

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



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TEN CENTS

Record Audience Looms

Mutual Faces Threat Re AFM-WSIX Dispute

Threat of the American Federation of Musicians to pull sustaining musical broadcasts off the Mutual network unless the latter's Nashville affiliate, WSIX, comes to terms with the Nashville AFM local was due to come to a head today, a deadline of 3 p.m. reportedly having been set by the musicians' union. If no agreement is forthcoming by that time, AFM is expected to carry through its threat to pull out studio musicians at all CBS origination points unless Mutual acts to cease service to WSIX.

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China Relief Program Will Be Aired April 11

Full hour program that will usher in the campaign of United China Relief, Inc., has been set for Saturday, April 11, 9-10 p.m., EWT, over the Blue Network. Details are still being completed but it is understood that half of the show will originate in New York and the other half in Hollywood. Charles Martin of the Biow Agency, who has general direction of the program, will produce the Eastern portion and Tom Lewis

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Blue Completes Change In New England Territory

Blue Network has completed realignment of its New England coverage, necessitated by the switch of WBZ and WBZA, Boston, to NBC which takes place June 15. Replacing the 50 kw. WBZ will be WSRR.

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Takes Embassy Post

Joy Virginia Grubbs, assistant director of the CBS "School of the Air of the Americas," has resigned effective April 10 to accept a post on the staff of the United States Embassy in Colombia, with headquarters at Bogota, capital of the South American republic.

N. Y. Indpts-AFM Pacts Near Closing Stage

Negotiations for scale increases for musicians on Class B and C stations have reached a point where agreements with several stations are about ready for the signing by both local 802 of the American Federation of Musicians and the independents. Expected that the remaining few will be ironed out before the week is over so that signing will be more or less simultaneous. Understood that union's original request for 20 per cent in-

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Fred Allen Rating Up; Shirley Temple Strong

Ten per cent gain in Crossley rating was the immediate effect of Fred Allen's shift to Sunday night, while Shirley Temple's first programs drew an initial rating of "practically twice as good" as the average rating of new shows, the March report of the Cooperative Analysis of Broadcasting, released yesterday, revealed.

Moving into the vacated "Ford Sunday Evening Hour" on CBS, the

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Radio Gaining Listeners As Theaters Lose Patronage Due To Tire Ban; Blackout Tests Also A Factor

Indicating the biggest listening year in radio's history, attendance trends at motion picture theaters and night clubs throughout the country are reported moving steadily downward, while, conversely and concurrently, radio listening continues on the upgrade. Both situations are in direct contrast with the trend last year at this time and both are attributed largely to the rubber shortage and its attendant reduction in use of automobiles for pleasure purposes.

"If they don't drive down town to

(Continued on Page 5)

ET Fee Test Action Now Held In Abeyance

Initiative in instituting a test suit to clarify issue of fees for electrical transcriptions may shift from the Associated Music Publishers, Inc., to NBC Recording Division, according to latest reports. Counsel for NBC Thesaurus declared that he could not confirm the story at this early time.

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Blue Net Denies Time For Dilling Broadcast

Chicago—The author of "The Red Network" was denied time on the Blue Network yesterday. Mrs. Elizabeth Dilling, a leading isolationist and also author of "The Roosevelt Red Record and Its Background," sought the time in which to answer

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Michigan Net's Special On Lindley-Hillman Series

WXYZ, Detroit, and seven stations of the Michigan Radio Network will carry a special series of broadcasts by the Blue commentators, Ernest A. Lindley and William Hillman, from

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Philly Outlet Co-Op On "Fitness" Show

Philadelphia—Radio is lending its fullest cooperation here to the local Division of Physical Fitness, participating in publicizing and promoting programs planned by the committee. In a calendar of events illustrating the activities of the Division, local radio stations occupy a prominent role. Stations KYW,

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New AMP Directors; Expect Sale Shortly

In announcing the election of three new members to the board of directors of Associated Music Publishers, Inc., C. M. Finney, president, confirmed, also, that the changes of

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Gen. Mills Sets Giants-Yanks; Seek Co-Sponsor For Season

Zenith Shipments Up 37%; Ready For War Conversion

Chicago—Shipments for the current fiscal year will be about 37 per cent larger than any preceding year, E. F. McDonald, Jr., president of Zenith Radio Corp., announced yesterday in reporting the company's earnings for the nine months ended

(Continued on Page 2)

General Mills completed arrangements with WOR yesterday for broadcasting home games of Yankees and Giants, the sponsorship to become effective today. Understood a co-sponsor is being sought, but Wheaties will take plugs on all games until another bankroller is signed. Mel Allen, who is expected to give up his present association with CBS, will

(Continued on Page 5)

No Dice

WHN turned down some business this week when E. T. Howard Co., agency for Feigenspan beer, sought to buy spots following the Red Barber play-by-play descriptions of Dodgers games. Deal was all set until WHN learned Howard wanted the time to call attention to Feigenspan's nightly sportscast by Red Barber—on WOR.

Hot Licks

Cincinnati—Ken Church, WKRC sales promotion director, is fond of Glenn Miller's hot music. His ardor has not cooled despite the fact that a fire actually broke out in the lower portion of Church's receiving set during a transcribed Miller program. Church's hands were burned in the process of putting out the fire but they still carry the torch for Miller.

Los Angeles

By JAC WILLEN

BILL THOMPSON (old timer, Wallace Wimple, etc., on Fibber McGee and Molly) and Sharon Douglas, popular young actress, are holding hands.

Wen Niles, Al Pearce announcer, is that new announcing voice that has replaced the "Blondie" spieler Bill Goodwin, on the Milton Berle "Three Ring Time" Tuesday ailer.

Lou Bring, popular maestro, planned to New York March 27th to visit his mother, who is ill. Previous commitments had forced a postponement of the trip until this date.

