only the title on the front cover: "So Lily Dache said to Mrs. Higgins . . ." Next page goes on to say that not only Lily Dache but many other prominent women have told Mrs. Higgins, who is evidently Mrs. Public, interesting ideas on home-making, etc., and lists some of the guest experts. Brochure describes the show, which is so new that it has no ratings yet, and points out that Alma Kitchell, who runs it, has the ability to line up big names, and that big names mean box office. "We put the Back Fence in Studio 3B," says WJZ, with a half-tone of two housewives gossiping over a fence, and that is the idea of the program—new to radio but old to housewives.

The promotion is meant to give only a general idea of the show, and advertisers are requested to call for a presentation and outline of the program.

WGAR's Matches

WGAR, Cleveland, Ohio is sending out boxes of pocket matches advertising the station. In gray, blue and red, the front cover shows a WGAR mike with the slogan "Cleveland's Friendly Station." On the back cover another slogan appears, "Best Stars By Far . . . WGAR" with a patriotic emblem signifying the service of radio to the home and nation. Every bit of space is utilized. Across the top of the packet is the statement of the station's affiliation with CBS. Inside are listed four "WGAR Best Bets," with days and time, and below that,

Freedom For Italy." He also acted as a translator and at one time produced a show aired over WBNX that was suggested to him by Giuseppe Facci. He felt that the program called "Martyrs for Italy" was good enough to use not because he was compelled to use it.

Alcorn Assistant Testifies

William J. Moore, assistant to William Alcorn of WBNX, testified that the FCC investigated the station for several days but that he felt that the investigation failed to impose any undue hardships on the station.

Garey brought out testimony regarding Frances Keene of Short Wave Research, Inc., which Moore was not too sure of. Garey, by reading previous testimony, tried to refresh his memory but the witness still failed to show too clear a grasp of the subject.

Moore, Garey stated, was responsible for the statement that the trouble Lido Belli found himself in was due to the fact that he didn't cooperate with Frances Keene when she suggested the name of a professor to take over some time on the Italian language broadcasts. Moore thought that the station was doing a good job

WAPI's Folder

"I had my doubts' . . ." is the title of a promotion folder sent out by WAPI, Birmingham, Alabama CBS affiliate. Done in black and white, the front cover contains line cuts of various articles sold in a department store—men's wear, women's wear, accessories, etc. Inside consists mainly of the reproduction of a glowing letter from the merchandise manager of the bargain basement of Pizitz, a Birmingham department store.

Letter tells in detail how the manager had his doubts as to the advisability of using a news show for merchandise advertising. Finally convinced, he bought the CBS "News of the World" program and the results were more than satisfactory, as he relates. WAPI allows the letter to prove its point and adds only the finish of the title sentence "but . . . WAPI gets results for this local advertiser. Ask us or Radio Sales how."

WMCA's Folder

"Time . . . is the test of Time," says WMCA, New York, in its newest leaflet. Accompanied by a line cut of Father Time's sickle, the message goes on to say that the best measure of radio time is by Father Time; that "When an advertiser comes back year after year, it's because he gets good results consistently." Without much further comment, WMCA proves its point by listing advertisers who have been with the station four years or more, starting with Sachs Quality Furniture, which has advertised on WMCA for twenty years. The message is printed in black in the center of a single, white page.

In back of the matches, is printed that station's emblem.

on them and added that he felt it was still doing so.

Shortly before the session ended for the day, Ralph Weil, manager of WOV, cited the many awards won by the station for the commendable work it had done in connection with the war effort. One of the letters which found its way into the Committee record was a letter from Chairman Lawrence J. Fly of the FCC, congratulating the station on the splendid work being done in the Italian foreign language field. A field which Fly thought important in-as-much as many of the Italians in America had been too thoroughly indoctrinated with the Italian brand of Fascism. Fly stated that WOV was helping to weld the Italian speaking population into a unified whole.

Klarman WMCA Sales Mgr.

Howard B. Klarman joined WMCA, New York as sales promotion manager, C. Nicholas Priaulx, general manager of WMCA, announced yesterday. Klarman was formerly associated with Macfadden Publications and Crowell-Collier Publishing Co.

Okay AFRA 10% Rise For Commercial Shows

(Continued from Page 1)

permits application for "cost of living increases."

According to Emily Holt, executive secretary of AFRA, the increase can be put into effect as soon as the mechanics become operative. Six networks et al concerned anticipated such an increase, it is believed separate funds were kept for that purpose. Some months ago they also approved an application for a per cent increase for artists maintaining broadcasts.

Specifically, those concerned are NBC, CBS, Blue Network, WOV, Program Service, Don Lee and WGN and WLS, also the advertising agencies with whom these networks and stations do business. Other organizations under the AFRA cover also affected.

Reason for the increases, according to AFRA, is to prevent its members from being caught in an inflationary move that might develop as well as the increased cost of living. The event that cost of living rises an additional 10 per cent then AFRA will again at some future date apply to the WLB.

As agreed upon some time ago AFRA and the signatories of its pact have agreed upon a one-year extension of the contracts from Nov. 1, 1943 to Nov. 1, 1944. Otherwise the pact would have had to be made year.

Elgin Adding 4 Stations To Program On CBS

The Elgin National Watch Co. has announced it will add four stations to its "Man Behind the Wheel" network when the client returns to Columbia to sponsor the program September 4. This brings the number of stations carrying the program to 65. The stations added are WSPA-Spartanburg, S. C.; WUTica, N. Y.; KDAL-Duluth, Minn. and KIL0-Grand Forks, N. D. Agency handling the account is Walter Thompson Company.

Expands Time On KFRC

San Francisco—Mother's Cake Cookie Co. of Oakland has expanded its radio campaign on KFRC, the Don Lee outlet, from its tri-weekly noon news, a five-minute show to five weekly presentations of the "Minute News," a long-established KFRC show at 5 p.m. Contract for 13 weeks, and the show will feature up-to-date rationing news as well as current war and national topics.

Account was upped through account executive Arch Kerr, through Reinhardt Advertising Agency. Other new KFRC account is Munnings, Inc., coffee shop chain. Munnings has taken semi-weekly participation in "Bess Bye," marketing show, its retail-sold coffee. Deal set by Gerth-Pacific Adv. Agency.

NEW PROGRAMS IDEAS

WQXR Musicals

new programs soon to start on New York, are "Musical" and "Salute to Cities." The based on the idea that a great music is frequently remem-

in connection with the person performed it, or with it. De- to feature the music which is ted with great stage and con- performers, past and present, 'Montage' will be heard every afternoon from 5 to 5:30, September 7.

McCarthy-Shean Contest

McCarthy and Shean's old-time it has returned to the air in contest over WBZ-WBZA, and Springfield, Mass. A and Shean jingle is broad- complete except for the last listeners are invited to submit own last lines to the jingle, the best three each week win authors a \$25 War Bond each. is heard each Tuesday and at 7:05 p.m., EWT.

Regional Hits FCC And Hitch-Hiker Anns.

(Continued from Page 1)

at the meeting attended by ants drawn from various sections second district, which takes in New York and New Jersey. g the attention of Congress, sters of New York and New resolved that the "present law was enacted in 1927 and amended in 1934, in sub- remains as originally drawn; dio has made great progress at date and exercises a greater e in American life; that it is he for Congress to re-appraise io law in the light of this s made since the enactment of ent law, especially in view of y 10 decision of the Supreme iving greatly enlarged power FCC, and that early dates be the hearings upon the bills nding before both Houses of s."

second resolution, the attend- y moved that cow-catcher and ke announcements be elimin- m all announcements on a spot basis as soon as may edical. They moved "whereas the a hitch-hike and cow-catcher ements presently used on programs and on national nouncements tend to lower the is of broadcasting; and where- nouncements are consid-

Rosenbaum's Letter Re AFM Draws Rejoinder From Gillin

(Continued from Page 1)

as it concerns the broadcasting industry. Once before Gillin took up the cudgels via the NAB and answered a Rosenbaum proposal.

Gillin wrote as follows: When, on January 26, Sam Rosenbaum clarified his views with respect to the Pettillo situation, I analyzed them in a letter which I sent to broadcasters on February 6. Now, upon my return from a brief vacation, I note that Sam has seen fit to restate his views. Again, I urge you to join me in examining them.

Basically, I do not see why any of us should accept Sam's counsel of total and unconditional surrender to a principle which is absolutely false. I know that Sam is really suggesting an extension of the 1937 plan for which he, as Chairman, was largely responsible. The plan of paying a percentage of the industry's gross to musicians was wrong in principle then and I think it has been proved wrong to the broadcasters, in practice, by subsequent events.

Treats Incidentals First

Before attacking the basic principle expressed in Sam's letter, I think that I should discuss one or two of the incidental points that he makes. First of all, the record should be set straight on "musical jingles on platters," as Joseph A. Padway, counsel to Mr. Pettillo, and Sam both characterize the transcriptions involved in the case before the War Labor Board. It is understandable that Mr. Padway should wish to confuse the issue by acting as though all transcriptions were one-minute spots, in order to prove to the War Labor Board that the ban on transcriptions in no way affects the war effort. Sam knows that the musical jingles, to which he and Mr. Padway refer, are at least dependent on instrumental music, and that they have been practically unaffected by Mr. Pettillo's ban. Sam knows, even if Mr. Padway does not, that the dispute before the War Labor Board involves library transcription service and the fifteen-minute commercial transcriptions—the very life-blood of hundreds of broadcasting stations, particularly those in communities which cannot offer to the broadcaster the prosperity which Philadelphia offers to Sam's own station.

Sam bases his letter on the contention that the musician who performs for records has a right to some kind of protection. I pointed out in my last letter that the musician who actually renders service in recording is not asking for any protection. The only complaint comes from Mr. Pettillo, speaking, presumably, on behalf of the musicians who do not play for recordings or for the radio. Sam's proposal that broadcasters pay to the union a percentage of their gross income amounting to some ten million dollars a year is, presumably, for the benefit of those musicians whose services are not used by radio either in the form of recordings or in any other way.

ETS Help Music Field

Reading Sam's letter, an uninformed citizen might get the impression that radio and recordings have created a scarcity of music in this country. The reverse is, of course, the fact. Radio and recordings have made America the greatest music market in the world. There is more music today, there are more members of the musicians union today, more musicians are being employed today, more money is being spent for music today, and the working musician is earning more money today than ever before in our history, or in the history of any other country of the world.

If it is true that a station which uses a record on a transcription can bring music to a town without utilizing the services of local

officials of NAB for action at the next regularly called meeting of NAB a request that immediate steps be taken to eliminate from network programs hitch-hike, cow-catcher or other similar announcements and from all announcements on a national spot basis." Congressman Clarence N. Hancock of Syracuse was guest speaker, lauding radio and the American system of broadcasting.

musicians, it is equally true of radio broadcasting without the use of records; since network broadcasts, or remote control broadcasts, or locally originated broadcasts, bring entertainment to people who are not listening to local musicians. Moreover, radio not only transmits the art of instrumental musicians, it also transmits the art of singers and actors and gives wide circulation to the work of writers. If musicians who do not make recordings or work for radio should be supported by the payment of a percentage of the gross income of the broadcasting industry, then there should be another percentage of the industry's gross income for the benefit of singers, another percentage for the benefit of writers, and another percentage for the benefit of actors. The arts of singing, acting, and writing are as worthy of being encouraged as the art of performing instrumental music.

Sees Citizens "Penalized"

Carried to its logical conclusion, there would be no end to calls for a percentage of the gross income of broadcasting stations; indeed, the radio industry would be taking a step toward its own dissolution. The alternative would be to take the money out of the pockets of our customers (if we could) so that Sam's proposal would then boil down to penalizing the citizens we serve for the use of the inventions which our industry was created to develop.

Of course, Pettillo's argument that radio and recordings have displaced musicians is sheer buncombe, but even if they had, Sam's proposal would make neither economic nor social sense, either for our industry or for the public.

Sam is not as consistent in his correspondence as his latest letter would lead one to believe. His first communication on this subject, dated October 19, 1942, criticized the industry for interesting itself in the fight, and he said of the musicians:

"Their fight is not against us primarily, but principally against the juke box baron and the record manufacturers."

Now Sam has come around to the way of thinking that the fight is directed primarily against us, and he says in his latest letter:

"The musicians have no just complaint against the record publishers and manufacturers or against the transcribers."

Objects to "Surrender"

Sam counsels immediate surrender on our part because, he points out, that Mr. Pettillo's proposal has not yet been defeated. I point out, on the other hand, that it was Mr. Pettillo who wanted to accomplish something, and thus far he has not had the slightest success. According to this week's Variety, the members of his union have already lost four million dollars in recording fees, and they have gained nothing through Mr. Pettillo's unwise and uneconomic move to compensate for their loss of income.

Sam at least has come out into the open on one thing. His cure for the present strike is a proposal to the union that we should urge Congress to change the copyright law. In other words, we are not only to adopt a bad principle, but we are to adopt a new technique in lobbying, the putting of pressure on Congress to change the law by means of depriving the citizens of the benefit of inventions until Congress does the will of the union.

Perhaps I have devoted too much time to Sam's proposal because he, himself, points out how few are the people who agree with him. On the other hand, writing this letter affords me an opportunity of wishing Sam well in his military career, and this I do with all sincerity.

officials of NAB for action at the next regularly called meeting of NAB a request that immediate steps be taken to eliminate from network programs hitch-hike, cow-catcher or other similar announcements and from all announcements on a national spot basis."

Congressman Clarence N. Hancock of Syracuse was guest speaker, lauding radio and the American system of broadcasting.

NEW BUSINESS

WFIL, Philadelphia: Musterole Co., Cleveland, Ohio (Musterole) six announcements weekly for 26 weeks, through Erwin, Wasey & Co., New York City; Breyers Ice Cream Co., Philadelphia, one announcement weekly for 13 weeks through McKee & Albright Inc., Philadelphia; Grove Laboratories, Inc., St. Louis, Mo. (Cold Tablets) five five-minute studio programs weekly for 26 weeks, through Russel M. Seeds Co., Chicago, Ill.; Grove Laboratories, Inc., St. Louis, Mo. (B-Complex Vitamins) three five-minute transcribed programs weekly for 26 weeks, through Donahue & Coe, Inc., N. Y. C.; Morville Clothes, Philadelphia, (men's clothing) one announcement weekly for 13 weeks, through H. M. Dittman Advg. Agency, Philadelphia; Manhattan Soap Co., N. Y. C. (Sweetheart Soap) six 15-minute studio news programs weekly for 30 weeks, through Franklin Bruck Advg. Corp., N. Y. C.; Foster, Miller & Bierly, Philadelphia (tires) six five-minute news programs for one week, and six 15-minute news programs weekly for 52 weeks, through Lawrence I. Everling, Advg., Philadelphia; Dr. Jaynes, Philadelphia (Cough Remedy) 15 announcements weekly for 52 weeks, through J. M. Korn Company, Inc., Philadelphia; Brooks Clothing, Philadelphia (Brooks Clothing) five announcements weekly for indefinite period, through Cox & Tanz, Philadelphia; The Evening Bulletin, Philadelphia (newspaper) three 15-minute studio programs weekly, for indefinite period; Verley Products Corp., Chicago (imitation butter flavor) five participations weekly for 13 weeks, through Hoffman & York, Advertising, Milwaukee, Wis.; Chambers-Wylie Memorial Presbyterian Church, Philadelphia (church service) one half-hour program weekly, for 26 weeks, direct; Bell Telephone Company of Penn., Philadelphia, four anns. weekly for 13 weeks.

Over 8,000 CBS Shows Aired War Messages

(Continued from Page 1)

cluded in these 8,412 broadcasts, totaling over 1,700 hours.

CBS devoted 845 hours sustaining program time to war items, in the subject matter of the program, in announcements or in war news; 864 hours of CBS commercial program time, or 45.8 per cent of total sponsored operating time, were devoted to war effort broadcasts.

CBS' New York City outlet, WABC, devoted all or part of some 11,099 broadcasts to war messages during the stated six month period. During these broadcasts, totalling 1,692 hours, 13,436 war items were treated.

WABC gave 1,055 hours of its sustaining time to war items either in the subject matter of the broadcasts, in announcements, in war news or in station-break announcements, and 637 hours of its total commercial operating time for the six months were devoted to war messages.

★ ★ COAST-TO-COAST ★ ★

SECTIONAL American Legion junior baseball championships were covered play-by-play by KMYR, Denver, Colorado recently. Mark Schreiber was the mike man assisted by Charles Benedict, former announcer for WOL, Washington, D. C. Broadcasts were sponsored by the Denver Ford dealers... Frank Sinatra is Denver's favorite singer, according to KMYR. In the "Battle of the Baritone" recently staged by Jim Hawthorne, emcee of "Meet the Boys in the Band," Sinatra smashed the old and established a new all time record mail count on the station as fans voted by mail for their favorite. Dick Haymes came out second, Bob Eberly third, and Bing Crosby was fourth.

Because of the importance of war news, WDRC, Hartford, Connecticut, is increasing the broadcasting time of its war commentator, George B. Armstead, from 10 to 15 minutes, starting August 30. Armstead, former managing editor of the Hartford "Courant," is shifting from the 6:05 p.m. period to the full 15-minute section starting 6:15... Megowan-Educator Crackers has contracted for a series of 39 one-minute ET's over WDRC, starting September 13. Account was placed by Badger and Browning, Inc. of Boston.

Jimmie Leonard, program director for WSAI, Cincinnati, Ohio, is on vacation this week, part of which will be spent in Washington... Also leaving soon for vacation is Bob Bentley, who presents the "Voice of the Enquirer," newscast over WSAI, and is radio editor for the Cincinnati "Enquirer".... Dorothy McVitty, WLW-WSAI vocalist, and the "Boone County Buccaneers" will entertain guests at a mammoth open-air Victory Dance in Hamilton, Ohio, on Saturday. Dances come as the culmination of a War Stamp and Bond drive in that city.

Recent staff changes at WTAG, Worcester, Mass., include the addition of Helen Wall as secretary in the commercial department, replacing Muriel French, and resignation of Madeleine Schlotstrom, script writer, who enters the insurance field... Joe Ferrazano, saxophonist, has

rejoined the WTAG orchestra after several months' road tour with Ray Morton's orchestra.

Special events department of KOY, Phoenix, Arizona, managed to obtain some of the time of Major General Lewis B. Hershey, Selective Service Director, during his recent five-hour stopover at Phoenix. Transcribing equipment was put into a room adjoining the dining room where a civic luncheon was being given the General, and on his way out KOY recorded an interview with him which was broadcast that evening.

Bob Kelley, WGAR, Cleveland, Ohio sports editor, is back on the job after a siege of pneumonia which kept him off their air for three weeks. Kelley also conducts the "Nite Shift" over WGAR, a 15-minute late night show or records, sports and news headlines heard daily except Sunday.

Rhodes-Perdue Furniture Company has renewed its 52-week contract for the daily "Rhodes Request Hour" over WLAG, LaGrange, Georgia. Show is heard for 60 minutes daily and Sunday... WLAG has completed arrangements for weekly publicity releases to be carried by four county newspapers in the area it serves... James McKay (chief engineer of WLAG, is vacationing in East Texas.

September series of Saturday health talks over WMCA, New York, include speeches by Dr. Charles L. Haimes; Isobel Janowich of the National Society for the Prevention of Blindness; David Bosworth of St. Luke's Hospital; and Dr. Madge C. L. McGuinness of Lenox Hill Hospital.

Harry Burke, assistant general manager of WOW, Omaha, Nebraska, and assistant chief engineer Joe Herold spent a short vacation haying on Herold's father's farm near Falls City... WOW's Ray Clark on his "Noonday Forum" is resuming a few of the "man on the street" broadcasts which made a name for Foster May in the Omaha area.

Clifton Otley, veteran newscaster, takes over the regular WBBM, Chicago, five-a-week news spot at 5 to 5:15 p.m. for Interstate Bakeries Corporation... Florence Warner, director of education of WBBM, is vacationing in Michigan.

Chemical Warfare Unit of the United States Army has requested a copy of the WHIO, Dayton, Ohio broadcast of the show "Action Overhead," recently presented in Dayton. Description and pick-up of the actual bombing was so realistic, that the unit's advance man will use the transcriptions for advance work in all cities.

GROW, Oakland, California has scheduled a series of half-hour programs presenting the "California Nightingales," choral ensemble, each Monday night at 8 p.m. Variety of popular, classical and novelty selections will be presented under the direction of Dr. P. L. Unruh, founder of the twelve-voice group.

Ted Enns, national sales manager of the Cowles Group stations (KSO, KRNT, WMT, WNAX) is spending his vacation in Evanston, Illinois... Virginia Black, mail department, is the new KSO and KRNT correspondent for "The Spirit," employe house organ of the Cowles Organization, which also includes: WMT, WNAX, "Look" magazine, and the Des Moines "Register" and "Tribune."

Re-enactment of the invasion of Sicily at the dedication of the Alliance, Nebraska, air base last Sunday was aired by KOWH, Omaha. Station carried a complete description, broadcasting from the field and one of the transport planes from which the parachuters descended.

Jan Murray, young night club comedian, will be the guest of Jerry Cooper on his "Keep Ahead" program over WOR, tomorrow from 7:30 to 8 p.m., EWT.

Newest additions to the staff of WRBL, Columbus, Georgia, are: Martha Bumpas, former professional model, now part-time announcer and receptionist; Mickey Specke and Betty Hall, salesladies at the WRBL Victory Bond Tank. Martha is not new to the mike, having participated in a number of dramatic presentations.

Recently organized 18-piece orchestra comprising employees of the Eastern Aircraft Plant at Tarrytown, New York, will make its premier appearance tomorrow in a half-hour program on WFAS, White Plains, N. Y., from 5 to 5:30 p.m., EWT. Orchestra includes a number of prominent professional musicians who have foregone personal careers in the interest of the war-production effort. Under the direction of Dick Dinsmore, formerly with NBC, orchestra includes pianist Graham Forbes, who has played with Red Norvo, Charlie Barnett and Bunny Berrigan; Greg Verga, trumpeter formerly with Harry James and Bunny Berrigan, and accordionist Cliff Scholl, who starred with Borah Minnevitich's band. Orchestra is fostered by C. E. Hoehn, plant manager, in the interest of plant morale.

United Broadcasting Company (WHK-WCLE), Cleveland, Ohio, has contracted with Press Association, Inc. for the special AP radio wire. Service will include Teletcripts and hourly summaries in addition to AP dispatches.

Staff of KGVO, Missoula, Mo. held a picnic last week-end Forest Service camp ground in Canyon... Jimmy Barber, as manager of KGVO, has been appointed to the publicity committee of the staff of the Third War Drive for Missoula County. It has scheduled "Treasury Star Picnic" daily, as have many others, local programs have been scheduled for an around-the-clock drive on opening days, and a street dance. Bond auction will be aired for 30-minute periods on the night of September 9.

New participating sponsor on the Cincinnati, Ohio, "Everybody's Hour" program is the American Natural Chemical Company, Cincinnati. Their product Agrico, commercial fertilizer... Charles Lanius, former newsman and NBC correspondent, who was in Cincinnati a few months back as a World Front Guest Observer, is tutoring for Gregor Ziemer this week WLW "Background" broadcasts.

Susanna Foster, young singer of the screen and former Minnetonka girl, was interviewed by Dan Aldrich on the "Calling All Women" program over WCCO, Minnetonka, Minn., recently. She was in Minneapolis making personal appearance connection with her latest picture John Merrifield, farm service director of WHAS, Louisville, Mo., a recent guest of Larry Haeg, farm news editor.

Terrell On Leaving FCC Draws Eulogy From

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday released a letter from Chairman James Lawrence Fly to William Terrell, who retires next week as head of the Commission's field division, engineering department, 40 years of government service, 72-year-old veteran was chief of radio division of the Department of Commerce from 1915 to 1932. He became field chief for the Federal Radio Commission, and two years later, for the FCC.

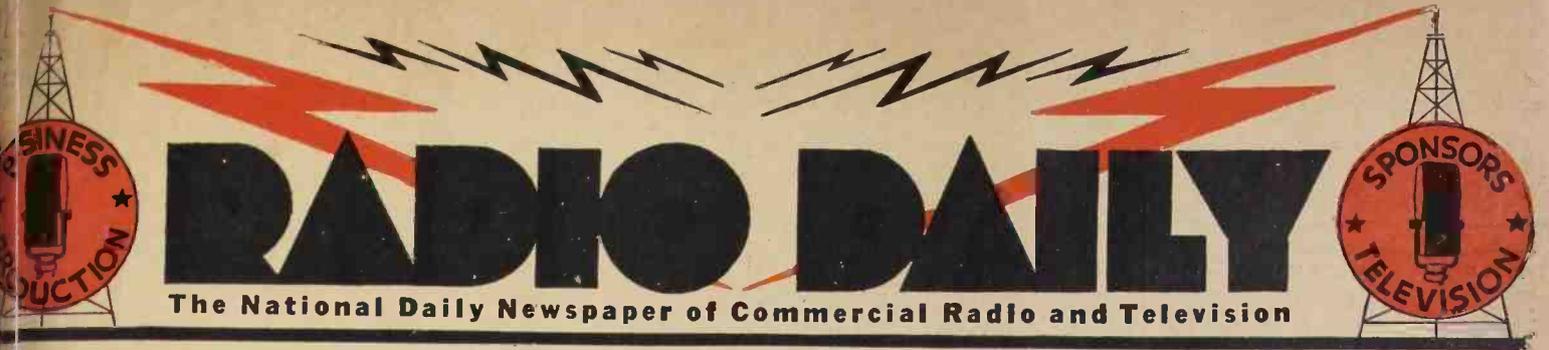
In his position as radio chief of the Department of Commerce, Fly, Terrell "contributed more than any other government official to the early growth of broadcasting of high frequency communication." Fly also lauded Terrell's work for the FCC, and as government representative at a number of international radio conferences. He thanked him for remaining at his post for the past two years, although he had reached the age at which federal employees retired by law. Presidential appointment was required to keep Terrell at post.

1943 BIRTHDAYS

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

August 26

- Jack Berch
- George Francis Hicks
- Ward Landon
- Larry Larsen
- Charles Michelson
- Frank Pfaff
- Paul Valencia
- Winifred Wolfe



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

24, NO. 41

NEW YORK, N. Y., FRIDAY, AUGUST 27, 1943

TEN CENTS

CIO In Petition To FCC

Committee Turns To WOV Staff Quiz

Investigation of the FCC by the committee took a wide detour today in its efforts to link up the session with the activities of WOV. What started out to be an investigation of the FCC turned into a quiz session of the personnel involved. The concatenated process was led by Eugene L. Garey, counsel to the committee, in building up the case against the Commission

(Continued on Page 5)

Pending Buys Babe Ruth Over 28 NBC Stations

Spalding and Brothers, Inc., sporting goods house, will buy the "Babe Ruth in Person" program over the full NBC basic network over 28 stations, beginning today, August 28 at 10:30 a.m. Hanly is the agency. The NBC contract marks the first time that the Spalding firm, now dealer of the majority of its facilities, has used network facilities.

Babe Ruth program started

(Continued on Page 2)

Fighter Wing Show Scheduled Over Mutual

New York Fighter Wing of the United States Air Forces, in behalf of the United States War Relocation Authority, will present a new weekly half-hour program over Mutual-WOR-MBS Fridays at 4:30-5:00 p.m. effective Sept. 3. The program will be of a variety nature, featuring stars of stage, screen and radio with Milton Berle and the cast

(Continued on Page 4)

Far Fetched

The more fans the better is usually the motto of radio, but not with Elsie Dick, director of religious programs for WOR, who finds her admiration for her work extends to the lower branches of the animal kingdom. Awakening one morning she found a large insect crawling over her from a vantage point on the pillow. One swat killed her the insect—a praying mantis.

Sevareid Rescued

Eric Sevareid, CBS correspondent who recently made a parachute jump to safety along with other passengers in a plane bound from India to China has been rescued from the small Burma village in which he landed. News came last night from Larry Leseuer via cue-channel from London. Leseuer said Sevareid is in "an elaborate" town in India called Mokokchung.

National War Fund Gets Web Start Oct. 4

A nationwide broadcast on October fourth will mark the official start of the 1943 National War Fund Campaign. On that signal, in every section of the country local drives will be launched. The result should be the most tremendous appeal that America has ever known—a single appeal for \$250,000,000 to support vital relief work on the military front, and the home front. This united campaign is to support 17 major war relief agencies and countless local activities supported

(Continued on Page 3)

Bob Hope—"Barn Dance" Renew For Year On NBC

Chicago—Renewal of two popular NBC programs, the Bob Hope show and the "National Barn Dance," for another 52 weeks was announced yesterday by Paul McCluer, sales manager of the NBC central division. Network of the Bob Hope show has

(Continued on Page 4)

Joint Conference In New York Asks Aid In 'Food' Campaign

Four New Programs Set By United Press Unit

United Press Radio News Manager, Phil Newson, has announced that starting Sunday, stations served by the high-speed UP radio wire will be supplied with four new bonus features. "In Your Neighborhood," "Tomorrow's World," "Great Moments in Sports," "Places in the News," as

(Continued on Page 6)

Charges NAB Unfair To Labor Unions; Asks Right To Intervene In Pending Hearing On Sale Of Blue Network

Establish State Quotas For Third War Loan

Washington—The Treasury Department today announced quotas for each of the 48 states and for the territorial possessions for the Third War Loan Drive which opens September 9. These contributions are expected to provide a major share of the state totals with a goal of \$15,000,000,000 for the country as a whole. The state quotas range from \$4,709,000,000 for

(Continued on Page 5)

Two New Commercials Readied For Blue Net

Two new commercials have been readied to start on Blue Network early next month by F. W. Fitch Co. and Dubonnet Corp. New "Fitch Bandwagon" will be launched Sept. 8 when the F. W. Fitch Company will begin presenting the series on the

(Continued on Page 2)

Victory Square Group Outlines Dedication Plan

Symbolic of the new spirit for a quick victory, representatives of the entertainment industry were informed yesterday by L. E. Thompson, chairman of the Victory Square Committee

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Demanding more free time on the air, also the lifting of restrictions on use of radio in an organizing campaign and the establishment of machinery to adjudicate labor-broadcast controversies, the CIO this morning petitioned the FCC for permission to intervene in the September 10 hearing on the sale of Blue Network from RCA to the American Broadcasting interests headed by Edward J. Noble.

The CIO action was in the interest of securing relief necessary when

(Continued on Page 6)

'Poland vs Hitler' ETs May Hit 500 Outlets

Although 193 stations now list the broadcast of the Poland vs. Hitler series, Thomas M. Kelleher, manager of the WOR Recording studios, expects approximately 500 stations to include the series as part of their programs of the week.

Coordinating the current importance of Poland in the midst of the

(Continued on Page 6)

"Renfro Valley Folks" Increases Time On CBS

Ballard and Ballard Company of Louisville, Kentucky, has announced an increase in the time schedule of its program, "Renfro Valley Folks,"

(Continued on Page 2)

Boomerang

John Watkins, WCKY, Cincinnati, announcer, bears the mark of valor over his right eye, and station has an unblemished mike. Preparing to make a newscast, Watkins was maneuvering a lamp into position when he backed into the mike. Putting equipment before safety, he planted his foot on the base before it hit the floor. It boomeranged like the old familiar rake!

(Continued on Page 6)



Vol. 24, No. 41 Fri., Aug. 27, 1943 Price 10 Cts.

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

(Thursday, August 26)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Chg. |
|-----------------|---------|---------|---------|-------|
| Am. Tel. & Tel. | 155 3/8 | 155 1/4 | 155 3/8 | + 3/8 |
| Gen. Electric | 37 | 36 3/4 | 36 3/4 | + 1/4 |
| Philco | 22 3/4 | 22 1/4 | 22 3/4 | + 1/4 |
| RCA Common | 9 3/4 | 9 1/4 | 9 3/4 | + 1/4 |
| RCA First Pfd. | 69 1/2 | 69 1/4 | 69 1/2 | + 1/4 |
| Stewart-Warner | 11 1/4 | 11 1/4 | 11 1/4 | |
| Westinghouse | 9 1/8 | 9 1/8 | 9 1/8 | |

OVER THE COUNTER

| | Bid | Asked |
|------------------------|--------|--------|
| Farnsworth Tel. & Rad. | 8 3/4 | 8 3/4 |
| Stromberg-Carlson | 10 1/4 | 11 1/4 |
| WCAO (Baltimore) | 19 | 22 |
| WJR (Detroit) | 27 1/2 | 29 1/2 |

"The Editor Speaks" Starts On NBC Sunday

New series of six programs will be inaugurated Sunday by NBC as a summer replacement for "Lands of the Free," 4:30-4:55 p.m., EWT. Entitled "The Editor Speaks," it is planned to pick up important writers and editors from various parts of the country and by prearrangement they will choose their topic. Subject chosen by the initial group is "The Quebec Conference." Taking part on this Sunday's show will be Robert C. Notson, managing editor of the "Portland Oregonian"; E. F. Tompkins, chief editorial writer for the N. Y. "Journal American" and Charles C. Wertenbaker, foreign editor of "Time" magazine.

Both the replacement and former show are NBC Inter-American University of the Air programs.

Victory Square Group Outlines Dedication Plan

(Continued from Page 1)

tee, at a luncheon at Toots Shor's restaurant that the Victory Square, located between 50th and 51st Streets and Sixth and Seventh Avenues, will be dedicated in the splendor of an official ceremony either September 1 or 3. A galaxy of stars of radio, stage and screen will participate in the ceremonies and subsequently present on the stage within the tent area in an elaborate show for the entertainment of war bond buyers.

Five committees representative of the entertainment industry will be formed to arrange and coordinate their respective talents and programs with James Sauter, chairman of the general entertainment committees. Chairman to guide (1) bands, (2) night clubs, (3) concert artists, (4) talent, (5) booking will be selected. Each of these chairmen will form his own active working committee, and in turn the chairmen of their respective committees will act as liaisons with Sauter & Thompson.

Nevil Ford, active with the Treasury Department, said that the industry "has a terrific job to do" in lieu of the \$4,700,000,000 "debt" the Treasury has placed on New York State alone. Whereupon Sauter assured John P. Jones, also affiliated with the Treasury, and Ford and Thompson that they can expect the full cooperation of the industry.

Thompson generalized the program before the representative body at the luncheon. He said that the committee will try to put on shows that will be a credit to the industry. In as much as the dedication "is still a few days off," and the subsequent drive a little later, nevertheless, preparations indicate that the shows will be extraordinary. He also added that at 5 p.m. every day a company of soldiers from Governor's Island will be on hand at the Victory Square to blow "retreat."

It was announced earlier at a War Finance Committee meeting, chaired by W. Randolph Burgess, that special arrangements will be made to have local stations set-up remote transmitting equipment to broadcast the special bond shows.

Amongst the representatives of the entertainment industry and the press in attendance at the luncheon were: John P. Jones, Nevil Ford, L. E. Thompson, James Sauter, Leo Brecher, Sonny Weiblen, Larry Puck, Harry McDonald, Herman Pincus, Arthur H. Ashley, Bert Ennis, Mori Kushin, Terry Ramsaye, L. Walters, Vince Jacobi, Marvin Kirsch, Jack Alicoate, Alf H. Morton, William Feinberg, Mac Pomerantz, Fred G. Krauss, R. Baremore, James M. Jerauld, Nick Konecoff, Fred Steig, Zeb Epstein, Bob Shapiro, Bob Weisman and Jessie Kaye.

Sinatra Buys Pact Release

Los Angeles—Frank Sinatra has announced that he has purchased the interest held on him by Tommy Dorsey and Leonard Vannerson for "more than \$50,000 in cash."

Two New Commercials Readied For Blue Net

(Continued from Page 1)

Blue Network. The new "Bandwagon" will be heard Wednesday from 9 to 9:30 p.m., EWT, on 142 Blue stations. L. W. Ramsey Company, Chicago, is the agency.

In taking the Blue road, the Bandwagon's guest passengers will be top-flight songwriters, one of whom will be featured each week along with his songs. Freddy Martin's orchestra will supply the music for the entire series, while Tom Reddy will be heard in his familiar role as the master of ceremonies.

Dubonnet Corp. will launch Dubonnet time with Xavier Cugat on the Blue Network Saturday, Sept. 4. Of nighttime calibre, the new show is the first of its type to be backed by an advertiser in an early daytime period. The Cugat program will be heard Saturday from 11-11:30 a.m., EWT, on 80 Blue stations. William Weintraub & Co., New York, is the agency.

Originating in the Blue Network studios in Hollywood for at least the first 11 weeks of its run, the new Dubonnet show will feature the Cugat orchestra, singer Lina Romay, the Cugat choir and a male singer yet to be selected. Each week's program will present a combination of Latin-American airs and popular American ballads.

Dubonnet formerly sponsored "Alec Templeton Time" on the Blue Network. A five-minute program heard Monday, Wednesday and Friday on 74 stations, Templeton was presented for 26 weeks, with the last performance on August 27.

"Renfro Valley Folks" Increases Time On CBS

(Continued from Page 1)

heard over a network of 18 CBS stations.

Previously heard Tuesday through Friday from 8:15 to 8:30 a.m., EWT, the program will be broadcast at the same time on Wednesday and Thursday, and the client has added 15 minutes to the Friday program, putting it in the 8:15 to 8:45 niche. Ballard has discontinued the Tuesday program, but has scheduled "Renfro Valley Folks" for a half-hour on Sunday mornings from 9:00 to 9:30 EWT. Thus the client adds 30 minutes to its CBS schedule. The effective date for the new time set-up is September 1. Henri, Hurst & McDonald, Inc. is the agency handling the account.

COMING and GOING

MILLER McCLINTOCK, president of leaves Monday for the Yankee Network which will be held in Boston. He will be accompanied by EDWARD W. WOOD, Jr., sales manager; ADOLPH J. OPFINGER, program manager, and HARRY TRENNER, sales representative.

JULES HERBUVEAUX, program manager of NBC central division, is back in Chicago following a trip to New York. JACK RYAN, manager of the central division's press department, here. He will return to his Windy City office over the week-end.

HOWARD LANE, central division field manager for CBS, left yesterday for the Chicago headquarters of the network.

JULES ALBERTI, recently placed in charge of radio advertising for 20th Century-Fox, is in New York following a business trip to England.

CLAIRE and MERNA BARRY, singing heard on WHN, have returned from All where they appeared at a War Bond rally.

PARKS JOHNSON and ED SULLIVAN, the latter pinch-hitting for the vacationing William Hull, will be in Pensacola, Fla., on Monday for the broadcasting of the "Vox Pop" from the U. S. Naval Air Station.

MERLE S. JONES, general manager of WHN, St. Louis, and ROBERT DE VOE, account manager for the station, are in New York for conference at the Columbia offices.

Spalding Buys Babe Ruth Over 28 NBC Stations

(Continued from Page 1)

June 5 on WEAJ only but went to the network July 3. Its present format which will be continued under sponsorship, consist of a 15-minute question-and-answer period with Bambino using his long experience and keen baseball sense to solve problems put to him by youngsters in the studio audience.

"HOT" AVAILABILITY!

Six—5 minute News Periods

Monday thru Saturday \$85.00 a week!

At one swell time 8:00 to 8:05 A.M.

WITH



IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

THIS LITTLE BUDGET WENT TO **WORL BOSTON MASS.**



WBNX NEW YORK
WITH THE MOST INTIMATE AND EFFECTIVE PROGRAM APPROACH TO AMERICA'S LARGEST MARKET
5000 WATTS Directional
OVER METROPOLITAN NEW YORK

National War Fund Gets Web Start Oct. 4

(Continued from Page 1)

...ed by community chests in hundreds of cities. Americans will be urged to give to their own community campaign and through it to the National War Fund.

...uring the campaign, appeals for contributions will reach the public by radio, through magazines and newspapers, and on outdoor boards and posters.

...Henry M. Wriston, president of Bryn Mawr University is chairman of Public Relations for the fund.

...Chairman of the General Publicity Advertising Committee is Thomas J. Brophy, president of Kenyon & Eckhardt Inc. Other members of this committee are Edwin Cox, Bernard Lichtenberg, Thomas J. Ross, Raymond Rubicam and James W. Young.

...Publication advertising was produced by a committee representing five different advertising agencies, with John P. Cunningham of Newell-McCann Co. serving as chairman.

...Working with him are Julian Field, Edward Newton, Ted Patrick, Wilfred Brooks Smith and Walter Weir.

...Edward Mante is supervising publication production.

...Outdoor and poster advertising is handled by Paul Holder, of McCann Erickson. Serving with him are Carl G. Gaus, George Dearnley, Kerwin H. Johnson and Herbert Noxon.

...Joseph R. Busk of Ted Bates Inc. handles the Radio Scripts and Production section.

...Serving with him are Heagan Bayles, Maurice H. Bent, Hubbell Robinson, Carl Swanson, and Harold Wengler.

...Chairman in charge of Publicity is Bernard Lichtenberg. His committee includes Carl Byoir, Gerald Swinehart, T. J. Ross, Harcourt Parrish, John W. Hill, E. M. Thierry, and David Hinshaw.

...The Office of War Information has allocated network time for National War Fund radio programs during the four weeks which follow October fourth. The Office of War Information has also allotted time on local stations for special community programs.

...A series of 55 advertisements have been produced by the Publication Advertising Committee. These dramatically portray the need for and the purpose of the National War Fund. Portfolios containing this series will shortly be placed in the hands of local campaign committees.

...**Formed At FDR Behest**

Posters, billboards, publicity and feature stories will be available for use by local National War Fund committees.

The National War Fund was formed on the recommendation of the President's War Relief Control Board. It presents a single, united appeal which eliminates competition between relief agencies, saves the time and effort of voluntary workers, prevents duplications and reduces administrative expense. The war relief agencies represented are: USO, United Seamen's Service, War Prisoners Aid, Belgian War Relief Society, British War Relief Society, French Relief Fund, Friends of Luxembourg, Greek War Relief Association, Norwegian Relief, Polish War Relief, Queen Wilhelmina Fund, Russian War Relief, United China Relief, United Czechoslovak Relief, United Yugoslav Relief Fund, Refugee Relief Trustees and United States Committee for the Care of European Children.

...gets results by Dunphy—Popular tunes by Ted Lawrence—Latest AP and INS news hourly at a quarter of the hour!

...the WINS "Sports Parade"—a daily, round, star studded feature with powerful appeal to men and women in America's number one market.

...offers a real advertising opportunity. Want to know more about it?

...further information call

WINS

BRyant 9-6000

PROMOTION

WOV's Slogan

"There's something 'Special' about WOV," is the title of a recent promotion sent out by the New York station. With a Peter Arno-like sketch of a be-moustached, wing-collared gent with an apron around his fat middle, standing on a ladder hammering up a WOV "Special Sponsor Award" (the head of a sponsor on a plaque) with nails handed to him by a haughty butler, the message points out that the "something 'Special'" is not its award from "Billboard," not its award from "Tune In," not its award from the 1942 NAB Convention (all of which are up on the wall), but its survey from Hooper which shows that "WOV reaches more people at lower cost than any New York independent station" between 8 and 10 p.m.

Re WENR's Biz Outlook

Cover of a recent WENR, Chicago, program schedule points up the fact that "Outlook for WENR Business Is

Best In History." Listing new advertisers and renewals for this fall, station includes a cost analysis of major Chicago stations which shows WENR's cost per family to be lowest of four stations. Schedule is printed on the two inside pages, while on back page is a WENR coverage map by state and county.

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Cox Sessions Resume In Capital Monday

Washington Bureau, RADIO DAILY
Washington—Washington sessions of the Cox Committee will resume Monday morning with draft deferment of FCC employees the first topic of the inquiry it was revealed here yesterday by the committee office. Hearings are scheduled definitely for Monday and Tuesday.



From the pages of a great magazine... comes a thrilling new Radio Series.

MODERN ROMANCES

Every one of these exciting dramas is true—every one is different—every one is complete in itself—every one is timely and in tune with today.

MODERN ROMANCES is more than an "escape" program. It dramatizes the domestic and love problems that millions now face, it brings relaxation, inspiration, and solace to men and women of all ages.

Taken from the pages of one of America's fastest-growing magazines, MODERN ROMANCES is expertly dramatized, excitingly acted, skillfully produced. And because each of the 15-minute programs in the series of 39 is complete in itself, MODERN ROMANCES gives you time-buying flexibility; you can spot it at whatever time is most advantageous and economical.

MODERN ROMANCES is a program so effective, so strong in audience-attraction, so certain to do a great sales job for its sponsors—that you can't afford to overlook it in making your plans. Write today for full information, audition records, and availability data.

MODERN ROMANCES is NOT for Sale in North Carolina, Virginia, South Carolina, Florida and Georgia.
The Columbia Baking Co., Atlanta, Ga., through the Freitag Advertising Agency, is sponsoring MODERN ROMANCES in these states on 27 stations, using evening time on 17 of them.

NBC RADIO-RECORDING DIVISION

NATIONAL BROADCASTING COMPANY

RCA Bldg., Radio City, NEW YORK • Merchandise Mart, CHICAGO
Trans-Lux Bldg., WASHINGTON, D. C. • Sunset & Vine, HOLLYWOOD, CAL.