Jack Burt, formerly of the Pasadena "Post," has joined the NBC-Hollywood newsroom staff, replacing Al Downs, who was inducted into the Army.

Wedding Bells: Robert Scheutz and Helen Welty, both of NBC-Hollywood, were married March 20th, at the First Congregational Church in Hollywood. Scheutz is manager of the Recording Division of NBC, and until the marriage his bride was a member of the same organization.

Buddy Twiss has been set as announcer on the new Bill Henry airings for Dentyne, which debuted over NBC, March 25, at 5:45-6 p.m., PWT.

Victor Borge, current Kraft Music Hall sensation, has drawn a 13-week renewal on the show.

Handsome Bill Kennedy, one of KHJ's newer announcers, has been signed by Warner Bros. to a seven-year film contract. Kennedy leaves his broadcast duties tomorrow. No successor has been named at the present time.

Bob Burns has the most effective war rumor-monger stopper . . . and it DOES stop 'em cold! Added to his collection of lapel buttons which point out that "silence-is-more-than-gold-en," is his latest one which reads simply, "How Do You Know?" and which Burns flashes from under his lapel whenever he hears the gossipers gossiping . . . and are their faces red!

Pastor Bout For Adam

Adam Hat Stores, Inc., will sponsor the broadcast of the light heavyweight bout between Bob Pastor and Jimmy Bivins Friday, April 17, in Cleveland Arena. Beginning at 10:15 p.m., EWT, the fight will be aired on 135 Blue Network stations. Blow-by-blow description will be given by Sam Taub and Bill Stern will do the between-round commercials and color. Ed Herlihy will open and close the program from New York.

KPQ To McGillvra

Joseph Hershey McGillvra has been appointed exclusive national representative for KPQ, Wenatchee, Wash., according to an announcement by Cole E. Wylie, general manager of the outlet. Station is a Blue Network affiliate and effective April 1 will move to 560 kilocycles and increase its power to 1,000 watts, daytime and 500 watts, night.



Notes from the Notebook!

● ● ● When Helen Hayes was approached to take over the Tallulah Bankhead spot on the Philip Morris programs, she revealed that she was tied up until June. . . . Mel Allen joins WOR to broadcast the Giants and Yankee games for Wheaties. Plans are to air the second game of double-headers on Sundays! . . . Nick Keesley of N.W. Ayer will shortly make a trip around the Eastern states to look over the markets for Atlantic Refining's schedule. . . . A move is afoot now to convert the Kay Kyser-Lucky Strike show into a variety program. G. W. Hill has not been approached with the idea yet. . . . Coca-Cola asked that they be allowed to withhold action on dropping or picking up the option for the Spotlight Band shows while they make a survey. Indications at the moment are that a curtailment will be the answer! . . . Cecil Brown, CBS correspondent just returned, is planning a lecture tour. . . . Reports that Bill Bacher is receiving a high salary for those Treasury transcribed shows—are the bunk. Bacher has turned down other lucrative offers to DONATE his services for the duration! . . . Carl Buss has succeeded Doris Halman as scripter of "Mr. Keen, Tracer of Lost Persons" . . . NBC spotlights a new daily serial, "The Andersons" starting Monday at 5:39 p.m. with Bill Sweets directing. . . . Arch Oboler's "Plays for Americans" moves to 5:30 p.m., an hour later than formerly, starting Sunday. . . . Elizabeth Wayne, MBS correspondent in the Dutch East Indies is in N.Y. but leaves soon for Australia but not, she hopes, before getting a hair-do and manicure! . . . Radio musicians who are making road tours must be certain to carry their draft cards because police and FBI are making periodic check-ups. . . . "Ports of the Pacific" with Ricardo and his orchestra and Johnny Grover as narrator, starts on the Red Sunday with scripts by Samuel Dickson. . . . We agree wholeheartedly with Alton Cook's recent comment in the "World-Telegram" that the CBSunday show "They Live Forever" is the best propaganda show on the air today—and it isn't on more than one network. . . . Charles Vanda produces this gem which makes you sprout hair even if you're bald! It's terrific—judging by last Sunday's show.

● ● ● Ever know a press agent to steer you right? Well, George Evans got us to listen to Claude Thornhill on last week's Coca-Cola show and Thornhill was far better than Evans boasted. . . . "America's Town Meeting of the Air" will tour for six weeks starting in N'Orleans April 9th and including its first origination outside of the United States from Ottawa May 7. . . . George Duning, arranger for Kay Kyser, is also on the expectant papa list. . . . Red Skelton will get a crack on the Gulf Theater before it fades to do Damon Runyon's "Tight Shoes" . . . Hedda Hopper is heading eastward. . . . "Stars of the Orchestra" on CBS stops its twinkle April 8th. . . . Bob Hawk's "How Am I Doin'?" has been renewed for another thirteen weeks. . . . Hal Hackett, MCA exec., has his back strapped—due to a cold. . . . Bill Weisman has his orb shielded again because he removed the bandages too soon. . . . Xavier Cugat does two broadcasts from Cincinnati and then goes directly to Hollywood from where his first "Rhumba Revue" will be aired May 5. . . . NBC has the exclusive on the Masters Tournament and Bill Stern will handle it Thursday through Sunday—April 9-12. . . . Lum and Abner tap out their 2,000th script next week. A horse race at Hot Springs, Ark., recently provided a note of humor that was probably overlooked by all except the most ardent radio fans. A horse named "Lum's Pride," owned by Lum of Lum and Abner, nosed out a nag named "Quiz Kids." Both shows are rapidly sponsored by the same firm. . . . While Harry Maizlish was registering at the Astor Hotel in N.Y., his wife gave birth to a boy on the west coast Monday! . . . Joe Hasel, sportscaster, long-touted by this pillar, joins the sports dept. of a network within a fortnight.

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

RADIO stations in midwest considering devoting more time to localized broadcasts of community war efforts instead of using so many patriotic network sustainings and transcriptions. Belief of many stations—especially smaller ones—is that more civic importance should be put on the departure of selectees, volunteer enlistments and OCD activities, in an effort to engender some of the community wartime spirit of the first World War.

Whitey Ford—"The Duke of Paducah"—and Lewis Brothers may debut their outdoor radio-circus in the Chicago suburbs as a break in date for their "big top" summer season. Outdoor field watching Whitey's move to blend radio entertainers with circus features and if the innovation is successful other radio talent may be recruited for the big tops.

Louise Fitch has been nominated as the "most charming girl in radio" by the Northwestern chapter of Phi Delta Theta fraternity. One of the most enthusiastic Phi Delta brothers is Eddie Firestone, Jr., of "That Brewster Boy" and has Louise as his older sister on the show. It's therefore easy to assume that Eddie had a hand in Phi Delta's enthusiasm about Louise Fitch.

Vic Brown, who heads the National Concert and Artists Corp as vice-president and manager of the mid-west office, has already set up offices in the Merchandise Mart. Brown, who has had a varied career as an artist representative, dates back to the old Orpheum circuit where as a young man he cut his eye teeth as a theatrical agent. Prior to heading the artists management company Vic served with the NBC Artists Bureau here.

New Recording Firm

Los Angeles—Glenn Wallich, owner of Music City; B. G. (Buddy) De Sylva, producer, songwriter, publisher and current head of Paramount Studios, and songwriter Johnny Mercer, have organized a new platter company which should be in production within the next two months.

Although no "label" has as yet been decided upon, nor headquarters established, it was reported that Wallich heads for New York immediately to establish offices and engage personnel.

Tie-ups for pressing of platters are with Allied Recording on the West Coast and the Scranton (Pa.) Recording plant for Eastern pressings.

Recording artists for the new company have not yet been announced.

RAY WINTERS ANNOUNCER

5 Years With Paramount Newsreel
2½ Years With Manufacturers
Trust Co.

LA 4-1200

Mutual Faces Threat of AFM-WSIX Dispute

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by cutting the affiliate from the work. With Mutual having gone on record several times in the past as being prepared to stop service to strike-affected affiliates rather than pre-empt a nationwide musicians' strike, it was not anticipated that the union would actually go through with the threatened strike action today. Mutual, with 199 stations, is expected to bow to AFM demands to use service to WSIX rather than disrupting service to the other

Only Sustainers Affected

However, should MBS elect to be bound by its contractual commitments to WSIX and the walkout is authorized, only network sustaining programs would be affected, at least at the time being. "Standard practice" of the AFM, as was the case last year when a similar situation developed involving NBC and CBS, is to first yank remotes, which was done on MBS early last week, next to cut studio bands originating programs and then, finally, if no decision has been arrived at, extend the ban to commercials, virtually eliminating all music from the network.

Last year's fight with NBC and CBS, also over the inability of affiliates to get together with their respective locals, was settled after remotes sustainers were deprived of music but before the ban hit commercials.

Gen. Rodgers On Autry Show

Devoted to the Army Day (April observances throughout the nation), Gene Autry's next Sunday "Mel-Ranch" program will salute the United States Cavalry School, Fort Leavenworth, and will feature an address by Brig.-Gen. Robert C. Rodgers, commanding officer of the historic Kansas Cavalry post.

WJBK Newcomer

Detroit—N. W. Hopkins, formerly of the Campbell-Ewald Co. staff, has been added to the staff of WJBK of Detroit. In addition to doing publicity and advertising for the station, Hopkins will reorganize the outlet's news broadcasts.

Specializing in the profitable disposition of station program time—now on sustaining, through the medium of a skilled, high type sales organization!

THE PROOF??

Renewal contracts from practically every station using our service. Our inquiry, obligating you in no way, will bring immediate details.

WIRE OR WRITE

Edward Helft & Associates

6154 PARK AVENUE INDIANAPOLIS

Gen. Mills Sets Giants-Yanks; Seek Co-Sponsor For Season

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handle play-by-play and a "color" announcer will be named later.

Reconstructions of training camp games will continue to be aired by WOR, beginning under General Mills sponsorship today, until opening of the regular season April 14 after which only "live," home games of Yanks and Giants will be broadcast by the station. Schedules of the two teams are so set up that one is always on the road when the other is playing at home.

WOR will broadcast Sunday games of the teams this year for the first time while, as was the case in previous years, night games probably will be farmed out to another local station.

Started Yesterday

Due to an unexplained slip-up, General Mills sponsorship of the WOR games got under way prematurely, but briefly yesterday when Mel Allen did about the first 15 minutes of reconstruction on the training camp game being aired, getting in one Wheaties commercial. Then Don Dunphy and Stan Lomax, who have been handling the pre-season games

for the station, took over and concluded the airing, sans commercials.

Meanwhile, the question of a co-sponsor for the seasons' games remains a problem for WOR, although several clients are said to be interested. With General Mills only guaranteeing half the schedule, station is faced with possibility of itself absorbing half the nut, or about \$75,000. Rights to the games cost a reported \$150,000 for the season, half to each of the two clubs.

St. Louis—KXOK has completed plans for the Major League baseball season with the announcement that contracts have been signed with Lever Brothers for Lifebuoy Soap and General Mills for Wheaties, the two companies to sponsor before and after game broadcasts on alternate days from Sportsmen's Park. It was announced earlier that Hyde Park Breweries, Inc., would sponsor the regular play-by-play broadcasts of all Cardinal and Browns home games except Sundays and holidays over the "Hyde Park Network" of six stations.

Hillman-Lindley Co-Op Has 9 Sponsors On Blue

During the two weeks it has been available for local sponsorship, "News Here and Abroad" with William Hillman and Ernest K. Lindley has been taken over by nine sponsors on 10 stations, the Blue Network announced yesterday. Second Washington commentary series to be offered by the Blue on a co-op basis, the other being "Baukhage Talking," "News Here and Abroad" is aired Mondays through Fridays from 7:30-7:45 p.m., EWT.