Los Angeles

By RALPH WILK

OUR selection of the week of the most photogenic non-professional—Marjorie Hurst, secretary to Gil Paltridge, KFI-KECA promotion and public service manager.

Charles Seel, "Melvin Foster" on "A Date With Judy," was first nipped by the acting bug 20 years ago when he crashed a motion picture set. He immediately gave up his \$6 a week job as an office boy and went scouting for a job in the theatre—and a legitimate place before the camera.

Al Span, CBS West Coast sound effects director, became a father for the second time August 21 when his wife presented him with a girl, Adrian M, weighing five pounds, 12 ounces. The Spans also have another girl, two-year-old Carol Ann.

Headed by Producer Robert Hafter, the entire cast and crew of "I Was There" program, journeyed to the Los Angeles Red Cross Blood bank to donate their blood in the current Red Cross drive.

Ed Coleman and Ken Bennett, the latter formerly of Oakland, who are KFI-KECA have been re-classified 1-A and expect their Army induction notices soon.

"The Noah Webster Says" word quiz show will be responsible for at least two children knowing more words than most people, as the small son and daughter of Haven MacQuarrie, originator and director of the show, insist on learning all the definitions of the words used on the program.

Arthur Gilmore, announcer on "Dr. Christian" and "Stars Over Hollywood," leaves immediately for duty with the U. S. Navy at Quonsett, R. I. He's due for a commission as Lieutenant (j.g.). Members of Jean Hersholt's "Dr. Christian" troupe presented Gilmore with a writing case as a farewell present.

New Fighter Wing Show Scheduled Over Mutual

(Continued from Page 1)

of the Ziegfeld Follies scheduled to start off the new series.

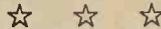
Program, scheduled to go coast-to-coast will feature local cut-off recruiting spots, plug going to civilians for volunteer service with the Air Forces as members of the Aircraft Warning Service. Program will be produced by Roger Bower and was set by Ray Nelson, daytime program manager with Lieut. Norman Weiser, Public Relations Officer for the Fighter Wing.

From *To Nite* ...
CARNEGIE HALL
TINY HILL
 Management FREDERICK BROS. MUSIC CORP.
 New York Chicago Hollywood



Reporter At Large . . . !

● ● ● At a luncheon held yesterday at Toots Shor's, a group representing every phase of the entertainment world and the press, listened to talks by Major L. E. Thompson and Jimmy Sauter, who outlined the necessity of co-ordinated effort to help the U.S. Treasury successfully launch and sustain the Third War Bond Drive... Victory Square, formulated on the ideas of Pat Powers, director of Special Events for the Treasury Dep't, occupying the site adjacent to the Roxy Theater between 50th and 51st streets, will present shows nightly and top names of the Theatrical World will be called upon to help... the quota for New York State is \$4,700,000,000.00... Radio folk have been doing, are doing and will continue to do whatever is asked to "Back The Attack"... Conrad Thibault has relinquished his vocalist spots on the "Manhattan Merry Go Round" and "American Melody Hour" programs to devote most of his time entertaining at Army camps and bases... MGMoguls are definitely interested in Lon Clarke, heard on the CBS show, "Bright Horizon" and who also does a swell MBSleuthing job as "Nick Carter"... Jack Eigen was renewed for 52 weeks on WMCA by Crawford Clothes and 13 weeks on "Keep Ahead." WORchid by Edelbrew Beer on the same day... 'Tis rumored that Don Langan, ace commercial writer and program supervisor has resigned from his agency over a disagreement on company policy.



● ● ● Marilyn Day, heard for eight years on "Coast to Coast on a Bus," former vocalist for Johnny Long's band and a member of the WJZ "Victory Troupe," left Gotham yesterday for the coast and a singing role in a forthcoming Universal flicker... Clayton Collier will be the new announcer when Ralph Edwards' "Truth Or Consequences" program NBCCommences Saturday... Frank Sinatra will guestrill on the Joan Davis Thursday nite program, September 9... Vick Knight, songwriting producer of the Jack Carson CBSouper-duper, is in Nieuw Amsterdam on a short business trip... he returns to Hollywood next week, but not until he has seen the New York Yankees in action... Johnnie Hereford, former CBStaff organist has been doing a remarkable "one-man job" of supplying the season's dance music at Jenkinson's Pavilion at Old Point Pleasant, N. J... the music of her Hammond Pipe Organ, sends jitterbugs into ecstatic rhythms, formerly induced by 'name bands' at this resort... Jimmy Blair, the Blue Net's new contender in the swooning sweepstakes, makes a return guest appearance on the "Basin Street" Sunday Niter... Gregory Coleman (Emil's brother and manager) has opened his own talent agency... Phil Brito now handled by General Amusements... turned down a three-month vaude tour to retain his three-times-weekly Blue Net spot... Phil Davis Ork Pilot, heard on the "Fountain of Fun" show for the Milky Way products on WLW, in town with several novel musical scripts.



● ● ● Jean Colbert, WCAU commentator, who has been invited by the Mexican Government to interview that Nation's 'biggies' in Mexico City Sept. 6, was given her radio start in 1931 when Nick Keesely cast her in "Tell Us Your Story," one of the early CBSoperas... Mary Margaret McBride WEAFfeature, celebrates her third anniversary on that station Monday... Three picture companies, Paramount, Columbia and Republic, seem interested in Michael Sage, WMCannouncer... the high ratings enjoyed by Bob Emory's brainchildren, "Rainbow House" and "Archie Andrews," heard over MBS and the Blue, respectively, are the fruits of 22 years of 'active radio study'... Bob started his radio career in Beantown in 1921... Alan Holt, leaves the "Manhattan Merry Go Round" program after the Sept. 5 broadcast to take an overseas field post with the American Red Cross.

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

TOPPING business at WMAQ—
 A new order for 52 one-minute spot announcements placed with the Chicago Restaurant Association through McCann-Erickson for weeks, starting August 30th. Announcements will be "Help War appeals for the restaurant men... Balaban & Katz, through M. Fisher associates, continue its sale of motion picture advertising, ordering 15-minute, one-minute, and 30-second announcements, 12 days to "For Whom The Bell Tolls" three to "Victory Through Power."

Vacationers at NBC include J. Waller, director of public service; John Keyes, press; Alice Weidenfeld, advertising and promotion; Lou Den, local and spot sales, and L. Skidmore, secretary to Paul McCann.

Arthur G. Pearson, central division NBC purchasing agent, who does as a Justice of the Peace at Deerfield Township, Ill., will officiate at the wedding of William I. building maintenance staff, and Lynn Carlson on Saturday, August 27.

Lee Marshall, copywriter at R. M. Seeds agency, has been inducted into the army and assigned to Camp Grant, Ill.

Hildegard's "Beat the Band" on NBC will originate in New York from September 23rd to January and on January 13th the show moves to Chicago, where Hildegard opens a twelve-weeks' engagement at the Palmer House.

Mrs. Raymond Jeffers, wife of the public relations director of the R. M. Seeds agency, has returned to hospital for a second spinal operation.

Beverly Kelly, of the radio of the Ringling Circus, off to New York to aid in the production of "Big Top Dynasty" on the "Playhouse," Saturday, August 27 at 10:30 a.m., CWT.

Bob Hope—"Barn Dance" Renew For Year On NBC

(Continued from Page 1)

been increased to 133 outlets, six more stations than last year. New stations added to the network are WCAU, WBOW, WSAM, WENY, WEAU, KMED.

"National Barn Dance," heard Saturdays, will be aired over a network of 70 NBC outlets from 8-11 p.m., CWT. This program will serve its tenth anniversary on the network for Alka Seltzer on October 2nd, date of the 52-week renewal.

TOP PRODUCERS & WRITERS

AVAILABLE NOW—CALL

FRANK McGRANN

POSITION SECURING BUREAU, INC.

(Agency)

331 MADISON AVE., N. Y., MU. 2-649

Committee Turns To WOV Staff Quiz

(Continued from Page 1)

down when the links between personnel hired by WOV and the use of power over the personnel FCC was not clearly brought

Radio Tabet, a former Italian Artillery officer by conscription, who came to this country after the Italian racial laws were put into effect, and curator of WOV, was charged by the FCC with censoring religious pro-

Formulated Censor Code

Tabet, under the examination of the committee, admitted that he assisted in formulating a code of censorship in cooperation with Mario Ferrarini-Hutton, former WOV program director. Tabet charged Tabet with censoring religious programs and cited a phrase of the Lord's Prayer which was included in a program Tabet said he referred to his program director before censoring. It is Tabet's contention that since he was following, in the strict sense of the letter, the code which he and Ferrarini-Hutton conceived from instructions of the Office of Censorship he is doing what was required

Explains Change

Tabet contended that in talking of "peace" he was obligated in the case to first state that, "the peace of America is necessary for humanity to find its peace." And that in the notation in the script, "Let us pray for those who, enacted by the force of Satan, have attempted to lead us," was changed because, "being part of a commercial program specifically the LaPerla program which fact was not noted to the record or brought out in testimony should mention the human victory because it might be construed as passive or mislead a glib listener.

Tabet also testified that another change which he made in a script was a fable based on religious tales, was necessitated because in the American dialect the word in question would have had a double meaning. It was his testimony that, in eliminating the word which appeared in many places he clarified the meaning of the script.

Charges FCC Responsible

Tabet stated to Chairman Cox "You have heard the testimony of three men who are censors; Lupis (Giacoppo) Nissim (Renzo), and Tabet (Duccio) and it is our position the FCC must accept responsibility for the acts of these people because of them because it now appears in evidence before the committee that all of the personnel on radio stations, their actions and activities, were by direction of the FCC investigated; and you will find that while this large staff of operators that were turned loose throughout the country to investigate the personnel of these stations found with many innocent people, they were left to remain on stations with-

WHO'S WHO IN RADIO

EDWARD J. NOBLE

THE most talked of personality in network broadcasting during the past few weeks, Edward J. Noble—who has signed an agreement for the purchase of the Blue Network Co., Inc., subject to customary approval—comes to national radio with a broad background in many fields of industry and civic work.

First chairman of the Civil Aeronautics Authority, he also is an educational leader. Himself a graduate of Yale and holder of an honorary degree of LL.D. from St. Lawrence U, Noble has taken leadership in general education and public welfare through the establishment of the Edward John Noble Foundation. Currently he is president of the board of trustees of St. Lawrence U. He is an Empire State native having been born at Gouverneur, Aug. 8, 1882.

To the business side of radio, Noble brings a background which includes: Under Secretary of Commerce; member of industrial advisory committee of Federal Reserve Bank of New York; chairman of the board and director of Life Savers Corp., and extensive holdings in New York State real estate, Sterling Products and others.

His financial operating experience includes, in addition to his association with the Federal Reserve Bank of New York, a directorship of the Commercial National Bank & Trust Co. of New York. From 1917 to 1919, Noble served as a major in the Ordnance Dept.

A little less than three years ago, Noble, whose experience up to that time had been confined to the purchasing of radio time, became the owner of WMCA in New York, one of the nation's leading non-network stations.

Noble is married, the father of two daughters, and resides at Round Hill Road, Greenwich, Conn. He is a member of the following organizations and clubs: Beta Theta Pi, Round Hill, Field, Beach, Greenwich (Conn.) Riding, Chevy Chase (Md.), Cloud, Yale (N.Y.) Boca Raton (Boca Raton, Fla.), and Thousand Islands Club (Alexandria Bay, N. Y.).



Looms large on radio horizon

out criticism men engaged in the practices and activities of these three men."

It was the Committee's duty now, Garey said, "to decide what legislation is required and what action may be desired by reason of the Commission permitting these people on these stations."

Arthur Simon Heard

Arthur Simon, general manager of WPEN testified briefly concerning his relations with the FCC. He stated that his testimony given in Garey's office was corrected by him and allowed to be read into the official record.

The recorded testimony given by Simon revealed that while he knew that the FCC and the OWI didn't have the power to remove any one from the air he did take some of his station personnel off at the insistence of government agencies which didn't have that right.

Weil Resumes Testimony

Ralph Weil, manager of WOV, resumed his testimony and stated that, whenever hired Arnold B. Hartley, formerly of WGES because he was recommended by Lee Falk of the OWI. He did testify to the fact that Hartley's name was suggested by Lee Falk to Harold Lafount, vice-president of the Woddam Corp., operators of WOV. He felt that the recommendation of a member of a government agency was important. Garey charged that the station's acceptance of the

recommendation was a way of currying favor.

The question of Stefano Luotto came up and Garey wanted to know why Weil didn't put him back on the air. Weil said that it was his opinion that there was an agreement among Foreign Language Broadcasters not to hire anyone who had been removed from the air.

He also testified that station personnel had written to the FBI asking information about those in the foreign language field who were employed by the station. But there was no forthcoming information from the FBI.

In questioning Weil, Garey wanted to know why he had written the FCC to tell them about the station's operations.

Weil replied, "I think it was a good idea to tell all government agencies about the station's operations."

Garey referred to this statement as "One of those things," of "For God's sake tell us what to do." He characterized this attitude with "a lack of courage against the tyranny of this bureaucracy. (FCC)."

In referring to the Luotto case Garey wanted to know when a decision would be forthcoming regarding Luotto's return to the air over WOV which Weil answered by saying, that he'd make his mind up when, "I can get back to the station and attend to station business."

It is expected that the final New York hearings will be held in this city today.

Establish State Quotas For Third War Loan

(Continued from Page 1)

New York to \$12,000,000 each for Nevada and Wyoming. The Quota for the territorial possessions has been set at \$21,000,000.

The quotas by states (in millions of dollars) are as follows:

| STATE | AMOUNT |
|-------------------|--------|
| Alabama | 108 |
| Arizona | 32 |
| Arkansas | 58 |
| California-No. | 424 |
| California-So. | 422 |
| Colorado | 72 |
| Connecticut | 453 |
| Delaware | 49 |
| Dist. of Columbia | 94 |
| Florida | 117 |
| Georgia | 137 |
| Idaho | 25 |
| Illinois | 921 |
| Indiana | 257 |
| Iowa | 196 |
| Kansas | 112 |
| Kentucky | 126 |
| Louisiana | 123 |
| Maine | 53 |
| Maryland | 196 |
| Massachusetts | 783 |
| Michigan | 41 |
| Minnesota | 216 |
| Mississippi | 53 |
| Missouri | 320 |
| Montana | 35 |
| Nebraska | 103 |
| Nevada | 12 |
| New Hampshire | 39 |
| New Jersey | 585 |
| New Mexico | 14 |
| New York | 4,709 |
| North Carolina | 145 |
| North Dakota | 29 |
| Ohio | 698 |
| Oklahoma | 100 |
| Oregon | 104 |
| Pennsylvania | 1,071 |
| Rhode Island | 81 |
| South Carolina | 61 |
| South Dakota | 35 |
| Tennessee | 141 |
| Texas | 420 |
| Utah | 41 |
| Vermont | 27 |
| Virginia | 153 |
| Washington | 191 |
| West Virginia | 76 |
| Wisconsin | 298 |
| Wyoming | 12 |
| Alaska | |
| Canal Zone | |
| Hawaii | 21 |
| Puerto Rico | |
| Virgin Island | |
| TOTAL | 15,000 |

Talent Lineup Completed For New Roma Wine Show

The Andrews Sisters, Maxine, Patty and LaVerne, jive harmony singers, join Mary Astor, Charles Ruggles and Mischa Auer as regular featured performers on Columbia network's "Roma Show" Thursday, September 2, WABC-CBS, 8:00 to 8:30 p.m., EWT. Rebroadcast at 12:00 midnight).

On this comedy show, Mary Astor is mistress of ceremonies and Charles Ruggles does the comedy. Mischa Auer contributes another episode of "The Memoirs of Mischa the Magnificent."

Lud Gluskin is musical director.

ANNOUNCERS

Several experienced ad lib men will find permanent spots with a 10,000 watt full-time independent, this month. Opportunities are unlimited. The station is WIBG, Philadelphia. Nearby applicants apply in person. Others send ETs and photos.

All Media Requested To Aid Food Campaign

(Continued from Page 1)

industries by Marvin Jones, WFA; Chester Bowles, general manager of OPA; Palmer Hoyt, OWI director of domestic operations; Vernon Beatty, advertising director for WFA, and Charles G. Mortimer, Jr., vice-president of General Foods Sales Company, coordinator on food campaigns for the WAC.

Although there is insufficient food in total to satisfy all demands at home and abroad, Hoyt said, "Yet our food can shorten the war, save American lives and help write a decent peace if we use it properly." Thus the allied public service organs have been asked to utilize their time and space to increase promotion of "Food Fights For Freedom" on a huge scale. Promotional material for the campaign, prepared by the WAC, in cooperation with the OWI and WFA, is designed to inform the public about wartime food facts.

Local and network radio program tie-ins, store posters and displays, and advertising lay-outs in newspapers and magazines will be relied upon chiefly to convey yesterday's significant message to all Americans.

The consumer phases of the campaign, showing how food advertisers and others can support the program, are described in detail in a new brochure, while suggestions for participation by independent retailers, super-markets, chains and wholesalers, restaurants and institutions are contained in a separate booklet. Both may be secured from the War Food Administration, Washington, D. C., or the War Advertising Council, 60 East 42nd Street, New York, N. Y., or 1010 Vermont Avenue, N. W., Washington, D. C.

Husing-Dolan Scheduled To Start Pigskin Sept. 18

Ted Husing, Columbia's ace sports reporter and his assistant, Jimmy Dolan, plan to cover the outstanding football games of the country on successive Saturdays beginning Sept. 18. As in past years Husing will pick gridiron contests from week to week so as to bring sports fans the "game of the week." By keeping his schedule flexible Husing is able to determine from team records, as the season progresses, what games will provide the most excitement, and which are most important.

Two games expected to be high points in the 1943 season, the Army-Navy and the Army-Notre Dame will be broadcast by Husing.

Broadcasts of football games take on added interest this Fall since the curtailment in gasoline and pleasure driving will prevent attendance at the games and many of the nation's top teams cannot travel for inter-sectional games.

So Ted Husing's seat on the fifty-yard line will provide enjoyment for additional millions of sports and college alumni who heretofore have been regular eyewitnesses.

CIO Plea To FCC Hits NAB; Asks Voice At Blue Hearing

(Continued from Page 1)

labor organizations are not permitted either to buy time or to receive free time "to put their programs on the air," and follows several recent brushes with the NAB Broadcasting Code. The latest of these was only last week, when portions of a broadcast over WHKC, Columbus, Ohio, were cut from the script of Richard Frankenstein, vice-president of the United Automobile Workers (CIO) because they were in conflict with the NAB Code.

The petition referred also the NAB action of last April in amending the Code to prohibit use of the air for solicitation of membership. "The major activity of labor organizations is to extend their membership and the benefits achieved by them to workers as yet unorganized," CIO declared. Mention was made of the NAB advice to members last month that they should not sell time for series transcriptions made for the United Automobile, Aircraft, Agricultural Implement Workers of America (CIO).

The eleven points of the petition, as submitted by CIO General Counsel Lee Pressman, follow:

1. The Congress of Industrial Organizations is a labor organization representing approximately five million organized workers who, with their families, comprise over twenty million persons in the population of the United States.

2. The membership of the labor organizations affiliated into the Congress of Industrial Organizations have a vital interest in the operation of radio broadcast stations and radio networks. This interest arises from the fact that organized labor represents a substantial portion of persons composing that audience. Organized labor is also interested because it uses time on radio broadcast stations and radio networks.

3. This hearing affords an opportunity to present certain problems of organized labor in relation to radio broadcasting both to the Federal Communications Commission and to the radio broadcasting industry. Through the influence of the spoken word, and its ability to reach audiences numbered in the millions, radio is the outstanding medium of mass communications. To achieve its greatest benefits, organized labor must use this medium, and the radio industry in performing its role in the public interest must serve organized labor, which forms so large a part of its listening audience.

4. The members of unions affiliated to the Congress of Industrial Organizations desire to present to the public at large, as well as to potential members and themselves, radio programs regarding the merits of collective bargaining and the value of membership in a trade union, the legislative programs of the unions, discussions of public affairs, and labor's point of view on current public issues.

5. At the present time business and commercial concerns buy time from radio broadcast stations and the networks not only for the purpose of selling their particular product but to a growing extent for good-will programs and institutional advertising. Sustaining free time or a sustaining program is given by one of the networks at the present time to the National Association of Manufacturers. This is a half-hour program weekly. From time to time spokesmen for employing interests on the other end of the bargaining scale from labor are given time for speeches to present their program.

6. Organized labor, however, has only fifteen-minute sustaining program once a week on one of the major networks. From time to time officials of labor organizations and other spokesmen secure free time for speeches.

7. Although organized labor also is anxious to present programs for the purpose of securing the good-will of the community, certain restrictions exist which prevent labor's full participation in the public service of radio broadcast stations. Labor may not buy time on the networks or on a large number of individual stations. It has not been given a large proportion of the regularly organized sustaining programs on networks. Labor may not solicit memberships on the air. These restrictions are based on the code of the National Association of Broadcasters.

8. The National Association of Broadcasters is, of course, a trade association of the owners of broadcast stations. Some years ago this association adopted a code which provided that time is not to be sold for programs involving controversial issues but sustaining time may be given for such programs. Individual stations belonging to the National Association of Broadcasters, either acting on their own or with advice of the National Association of Broadcasters staff, have for practical purposes uniformly held that labor programs are controversial. It should be noted that the National Association of Broadcasters code has no provision that any time or a certain proportion of time need be given at all for controversial issues, so that a station or a network may abide by the code by neither giving nor selling labor any time on the air at all.

In the spring of this year, this code was further amended to provide that solicitations of membership in organizations are deemed to be unacceptable under the basic theory of the code and therefore time should be neither given or sold for this purpose. The major activity of labor organizations is to extend their membership and the benefits achieved by them to workers as yet unorganized. To the extent that broadcast stations and networks abide by this provision of the code, labor organizations are seriously crippled in one of their major activities.

9. A recent instance of the unfairness of the operation of the code, and indeed an example of the dangers inherent in the code, is the treatment accorded certain transcriptions of the United Automobile, Aircraft, Agricultural Implement Workers of America, affiliated with the Congress of Industrial Organizations, dealing with price control. The National Association of Broadcasters circulated its members on July 23, 1943, regarding these transcriptions for which the United Automobile, Aircraft, Agricultural Implement Workers of America sought to purchase time at commercial rates on various broadcast stations. The National Association of Broadcasters informed its members that this was a controversial program and should not be presented on paid time.