Sponsors and stations are: Lyman's Restaurants, KECA, Los Angeles; Capital Building & Loan Association, WJBO, Baton Rouge, La.; Merchants Co., wholesale grocers, WSLI, Jackson, Miss.; Fisher Brewing Co., KUTA, Salt Lake City; Fisher Flouring Mills, KEX, Portland, Ore., and KJR, Seattle, Wash.; Zork Hardware Co., radios, KTSM, El Paso, Texas; Imperial Credit Co., WCFL, Chicago; Mid-Continent Oil Co., WTCN, Minneapolis-St. Paul; and Linal package soap, KOWH, Omaha, Neb.

WOV Billings Up

Business at WOV hit a new high during the week ending March 28, according to Harry D. Henshel, manager. Week's billings are the best since station switched to 1280 kilocycles in December. Total lists four new accounts, two renewals and no cancellations.

Stork News

Jules Nassberg, is the proud pappy of a 7-pound boy born to Mrs. Nassberg at French Hospital. Mother and child, as well as the father are doing nicely. Nassberg is well known in radio-theatrical insurance circles.

Int'l Silver To 15 Min. Using Edward R. Murrow

International Silver Co.'s "Silver Theater" program concludes its Winter run on CBS with the broadcast of April 19 and beginning the following Sunday International will sponsor Edward R. Murrow in a series of weekly 15-minute news commentaries. "Silver Theater," one of the more elaborate dramatic programs on the air, is broadcast Sundays from 6-6:30 p.m., EWT. The Murrow comments will occupy the first half of this time, 6-6:15 p.m., presumably over the current "Silver Theater" lineup of 60 CBS stations. CBS yesterday had not decided what program would fill the 6:15-6:30 p.m. gap.

Young & Rubicam, Inc., handles the International Silver account.

WINS To Free & Peters

Cecil H. Hackett, managing director of WINS, New York, has announced the appointment of Free & Peters, Inc., as national representative for the station. Appointment is effective immediately.

Lombardo Band To Tour

Guy Lombardo and his Royal Canadians will start their annual tour this week, opening on Friday in Boston. Lombardo will broadcast each CBS Saturday Colgate program from the stage of the theater in which he is appearing at the time.

Gould Show From Playhouse

"Music for America," Morton Gould's new 45-minute variety program, is now being broadcast from the WOR Playhouse atop the New Amsterdam Theater.

Tire Ban-Blackouts Adds Radio Listeners

(Continued from Page 1)

the movies or a night club they stay home and listen to the radio," is the way one radio executive put it yesterday. "Oh they go down to the neighborhood restaurant on the corner—but even there it's the radio that provides most of the entertainment." Blackouts and dim-outs are also held a strong contributing factor toward keeping people at home.

Situation is cause for restrained optimism among broadcasters who point out — hopefully, perhaps — that increased listening can go far toward luring advertisers to radio from other media where increased costs are forcing up both advertising rates and subscription prices. Whole overall media picture augurs well for broadcasting, it is said, with influx of new radio advertisers, due largely to the augmented audiences, expected to more than offset cancellations due to priorities and other wartime causes.

Night Clubs Also Suffer

Attendance at movie houses and night clubs is off 10 to 20 per cent as compared with this time last year, most estimates agree, although the U. S. has been in the war only four months and the tire ban has been in effect an even shorter time. Thus it is believed that as the tire restrictions begin to be felt by ever wider sections of the population the tendency to stay at home will be greatly increased and continue to be reflected in soaring Crossleys. Curtailed driving during the Summer gives these months an unusually optimistic outlook for radio.

That the listening graph is still headed skyward was demonstrated by CAB's monthly Index of Listening for February, reported here on Monday, which showed nighttime listening during the month at an all-time Index high of 33.2, or 8 per cent over February, 1941. Also the nighttime curve for January and February of this year was still on the upgrade as contrasted with the same two months of 1941 when listening described a steady decline from December, 1940, highs.

Wedding Bells

David Stone, a member of the WINS announcing staff was married Sunday, March 29 to Ruth Schlanger of Brooklyn.

EVERY TELEGRAM GETS INDIVIDUAL ATTENTION AT **Postal Telegraph**



CHARGES FOR TELEGRAMS PHONED IN APPEAR ON YOUR TELEPHONE BILL.

GUEST-ING

RUBINOFF, on the "Schaefer Review," today (NBC Red, 7:30 p.m.).

JIMMY McCLAIN, on "Nellie Revell Presents," this afternoon (NBC Red, 12:30 p.m.).

JOHN CHARLES THOMAS, on Eddie Cantor's "Time to Smile," tonight (NBC Red, 9 p.m.).

WALTER WESSELIUS and ROY F. JOHNSON, officials of the Red Cross, on "Thus We Live," tomorrow and Friday (WBBM-CBS, 8:45 p.m.).

CONSTANCE BENNETT, on the Rudy Vallee program, tomorrow (NBC Red, 10 p.m.).

DR. KENDALL EMERSON, managing director of the National Tuberculosis Assn., and FRANK KIERNAN, director of the N. Y. Tuberculosis and Health Assn., on "Highways to Health," tomorrow (WABC-CBS, 4:15 p.m.).

ALEXANDER ROSE, author of "So You're Going to Be a Witness," and H. R. YARROLL, authority on choral music, on Adelaide Hawley's "Women's Page of the Air," Friday morning (WABC-CBS, 8:45 a.m.).

SIR CEDRIC HARDWICKE and VERA ZORINA, in an adaptation of "Mister V," on the "Philip Morris Playhouse," Friday (WABC-CBS, 9 p.m.).

LUISE RAINER, on the "Kate Smith Hour," Friday (WABC-CBS, 8 p.m.).

BEA WAIN, on "Matinee at Meadowbrook," Friday (WABC-CBS, 4 p.m.).

MAYOR BERNARD SAMUEL of Philadelphia, and SELINA ROYLE, on the Ellery Queen program, Saturday (NBC Red, 7:30 p.m.).

NBC School Baking Show

San Francisco—NBC collaborated with the home economics staff of the Unified School District here in staging a unique baking demonstration, conducted in the nearly-finished \$1,000,000 NBC building before 500 educators, food experts, military authorities, baking and flour industry leaders and college students. The presentation was made by Clara Gebhard Snyder of the Chicago Wheat Flour Institute, nationally-known exponent of streamlined baking, who demonstrated the new Government-approved nutrition program. She was aided by Gladys Cronkrite, home economics director of KPO. Her improvised laboratory was a kitchen set up in Studio A of the new building. Colleges represented were Stanford, California, Mills, San Francisco State and San Jose State. Lt.-Col. E. K. Pettibone, director of the Cooks and Bakers School at the Presidio, represented the Army.

WORDS AND MUSIC

By Sid Weiss

NOTES FROM AN AISLE SEAT: "Life" devoting a spread to Ed Wolf's "Daughters of Uncle Sam," under heading: "Life Goes To a USO Party." . . . Raymond Scott gets a CBS wire in addition to his Mutual outlet at the Blue Gardens in Armonk. . . . Muriel Pollock, NBC's w.k. theme organist, begins free-lancing in May. Currently, she and her composer-arranger husband, Will Donaldson, are Miamiing together. . . . SOUND-A-LIKES: Fibber McGee's "Horatio Boomer" and W. C. Fields; announcers Maurice Hart and Chas. Stark; Irene Beasley and Kay Thompson. . . . Alan Manson touring the Army Camps with Ezra Stone in "Three Men on a Horse." . . . Boris Marshalov signed for the role of "Gaston" in "The Sheik." . . . Ned Williams new managing editor of "Downbeat," with Mike (United Features columnist) assisting. . . . Horace Braham the lead on "We Love and Learn," new CBS show being directed by Bill Rousseau. . . . Tony Leader starts a new one-hour Army show this Sunday over NBC. . . . Toni Gilman disclosing hitherto undiscovered talents as a vocalist at One Fifth Ave. Hotel. . . . Diane Courtney has every reason not to be superstitious about the number "13." On Feb. 13, she signed up Paul Kapp as her manager. On March 13 she auditioned for R. & H. Beer. She starts the new series on April 13. Wonder if Diane ever figured that there are just 13 letters in her name, too!

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BLUE RIBBONS: To Paul Laval's classy music and Clark Dennis' warbling on "Fantasy in Music." . . . To Eddie Nugent, Santos Ortega, Joyce Hayward and Joan Banks for their believable emoting on "Front Page" the other day. . . . To Radio Registry for not eliminating the names of their clients who have been called to the colors on their monthly talent card released to directors—but has instead inserted a star before each name. . . . To Henry Souvaine for his "Listen America" show. . . . To Pearson and Allen for their National Battle Cry contest. . . . To Harry Frazee for his policy of giving directors complete authority over their shows on the Blue. . . . To Bill Rousseau for his courtesy to performers. . . . To Winnie Law and Helen Hedeman for their intelligent handling of the production casting offices of NBC and the Blue. . . . To Dodie Yates for her handling of "Lincoln Highway." . . . To Vi and Vilma Vernor for their activities among the Army camp shows. . . . And to the writer (whoever it is) of "Miss Meade's Children" heard via Mutual out of Buffalo—as slick a piece of writing as you hear on any of the daytimes.

☆ ☆ ☆

BETWEEN US: Kate Smith: Peter DeRose and Benny Davis have turned out what we think is their greatest song to date—"Abraham Lincoln." It's a natural for you! . . . Fred Waring: Gerry Larson, a beauty from your home town of Shawnee-on-the-Delaware, has been signed up by Vince Lopez and is currently warbling at Leon & Eddie's. . . . Martha Deane: Heard Irving Kaufman on your show the other day. Don't you agree with us that he's one of the greatest character comedians now doing business? . . . Ralph Edwards: Thanx for the wire, partner—but I just didn't want to make a nuisance of myself. After all, I've been seeing "Truth or Consequences" almost every week now. . . . Alton Alexander: Carol Dexter, the songbird at the "Copacabana" is just what the doctor ordered. Plenty of voice, looks and personality. . . . Lew Lauria: That was a nice edition you turned out, chum. . . . Kay Kyser: Lt. Norman Fertig, of Ft. Monmouth, N. J., would be a very happy gent if you would include his camp in your forthcoming tour. . . . Hal Salzman: Congratulate your radio director, Lawrence Wynn, for me on that "America's Band Leaders" he just authored. Nice piece of work. . . . Johnny Long: Your former p.a., Milton Karle, postcards that he's now in the Air Force in Mississippi. . . . Harry K. McWilliams: Been hearing some good reports about your USO Camp Shows. . . . Dick Gilbert: You oughta feel pretty proud of yourself, fella. Connee Boswell's first radio appearance (since she left the Crosby show) was on your WHN program yesterday. . . . Teddy Powell: Understand you have (under lock and key) a 16-year-old trumpeter, Dick Mains, who is the greatest thing since Harry James.

AGENCIES

AMERICAN SCHOOL continues to add stations for their home study courses through Huber Hoge & Sons. With start of a weekly five-minute transcription on WEAJ, here, Sunday, sponsor now is using about 25 stations throughout the country, including WJZ, WOV and WAAT, locally.

DRYDEN & PALMER, for Gray Master, is buying participations of women's programs in five or six additional markets, through Samuel C. Croot Co., Inc. Campaign got underway last October on eight Eastern stations, largely in New England.