10. The above review of the National Association of Broadcasters code and its effects in restricting labor's use of the air points to a serious defect in the control and operation of broadcast stations and networks. Decisions to exclude labor from the air are made either by the individual broadcaster, the owners of the network, or by the commercial broadcasters represented in the code committee of the National Association of Broadcasters. In none of these bodies is there representation of the public, including labor, nor is there any machinery for appeal or relief from unfair and discriminatory actions of the code committee.

11. Operation of radio broadcast stations and radio networks in the public interest requires that the Federal Communications Commission and radio broadcast station management recognize:

(A) That a larger proportion of free time should be made available to labor organizations in the form of organized weekly recurring sustaining programs.

(B) That labor organizations should suffer no blanket restriction on their purchase of time on stations or on the networks.

(C) That labor organizations should suffer no blanket restrictions on their solicitation of memberships or use of broadcasting programs in an organizing campaign.

(D) That machinery should be promptly established for the relief necessary when

'Poland vs Hitler' May Hit 500 Outlets

(Continued from Page 1)

intriguing foreign policy of the Union, Kelleher has planned an extensive campaign to all program directors who have not as yet seen the dramatic series. Through the Polish Information Center of New York, WOR Recording Studios has a position to offer each program director, completely free of all charges, series of weekly 15-minute transcriptions. A minimum of 13 days is available. The series is introduced with a cabled message by the President of Poland, followed by dramatic presentations of actual incidents pronounced and written by Joel Kelleher. Henry Milo conducts and supervises the production of the "Poland vs. Hitler" series. Baron Steph Ropp, professor of geo-economics at Poznan College, acts as commentator.

In addition to the free distribution of the "Poland vs. Hitler" program, WOR Recording Studios through the Polish Information Center will arrange a promotion campaign for individual station booking the

Four New Programs Set By United Press

(Continued from Page 1)

a regular part of the program schedule. In making the announcement, Newsom said: "These four new series are timed to meet sponsors for new ideas and fresh material for Fall shows. The shows offer a variety of appeal and change of pace and will do an outstanding job for stations who want something new and different to offer sponsors."

"In Your Neighborhood" is a homey, down-to-earth five-minute daily show that brings radio listeners the human-interest and news from the lives of everyday people.

An institutional program, "The World's World" is a preview of the war world that tells the story of the marvels of the laboratory as well as the social and political developments that will revolutionize the world of tomorrow.

To satisfy demands for a new show, UP radio sports staff has developed "Great Moments in Sports" which recaptures the excitement of great sports events that will live forever in the memories of sports fans.

Rounding out its broad war coverage, both in spot news and in features, United Press is now offering "Places in the News" as an informative, background take-out on new places that dot today's headlines to explain the relation of events to the places where they occur.

With the addition of these four programs, United Press is now supplying radio stations with 20 spot daily and weekly features, expressly for radio by a special sales staff.

labor organizations are not permitted either buy or to receive free time for their programs on the air.

THE EXECUTIVE WHO STOPS TO THINK . . .



Knows that "10% for War Bonds isn't enough these days"

Workers' Living Costs going up . . . and Income and Victory Tax now deducted at source for thousands of workers . . .

Check! You're perfectly right . . . but all these burdens are more than balanced by *much higher FAMILY INCOMES for most of your workers!*

Millions of new workers have entered the picture. Millions of women who never worked before. Millions of others who never began to earn what they are getting today!

A 10% Pay-Roll Allotment for War Bonds from the wages of the family bread-winner is one thing—a 10% Pay-Roll Allotment from each of several workers in the same family is quite another matter! Why, in many such cases, it could well be jacked up to 30%—50% or even more of the family's *new money!*

That's why the Treasury Department now urges you to revise your War Bond *thinking*—and your War Bond *selling*—on the basis of *family incomes*. The current

War Bond campaign is built around the family unit—and labor-management sales programs should be revised accordingly.

For details get in touch with your local War Savings Staff which will supply you with all necessary material for the proper presentation of the new plan.

Last year's bonds got us started—*this year's bonds are to win!* So let's all raise our sights, and get going. If we all pull together, we'll put it over with a bang!

This space is a contribution to America's all-out war effort by

RADIO DAILY



you've done your bit
... now do your best!



★ ★ COAST-TO-COAST ★ ★

ALL future contacts between WINX, Washington, and New York agencies will be handled directly by the sales staff of the station in line with a sales policy recently established by Norman Weill, station's newly appointed commercial manager. WINX was formerly represented by the Walker Company.

Edwin M. Clough, news editor of KOY, Phoenix, Arizona and the Arizona network, has returned from his summer vacation and resumed his commentaries on the news each Monday, Thursday and Saturday at 6:30 p.m. Also back from vacations are Al Becker, KOY console artists, and Marlene Ayres, vocalist.

Ted Hanna, WGAR, Cleveland, Ohio news editor on the morning trick picked up a UP wire story making an appeal for a rare type of blood needed for transfusion for a World War I veteran, ill in the Cleveland Clinic. Hanna put the story on his 7:15 a.m. newscast, and three minutes after he went off the air he was talking with a willing donor. Hanna put the story on again at 8 a.m., and within an hour WGAR had four callers for that particular type blood donations.

Last of this season's "Matinee Previews," broadcast direct from the stage of the Buck's County Playhouse in the Bellevue-Stratford Hotel by WIP, Philadelphia, Monday at 2:15 p.m., will feature Glenda Farrell, stage and screen star, who begins a week's engagement at the Playhouse in "Brief Moment."

New to the announcing staff of WOWO-WGL, Fort Wayne, Indiana is Vincent Rowe. Rowe was formerly with WMBD, Peoria, and WLDS, Jacksonville, Illinois. He is a graduate of Illinois College.

| | | | | | | | | | | | |
|-----------|----|----|----|----|----|----|----|----|----|----|----|
| 1 9 4 3 | | | | | | | | | | | |
| BIRTHDAYS | | | | | | | | | | | |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | | | | | | |

August 27

| | |
|--------------------|----------------|
| Lewis R. Abel | Eddie House |
| R. E. (Joe) Messer | Harry Neigher |
| Mack Parker | Archie Presby |
| Roger Pryor | Alfred Stracke |

August 28

| | |
|------------------|------------------|
| Len Conn | John Corigliano |
| Chris Cunningham | Eddie Davis |
| A. Dickson | Myna Granat |
| Marjorie Hannan | Ralph L. Power |
| Irving Silvers | Harriette Widmer |

August 29

| | |
|-----------------|-----------------------|
| Arthur Anderson | Mabel Jackson |
| John Kane | Maureen O'Connor |
| Tim Marks | Theodore C. Streibert |
| Julius Seebach | Stan Widney |

Rita Hackett, fashion commentator for WSAI, Cincinnati, Ohio, who broadcast the show "Views on Vogue and Value" under the sponsorship of the Alms & Doepke Co., Cincinnati department store, will interview students returning to school in September during the next week. She will discuss school fashions with kindergarteners, as well as girls returning to elementary school, high school and college.

This month ushered in the second anniversary of "Listen, it's Fort Benning," a remote carried over WRBL, Atlanta, from Fort Benning, Georgia. Show, which originates in the different service clubs of the Post, brings entertainment by service men from different units stationed there. Other remotes from Fort Benning carried for their second year over WRBL are: "Fort Benning on the Air," and "Quartermaster Quarter-hour."

"Dugout Dope" was the title of a special two-day broadcast series direct from the diamonds at Merchants Park, Denver, Colorado this week by Mark Schreiber, KMYR sports editor. Half-hour shows presented outstanding baseball men, including: Homer Challeaux, national director of American Legion junior baseball; Claude "Bubber" Jonnard, scout of the New York Giants; Bill Wiggid and Red Barton, scouts for the Brooklyn Dodgers; Pat Moynihan, scout for the St. Louis Cardinals, and others.

Verne King, formerly of KBIZ, Ottumwa, Iowa, has joined the announcing staff of WINN, Louisville, Kentucky.

News staff of KDKA, Pittsburgh, Pa., was augmented this week by the return of Charles Mailey, newspaperman who has served on many metropolitan dailies during the last 18 years. Charles A. Earley, veteran Pittsburgh newsman, this week added a daily ten-minute commercial news commentary to his daily duties as KDKA news editor. KDKA chief engineer T. C. Kenney and program manager R. E. White and their families returned this week following summer vacation at Deep Creek Lake, Maryland.

Latest contingent of vacationers from WEEL, Boston, all have chosen Provincetown, Mass., for their sojourns. They are: Heloise Parker Broeg, "Mom" Parker of the WEEL "Food Fair"; Peggy Kiley, also of the "Food Fair"; and Marie H. Houlahan, WEEL director of publicity. Fred Garrigus, director of special events and war programs for the Boston station, is vacationing in New York.

Radio department of Hillman magazines is considering airing its stories. Teddy Garry, script writer, has dramatized "Washington Girl," novelette in the October issue of "Real Story" magazine. Script has been sent out to a group of 100 stations for their perusal.

Roger W. Clipp, executive vice-president and general manager of WFIL, Philadelphia, has accepted the chairmanship of the promotion committee for the Third War Loan Drive in Philadelphia.

Leo Langevin has joined the announcing staff of WSRR, Stamford, Connecticut, coming there from WNAB, Bridgeport. Latest addition to the WSRR control room technical staff is Carl LaRoche, who is new to radio. WSRR will broadcast the address of Senator Harold H. Burton of Ohio at a joint luncheon meeting of the Stamford Chamber of Commerce, Kiwanis, Lions, Rotary Clubs and the Stamford League of Women Voters on Thursday, September 2. Governor Raymond E. Baldwin will also be on the program.

Tomorrow the opening day of the 1943 "On To Victory" Minnesota State Fair, WCCO, Minneapolis, will broadcast a half-hour of the horse races, the first time in the history of the fair that it has permitted a broadcast of this kind. WCCO will present a complete story of the fair, which runs from August 28 to September 7, from a studio in its regular booth at the fair grounds. Larry Haeg, farm news editor, will give complete coverage of the agricultural aspects, and Darragh Aldrich will cover the fair from a woman's standpoint. "Saturday Morning Open House" will be broadcast from the grounds on the second Saturday, and other programs will be presented on special aspects of the fair.

WTIC, Hartford, Connecticut, began this week a series titled "Connecticut on the Alert," presented in cooperation with the Connecticut War Council. Initial show featured Harold F. Woodcock, State War Administrator, and Edward J. Hickey, Commissioner of State Police. WTIC is recording the 6:15 p.m. program each Tuesday and feeds a delayed broadcast at 7:15, EWT, to WELI, New Haven; WICC, Bridgeport, and WNLC, New London.

Mark Wakefield has joined the commercial staff of KEVR, Seattle, Washington, as an account executive. Formerly a broker, Wakefield was primarily interested in radio and joined the staff of a local Seattle station as an announcer, where he remained until the present opportunity at KEVR presented itself.

Larry Walker, announcer-entertainer at WBT, Charlotte, North Carolina, recently emceed a benefit performance for the Blowing Rock (N. C.) Hospital and Clinic. Featured artists were Agnes Davis of the Metropolitan Opera and William Horne, tenor. Charles Crutchfield, WBT program director, and Charlie Walters, announcer, have returned from summer vacations. Betty Johnson, 14-year-old singing star of WBT's "Ma Johnson's Family" recently underwent an appendectomy. Latest reports are that she is doing nicely.

Ward Baking Company, for T Bread, has begun sponsorship of the 8 a.m. newscast over WFAS, Plains, New York. Contract was made through J. Walter Thompson, and runs weeks. Bonwit Teller, New York department store, in the interests of White Plains Suburban Shoppe has renewed "Music for the Morning" weeks on WFAS, following a 26 initial campaign. Show is aired 5 days through Saturdays from 8 to 9 a.m., and consist of concert music Hudson Valley Gospel Hour, originating in the Dutch Reformed Church, Rock County, N. Y., has renewed for 13 additional weeks on WFAS its 7:30 to 8:00 Saturday broadcasts. WFAS will give the program to WALL, Middletown, New York, starting September 18.

National Aviation Day was observed on KGVO, Missoula, Montana, last week with a special 25-minute program titled "Salute to American Aviation," sponsored by the Men's Clothiers.

Special sales meeting was conducted last Sunday, in the studios of WDAF, Miami, Florida, by Joseph Freitag, advertising executive of Atlanta, Ga., for more than 40 drivers and employees of the Columbia Baking Co., serving the Florida area. Meeting had to do with special radio and newspaper advertising campaign for Southern Enriched Biscuits which got under way this week throughout the South. The group also had Charles Reakirt, national advertising manager of the Miami "Daily News," LeGate, manager of WIOD, and McCullough, commercial manager of WIOD.

Zellers Names Committee For Advt. Club's Course

John A. Zellers, president of Advertising Club of New York, appointed the following members to serve on the Advertising and Sales Course Committee for the twenty-first year of the course.

They are: Herbert L. Stephen, editor, Printers' Ink Publishing; Frederick B. Duncan, Fuller & Sons & Ross Inc.; Quincy P. Emery, Stevens-Nelson Paper Co.; R. Evans, The Jam Handy Organization; George P. Hall, James Jamison & Joseph T. Jaret, The Tuttle Printing Co.; Thomas W. Jones, Acme Service; B. L. Kamberg, Hirsch Manufacturing Co.; W. H. Loeb, Westinghouse Electric & Manufacturing Co.; Walter A. Lowen, Walter Lowen Placement Agency; R. McKinney, J. P. McKinney & Sons; Horace H. Nahm, Hoover Letts Inc.; Eugene S. Thomas, Bamber Broadcasting Service; Daniel S. T. Hill, National Concert & Artists Corporation.

Herbert L. Stephen continues chairman of the committee.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 24, NO. 42

NEW YORK, N. Y., MONDAY, AUGUST 30, 1943

TEN CENTS

Miller Answers CIO Plea

War-Web Program to Open Bond Drive

Washington Bureau, RADIO DAILY
Washington—It was revealed here today that a group of top Hollywood stars, most of them also favorite radio stars, will appear on a full hour, network broadcast, Wednesday night, September 8, to launch the War Loan Drive.

Big Crosby, Burns and Allen, Edw. Bergen and Dinah Shore were definitely known to be scheduled, with

(Continued on Page 2)

Back The Attack... With War Bonds

Send Benny From Africa for NBC Tomorrow Night

Jack Benny and his accompanying USO Camp Shows troupe touring North Africa, including Anne Lee, Fred Shaw and Larry Adler, will board tomorrow on a special broadcast from "Somewhere in Egypt" on NBC except WEAf, at 6 until 6:30 p.m. The special half-hour broadcast will be recorded and rebroadcast on WEAf only at 6:30 p.m. the same day.

Special listing cancels "Music by

(Continued on Page 2)

Back The Attack... With War Bonds

West Canada Broadcasters Elect Rice As President

Edmonton, Alta.—G. R. A. Rice of Edmonton was re-elected president for the year at the concluding session of the annual convention of Western Association of Broadcasters here. Directors elected were: F. H. Elphicke, Vancouver, for British Columbia; Cairns, Calgary, for Alberta; Moffat, Prince Albert, for Saskatchewan, and Roy Wright, of Ft. Flon, for Manitoba.

S. Q. Series

San Francisco—The tune "Time My Hands" will usher in another series of broadcasts from San Quentin Penitentiary, over KFRC and the Don Lee web, on Sept. 2. The weekly show (Thursday nights) will be written, produced and enacted by inmates of the prison with informative talks by warden Clinton T. Duffy. Prisoner Danny White again will be emcee.

Titled Guest

For her Labor Day program, Sept. 6, Mary Margaret McBride, WEAf commentator, will have as her guest the renowned Major Edward Bowes. The veteran showman, who has been on the air since the early days of radio, will discuss his many hobbies when he is interviewed by Miss McBride at 1:00 p.m., EWT. Major Bowes is a conscientious collector of paintings, old silver and rare books. He's also the possessor of 1,000 honorary titles.

Cheap Post-War Tele Predicted By Seldes

Montreal—Post-war television will be cheaper, come much faster and reach more cities than ever before. It may come right after the war or it may take a year or two longer. "When it comes it will include color," said Gilbert Seldes, head of the Television Program Department of the Columbia Broadcasting System in New York. Seldes gave his opinions in a recent interview before vacationing on Canada Steamship S.S. Quebec.

(Continued on Page 7)

Back The Attack... With War Bonds

Ethyl Corp. Returning With Spot Campaign

Returning to radio advertising after a considerable lapse of time, Ethyl Corp. of New York is reported as setting an extensive spot campaign through BBD&O. Agency spokesman

(Continued on Page 2)

Quotes Liberal Groups In Emphasizing Fairness To Labor In NAB's Code; Suggests "Better Acquaintance"

Cox Hearing Reverts To Washington Setup

Cox Committee hearings investigating the FCC came to a desultory end in New York Friday. The main body of testimony for the day was given by Harold A. Lafount, supervisor of the Bulova stations. The committee hearings were conducted by Hugh O'Reilly, member of Eugene L. Garey's staff, before acting Chairman, Edward Hart of Jersey City, N. J.

(Continued on Page 3)

Back The Attack... With War Bonds

Campbell—Eversharp Renew Full CBS Webs

The Campbell Soup Co., and Eversharp, Inc. over the week-end announced renewals of their full CBS network programs, "Radio Readers' Digest" and "Take It Or Leave It," effective Sept. 12 and Sept. 19 respectively.

(Continued on Page 2)

Back The Attack... With War Bonds

Two Daytime Commercials On WOR All-Night Show

Furthering its policy of rebroadcasting important speeches, news and sports events for war workers who no longer can listen to their radio at normal times, WOR has added two

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Pointing out that the American Civil Liberties Union has recommended that no changes be made in the present Broadcast Code, NAB President Neville Miller on Friday declared that American labor deserves and may have the same access to radio as any other individual or group. Miller's statement was occasioned by the filing Friday of a CIO petition to intervene in the forthcoming FCC hearings on the sale of the Blue Network in order that it

(Continued on Page 7)

Back The Attack... With War Bonds

Ill. Tech. Institute's 29 Radio Courses

Twenty-nine courses in radio and electrical engineering—ranging from fundamental circuit study to industrial electronics on a post-graduate level, will be offered at Illinois Institute of Technology in Chicago this fall, when the school will open its eighth series of radio war training courses.

The tuition-free courses will cover

(Continued on Page 3)

Back The Attack... With War Bonds

"Fabulous," Says Stauffer Of Radio's Bond-Sale Aid

Washington Bureau, RADIO DAILY
Washington—"We can't praise the radio industry too highly," Don Stauffer, OWI domestic radio chief,

(Continued on Page 2)

★ THE WEEK IN RADIO ★

... CIO Petitions FCC
By PEGGY BYRNE

CONGRESS of Industrial Organizations petitioned the FCC for permission to take an active part in the hearings of the sale of the Blue Network, to be held Sept. 10, in order to settle the controversy between labor and broadcasting, which was brought to a head by several recent incidents. Seeking to gain more time on the air, and some means of stating labor's case when issues arise, the CIO, in an 11-point petition, at-

tacked the NAB and the restrictions it has placed on labor broadcasts. Pointing out that the CIO represents about five million of the American audience, and that the NAB is discriminating against labor, the petition requested the opportunity for labor to present its grievances at the hearing to the FCC and the industry. WLB last week approved AFRA's application on its Code of Fair Prac-

(Continued on Page 3)

Farewell Party

Jack Page, for the past 10 years evening manager of all CBS theater operations was tendered a farewell party Friday night at the Hotel Bolivar, New York, by the Building Operations Department. Page left Saturday to accept a commission in the U. S. Navy with the rank of Lieut. (j.g.). Successor to Page as manager of the network's theater operations is being set.



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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

(August 27)

NEW YORK STOCK EXCHANGE

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

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).

Ethyl Corp. Returning With Spot Campaign

(Continued from Page 1)

on Friday however, said the station list was not yet ready, nor was it settled as to how many. In New York, WJZ gets the account via three participations weekly on Ed East's "Breakfast In Bedlam" program, heard on the station Monday through Saturday 7-8 a.m.

Radio campaign will supplement the Ethyl magazine promotion, built around the significance of names and emphasizing that Ethyl is the best name in gasoline. Batten, Barton, Durstine & Osborn, New York, handles the account.

Other WJZ biz includes: International Salt Company, Scranton, Pa., for Sterling salt, and Carleton & Hovey Company, Lowell, Mass., for Father John's Medicine, will both return to WJZ for campaigns beginning in September.

Sterling salt will participate twice weekly in Nancy Booth Craig's "Woman of Tomorrow" beginning Sept. 20. J. M. Mathes, New York, handles the account. Carleton & Hovey will promote Father John's Medicine in five live station-breaks weekly beginning Sept. 27. John W. Queen, Boston, is the agency.

Another new account signed up this week for WJZ is the Ken-L Products Division of Quaker Oats Company, Rockford, Ill. In behalf of Ken-L-Biskit, the division will participate five times weekly in Ed East's "Breakfast in Bedlam." Ruthrauff & Ryan, Chicago, is the agency.

Two Daytime Commercials On WOR All-Night Show

(Continued from Page 1)

day-time (commercial) programs to its "Moonlight Saving Time" feature heard daily from 2 until 5:45 a.m. Alka-Seltzer's "Quiz Kids," each Monday, beginning today, at 2 until 2:30 a.m., will be rebroadcast in a transcribed series on "Moonlight Saving Time," conducted by Steve Ellis. Another Miles Laboratories show, "Lum 'n' Abner," will follow on Tuesdays through Fridays at 2 until 2:15 a.m.

Both programs will go on the air on an eight-week test basis. If successful, Miles Laboratories will maintain these features indefinitely on "Moonlight Saving Time." Other high-rating day-time and evening WOR shows will be added to the early-morning schedule.

Important special events will be rebroadcast on "Moonlight Saving Time" at the usual hour at 4:05 a.m., while Ellis will continue to offer his various musical features and latest news.

John Mayo In New Post

John Mayo joins the New York office of Radio Advertising Co. Sept. 1. He will handle sales and station relations. Mayo resigned from Associated Recorded Program Service, where for five years he covered the entire United States for the Associated Transcription Library. Previously he was with NBC in Washington and with CBS in New York.

Campbell-Eversharp Renew Full CBS Webs

(Continued from Page 1)

spectively. Campbell Soup introduced "Radio Readers' Digest" on CBS in September of last year, and the program is being renewed for its second season. Starring Conrad Nagel and guest stars, the program features dramatizations of stories and articles from Readers' Digest magazine, the program is heard Sunday evenings from 9:00 to 9:30 p.m., EWT for Campbell Soups. Campbell also sponsors "The Jack Carson Show" on the full Columbia network.

The Eversharp quiz program, "Take It Or Leave It," with Phil Baker as master of ceremonies, has been presented on Columbia since April, 1940 for Eversharp Pens and Pencils. In addition to being heard on the full U. S. CBS network, the program is carried by CBS outlets in Honolulu and Hilo. "Take It Or Leave It" is broadcast Sundays from 10:00 to 10:30 p.m., EWT.

Ward Wheelock Company, Inc. is the agency for "Radio Readers' Digest," and the Biow Co. handles "Take It Or Leave It."

"Fabulous," Says Stauffer Of Radio's Bond-Sale Aid

(Continued from Page 1)

declared Friday in commenting upon the aid OWI and the Treasury have received from broadcasters in preparing the Third War Loan Campaign.

"I never cease to be surprised at the extent to which the radio industry will go to give us best job possible. What this industry does for us is perfectly fabulous. We have yet to be turned down when we've gone to radio on any important matter," Stauffer declared.

Four-Network Program Will Open Bond Drive

(Continued from Page 1)

"Amos 'n' Andy," "The Aldrich Family" and several others tentative. Nearly all the shows will emanate from Hollywood, with a pickup from the White House, during which President Roosevelt and Secretary Morgenthau will speak. It is possible also that members of the "Hollywood Bond Cavalcade" will also be aired from the White House.

SAVARIN COFFEE advertisement featuring WLIB logo and text: 'The Voice of Liberty 1190 ON YOUR DIAL'.

COMING and GOING

ED NORTON, chairman of the board of Birmingham, Ala. and THAD HOLT, president and general manager of the station, have returned home after spending the major portion of the week here on station and network business.

ANNE KELLY, office manager and administrative assistant to Ray Knight in the production department of the Blue Network, left tonight for a vacation at Shohola, Pa.

VIC BROWN, vice-president of NBC charge of the Chicago office, has left for a week to discuss picture deals.

LES RYDER, program director of WCEB, was visiting last week at the headquarters of CBS, has left for the home offices in Boies, Pa.

TOMMY TUCKER and his band will appear at Camp Upton, L. I. tomorrow, where they are scheduled for a performance in the "Spotlight" series over the Blue Network.

HAROLD E. FELLOWS, station manager of WEEI, Columbia OGO outlet in Boston, is on the station following a few days home on vacation.

WILLIAM MARSHALL, producer-director of the Blue Network, has left on his annual vacation.

LOIS JANUARY, "Reveille Sweetheart" on WABC, left Friday for a personal appearance at an Army Camp in Upper New York State.

MERT EMMERT, WEAf's farm program host, has returned from a vacation in Sag Harbor, Lond Island.

CLIFTON FADIMAN, FRANKLIN P. ADAMS, MARIAN ANDERSON and EDNA FERBER were in Bridgeport yesterday, where they participated in a special OPA "Home Front Pledge" program which was broadcast over Mutual.

CHRIS CROSS and his orchestra is back in town and has resumed his broadcasts from the Dempsey's after having entertained the servicemen at Camp Devens, Mass.

DE LANCEY (TONY) PROVOST, assistant manager of WEAf, returned this week from a vacation, a portion of which was spent in Catskills.

Sked Benny From Africa Over NBC Tomorrow Night

(Continued from Page 1)

Shrednik" on NBC, except WEAf, at p.m. When the Jack Benny show is rebroadcast on WEAf at 6:30 p.m., Bill Stern's sports resume and "Music You Want" will be cancelled.

On Thursday evening Bob Hope did a show over NBC from North Africa and this was transcribed for rebroadcast over WEAf, New York city station at 12 midnight.

'These Are Men' on CBS

Released through M-G-M, the British-made film short "These Are The Men" will be dramatized in a special five-minute broadcast tomorrow at 9:30 p.m., EWT on the CBS program "Report To The Nation."

ANNOUNCERS

Several experienced ad lib men will find permanent spots with a 10,000 watt full-time independent, this month. Opportunities are unlimited. The station is WJBC, Philadelphia. Nearby applicants apply in person. Others send ETs and photos.

"HOT" AVAILABILITY! Six 15 minute periods for \$85.00! "The Melody Parade" 9:30-9:45 A.M. Monday thru Saturday WITH IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Cox Hearing Reverts to Washington Setup

(Continued from Page 1)

Chairman Eugene E. Cox having returned to Washington, D. C. Lafount's testimony didn't bear out the committee's premise that there was coercion on the part of governmental agencies in removing personnel from the air. Lafount told O'Reilly that he knew nothing of personal clearance by the OWI, FCC or the Wave Research, Inc. He said there was any clearance by others at the station he knew nothing about. Lafount supervises the Bulova stations WPEN, WOV, WELI, WCOB and WNBC.

Most of the testimony had been given before by previous witnesses. Lafount was acting as a collaborator where he knew anything about subject matter of the material presented to him. Most of the time Lafount couldn't recollect the details. He did testify to the fact that he had talked with anyone in the OWI about the hiring of other personnel. Arnold B. Hartley, current program director of WOV. He did say, however, that he asked for an opinion from the OWI about Hartley, whom he is considering hiring as program director.

In substance he confirmed the statement given by Arthur Simon, manager of WPEN although he refrained from becoming too specific.

Lafount, who had been a member of the old Federal Radio Commission, disclosed that WPEN had taken off the air Ralph Borelli, whom both he and Simon felt was a good man. When he was asked by O'Reilly why he thought it necessary to consult governmental agencies Lafount said, "I thought it would be safer if we listened to the Government boys who had information which we didn't have."

It was later revealed that the only agency so constituted by law, the Office of Censorship, had approved Borelli's removal from the air.

At the close of the hearing Eugene L. Grey, chief counsel of the investigating committee termed the actions of the Commission as a constituted "Gepo" agency that, "operating" under the guise of lawful and proper investigation, is violating the constitutional rights of individuals."

He termed the investigations a "careful picture." Hearings by the Committee are being resumed today in Washington.

Stork News

Cleveland—Jimmy Martin, microphone man on WGAR, is the father of a seven-pound boy born on August 20. The youngster has been christened James Jr.

WANTED

Announcer Disc Jockey by Metropolitan Network Station. Please give age, draft status and salary requirements. This is for a draft replacement. Write Box 742, Radio Daily, 1501 Broadway, N. Y. C.

THE WEEK IN RADIO

... CIO Petitions FCC

(Continued from Page 1)

tice for live commercial broadcasting, requesting a 10 per cent increase on fees in the Code. Ruling is retroactive to March 8, 1943. . . . FCC announced that it will simplify FM call letters, to take effect after Nov. 1. Approximately 4,000 four-letter calls are available, three-letter calls having been already assigned, to be used by television and non-broadcast licensees, as well as FM. Requests and preferences in call letters should be filed with the FCC by October 1.

New York hearings of the Cox Committee investigating the FCC continued through last week with further probing into the connection of the FCC and OWI with the hiring and firing of employees at foreign language stations. Main case under investigation at two of the sessions was that of Lido Belli, owner of Lido Belli Radio Productions and time block buyer for Italian language shows, who, the Committee claims, was kept off the air for 11 months, at the instigation of the FCC, and was replaced by a candidate suggested by the OWI. Personnel at WOV, New York, came under scrutiny in an attempt to prove a tie-up between the FCC and the station's personnel policy.

Executives of recording companies last week appeared confident that the AFM recording ban would be settled at the War Labor Board hearing September 6, particularly in view of the recent directive to the WLB from President Roosevelt ordering the Government to take over when a union refuses to comply with a WLB decision. . . . CBS filed a petition with the FCC withdrawing its opposition to night-time operation for WYNC, New York. . . . New ruling on merit raises, announced by the WLB last week, on organizations employing less than 30 people affected small stations, which no longer have to apply to the Board for raises, within

certain limitations set down by the ruling. . . . Federal Communications Commission made three changes in its Rules and Regulations last week, and included a new Section, 2.66, regarding notifying the district FCC inspector when discontinuing station operation. . . . Plans were announced for a national drive on food as a vital weapon. War Advertising Council is preparing the promotion in co-operation with the WFA, OPA and OWI. New York district meeting called on all media to cooperate in the campaign.

National War Fund drive, which starts October 4, will get the co-operation of the industry. Nationwide broadcast will take place the opening day, and OWI has allocated time to the drive through its four week duration. . . . Second NAB district passed two resolutions last week calling for a re-appraisal of the powers of the FCC and condemning cow-catcher and hitch-hiker announcements. . . . NBC last week announced that a special committee has been set up to study the problems of post-war television, to facilitate expansion in peacetime. . . . AFRA announced the agenda for its convention, including discussions of proposed merger of AFRA and AGMA, negotiation of its Transcription Code, formulation of a standard individual contract, activities of radio artists in the war program, and clarification of recent Government rulings. . . . Details of DuPont Radio Awards were completed last week. Three awards will be presented annually, starting in 1944, to two stations and a commentator.

John J. Gillin, manager of WOW, Omaha, sent out to the industry a letter in answer to one written recently by Samuel Rosenbaum, of WFIL, Philadelphia, setting up arguments against Rosenbaum's proposed settlement to the AFM on the recording ban.

Republican Post-War Group Reports Via CBS

First announcement of policy recently adopted by the Republican Post-war Policy Association is made by the association's chairman, Deneen A. Watson, exclusively over the Columbia network on the evening of Saturday, September 4. (WABC-CBS, 10:45-11 p.m., EWT).

Chairman Watson, speaking from Columbia's Chicago outlet, WBBM, reports on the association's meetings held in Chicago, New York, and San Francisco. His subject is "The Little People Speak Up."

Literature of the association discloses it was "born in protest" against . . . voices in Illinois and the Midwest which were . . . "preaching isolationism," and that "the association is a one-purpose, single-minded organization, working within the Republican ranks, to take the issue of foreign policy out of the 1944 presidential contest."

Geo. A. Taggart Resigns CBC Programming Post

Montreal — The resignation of George A. Taggart, assistant general supervisor of programs, is announced by the Canadian Broadcasting Corp. Taggart is one of the pioneers of Canadian radio having been with the CBC and the Canadian Radio Broadcasting Commission since 1933. Prior to his appointment as assistant general supervisor of programs for the CBC Taggart was manager of CBL, Toronto in 1937. He went to England on exchange with the BBC to study its methods and operations, and to study broadcasting techniques there.

TOP PRODUCERS & WRITERS

AVAILABLE NOW—CALL

FRANK McGRANN

POSITION SECURING BUREAU, INC.

(Agency)

331 MADISON AVE., N. Y., MU. 2-6494

Ill. Tech. Institute's 29 Radio Courses

(Continued from Page 1)

seven fields: radio engineering, electrical engineering power, engineering electronics, power systems, telephony, illumination engineering and mathematics.

Registration for all but two courses will be held from Sept. 20 to 24 on Illinois Tech's west campus. The two courses for which registration will be held elsewhere are in illumination engineering, for which persons may enroll at the Chicago Lighting Institute.

Some Day Courses

To accommodate war plant workers on night shifts, some of the free classes will be offered during the day for the first time. The program, which is primarily one of evening courses, will now include elementary radio classes in the morning and afternoon.

Another innovation in the fall program, a refresher course for graduate electrical engineers will be given on Saturday mornings and one night weekly. Instruction will cover modern developments in application of electronics and recent developments in the field of power systems engineering.

All classes in the free program will meet twice a week, with an average of five and a half hours of lectures and conference and two and a half hours of laboratory work weekly.

6 HOURS OF SPORTS—NEWS AND MUSIC!

NEW YORK'S Great-Year 'Round

SPORTS PARADE

WITH

DON DUNPHY

Daily

1 P. M. TO 7 P. M.

Sports results by Dunphy—Popular tunes picked by Tedd Lawrence—Latest AP and INS news hourly at a quarter of the hour!

That's the WINS "Sports Parade"—a daily, year 'round, star studded feature with powerful appeal to men and women in America's number one market.

It offers a real advertising opportunity. Want to know more about it?

For further information call

WINS

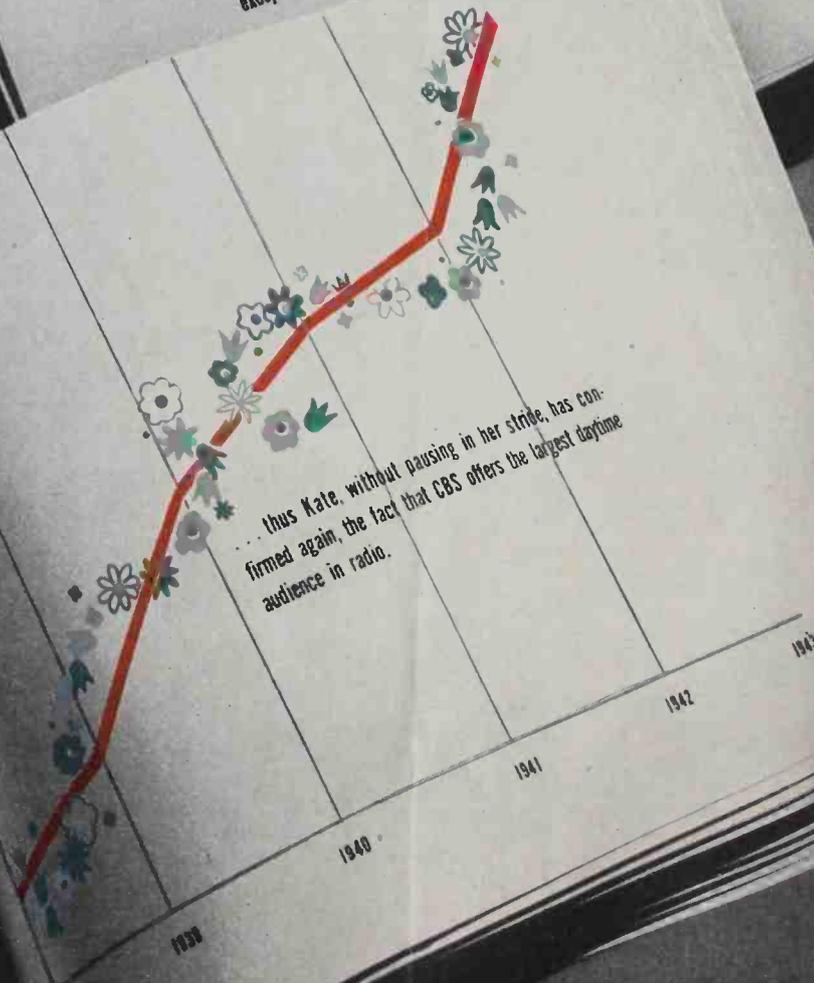
Bryant 9-6000



Portrait of a great American



In the folk lore of leadership you will hear it said that leadership is masculine — and yet this individual, more listened to than any other American except the President, is a woman.



... thus Kate, without pausing in her stride, has confirmed again, the fact that CBS offers the largest daytime audience in radio.



... on each day, when stellar miracles are least pre-
 Charts of radio folk-lore,
 ... down each year like this

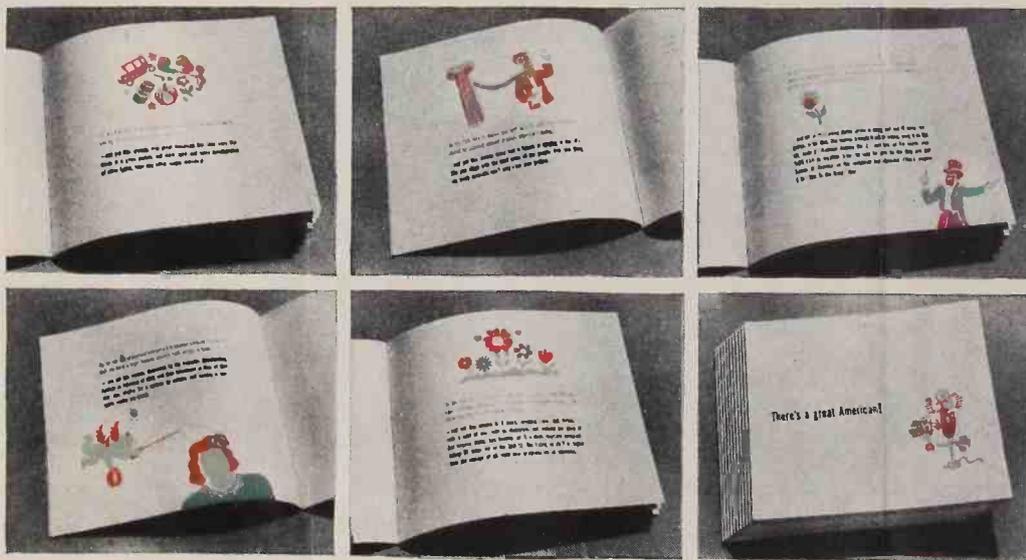
Perhaps not a collector's item

... but again, perhaps, it is.

If you haven't received your copy you'll probably want it.

So write to Columbia Broadcasting System, 485 Madison Avenue, New York 22, New York, asking for a copy of "Portrait of A Great American" and you'll get it.

It tells a story of leadership, both personal and network, which is unique on this global globe.



This is CBS...the Columbia Broadcasting System

Los Angeles

By RALPH WILK

"THOSE WE LOVE," starring Nan Grey, which has been a summer replacement show for Jack Benny on Sunday, will be kept on the air by General Foods in the Fall, starting October 3rd. They will go on Sunday from 11:00 to 11:30 a.m., PWT, NBC coast-to-coast. Young & Rubicam handle the account.

When Charlie Spivak finishes "Pin Up Girl" for 20th Century-Fox, he will open the Hollywood Palladium, Sept. 7.

Dorothy Higgins, formerly of NBC's continuity department, has joined the Hollywood publicity staff of Tom Fizdale, Inc.

"Soldiers With Wings" will have film stars Bette Davis and John Garfield as guests of the week when the program is heard on KHJ-Mutual Don Lee, September 18. Major Eddie Dunstedter directs the 52-piece orchestra featured on the coast-to-coast program which originates at the Santa Ana Training Center one of the country's largest military establishments.

Clare Olmstead, producer of the John Charles Thomas Westinghouse show on NBC, left for New York this week for a series of Fall program conferences. During his absence production chores on the show will be taken over by Glenhall Taylor.

Gordon Jenkins, CBS orchestra leader has just written, arranged and conducted music for "The Last Will and Testament of Tom Smith" at Paramount. It stars Lionel Barrymore, of CBS' "Mayor of the Town" who plays Smith's grandfather. The film was made for the National War Fund.

Donald Dickson, baritone star of "Blue Ribbon Town," leaves the cast in September to fulfill previously made concert commitments in the East.

J. A. Briggs, national advertising manager of the Kellogg Co., attended the "Breakfast At Sardi's" recently. His organization sponsors the second half of the Monday through Friday "Sardi's" airings to the East (8:15-8:30 a.m., PWT) in the interest of "Pep," as well as the 9:50 to 9:55 a.m., PWT period of the live repeat broadcast to the Coast network. He will also visit San Francisco before returning to the East.

Frank Graham, CBS announcer and star of the Columbia Pacific spy series "Agent V," has won the role of the voice of "Li'l Abner" in a recent audition of over 100 men. The comic strip character, which has been featured in many papers throughout the country will be produced as a motion picture cartoon series.

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

MAIN STREET

OL' SCOOPS DAILY

Memos Of An Innocent Bystander . . . !

● ● ● Phil Hoffman, vice-president of WNAX, Yankton, S. Dakota, sent us a letter which we reprint in part . . . quote: in your columns of the past, "Scoops," you have always been kind to someone who has been nice to someone else . . . In other words, you have been glad to pin orchids on those who are deserving of them . . . and I pass this story along to you concerning our mutual friend Bob Hawk . . . after the advertising company, sponsoring Bob Hawk, had agreed to have his show "Thanks To The Yanks," originate from Yankton, September 3, the night before an event when we will have between 30 and 40 thousand people present at the dedication of "America's tallest Radio Tower" . . . and from whom Bob, as one of the judges was to help select the 'typical Midwest Farmer', it was discovered at the last minute, that three of the artists on the Hawk program were previously committed to other advertisers and could not leave New York . . . Bob then did one of the nicest things for the Middle West . . . called us long distance and apologized for not being able to bring his entire show . . . but that immediately following the broadcast of September 3, he would board a plane that would bring him to the WNAX studios the following day so that he would be available here . . . while here he will also visit two bomber bases: at Sioux Falls, S. Dakota and Sioux City, Iowa . . . Mr. Hoffman concludes with, quote: and only a 'big-timer' such as Bob Hawk will do a thing of this kind . . . unquote . . . a low bow to Bob Hawk and a handshake to Phil Hoffman for the spirit that prompted him to send that letter to this desk.

☆ ☆ ☆ And, dwelling on the subject of good deeds, we'd like to include in this particular pillar a Radiokay to: Benny Goodman, who promised the USO-Campshows, Inc., that he isn't taking any dates from September 21 to 28 inclusive but will devote all of that time to appearing with his band, at Army Bases and Camps . . . with all expenses defrayed by himself . . . setting a noble example, for already, Jimmy Dorsey, Woody Herman and Sammy Kaye have promised to follow suit . . . Will Roland, former B.G. manager, who was turned down by the Army and now is associated with the USO-Campshows, informs us that the Army would appreciate hearing from Bandleaders, who can bring their crews to entertain Servicemen at embarkation points . . . Baritone Thomas L. Thomas, has been set by NCAC to replace Alan Holt on the NBC program, "Manhattan Merry Go Round," starting September 12 . . . Holt, resigned to serve in the Red Cross overseas . . . Fred Vosberg, radio producer, is lending his talents to managing the Palm Tavern, nitery at W. Palm Beach, Fla . . . just subbing for his ailing brother-in-law . . . Not unlike his contemporary, Meyer Davis, Hit Parader Mark Warnow is suffering from a slight case of Produceritis-Flightis, (ABSOLUTELY NOT from the Latin, but translated literally, means 'taking a flier at producing') . . . the Maestro plans to produce a musical titled, "What's Up?" which deals with the forced landing of a group of Army Pilots at a girls' boarding school.

☆ ☆ ☆ Back in 1937, while working for AP in Europe, Bernie Estes, befriended a high Polish Official . . . this man, who subsequently became an important contact man in the secret underground, operating in Germany, arrived in America several weeks ago and contacted Bernie who will write a series of revelations, based on the secret agent's daring exploits, if Washington gives the green light . . . Alan Dale is the new Carmen Cavallaro vocalist, replacing Larry Douglas who goes into a musical next month . . . Evelyn Kaye, concertmistress of Phil Spitalny's "Hour of Charmers," has accepted an invitation to be featured guest-violinist with the Houston (Texas) Symphony Orchestra . . . RKO would like the Murtah Sisters for a choice spot in a forthcoming musical.