MAJ.-GEN. SANDERFORD JAMMAN, in charge of the First Army Anti-Aircraft Artillery Command, will speak "off the record" at the Advertising Club luncheon here Wednesday, April 8.

J. M. MATHES, head of J. M. Mathes, Inc., has been appointed chairman of the New York City advertising agency group of the Citizen Committee of the Navy Relief Society.

BENTON & BOWLES reports "general misapprehension" that "Story of Mary Marlin" is going off the air as a result of cancellation of the repeat airing of the program on CBS. Show will continue to be broadcast for P&G Snow on NBC Red.

CAPLES CO. has moved to 53 Fifth Ave.

KYA-News Theater Tie-Up

San Francisco—KYA's "News in Review," presented by four star newsmen at the downtown Telenews Theater six evenings a week, is proving a hit with the newsreel house's patrons, according to manager Harold H. Meyer of KYA. The broadcast is presented in conference table style by Eric Boden, Lenn Curley, Robert Emerick, and Jack Williams, each of whom covers a different field in the day's current happenings. The transfer of mike from one news flash to another gives the program a dramatic quality which, judging from first reaction, is highly appealing to both visual and auditory spectators.

Research Firm Suspends

Suspension of Radio Coverage Reports has been announced by Edgar Felix, director of the research firm who will devote full time to a field project for the Signal Corps of the U. S. Army. Staff of Radio Coverage Reports is now 100 per cent on leave of absence on war projects. L. C. Skipper, director of the field service, is on the engineering staff of the Sperry Gyroscope Co.; J. Murray, statistician, is with the Navy Department in Washington, and Felix is engaged in field research work with the Signal Corps.

INDUSTRY ANSWERS THE CALL!

32,145 Firms With Over
17,700,000 Employees
Have Installed the . . .
PAY-ROLL SAVINGS PLAN

A WAR MESSAGE
to
ALL EMPLOYERS
From the United States Treasury Department

War is going to take the mightiest effort America has ever made—men, materials, and money! As important part of the billions of dollars required to produce the planes, tanks, ships, and guns our Army and Navy need must come from the sale of Defense Bonds. Only by regular pay-day investment of the American people can this be done.

Facing these facts, your Government needs, urgently, your cooperation with your employees in immediately enrolling them in

A PAY-ROLL SAVINGS PLAN

The voluntary Pay-Roll Savings Plan (approved by organized labor) provides for regular purchases by your employees of Defense Bonds through voluntary pay-roll allotments. All you do is hold the total funds authorized from pay-roll allotments in a separate account and deliver a Defense Bond to the employee.

To get full facts on installing the Pay-Roll Savings Plan, write TODAY to Treasury Department, Section B, 709 12th Street, N.W., Washington, D. C.

U. S. Defense BONDS ★ STAMPS

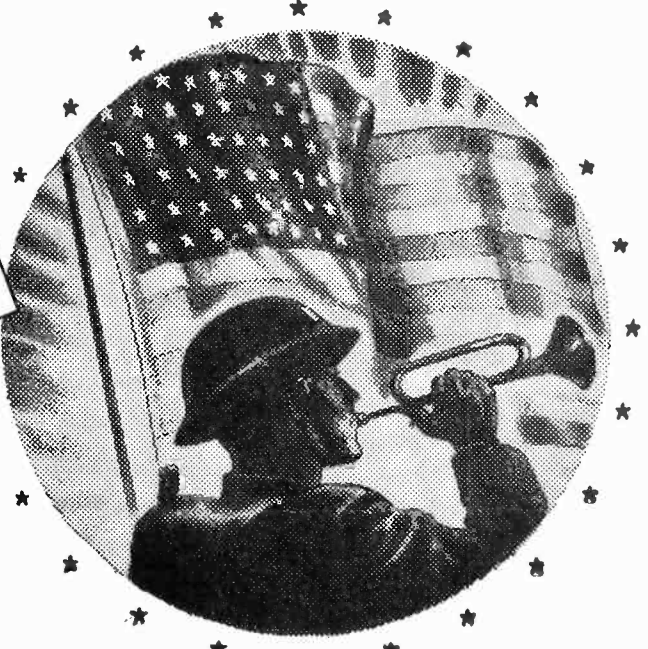
This space contributed to National Defense by
YOUR NAME HERE

DSS BP-28 16-26100-1 GPO

each time his allotments accumulate to an amount sufficient to purchase a Bond. You are under no obligation, other than your own interest in the future of your country, to install the Plan after you and your employees have given it consideration.

WHAT THE PAY-ROLL SAVINGS PLAN DOES

1. It provides immediate cash flow to produce the forest, deadliest fighting equipment an Army and Navy ever needed to win.
2. It gives every American wage earner the opportunity for financial participation in National Defense.
3. By storing up wages, it will reduce the current demand for consumer goods while they are scarce, thus reducing inflation.
4. It reduces the percentage of Defense financing that must be placed with banks thus putting our emergency financing on a sounder basis.
5. It builds a reserve buying power for the post-war purchase of civilian goods to keep our factories running after the war.
6. It helps your employees provide for their future.



Have YOU Started the Pay-Roll Savings Plan in YOUR Company?

Like a strong, healthy wind, the Pay-Roll Savings Plan is sweeping America! Already more than 32,000 firms, large and small, have adopted the Plan, with a total of over seventeen million employees—and the number is swelling hourly.

But time is short! . . . More and more billions are needed, and needed fast, to help buy the guns, tanks, planes, and ships America's fighting forces must have. The best and quickest way to raise this money is by giving every American wage earner a chance to participate in the regular, systematic purchase of Defense Bonds. The Plan provides the one perfect means of sluicing a part of ALL America's income into the Defense Bond channel regularly every pay-day in an ever-rising flood.

Do your part by installing the Pay-Roll Savings Plan now. For truly, in this war, this people's war, **VICTORY BEGINS AT THE PAY WINDOW.**

Plan Easy to Install

Like all efficient systems, the Pay-Roll Savings Plan is amazingly easy to install, whether your employees number three or ten thousand.

For full facts and samples of free literature, send the coupon below—today! Or write, Treasury Department, Section C, 709 Twelfth Street NW., Washington, D. C.

MAIL THIS COUPON NOW

Treasury Department, Section C
709-12th St., NW.
Washington, D. C.

We want to do our part. Please rush full information regarding the Pay-Roll Savings Plan.

NAME
POSITION
COMPANY NAME
ADDRESS
NUMBER OF EMPLOYEES



MAKE EVERY PAY-DAY . . . BOND DAY! U. S. Defense BONDS ★ STAMPS

This space is a contribution to NATIONAL DEFENSE by RADIO DAILY CORP.



Coast-to-Coast



JACK STARR, KWK, St. Louis, announcer, has joined the Civilian Defense Speakers Bureau and has spoken before a number of groups already.

Bill Terrell, formerly of the radio department, Western Auto Supply Store, Ft. Worth, has joined the control staff of KFJZ, Fort Worth, Texas.

Larry Elliott, "The Voice of the Treasury," will go to Washington this week on bond drive business. He will fly both ways in order to maintain his regular radio schedule. Aside from the Treasury programs, Elliott announces the Fred Allen show and Adelaide Hawley's "Woman's Page of the Air."

William Roy Austin, formerly a professional musician and teacher of classical piano, has rejoined the sales staff of KOY, Phoenix. Austin left KOY in 1933 to open his own music studios in Phoenix.

"The Road to Yesterday," dramatizing the lives of historic figures in old Louisiana, has been purchased by the American Brewing Co., New Orleans, makers of Regal beer, for broadcast on a Sunday afternoon spot on WWL, New Orleans. Mel Washburn authors the script. Show is produced by Ed Hoerner, WWL production manager. Walker Saussy agency handles the account. Sponsor has scheduled also "The Old Corral," transcribed daily over WWL with Pappy Cheshire and his National Champions band.

George Bryan, CBS newscaster, still lives in the house where he was born! It's a lovely old Dutch house facing the Hudson and George is able to dock his sailboat practically in the front yard. Bryan handles the 4:45 p.m. news period daily and Saturday's "Theater of Today," both on the CBS network.

WWRL, Woodside, N. Y., salutes the United States Coast Guard Training Station at Manhattan Beach on Saturday at 9:45 p.m. during the "Sports Huddle" broadcast with its sportscaster Jocko Maxwell doing the honors.

In cooperation with the Utah State Agricultural College, Ted Kimball, agricultural director of KSL, Salt Lake City, is arranging special daily programs for the week of April 5th, which has been proclaimed National Mobilization Week for 4-H Clubs throughout the country. The programs are designed to help Inter-mountain Clubs in their annual membership drives, and will consist of special speakers and interviews relative to 4-H Club work and the part they are now playing in America's war effort.

Louise Wilcher, CBS organist, who does the background music for "School of the Air of the Americas" each Thursday, believes she has the largest library of authentic South American music in existence. Miss Wilcher built the library during her years as organist on various programs and has made many additions since working on "School of the Air" as many of the dramas on that program have a South American locale.

Additional line in sign-off message over WSB, Atlanta, Ga., reads: "Good luck to all the boys in our armed forces—whoever they are—wherever they may be."... Addition to WSB announcing staff is Fred Parsons, from WPAR, Parkersburg, W. Va.

WAAT, Jersey City, has been named by the Newark Defense Council to broadcast official instructions to air raid wardens in the council's area. Beginning April 2nd at 1:15 p.m. and again on April 5th at 6:30 p.m. and every Thursday and Sunday thereafter, the station will present the defense council's secretary, Harold John Adonis direct from his offices in Newark's City Hall with last-minute instructions to the more than 20,000 air raid wardens and deputy wardens.

Roy L. Albertson, owner of WBNY, Buffalo, is chairman of the local Rationing Board, which has been selected as the model board by OPA officials at Washington. A photographer for "Life" magazine spent a day in Buffalo snapping pictures of board activities... S.R.O. sign hung out at dignified old Grosvenor Library, Buffalo, when Roger Brown, WBNY hot disc maestro, lectured there on: "Bach versus Boogie Woogie." Station broadcast affair.

The signing of Lauritz Melchior as an exclusive Columbia Recording artist was announced recently by Edward Wallerstein, president of Columbia Recording Corporation. The signing of Melchior, Wagnerian tenor, follows close upon announcement of the addition of Astrid Varnay to the roster of great operatic stars under Columbia's banner, and gives Columbia the outstanding Wagnerian team in the operatic field today.

Ruth Faust, the former Ruth Ecoff who recently married Paul Faust, young Saint Louis executive, has resigned as traffic manager at KXOK, St. Louis. Guy Lowe, program director at KFRU, Columbia, Missouri, for the past two years, has taken over her position.

Forty-five minutes of uninterrupted organ music is being featured nightly on WMCA, 12:15-1:00 a.m., Mondays through Fridays and entitled "Music To Muse By." With Edith Franklin at the console, the program is intended as a relief from platter tunes. The program signature will be heard only at the beginning of the broadcast and at its conclusion, with no explanatory remarks in between.

Ralph Cullinan, last seen on Broadway in Johnny Belinda, will play the title role with a supporting cast of other prominent players and juveniles in a radio dramatization of "The Life of Father Drumgoole," famous priest who pioneered in charity work for New York's homeless boys, to be broadcast over WOR and the Mutual network next Saturday at 1:30 p.m.

Manager Jack Heintz of WCBS, Springfield, Ill., has just announced the following promotions in his studio personnel. Lyle Munson, former publicity and continuity man, has been elevated to continuity chief, and assistant to the manager. Carrol W. Neeld, sales representative, has been appointed local sales supervisor, and John Corrigan of the announcing staff takes over the public relations and publicity department.