— Remember Pearl Harbor —

Now Open for
**LOCAL
SALE**

**"THE
GREEN
HORNET"**

Currently
BLUE Network
6:30 - 7 P.M.
Sundays

Five Years
Coast-to-Coast
Build-up

**"Ned
Jordan -
Federal
Ace"**

Broadcast
Four Years
Coast-to-Coast
over Mutual

KING-TRENDE
BROADCASTING CO.
1700 Stroh Building
Detroit, Michigan

Post-War Tele Predicted By Seldes

(Continued from Page 1)

tain tube in television used \$85," he cited. "After the war it will give you the price of a television set."

CBS we have television in Seldes continued. "This is wonderful. We put a three-colored before our television camera. We're not getting the precise we're after we press a button—you would turn a light switch there."

vision can take a cast range of matter and intensify it. Nothing stands out better," Seldes said. "Furthermore it gives you color things—the mobile units pick up regattas and racing. Treatment of hockey is won- Basketball is terrific. We've them all and it's the only way things.

View of Fights Perfect

If you listen to a fight by radio you only the report. If you go to watch you probably have a view. But television com- all the fight's angles.

," he went on, "we can show with and texture of a painting never been seen before. In coverage we have visualized such a way as to combine news and the movie's March the style with something else potent than mere immediacy."

Seldes explained, "Four months ago broke out President Roose on the air and said he had a map he could show listeners at the time. We gave a map. We gave the public a in geo-politics first, and then we moved the camera just so that people could see the mentioned—but not enough to extract them from his speech. He said, 'the distance from one another is—we showed the . We had lines and arrows ." Seldes stated.

one said the other day that re thing you couldn't have the television sets in the front cars. And I guess you can't. remember when car radios came in thought they would be killers," id smiled reminiscently. "I was possible for a small accident my- when I sent in a question to a ow that went: 'Close your hat color tie are you wearing?' n closed his, and had an acci-

do put sets in cars," finished "I promise you this—they'll e back seat."

PROMOTION

UP's Four New Ones

In connection with the addition of four new features to its service, United Press has issued a promotion folder containing sample scripts of its four different shows.

Front cover announces the additions, with four storks flying across the top carrying mikes in the diapers. Inside front cover describes each of the features, and bottom of the folder is turned up to hold the four loose scripts, "In Your Neighborhood," "Great Moments In Sports," "Tomorrow's World," and "Places In The News."

'Twenty-Year Club' Lists 28 Additional Members

Including several members from Canada the second edition of H. V. Kaltenborn's "Twenty-Year Club" lists an additional 28 new members to total 112. Of the 109 living members 59 are executives, 27 engineers, nine editors, six performers, two in the Royal Canadian Air Force, two education directors and one radio psychologist, lawyer and auditor as well as Kaltenborn, himself. Since its inception on April 4, 1942, three have died, Graham MacNamee, NBC announcer; Neal Tomy, publicity director of WJR; and Vaughn de Leath, the "First Lady of Radio."

Cites War Restrictions

In his foreword, the veteran NBC news commentator, points out that war restrictions have made it impossible to have a club union this year. However, Kaltenborn suggested that "the founder will appreciate any information or suggestions that might advance this project," listing the complete story of their early years in radio, mentioning names, dates and incidents as they recall them.

Since the initiation of Orestes H. Caldwell, editor of "Electronic Industries," David Sarnoff, president of RCA, has been replaced as the mythical "veteran of veterans." Sarnoff is now listed fourth in the point of service with the addition of Charles Butterfield, radio editor of Associated Press, and Donald Manson, chief executive assistant of Canadian Broadcasting Corporation.

Biggest Summer Season In WOR Dollar Vol. Biz

Completing the biggest summer season for dollar volume in its history, WOR for the third successive month has achieved a new sales high. August represented a record-breaking high of 12 per cent increase over last year, maintaining the average set since the inception of the current summer period in which June, July and August represented a 12 per cent rise for the corresponding period in 1942. The 12 per cent increase for August as well as the corresponding summer period is indicative of the

Treasury Award

Wolf and Dessauer, department stores, sponsors of "Baukage Talking," on WGL, Fort Wayne, Ind., for the exclusive promotion of war bonds and stamps, is the third to receive the "Treasury Star Award." Marshall Field of Chicago and John Wanamaker of New York are the only other two to receive similar awards. The sale of war bonds and stamps through Wolf and Dessauer to date approaches the \$4,000,000 mark. "Baukage Talking" is presented on the Blue network on a local cooperative basis.

N.Y. Municipal FM Outlet Now On New Time Sked

Although in operation for the past seven months, Municipal Broadcasting System's FM outlet, W39NY completed Friday its first week of broadcast on its new time schedule from 5 until 10 p.m. daily. During this period W39NY has broadcast programs of WNYC, and through FCC grant, will continue the schedule. However, "live" shows direct from concert halls will be especially listed for W39NY.

W39NY transmitter is located 450 ft. above City Hall Park. Operating on an assigned frequency of 43.9 megacycles, the range of W39NY reaches within the circle formed by Ossining, N. Y., Princeton, Bloomfield, Elizabeth, East Orange, Sea Girt, N. J. and Riverhead, L. I. although it was reported that W39NY has been heard as far as Holmsburg, Pa.

Pittsburgh Radio-Film Men In War Bond-Sale Tieup

Pittsburgh—Many extra bond sales are looked for by Pittsburgh broadcasters as a result of the deal they have worked out with the motion picture exhibitors of that city represented by the War Activities Committee. Pittsburgh's stations will be selling performances by members of the "Hollywood Bond Cavalcade" in return for war bonds.

The arrangement is for broadcasters, as soon as they know the full makeup of the "Cavalcade" and date of its appearance in Pittsburgh, will offer the public broadcast performances by individual stars at the rate of \$100,000 a minute. Plan is for all five stations to present these performances jointly with the stars performing in response to audience request. Even a ten-minute show featuring the visiting stars will mean \$1,000,000 extra in bonds and it is hoped that a longer period will be subscribed for a considerable time before the stars reach Pittsburgh.

record business advance since the second quarter of April, May and June that also showed a new high in dollar volume for the station.

Labor Treated Fairly By NAB Code—Miller

(Continued from Page 1)

may present its grievance against the NAB and the Code. CIO claims, in effect, that the Code discriminates against labor.

The NAB president pointed out that organized labor was given more than 100 broadcasts on the networks in 1942 and this gesture by radio to labor was heartily commended by William Green and Phillip Murray, AFL and CIO presidents, respectively. It was also recalled that at the NAB Code Compliance Committee meeting in June four members of the radio committee of the National Council on Freedom from Censorship, Thomas R. Carskadon, chairman, met with the NAB group. After that meeting Carskadon, himself, issued a statement to the effect that labor has ample opportunity for the use of broadcasting facilities in this country.

Approved By Roger Baldwin

Carskadon, who is also radio committee chairman of the American Civil Liberties Union, had the concurrence of Roger Baldwin, ACLU president, when he further stated that no changes are recommended in the NAB Code.

Carskadon also suggested that labor organizations avail themselves of the opportunities to become educated as to what their broadcast privileges are and how better to take advantage of them.

In referring to Carskadon's suggestion, Miller said "The ACLU has stated that labor should become better acquainted with its opportunities for the use of broadcasting facilities. This position is supported by the radio industry. A public hearing would not only reveal radio's cooperation with labor throughout the United States but might also provide the education apparently most needed by the CIO."

NBC To Fete Beatty

Washington—Morgan Beatty, NBC commentator just returned from London, will be guest at a special cocktail party tomorrow at Washington's Hotel Statler. Host will be NBC Vice-President, Frank M. Russell, with members of the press and the local radio figures on hand.

RADIO BUY IN BALTIMORE!

UCBM

A. PETERS, National Rep.
John Elmer, President
Geo. H. Bader, Gen. Manager

5000 WATTS 1330 KILOCYCLES

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.

HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N. Y.

With the Colors!

LOUIS A. PYSER, typographical expert of Barnes Printing Co., New York, and technical consultant to prominent editors in the radio and motion picture field, leaves today for service in the armed forces.

FRANK R. BOWES and R. HOWARD MILNER, of WBZ-WBZA, Boston, Mass. are in the Army. Bowes was station's sales manager, while Milner was a member of the sales staff.

ROYDEN FREELAND, of the operating staff of WKY, Oklahoma City, Okla., has joined the service.

W. S. LUCKENBILL, known as "Roger King" to Southwest radio, and staff announcer on KOMA, Oklahoma City, left last week for San Diego to begin his service in the United States Navy.

BILL BUTTERFIELD, recently named night news editor of KMYR, Denver, Colorado was inducted into the army last week. Butterfield is the twenty-fourth KMYR staff member to answer the call.

BOB STUART, former announcer at WDRC, Hartford, Connecticut, and its FM station, W65H, has been commissioned a second lieutenant in the army. Lt. Stuart has just been graduated from the Adjutant General's School at Fort Washington, Maryland.

LIEUTENANT J. GORDON LLOYD, formerly an account executive with WJZ, has been assigned as a Public Relations Officer with the Central Procurement District, Detroit, Mich., under the Material Command, Army Air Forces. Among his public relations duties, Lt. Lloyd will be handling radio.

John S. MacLaughlan

Montreal—Funeral services were held here Friday for John S. MacLaughlan, wireless telegraphist of the Royal Canadian Navy, dead of war injuries at Ste. Anne de Bellevue Hospital. A studio engineer at station CFCF, Montreal, he enlisted three days after war broke out and served on a corvette, taking part in the landing of American troops at Algiers. Taken ill, he was brought back to Canada on a hospital ship.

Coast-to-Coast

PELL BAKING CO. of Vincennes, Indiana, has just signed a contract for 26 weeks with WAOV, Vincennes, to present 15 minutes of "Old Fashioned Melodies" to WAOV listeners five times weekly. Program will be designed primarily for "easy" listening pleasure and will feature musical gems from light opera and traditional folk harmonies familiar from all corners of the world... Alice Irene Gardner recently made her debut into professional radio as a member of the WAOV announcing staff.

Bond Clothes returned to he Des Moines, Iowa, air late this month, with the Gene Shumate KRNT morning news. New program promotes Bond's recently added women's apparel department.

New innovation at the studios of W55M, Milwaukee, Wisconsin, is an FM party held for servicemen. After they have been entertained at the "Recital in Rhythm" show, they are invited to tour the building and later adjourn to the "Rumpus Room" for refreshments and dancing.

Phyllis R. Doherty has joined WNAC, Boston, and the Yankee network as director of publicity. She was formerly assistant editor of the "New England Purchaser"... Roy Rich has been appointed night supervisor of WNAC and the Yankee network. Rich, who started out in radio in juvenile parts in the Columbia Theater Guild and March of Time show in 1932-35, comes from WHDH, Boston, where he was a former announcer and program director.

Ben Ludy, general manager of WIBW, Topeka, Kansas, since 1938, has been appointed by Capper Publications Inc., as general manager of both Capper stations WIBW and KCKN, Kansas City. According to Ludy there will be no change in the present policy of either station. Ellis Atteberry will continue as local manager of KCKN.

Newest engineering personnel additions to WWL, New Orleans, are Joe Juhas, formerly doing telephone installation work, who joined the transmitter crew, and Leonard Brondum, formerly in radio servicing, who is now being trained as a control operator... "University Time," weekly dramatic show over WWL, has returned to the air from summer vacation for the fall and winter series. Designed as both entertainment and educational feature, title of the first show is "American Seacraft." Dr. Alfred J. Bonomo of Loyola University of the South is both narrator and director.

WTIC, Hartford, Connecticut, has sold to Grove Laboratories the complete sponsorship of the "World News Roundup," Monday through Saturday, effective Sept. 6. Program, which is presented by NBC over a large network of stations from 8-8:15 a.m., will be transcribed by WTIC and offered 8:15-8:30 a.m.

Ruth Howard and Bob Howell have joined the staff of WKNY, Kingston, New York, as director of women's programs and station manager, respectively. Ruth and Bob (Mrs. and Mrs. Howell) are the writers on "It Pays to be Ignorant." She is conducting her own morning program, that which she ran formerly on WJJD, Chicago, and WMCA, New York. Howard was formerly commercial manager of WNLC, New London, Connecticut and later on the sales force at WELL, New Haven.

Louis Bromfield, novelist, and Raymond B. Howard, newspaper editor, were featured speakers on the WLW, Cincinnati, "Everybody's Farm Hour" last week. Bromfield, who was recently appointed to the Ohio Division of Conservation and Natural Resources, directed "Conservation of Farm," Howard, who is publicity director of the same organization, spoke on "Conservation of Natural Resources."

Bill Thompson, known to radio fans as "Mr. Wimple" and "Mr. Old Timer" on the Fibber McGee program, made an appearance with Rubinoff and his violin on the Ak-Sar-Ben's third summer show for service men at Creighton stadium, Omaha, Nebraska, Friday. Thompson made a special trip from Chicago, where he is auditioning for a new radio program. The pair replaced Grace Moore, who because of illness will not appear in Omaha until September.

New business at KFRO, Longview, Texas, includes a year's contract from Standback Co., makers of Standback Headache powders, using daily one-minute transcriptions; the "Pilgrim's Hour" fed to KFRO by the Mutual Broadcasting System, placed by the Albers Agency, Los Angeles; program is 1 hour each Sunday; a year's contract by Rev. O. W. Webb of Bristow, Oklahoma for his "Beams of Light" programs run at 7:15-7:30 Monday through Friday and at 12:45-1 p.m. on Sunday. Longview Coca-Cola Co. has signed contract to sponsor Morton Downey program, Monday through Friday.

"Breakfast With the Band," recorded show which ran at one time for four consecutive years, is now being produced again on WHK, Cleveland, Ohio, Monday through Friday, 9-9:15 a.m., Saturday, 9-9:30 a.m. Francis Pettley is the commentator. Program includes recordings of one or several outstanding orchestras each day; biographical sketches of band leaders, vocalists or musicians; interviews with popular band leaders appearing in Cleveland; top tunes from the "Hit Parade"; and other similar features.

Announcers, engineers, continuity writers, salesmen and executives of WHIO, Dayton, Ohio, are organizing two bowling teams for competition in a local league. Listeners have been requested to submit names for the competing radio station teams.

NEW BUSINESS

KFRC, San Francisco: Cooper Cooper, Inc. (Cooper blades), weekly live anns., 13 wks, th; Casanave & Pearson, Inc.; Breweries (beer and ale), tri-weekly dramatized ET anns., 13 weeks; "Bullets of Truth," five-minute d ETs, same period, through Briss; Davis & Staff; Fox-West Coast T; ters, 16 anns. ETs, direct; Calo; Food Co., 52-week renewal of qu; hour weekly show, "Pet Excha; with Frank Wright, through C; Cummings Adv.; Oakland Crem; ium Columbarium, tri-weekly p; cipating in Emily Barton pro; 13 weeks, through Pacific Adv.; Standard Brands Inc. (food produ; tri-weekly anns., ETs, 13 w; through Ted Bates Adv. Agcy; Brook Dairies (milk), weekly a; 26 weeks, through Bostford, Con; tine & Gardner; Bank of Americ; weekly anns., 52 weeks, thr; Charles R. Stuart Adv. Agency.

KTKN, Ketchikan, Alaska: Rev. E. Lowman, religious, through V; man Advertising Agency, one t; weekly for one year; Alaska Fish; Extractors, 15 minutes daily, 3; months; Ellis Air Transport, di; announcement daily; Ketchi; Spruce Mills, 15 minutes daily; months, direct; National Lead Co.; nouncement daily 13 weeks.

Norway Discs On 210 N

"Norway Fights," a recorded se of factual incidents, lists 210 out; Scripts based upon actual events; ceived from underground sources; Norway and transmitted to the N; wegian Information Center in Lon; and New York, are recorded at; WOR Recording Studios. Each t; runs 15 minutes and distributed; each of the 210 outlets without cha;

BIRTHDAYS

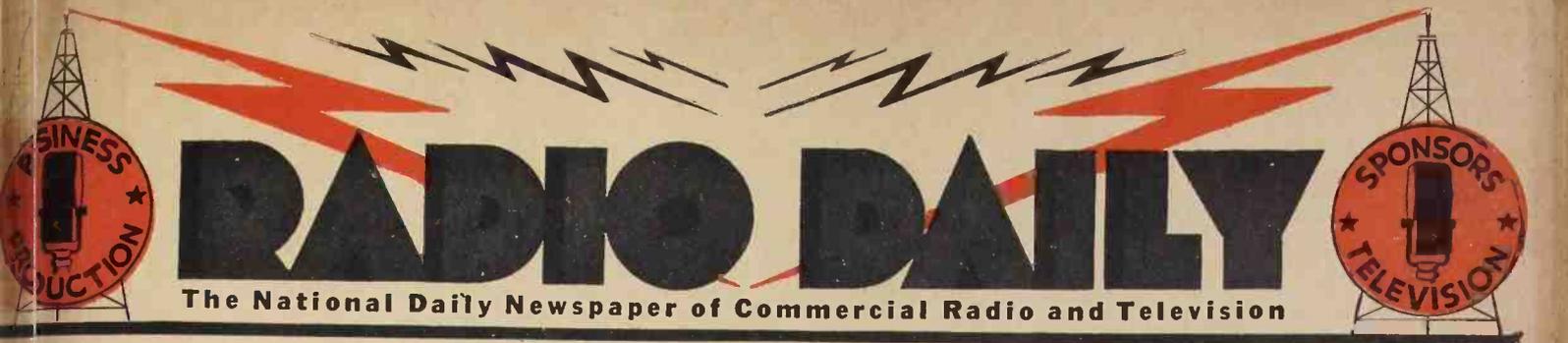
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| 1 | 2 | 3 | 4 | 5 | 6 |
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| 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 |

August 30

- Oliver S. Gramling Paul W. Kesten
- Hester Kycler Fred MacMurray
- Ruby MacQuatters Peggy Marshall
- M. H. Shapiro Amanda Snow
- Howard Stanley M. P. Wamboldt

WBAL
means business
in Baltimore

Edward Petry & Co., National Representatives



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 24, NO. 43 NEW YORK, N. Y., TUESDAY, AUGUST 31, 1943 TEN CENTS

Cox Resumes FCC Probe

Prof. Bartley Named NAB "War Director"

Washington Bureau, RADIO DAILY
Washington—NAB yesterday announced appointment of Robert T. Bartley, nephew of Speaker of the House Sam Rayburn and vice-president of the Yankee Network, as War Director, a newly created post. Replaces Karl A. Smith, Washington attorney as special counsel, was also announced. Since President New Miller has been out of Washington for more than two weeks, the Washington office does not know the details of the appointment.

ETS "Touchdown" Sets 1943-44 Season

Hayes and his "Touchdown" weekly series of gridiron forecasts which NBC's Radio-Intelligence Division has distributed to stations since 1940, will be available again this year. Despite war conditions, Hayes will maintain his customary wide coverage of the leading teams, and by a new simultaneous recording in Wood, Chicago and New York.

FCC To Resume Licensing Radio Relay Stations

Washington Bureau, RADIO DAILY
Washington—The FCC decided last week to permit the reinstatement of applications for radio relay stations to resume the licensing of these stations provided they meet certain conditions and requirements. Licensing of relay stations was discontinued in 1942, on the occasion of the

Inside Story

Thursday evenings for many months, C. Ray Lawton and C. A. Schmidt, Jr. went to Keesler Field, Mississippi, to handle "Free For All" Keesler's half-hour radio show. As engineers for WWL, New Orleans, La., they got to Keesler Field from without. No they have showed up at Keesler, not as engineers but as Presses Lawton and Schmidt.

Hot Seat

An ordinary housefly recently caused consternation at WNBC, Hartford, Conn. and brought about his own horrible death. Buzzing about the WNBC transmitter, the fly wandered into the plates of a condenser, causing a short circuit. Fly dissolved, as 8,000 volts shot through him, and station went off the air for 19 seconds, while emergency transmitter was switched on.

USO Will Broadcast For War Loan Drive

Arrangements for the broadcast of a series of nation-wide USO-Camp Shows without charge in conjunction with the Third War Loan Bond Drive have been successfully completed, according to Paul Heinecke, president of Sesac, who is informing broadcasters in a letter carrying full details. A schedule of touring talent shows in the various sections of the country was released to 400 stations located near the various Army camps and

Blue Appoints Feldman London 'Events' Reporter

Effective tomorrow, Arthur Feldman has been appointed special features reporter for the Blue Network in London, according to an announcement by G. W. Johnstone, director of news and special features. Feld-

AFRA Okays AGMA Merger As Annual Convention Closes

Chi. Firm Switches Show To Attract Employees

Chicago—Spiegel's, Chicago mail order concern, yesterday began sponsorship on WAIT of what is believed to be the first radio program designed not to increase business or institutionalize but to attract new employees to Spiegel's by stressing in the commercials the various employe benefits

House Committee Counsel Hits Attempt To Defer Draft-Eligible Technicians; Statement By Fly Defends Move

Flamm Loses Action To Halt WMCA Sale

New York Supreme Court Justice David W. Peck, yesterday denied the suit for injunction which seeks to restrain Edward J. Noble from selling station WMCA. Noble, who must sell WMCA when he acquires the Blue Network, is now free to negotiate the sale of the New York outlet which he bought from Flamm nearly two years ago. Flamm sued on the

See "Theatrical" Expenses Not Subject To Taxation

Transportation expenses and commissions incurred on behalf of the employer and fulfillment of contract, are not subject to the withholding tax, according to a message received yesterday by the American

CBS Salutes Amer. Women In Labor Day Program

Frank Sinatra, his "Broadway Band Box," and a roster of top-name singing and comedy stars, in a special full hour Labor Day program, over

Washington Bureau, RADIO DAILY
Washington—Shifting to Washington after five weeks in New York, the Cox Committee investigating the FCC yesterday recounted tales of attempts by the Commission to gain draft deferments for technical workers in order to keep its Radio Intelligence Division manned. Sneering at the standing of radio amateurs as technicians, committee counsels Hugh Reilly and Fred L. Walker revealed that among those for whom deferment had been asked were men who had

Thomson May Resign Post As CBC Manager

Montreal—Resignation of Rev. Dr. J. S. Thomson as general manager of CBC is reported to be in the offing and radio circles say it will be considered at the September meeting of CBC governors. Neither Dr. Thomson nor CBC officials would comment on the report. Rene Morin, chairman of the CBC board of governors, said at Montreal he had no definite

WCKY Inaugurates School For Radio-Phone Operators

Cincinnati—In cooperation with the War Emergency Radio Service setup in the Greater Cincinnati area, WCKY has inaugurated a school of instruc-

Nasty Man

Ernest L. Adams, chief engineer of WHIO, Dayton, Ohio is on the hunt for the culprit who stole the gas ration coupons out of the mobile unit. Adding insult to injury, the purloiner not only stole the coupons but used one of them for gas and charged it to the station. While Adams is sore, he's glad it was gas coupons and not broadcasting equipment.

RADIO DAILY



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

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FINANCIAL

(Monday, Aug. 30)

NEW YORK STOCK MARKET

| | High | Low | Close | Chg. |
|-----------------------------|---------|--------|-----------|-------------|
| Am. Tel. & Tel. | 156 3/8 | 156 | 156 1/4 | + 1/8 |
| CBS B | 21 3/8 | 21 3/8 | 21 3/8 | + 7/8 |
| Gen. Electric | 36 3/8 | 36 1/4 | 36 3/8 | ... |
| Philco | 22 1/4 | 21 3/4 | 22 | - 3/8 |
| RCA Common | 9 3/8 | 9 1/8 | 9 1/4 | - 1/8 |
| RCA First Pfd. | 69 | 69 | 69 | ... |
| Stewart-Warner | 11 1/8 | 11 | 11 | - 1/4 |
| Westinghouse | 91 1/4 | 90 3/8 | 90 3/4 | - 3/4 |
| Zenith Radio | 31 3/4 | 31 3/4 | 31 3/4 | ... |
| NEW YORK CURB MARKET | | | | |
| Hazeltine Corp. | 29 | 28 3/4 | 29 | + 1 |
| OVER THE COUNTER | | | | |
| Farnsworth Tel. & Rad. | | | Bid 8 1/2 | Asked 8 3/4 |
| WCAO (Baltimore) | | | 19 1/2 | 22 1/2 |
| WJR (Detroit) | | | 28 | 29 1/2 |

See "Theatrical" Expenses Not Subject To Taxation

(Continued from Page 1)

Guild of Variety Artists from Deputy Commissioner Timothy A. Mooney. This it is pointed out is a result of trips to Washington by AGVA executives who are seeking to negotiate further deductions, i.e., 50 per cent expense deductions on contracted salaries under \$500 weekly and 40 per cent over \$500.

It is also pointed out that such a ruling would apply equally to bands and radio programs which go on tour.

FCC Decision Tomorrow

Washington—Norman S. Case, of the FCC, will decide tomorrow morning on whether the CIO shall be permitted to intervene in the September 10 hearing before the Commission on the sale of the Blue Network stations by RCA to the American Broadcasting System.

ANNOUNCERS WANTED

For a live wire independent station close to New York. Write or wire Radio Daily, Box 744, 1501 Broadway, N. Y. C.

WCKY Inaugurates School For Radio-Phone Operators

(Continued from Page 1)

tion to train applicants for restricted radio telephone operator permits.

John E. Dickerson, WCKY engineer, has been named area instructor by Jack Thornell, radio aide of the area Civilian Defense Corps and Federal Communications Commission. The six-week course will be taught one night a week by Dickerson, and sponsored by the station. Following successful examinations, third class operators certificates will be issued by the FCC and the trainees will be utilized in the Greater Cincinnati area Civilian Defense organization.

Current plans of the WERS in the Greater Cincinnati area are to expand from 22 to 106 emergency stations, which will be used both in war-time civilian defense and post-war peacetime public emergencies to supplement normal telephone communications. The area includes Hamilton County, O.; a portion of Clermont County, O.; Kenton and Campbell Counties, Kentucky, and a portion of Boone County, Kentucky.

CBS Salutes Amer. Women In Labor Day Program

(Continued from Page 1)

the Columbia network, Monday, Sept. 6, 10:00 p.m., EWT. to pay tribute to American women for their part in the war. This special program, dedicated to Womanpower in the War originates in both Hollywood and New York.

From Hollywood, Sinatra, will render a specially selected group of songs and welcomes to CBS Hollywood microphone the suave, soft-spoken, English-born movie star, Herbert Marshall, who reads a special message from the OWI.

From New York lending their talents are Columbia's singing stars Joan Brooks, the girl "with the voice you'll never forget"; Jeri Sullivan, sultry singer of the blues heard three days a week on her own Columbia program; Eileen Farrell, whose glorious soprano voice thrills Columbia listeners from coast-to-coast; Perry Como, whose sweet crooning on the "Perry Como Songs" program, has won him nation-wide acclaim; Jack Smith, handsome tenor heard regularly on "You Shall Have Music" and with Gladys Swarthout on "The Family Hour"; the Three Sisters, radio's newest harmony sensation; the Golden Quartet of radio and screen fame, and the talented Bobby Tucker Chorus.

The comedy portions of the programs will be in the hands of Jerry Lester and Colonel Stoopnagle. Jerry Lester is the man who throws out the laugh-lines in his own comedy-variety show Sunday nights; and colonel Lemuel Q. Stoopnagle is the inventor-without-peer of fantastic gadgets and super-spinner of incredible whimsy on his Saturday night "The Colonel" program.

Interspersed in the program are the orchestras of those master wielders of the baton, Paul Baron and Raymond Scott.

FCC To Resume Licensing Of Radio Relay Stations

(Continued from Page 1)

BWC equipment freeze. However, at the present time there is on hand a large quantity of relay equipment which is not needed by the military and which is useless without FCC authorization for its use.

Resumption of the licensing of relay stations whenever it would mean employing idle materials or materials for which priority assistance is not required was recommended earlier this month in the third critical materials report filed by the special committee on critical materials which included Commissioners C. J. Durr and T. A. M. Craven. Former Commissioner George Henry Payne also was a member of this special research committee.

Power boosts for relay stations may also be granted with applications due for consideration if the relay is to provide necessary emergency links between the studio and the transmitter if it is for use in war effort broadcasting.

Applications for new relay stations which have been dismissed may be reinstated if they meet these conditions.

NBC's "Touchdown" ETs Sets 1943-44 Season

(Continued from Page 1)

each contracting station will receive transcriptions far enough in advance to give listeners the prophesied scores well before the day of the games.

According to Claude Barrere, in charge of NBC's Syndicated Program Sales, eight stations that have signed for "Touchdown Tips," in previous years, have already ordered the 1943 series. They are WMAZ, Macon, Ga.; WNOE, New Orleans; WKBH, La Crosse, Wisc.; KGHL, Billings, Mont.; KGHF, Pueblo, Col.; WHKC Columbus, O.; KVOB, Denver, Col., and WEBR, Buffalo, N. Y. WEBR is taking the program for the third year for the same sponsor a manufacturer of men's clothing.

Because of this year's shortened gridiron season, "Touchdown Tips," will consist of 10, instead of 13, programs. The first recording will predict results of the games of Saturday, September 25 and will be delivered in time for broadcasting on Friday, September 24. The final program will cover games to be played November 27.

WANTED TO BUY

NEW OR USED APPROVED 250 WATT TRANSMITTER AND ALL EQUIPMENT NECESSARY FOR INSTALLATION OF 250 WATT STATION INCLUDING ANTENNA. WILL BUY COMPLETE SET-UP OR ANY INDIVIDUAL PIECES OF EQUIPMENT. WRITE TO BOX 733, RADIO DAILY, 1501 BROADWAY, NEW YORK, N. Y.

COMING and GOING

BOBBY SHERWOOD and his orchestra, **GWEN DAVIS**, vocalist, off for a week's engagement at the Palace Theater in Cleveland.

DON SEARLE, manager of KGO, San Francisco, is in New York for conferences at headquarters of the Blue Network.

HAROLD E. FELLOWS, station manager, **KINGSLEY HORTON**, sales manager, of W Columbia's O & O outlet in Boston, have turned to the home offices following a days in New York.

W. R. LINK, station manager of WQ Valosta, Ga., is in town on station and work business.

GENE L. CAGLE, general manager of Texas State Network, a visitor in New York. Paid a call yesterday at the offices of Blue Network.

PATTI LITTELL, program director of W Westinghouse FM affiliates in Pittsburgh, back at her desk after attending the convention in Chicago. She is treasurer of Pittsburgh.

PAULA STONE, commentator on WNEW, returned from New England where she entertained the servicemen at several Army camps.

WILLIAM F. MALO, commercial manager WDR. Hartford, is on a short business trip to New York.

IRENE BEASLEY has returned from a day vacation in several states. She visited Illinois, Texas, Florida, Tennessee and Louisiana.

DICK KOFF, of the Blue Network radio division, is back from his annual vacation.

DEL COURTNEY will broadcast tomorrow from Camp Ellis, Lewiston, Ill., as a feature of the Blue's "Spotlight Bands" series.

Stowe Subbing For Shirer

Leland Stowe will substitute CBS for William L. Shirer, Sept. 10 and 12 while the latter vacates. The program is heard on the network from 10:30-10:45 p.m.

"Hot" Availability

SPORTS ROUND-UP*

6:45 to 7:00 P. M. . .
Monday thru Saturday
—and the price is right!

\$125 a week

(Special Sports "Package")

now available, subject to prior sale.

*When they think of sports in Baltimore they tune to WITH.

WITH



IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

WJZ Will Broadcast For War Loan Drive

(Continued from Page 1)

onal bases. This particular arrangement was made by Sesac through its participation with the National Entertainment Industry Council and secured through the cooperation of U-Camp Shows with the Treasury Department and the broadcasting industry.

Schedules for the Mid-Atlantic, South Central, Central and Rocky Mountain, Southwest Pacific, Northeastern, Southeastern, South-Central stations list dates, camps and the operating talent units in those areas for the month of September.

ations may transcribe shows and pl them over their stations as well as back them up through the medium of remote control.

Additional Information Available
Simecke, in his letter, stated that the station relations staff and their program service department have additional publicity information, and data on the personnel in each unit. This information will be forwarded to all broadcasters in the event they desire special promotional material prior to the broadcast. Additional going information on the various program show units for the last half of September will be available at a later date.

Blue Appoints Feldman London 'Events' Reporter

(Continued from Page 1)

will also act as assistant to George Hicks manager of the Blue's London news office, and will temporarily take over as manager when Hicks leaves London for the Allied Force Headquarters in North Africa. Feldman has been with the British Broadcasting Corporation and previously had wide experience as a special events reporter in the United States.

Berry Leaves OWI

Charles Berry, Supervisor of Producers for the Overseas Branch of OWI, has resigned effective tomorrow. He will return to commercial radio.

In December 1942, Berry joined the OWI, succeeding Harold McGee. His mission was to schedule and supervise over 50 radio producers and to be responsible for the operational functioning of over 300 daily broadcast beams overseas.

THIS LITTLE BUDGET WENT TO WORL BOSTON MASS.



PROMOTION

WJZ's Bond Quota

Sales of war bonds in exchange for tickets to the 1944 world premiere of "Icecapades," sponsored by WJZ under the auspices of the U. S. Treasury Department, were announced to have already reached \$1,497,469, with almost three weeks still to go before the opening date, Tuesday, Sept. 14. WJZ is aiming at a goal of \$5,000,000 in bonds.

An interesting promotional feature of the occasion is the naming of special sections as "Celebrity Loges." Forty loges will be used exclusively for purchasers of bonds in large amounts who wish to play host to celebrated personalities. Each loge will be sold for bond purchases of \$100,000 or more. Among celebrities already scheduled to appear in the special sections are Carole Landis, motion picture star; General William Barton of the 4th Division, Fort Dix; orchestra leaders Vincent Lopez and Fred Waring; singer Jerry Lawrence; Commander Richard Hoyle of the Ellis Island Coast Guard, and Ed Sullivan and Nick Kenny, New York newspaper columnists. All WJZ programs are promoting the "Icecapades" premiere and making bond sales over the air.

Arrangements for the "WJZ War Bond Night" are under the supervision of Nevil Ford, executive manager

Labor Day Cup

John M. Rivers, president of WCSC, Charleston, South Carolina, is presenting a cup on Labor Day to workers at the Charleston Navy Yard who have contributed most, this year, to the war effort. Cup from WCSC is being awarded on the basis of the least absenteeism, the most war bonds sold and general prosecution of the war on the production front. Judges are high-ranking Navy officials.

"Guess the Tune"

Twenty-five pairs of Nylon hosiery are to be given away every week to the winners of the "Guess the Tune" program, which starts this Monday over WIP, Philadelphia. Listeners have to guess the tune played on the program and send in their answers. Five pair of Nylons will be given away to five winners five days weekly. At the mike for this show, which is sponsored by Kurtz Complete Spaghetti Dinner, will be Howard Jones.

of the War Finance Committee; John McNeil, manager of WJZ; Joseph Seiferth, WJZ audience promotion manager; George Tyson, manager of "Icecapades"; and Ned Irish, acting president of Madison Square Garden.

During the intermission of "Icecapades," the WJZ Victory Troop will broadcast a short program over WJZ.

Thomson May Resign Post As CBC Manager

(Continued from Page 1)

information on the matter and that in any event it would have to be dealt with by the governors as a group.

Dr. Thomson, who took office on Nov. 2, 1942 was granted leave of absence for one year by the Board of Governors of the University of Saskatchewan of which he is president. He became CBC general manager as successor to Maj. Gladstone Murray. Informed sources said the question would be whether Dr. Thomson's resignation would be merely a "technical one" handed in because his year of service with the CBC had come to an end.

There have been unofficial suggestions that, if Dr. Thomson returned to his University post, L. W. Brockington, KC, of Ottawa, former chairman of the CBC board and now an advisor to the British Ministry of Information, should be considered in any management reorganization.

KDKA Sportscaster ETs

Pittsburgh—James F. Murray, member of the KDKA sales staff and former well known sportscaster, is making a series of sports recordings at the request of the War Department to be broadcast via shortwave on all bands overseas to the men on all the fighting fronts.

Chi. Firm Switches Show To Attract Employees

(Continued from Page 1)

offered by the concern. The show is a five-a-week comedy serial called "Salt and Pepper" with Les Livingston and Marjorie Leigh playing the roles of Sylvester O. Salt, a cloak-and-suit Mogul, and Jane Red Pepper, his secretary, Livingston, free lance actor and staff announcer at WAIT, and Miss Leigh, free lance actress, also are heard as Mr. and Mrs. Meaningwell on "The Meaningwells," WGN serial. Script is by Harry Lawrence, veteran Chicago radio writer, who scripted the popular "Kaltenmeyer's Kindergarten" show.

Tom Moore is handling production and announcing. Program was sold on a four-week basis with a 13-week option.



TALK about smash hits! Have you heard the rave news about Jerry Lawrence's "Air Theatre"? Only one month after an impressive opening run and already the noon show is booked solid, sold out, with standing room only for the matinee performance.

A sound, dollars-and-cents indication of how Jerry's new recorded musical show tastefully combines entertainment with

selling showmanship. Sorry about SRO in the mornings, but some choice seats are still available for the "Air Theatre's" evening performance from 8 to 9. And lucky is the sponsor who grabs 'em! Just inquire at the box office.

First on New York's dial, 570 w m c a
America's Leading Independent Station

The DENVER MARKET

20th in SALES in the U.S.

KLZ Denver
Represented by The Katz Agency, Inc.

Chicago

By BILL IRWIN

A SPECIAL half-hour documentary drama, "An Englishman looks at Chicago," written and produced by Geoffrey Bridson of BBC, will be broadcast over NBC on Wednesday, September 1, 10:30 p.m., in place of "Author's Playhouse." Cast will include Arthur Sinclair of Toronto, who will come to Chicago to play the role of the Englishman. Others will include Sidney Ellstrom, Bob Jellison, Arthur Hern, Fred Sullivan, Virginia Payne and Nannette Sargent. Dr. Roy Shield and his NBC orchestra will furnish the original background music. Program will be transcribed and sent immediately by bomber to England for re-broadcast to the British people.

New series of educational radio programs will be broadcast to the city's schools five hours a day every week day beginning September 20, George Jennings, acting director of the Radio Council, has announced. Jennings said the Radio Council will air network and transcription programs over its own FM station, WBEZ, from 10 a.m. to 1:30 p.m. Programs will be heard in the classrooms of the 100 public schools which have FM sets, from 1:30 to 1:45 p.m. WBEZ will join with WIND to broadcast "live" programs from the school board building, and from 2:15 to 2:30 p.m., WBEZ and WJJD will broadcast.

"That Brewster Boy" WBBM-CBS serial, celebrates its second birthday on the air with the broadcast of September 10. Show is written and produced in Chicago by Pauline Hopkins and Owen Vinson.

Robert Quick, new concertmaster of the WGN Symphony Orchestra, will be co-starred with Marion Claire, soprano, and Thomas L. Thomas, baritone, on the "Chicago Theater of the Air" over WGN and Mutual on Saturday, September 4, from 8-9 p.m., CWT.

Clifton Utley, news analyst and foreign affairs expert, has added a Monday through Friday news period (5 to 5:15) to his WBBM schedule. He is also heard 6:30-6:45 Sundays. Utley, credited with being radio's first commentator on foreign affairs, having originated a weekly commentary for commercial sponsorship nine years ago, is director of the Chicago Council on Foreign Relations.

In a recent listener poll made by WBBM to determine whether to keep Clifton Utley news period on the air during the summer, the station received 6,021 affirmative replies.

Ken Fry, former NBC central division news and special events director now with OWI at San Francisco, visited NBC studios last week.

59 Stations Rave About FUNNY MONEY MAN

ALLEN A. FUNT RADIO PRODUCTIONS
52 Vanderbilt Avenue New York City



A Reporter's Report Card. . . !

● ● ● PAUL WHITEMAN: When the Musical Steelmakers show from West Virginia resumes, September 26, on the Blue Net, none other than Ray Knight will accompany you on the trip when you personally attend to launching of the new series. . . . RICHARD STARK: Axel Gruenberg leaves the "Counterspy" series after the September 6th broadcast to devote all of his time to the Gertrude Lawrence varieties show for Revlon, which bows in September 30. . . . DICK GRANVILLE: Some of your listeners, who tune you in on WMBR, Jacksonville, Fla. wrote to notify us that they get a kick out of your swell platter-chatter sign-off. . . . to wit: "Buy-buy bonds—then bye-bye Axis" N. Ray Kelly: Thought you'd like to know that Arthur Henley, one of the co-scripters of your "Everything Goes" morning NBC comedy, has luck with "everything" starting tomorrow he adds his talent to Sammy Kaye's staff of gagsters who concoct the laughs for the Old Gold CBSmoker. . . . RALPH EDWARDS: That satirical recording you played for your guests at the 21 Club Saturday night, "Radio Critics' Review," was really the piece de resistance. . . . Herb Moss promised us a 'dupe' (make it two) SGT. SID WEISS: The "World-Telegram," contrary to rumors definitely will continue to feature Harriet Van Horne's radio column. . . . not only that but the blonde radio critic has been given an increase in salary. . . .

★ ★ ★
● ● ● PHILLIPS H. LORD: Little Ronny Liss, a regular on your "Gangbusters" program, is thirteen years of age and has spent all but the first three years at the mike. . . . JOAN BROOKS: We just received a card from Bob Kerr informing us that en route to the Columbia Pictures studios on Gower Gulch, he won the Fred Harvey Gin Rummy Trophy. . . . we learned of his wizardry with the paste-boards 'the hard way' we learned of his wizardry with the studio audience at the "G. I. Blind Date" show sounded a bit disappointed when it was announced that they were present at the last performance of that program. . . . DAMON RUNYON: The "Joe & Ethel Turp" cast, featuring John (Joe) Gibson, Patsy (Ethel) Campbell and Hope Emerson, will cut a half hour record tonight, which might replace the fifteen minute strip format. . . . LEONARD CALLAHAN: Did you know that Charles M. Barbe, new Stations Relations Representative for Sesac, was with BBC when war broke out. . . . he joined the French armed forces, was awarded the Croix de Guerre and Legion of Honor and was captured by the Germans when they took the Maginot Line. . . . His release was effected through intervention of Radio executives who proved his non-belligerent status. . . .

★ ★ ★
● ● ● GENE KING: The other night at WOR, you squeezed in a hitch-hike, time announcement, thirty-second spot and special announcement, with such perfect timing, that a soldier, visiting the studios, waxed warm in his praise. . . . what the soldier, 1st Lieutenant George Sickinger, U. S. Army Air Force, didn't tell you is this. . . . his own timing and accuracy shooting down Zeros in the Bismarck Sea and other South Pacific battles, earned him the DFC and a Silver Star. . . . CAPTAIN MONROE GREENTHAL: Sgt. Leo Pillot, who worked for you at United Artists Pictures, now stationed in the public relations office at the Army Air Base at Pueblo, Col., has suggested a series of network programs, to feature only enlisted personnel to be programmed from the various camps and bases. . . . listeners to send their votes on the 'best programs' with prizes to be awarded to the three camps whose programs polled most votes. . . . If the War Dep't okays, sounds like a pretty good bet for some national advertiser, provided each program contains the "does NOT endorse" clause. . . .

★ ★ ★
—Remember Pearl Harbor—

STATION OWNER!

DO YOU NEED A STATION MANAGER?

HERE'S YOUR MAN

His experience embraces metropolitan newspapers, national magazine, advertising agency, radio station sales and management.

He is thirty-nine, native American of Scottish extraction, married, recently HONORABLY DISCHARGED from the United States Army.

For over six years he was top sales executive for a 50 K.W. key network station.

Before entering the Army he was general manager of an eastern metropolitan full time station.

Because of his practical knowledge of all phases of management he gains employee confidence and effects complete interdepartmental cooperation.

His intelligent and dignified selling methods obtain results of a sound and permanent nature, thereby reducing sponsor mortality to a minimum and of course, substantially increasing sales volume.

He enjoys the confidence and respect of a wide range of both industrial and advertising agency executives.

This man can deliver a smooth and economic over-all station operation. He may be interviewed in New York City. Write Box No. 743,

RADIO DAILY

1501 Broadway N. Y. C.

Probers Criticize FC Deferment Pleas

(Continued from Page 1)

for periods varying from months to 12 years as butter glove cutters, barbers, clerks, musicians, candy cooks, etc. Commission sources pointed out these men had qualifications for radio jobs they were doing which had been revealed—the butter maker for instance held three radio licenses—another man had been as an amateur for 12 years

ments were asked by the Commission for men in the following jobs: engineers (radiotelephone repair and cartographic), field inspectors (engineers), radio inspectors, radio monitoring officers, radio directors, radio operators, intercept analysis, monitoring translators, and key administrators.

Names Not Revealed

placed committee investigation. Hovey Walker on the stand to get the facts in regard to some affidavits, stipulating that he did not use names because of the possibility of some error. Congressman Luis Miller, presiding, declared that if any man now in a bomb-proof government position and hiding from military service the committee has the right to know his name and the committee should know it in fairness in the service. He declared, "The reason why there should be a denial of identity for anybody coming from military service." No names were revealed, however. Reilly defended the committee's tactics, saying that witnesses were quizzed in private before the committee had received much evidence, some of which proved inaccurate and did not bring this out in public until after the fact. He said that records were referred for correction to all those questioned but could not be made available to them to keep.

Dr. Leigh Present

room at the time was Dr. Leigh, head of the FBIS, who was called in private last spring and presented a copy of the record. A offer made to permit him to inspect. Reilly also charged that the FCC itself, is guilty of star-chambers and that hearing records kept in narrative form not fairly reflecting proceedings before the Commission. In many cases, he said, going to the credit of a man whose character the Commission sought to "blacken" was removed from FCC records.

talk took over in the afternoon and both Walker and Reilly

Radio Writer Available

Articles, Publicity, Scripts, Long experience. RADIO DAILY, Box 746, 1501 Broadway, New York City.

NEW PROGRAMS—IDEAS

"Time Machine"

"Time Machine" is the title of new show inaugurated over WNEW, New York, yesterday afternoon from 4:35-5 p.m., EWT. Idea of the program is to bring back in time the voices of outstanding people who are no longer living. Show starts with a "Time Machine" sound effect, taking listeners back into former days, and running narrative sustains the illusion.

Recordings of famous voices comprise the body of the show. Initial program included Enrico Caruso singing "Over There," Will Rogers in a monologue titled "Nominate Henry Ford for President," Nora Bayes singing "Has Anybody Here Seen Kelly," and George Gershwin playing "Someone to Watch." Future shows will feature the voices of Lillian Russell, Teddy Roosevelt, and others.

impressed the handful of reporters and spectators—the latter mainly commission or committee employees—as considerably more fair than Committee Counsel Eugene L. Garey. Although they were guilty of sins of omission in their presentation they were far more convincing and impressive than Garey. Much of the discussion concerned the overall draft picture at the commission, and, in order to clear up the widespread confusion regarding this, the FCC released some figures on draft deferment showing 1,468 males employed by the FCC as of August 6. None of the 242 male employees in the accounting, administrative or law departments is deferred. Of the 1,020 males in the engineering department 393 are deferred on occupational grounds. This figure includes 34 over draft age, 22 pre-Pearl Harbor fathers, 18 with deferments which have expired, and 70 employed overseas, many in areas of war.

Fly Statement Introduced

During the afternoon session, a commission press release quoting Chairman James Lawrence Fly reached the hands of Reilly, who arose waving it in his hand, asking that the FCC be restrained from telling its story. Miller was still in the chair, although Cox had put in a brief appearance during the afternoon, and said he hoped the Commission would not try to "try this case in the newspapers" and assured the FCC of full hearing.

Fly declared that the Commission's draft deferment policies conform to WMC and selective service directives. Over 90 per cent of the employees, whose deferment was sought by the Commission, are skilled communications engineers engaged in work in connection with the nation's telephone, telegraph and radio operations. These men, if employed in comparable work in private industry, would be automatically deferred. Chairman Fly said, "the matter of deferment of federal employees has already been thoroughly studied by the House and Senate Military Affairs Committees and was later reviewed by the Presi-

"The Broadway Busybody"

Theatrical program featuring news and gossip of Broadway, entitled "The Broadway Busybody," will launch Ethel Colby as new drama and motion picture editor of WMCA, New York. Miss Colby is currently drama critic for the Ridder newspapers, including the "Journal of Commerce," and has been on the stage. She and her husband, Julius Colby, who is WMCA's dramatic critic, are billed as "Mr. and Mrs. Go To The Theater," during the theatrical season, doing ad lib reactions of first night performance after the shows.

"Broadway Busybody" will be heard daily Monday through Friday from 3:15 to 3:30 p.m., beginning September 13, and will cover all forms of information relating to life in Times Square.

dent himself. Requests for deferment of federal personnel are now being handled by a central committee of manpower experts under a uniform procedure for all agencies, a procedure, by the way, which Congress has adopted for its own employees.

"To meet the critical shortage of technically qualified men, the FCC has conducted a continuous recruitment and training program. Its efforts to supplement critical shortages on its own staff have met with small success; out of 550 names received from the War Manpower Commission, only six could be hired; only 16 per cent of the names certified to us by the Civil Service Commission could qualify for engineering positions for jobs as translators. It is only the extraordinary performance of the existing staff which the Cox Committee is bent on branding as slackers which has made it impossible for any fifth column radio station to get on the air undetected. Over 60 of these RID operators are unique in their mastery of the difficult Japanese Kana code. Others, through long familiarity with code have been able to identify almost immediately illegal transmissions in this country and in South America. Still another group of RID men have been rigorously trained to intercept and monitor transmission of over 1,500 Axis transmitters.

Language Knowledge a Factor

"As for the Foreign Broadcast Intelligence Service, some of our men were deferred because of their mastery of unique language combinations, such as; knowledge of both Mandarin and Cantonese. Others spoke readily from four to 12 languages, including such tongues as Dutch, Russian and Afrikaans. Almost without exception those deferred had had first hand knowledge of enemy and occupied countries, spoke several languages, and were otherwise uniquely qualified for this important war work. The Cox Committee has ignored the vital nature of the work which these highly skilled men are performing."

There will be another session today after which no hearings will be held for another week.

Flamm Loses Action To Halt WMCA Sale

(Continued from Page 1)

grounds of being coerced into selling the station.

Justice Peck, in his statement denying Flamm the injunction, said "The trouble with the plaintiff's case is that he knew all the elements of the fraud except the participation of his employees, and he suspected that before he transferred the station, still he had waited two and one-half years before seeking a revision."

Recalling the hearing with the Federal Communications Commission, Justice Peck said that it was disclosed at a hearing before the contract of sale was signed, that the plaintiff's counsel had talked with the chairman of the FCC about the representation that the defendant Noble could take the license away from Flamm. The plaintiff's counsel was assured that there was no foundation for such representation and no reason why any person could move in and take the license.

Buys 'Where Do We Stand'

Clark Chewing Gum Co. has taken over the sponsorship of "Where Do We Stand?" on the Blue Network and has increased the station line-up from 109 to the complete network.

One of radio's great buys!

Sydney Moseley is available to Mutual stations from coast to coast for immediate local sale. Comes to you live, not transcribed. Great record of sales successes; mail pull, audience popularity, prove pulling power of this great commentator.

Write, wire, or phone Norman Livingston, WOR, 1440 Broadway, New York 18, for further facts, figures, price, etc.



GUEST-ING

EDGAR ANSEL MOWRER, syndicated news analyst; ELY CULBERTSON, author of "World Federation Plan"; WILLIAM B. ZIFF, author of "The Coming Battle of Germany," and GEORGE SOKOLSKY, syndicated columnist of the New York "Sun," discussing "An International Police Force, on Theodore Granik's "American Forum of the Air," today (WOR-Mutual, 8 p.m.).

TOM HADDOCK and DICK DOUGHERTY, high school student war workers, on "Salute to Youth," today (WEAF-NBC, 7:30 p.m.).

ISIDOR PHILIPP, pianist, on Alfred Wallenstein's "Sinfonietta," today (WOR-Mutual, 11:30 p.m.).

MARJORIE REARDON, film starlet, on "Noah Webster Says," today (WJZ-Blue Network, 8:30 p.m.).

DR. CHARLES M. McLANE, assistant attending physician at the Lying In Hospital, New York discussing "Questions from Expectant Mothers," today (WJZ-Blue Network, 10:30 a.m.).

COMM. LEROY SEMPLER, veteran of the fighting in the South Pacific, on "This Nation at War," today (WJZ-Blue Network, 10:30 p.m.).

FRANK SINATRA, on the Burns and Allen program, today (WABC-CGS, 9 p.m.).

KENNETH MORROW, tenor, on "Hymns of All Churches," today (WEAF-NBC, 2:45 p.m.).

LUCY MONROE, HELEN JACOBS, FANNIE HURST, SGT. RALPH STEIN, CPL. WALTER RAMSEY and SEAMAN JOHN BROOKS, on the "Battle of the Sexes," today (WEAF-NBC, 9 p.m.).

MRS. RORY GALLAGHER, author of "Lady in Waiting," tomorrow (WABC-CBS, 11:30 a.m.).

HARRY HERSHFELD, cartoonist and humorist, on Wally Butterworth's "Take - A - Card" quiz, tomorrow (WOR-Mutual, 8:30 p.m.).

JEAN PARKER, on "Soldiers with Wings," tomorrow (WOR-Mutual, 9:30 p.m.).

WDAK Removal

Completion of the removal of WDAK from West Point to Columbus, Georgia, has been announced by L. J. Duncan, general manager of Valley Broadbasting Co., owners and operators of the station.

WDAK took to the air in its new Columbus location on August 20, after a removal of facilities of only four days, which included the dismantling of a 150-foot tower atop the General Tyler Hotel.

AFRA Okays AGMA Merger As Annual Convention Closes

(Continued from Page 1)

to effecting a merger of the three groups.

The convention reaffirmed the Federation's no-strike pledge, acting on a suggestion contained in President Lawrence Tibbett's annual report, which was read to the 58 delegates by Virginia Payne, president of the Chicago local, who presided at the first session Saturday. Tibbett himself was absent, being under a doctor's care in New York for an infected tooth. The Federation also went on record as pledging its full efforts to the winning of the war. Another resolution put AFRA on record as opposing re-ammittance of the United Mine Workers of America into the American Federation of Labor as long as John L. Lewis is head of the miners.

Other Matters Also Treated

Although the AFRA-AGMA action highlighted the two-day meeting, the Federation's first national session in two years, other convention agenda acted upon included AFRA's Transcription Code, constitutional changes, proposed establishment of standard forms of individual contract for AFRA members, and various matters affecting locals, among them a comprehensive plan for sharing of dues and facilitating of transfers. Three new national board members were elected, national officers re-elected and Cleveland chosen as the next convention city if the war is still on. If the war is over and the transportation facilities are available the convention city will be Los Angeles, which has in a permanent after-the-war bid.

New Board Members

New national board members elected were Herbert Mann, president of Racine local; Robert Doneley, president of Pittsburgh local, and Edward L. Merritt, vice-president of the Boston local.

National officers re-elected, in addition to Tibbett, were: Vice-Presidents Virginia Payne, Jean Hersholt, Bill Adams and Ken Carpenter, and newly elected, Anne Seymour; Treasurer George Heller, and Recording Secretary, Alex McKee. Gunnar Back served as convention secretary.

In the treasurer's report at the first session Saturday, Heller disclosed that the \$43,000 AFRA had borrowed from Actors Equity and Screen Actors Guild to tide it over its lean years had, in the past five years, been reduced to \$13,000.

Membership Shows Increase

AFRA's membership has increased from 13,600 to 15,000 in the last two years, Mrs. Emily Holt, executive secretary, reported. This compares with the Federation's original membership of 400 at its inception six years ago.

Two constitutional changes were recommended to the National Board. One provides for appeal from local discipline to the National Board, and the other changes the 2-3 vote minimum required for local signing

notation petitions to 75 per cent of membership.

The caucus of AFRA's transcription code, expiring Nov. 1, 1943, authorized the national board to reopen negotiations for a new code.

The resolutions committee, composed of Helen Van Tuyl, Chicago; Donna Keath, New York; Zella Layne, San Francisco; Shields Dierkes, Detroit, and Georgia Fifield, Los Angeles, in its first report at the third session Saturday presented, in addition to the John L. Lewis resolution and one appealing for racial unity, a third resolution providing means for electing temporary successors to national board members during their terms of service in the armed forces.

Execs in Armed Services

Forty-five members of AFRA's national board are serving their country. They include Major Wm. Brandt, Major Halberger, Major Knox Manning, Capt. True Boardman, Lt. (j.g.) Ben Alexander, Lt. (s.g.) Norman Barry and Corp. Ray Jones.

Altogether 1,000 AFRA members are in the armed forces.

The matter of defining commercial and sustaining programs was referred back to AFRA's counsel by an advisory caucus at the first session Sunday. Regarding allocation of national revenue, with particular attention to Los Angeles' request to be reimbursed for service rendered members under national agreements, the convention decided to continue AFRA's revenue structure on its present basis on a national and a local 50-50 proposition.

It was also decided to pursue present policies on war activities programs, following a discussion aimed at establishing a uniform policy in all locals with respect to government and private agencies.

At a caucus on establishing standard forms of individual contract for AFRA members it was decided to leave to the Federation's counsel the task of working out such a contract covering all phases.

ET Policy Discussed

Discussion on uniform policy for use of off-the-line recordings was merely that, with no definite action taken the question relating to members of American Federation of Musicians coming within the purview of AFRA shop clause in AFRA collective bargaining agreements was placed in the hands of a commission composed of six national board members, two each from Los Angeles, Chicago and New York, and the Federation's attorneys. Whatever solution is arrived at will have the full support of the convention.

On Friday evening delegates were greeted by Government Dwight Green of Illinois at a pre-convention welcome, at the Ambassador, given by the Chicago local.

AFRA's formal proposal to Actors' Equity Association to merge with AFRA-AGMA had not as yet been

AGENCIES

KENNETH A. BONHAN, executive vice-president of The Emerson Co. of Baltimore City, manufacturer of Bromo-Seltzer, has announced appointment of Harold L. Grafer to the drug field after two year association with Schenley Distillers. Prior to joining Schenley sales manager of the Anacapa company for four years.

WILLIAM E. DEMPSTER, signed as sales promotion manager of the New York "World-Tele" to join the executive staff of Durstine, Inc., New York. Before two years with the "World-Tele" Dempster was head of sales promotion at the New York "Herald Tribune" for seven years. JOHN O. ELTON, formerly with Pedlar & Federal and Newell-Emmett, has become a member of this agency's executive department.

SERVEL, INC., for its all-year air-conditioning unit, will radio in a campaign currently prepared by Batten, Barton, Stine & Osborn, Inc. The unit, designed to serve homes and smallness establishment.

WILLIAM H. KEARNS, vice-president of Ted Bates, Inc., has granted leave of absence from agency to serve with the U. S. with the rank of lieutenant (j.g.).

JULIAN DOWELL, effective July 1, becomes art director in the New York offices of Sherman & Martin. Dowell comes from BBD&O, where he was an art director and prior to that he was art director at William Company.

LEWIS & GILMAN, Philadelphia, has been appointed to handle the account of Hygienic Products Co., Dayton, Ohio.

EUNICE POWELL has joined media department of Bentson Bowles, Inc. as a space buyer. For the past seven years, Miss Powell has been in the Cleveland office of McCann-Erickson, Inc.

presented to either Bert Lytle or Paul Dullzell, president and executive secretary of Equity, respectively. Alfred Harding, editor of Equity magazine, said yesterday, however, did say that he had conferred with Lytle and Dullzell yesterday in the event AFRA did present the formal proposal to merge.

Of course, he added as an afterthought, that Equity would not insist, nor would they receive it enthusiastically. It would, however, be considered in due course as there "many complications" that must be defined in such a merger. The negotiations Harding referred to specifically are the financial and membership arrangements of a tripartite merger.

1943 RADIO ANNUAL

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★ ★ COAST-TO-COAST ★ ★

BILL WALLACE, formerly with the Radio Section of the American Red Cross in Washington, D. C., and free lance actor and producer, has joined the staff of the new CBS outlet, WHOP, Hopkinsville, Kentucky, as chief announcer. . . . Norris Hite, new to radio, has joined the WHOP operating staff. . . . Offices of WHOP have moved from Hopkinsville proper back to their transmitter and studios which are located two miles out of town.

"Food Scout Program," featuring Virginia Davis on KXOK, St. Louis, Missouri, has been enlarged to a half-hour daily in order to cover increase in subjects brought on by war measures. Show is sponsored across the board by Bettendorf's Super Markets. . . . John Corrigan is the latest addition to the KXOK announcing staff. Prior to joining KXOK, Corrigan was a staff announcer in Jefferson City, Mo., and Springfield, Ill.

A. E. Joscelyn, general manager of WCCO, Minneapolis, Minnesota is vacationing with his family at Deerwood, Minn. . . . Richard E. Stockwell has been added to the news room staff at WCCO as associate news editor, replacing Mitchell V. Charnley. Stockwell comes from WMT, Cedar Rapids, Iowa, where he held the same position. Previously he was affiliated with the Wisconsin State Network; WLW, Cincinnati, and WIBA, Madison, Wis.

Elizabeth Lipton, has joined the staff of KWK, St. Louis, Mo., as continuity writer. Formerly she edited the house organ for the McQuay-Norris Manufacturing Co. and previous to that was in charge of the Information Service Department of the Unemployment Compensation Commission at Jefferson City, Mo. . . . Seventh anniversary of the first broad-

cast by KWK's transmitter was celebrated last week, marking its 50,000th hour on the air.

Two broadcasts over WNYC, New York, this Wednesday will observe the fourth anniversary of the Nazi invasion of Poland and the start of World War II. At 10 a.m. Newbold Morris, president of the N. Y. C. Council, Hon. Sylwin Strakacz, Consul General of Poland, and others will be heard from the U. S. Army exhibit of war weapons at the Chrysler Building. "Music of the United Nations," at 6 p.m., will feature Polish music.

"Famous Fathers," series of show depicting private lives of outstanding American fathers, is now being presented over WELI, Tuesdays at 7:45 p.m., EWT. Programs are sponsored by Diamond Ginger Ale Company. . . . Stan Briller, student at Yale University, has taken over the announcing chores of Bill Hanrahan, who has gone to the Army Air Corps.

Special events department of WPEN, Philadelphia, is broadcasting a drop-by-drop account of the experiences of a blood donor this afternoon, in cooperation with the Red Cross Blood Donor Campaign. Donor will be Miss Philadelphia (June McAdams), and Don Frank will emcee the show. Interview, from Valley Forge Hospital, with a soldier whose life was saved by plasma, will be a feature on the program.

Charlie Runyon, organist for KPO, San Francisco, heard on "Dr. Kate" and other dramatic shows, has just written his 200th song for radio. Tunes are used to identify different characters in the plays Runyon supports. . . . John W. Elwood, manager of KPO, was chairman of the San Francisco Advertising Club's recent radio session. . . . Leo Rumsey, formerly of KCMB, Honolulu, is now doing a Sunday morning news summary over KPO and the NBC coast web.

"This Is Omaha," will be the subject of a new weekly broadcast by the Chamber of Commerce to be heard Monday nights at 6:15 over KOIL. Appearing on the program will be Hugh Feltis, station general manager, D. B. Woodyard, vice-president of the Chamber, and Frank P. Fogarty, Chamber general manager. Show will outline business developments during the week.

Gwen Dew, newspaper woman and photographer, will be guest speaker on the "Freedom House" series on WMCA, New York, Wednesday. She will discuss her first-hand impressions of Japanese war psychology with Martha Linn, who represents Freedom House. . . . William L. Batt, vice-chairman of the WPB, will be heard tomorrow night over WMCA, as the guest of Richard Eaton, WMCA's commentator from Washington. He will discuss "Coordination Of Our War Effort."

Fred Garrigus, director of special events and war programs for WEEL, Boston, recently received a letter of commendation from Rabbi Samuel I. Korff for the time allotted by the station for a religious sermon in conjunction with a Jewish holiday this month.

"Boeing Hour" is the new half-hour show on KOMO, Seattle, Washington. Sponsored by the Boeing Aircraft Corporation, show is heard from 9:30 to 10 p.m., Tuesdays, and features Bob Harvey and a 20-piece orchestra, plus Edwin Adams, emcee and narrator of the feature "Behind the Scenes at Boeing." Show is part of a radio campaign to recruit workers.

"Books Are Bullets" resumes over WQXR, New York, on Wednesday, September 8, at 5 p.m., EWT. Show, which is presented by the Council of Books in Wartime, will again have Bennett Cerf as emcee, and first guest will be John Roy Carlson, author of the new book, "Under Cover."

Special remote broadcast from Camp McCoy by WKBH, La Crosse, Wisconsin, ran the "Invasion Course" with troops. Signal Corps strung approximately five miles of wire to make the program possible. Purpose of the maneuvers was to give soldiers a taste of invasion tactics, and live ammunition, flame throwers and other implements of actual warfare were used. Lt. Col. Stotts served as commentator, and entire program was under the direction of Capt. Kohan, public relations officer.

"Sport Shots," daily show run by Stoney McLinn, sports director of WIP, Philadelphia, for the past nine years, goes commercial on September 6. Show, under the sponsorship of Dr. D. Jayne & Son, Inc., will be heard from 6:30 to 6:40 p.m., EWT, Mondays through Saturdays.

Ceremonies attending the dedication and formal opening of the new post theater for Fitzsimons General Hospital, Denver, Colorado were carried by KOA. Dorothy Lamour and Brig. Gen. Omar H. Quade, C. O. at Fitzsimons, were among those taking part in the dedication. . . . Si Westbrook and Zeke Beckman, "The Sunshine Boys," begin a thrice weekly 15-minute show over KOA on September 13. Vick Chemical Company is the sponsor. Account was placed through Morse International, Inc.

Rex Davis, editor-in-chief at WCKY, Cincinnati, is doing remotes from his hospital bed, where he is convalescing from an operation. In appreciation for the many services of the hospital, Davis also broadcast an interview program for the nurses aide department.

New to WOWO-WGL, Fort Wayne, Indiana, is Ernie Neff, announcer and organist. Starting in 1928 at KQB, Pittsburgh, Pa., Neff has been an organist-

announcer for WWSW and WCAB,burgh, and WHK and WCLE, Cleveland. In 1936 he had his own symphony gram for CBS. . . . In cooperation with OCD, WOWO will show the Good keeping film "Home Canning for V. this week in its large studio. Fort and Allen County housewives have invited to attend.

Third show in "Unity At Victory Broad" dramatic series WMCA will be heard this Thu from 9:45 to 10 p.m., EWT. entitled "American Dimout," written by Ruth Adams Knight the Writers' War Board, and is directed by Bob Shayon, of the Directors' Guild.

Earl Williams, formerly with KAlbuquerque, New Mexico, has joined announcing staff of KMYR, Denver, radio. . . . Howard Johnson is serving as chief engineer at KMYR while Paul Pink vacations for two weeks. . . . Mark Sber, station's sales manager, has returned from a two week vacation.

Ruth Lyons, who presents "Party Partyline" over WSAI, Cincinnati, and "Consumers' Foundation" over WLW, is on vacation. Her regular announcers, Cecil Hale and Eric Thomas, are doing the "Party Party" for her, and Julia Wood, of the WSAI staff, is handling "Consumers' Foundation". . . . Doris Day, featured vocalist on many WLW-WSAI shows is in the hospital for an emergency appendectomy. Taking over her singing spots is Mary, one-third of "Mary, Jeanne and Betty" trio the station's staff.

Jud Miller, violinist on WIBW, Topeka, Kansas, received a five-year pin week from Capper Publications, owners of the station, for loyalty continuous service.

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