Mildred Linn, fashion commentator, who will cover the Easter Parade for WMCA on Sunday, April 5, will have as her guest Mrs. Susan Hale Richards, stylist of the New York Dress Institute.

A new program has been added to the KQW, San Francisco, schedule by Glenn R. Dolberg, manager of operations. The program, listed as "The Inter-American Forum of The Air," started yesterday at 7-7:30 p.m., with the discussion, "A New Code in Latin-American Relations." Dr. Jose Aubertine, President of the Inter-American Forum, San Francisco, acted as moderator.

Skippy Homeier, 11-year-old actor, will be heard this week on "Portia Faces Life," WEAF serial heard daily at 5:15 p.m.

Dick Evans, assistant chief engineer, leaves KSL, Salt Lake City, to accept an appointment for defense research work in the East. Evans has, for a number of years, been technical supervisor of the CBS Mormon Tabernacle Choir broadcasts... Gladys Wagstaff Pinney, KSL writer, an-

nounces that during the past year two of her dramatic scripts have been purchased by the BBC. Twenty other radio stations in the United States and Canada also purchased her radio plays.

"Brunch Time" with Frances F. over KXYZ, Houston, Texas, under sponsorship of Fairmaid Bread. show is a new type radio entertainment for women, starring Miss F. who was known recently to listeners in Chicago as Barbara Winthrop. Program is rounded out with the "musical reminder," organist Fred Gibbs and commercial announcer Dale Rogers, Jr., of Rogers-Gano Advertising Agency, who handles the Fairmaid account for South Texas.

Jean Law, formerly with WPA Parkersburg, W. Va., has joined staff of WJLS, Beckley, W. Va., continuity director. Miss Law also handles all women's programs WJLS.

Each day at 12 o'clock noon, pledge of allegiance to the flag of the United States is read on WRAK, Williamsport, Pa., and listeners are asked to repeat it. Immediately following the pledge of allegiance, the station broadcasts one verse of the National Anthem.

Paul de Kruif, who coined the phrase "hidden hunger" to tell people they can be stuffed with food still hungry, spoke about it on "Listen America" program Monday following a dramatization of the Government film "Hidden Hunger." Federal Security Agency made the picture, which will open in New York within the next two weeks in one of the large Broadway houses, and thereafter all over the country.

"A Star and Two Stripes," heard Mondays thru Saturdays at 6:30 on WSAZ, Huntington, W. Va., has ranged to play a number of benefits for local organizations and hospitals in this territory. Service is granted Tech Beer sponsors the show.

Helen Twelvetrees will interview Norman Lloyd, star of Alfred Hitchcock's new picture "Saboteur," today 3:30-3:45 p.m. on WMCA.

Loew's, Inc., Buys Spots For GWTW Campaign

Loew's, Inc., in connection with opening of its "Gone With the Wind" at the Astor, for a popular price has a two-day spot announcement campaign on four local stations, including 20 announcements among them, yesterday and today. Donald & Coe, Inc., agency handling the account, indicated that a fair return on the local radio campaign would result in a national spot campaign when the picture is released nationally at popular prices.

1942 BIRTHDAYS

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

April 1

Dave Driscoll	Eddy Duchin
H. C. Hudson, Jr.	Arthur King
Roland Martini	Linton Wells



Radio - Homes Increase

MBS Cuts Off WSIX After Token Strike

Shortest-lived network strike in history was called by the American Federation of Musicians against Mutual at 4 p.m. yesterday afternoon. The walkout order being withdrawn almost immediately after it was issued, following a telephone call from the network to the union informing them that WSIX, Nashville, no longer was broadcasting MBS originations. All network programs were affected. The several actions involved cleared mutual of its difficulties with the FM and the web was scheduled to return to normal last night, resuming.

(Continued on Page 3)

New York Senate Passes Child Actor Measure

Albany — The Ehrlich Bill, which will allow children under 16 two hours a week on non-professional broadcasts outside of school hours without any educational permit and allows issuance of permits for professional broadcasts by those under 18, passed the Senate yesterday unanimously. Due to a slight amendment filed in Senate committee, measure.

(Continued on Page 2)

LRB Orders Back Pay For 2 WBAL Employees

Washington Bureau, RADIO DAILY
Washington—The National Labor Relations Board yesterday ordered at WBAL Broadcasting Co., wholly-owned subsidiary of Hearst Radio, Inc., shall not interfere with the union organization of its employees and discourage membership in the American Communications Association.

(Continued on Page 2)

Easter On High

Pittsburgh—For the second successive year, KDKA will broadcast an Easter Sunrise Service from a transport plane high over Pittsburgh. The program will feature pastor, choir and organist of the First Baptist Church. KDKA engineer Ted Kenney, announcer Bob Shields and a "congregation" of about a dozen persons will assist at the services.

Plenty of Space

CBS on Saturday will "blanket" the entire Western Hemisphere with a "Calling Pan-America" program saluting Cecil B. DeMille's 30th anniversary as a film producer. Show will air simultaneously over the three CBS international stations and will be spoken in English, Portuguese and Spanish. Pickups from Buenos Aires, Vancouver, Mexico City, Hollywood.

Cancel 'Capt. Flagg' By Special Request

Chicago—At the insistence of NBC officials who acted in deference to wishes of the U. S. Marine Corps, Brown & Williamson Tobacco Corp. will fold the "Capt. Flagg & Sgt. Quirt" program following tomorrow night's broadcast. Whether a replacement will be set or the time dropped had not been determined yesterday pending a conference in Louisville, Ky., between B&W executives and Freeman Keyes, president of Russell.

(Continued on Page 2)

Carnation Spot Campaign Adds 35 Canada Outlets

Carnation Co., for its canned milk, has added 35 Canadian stations to its spot campaign and is eliminating its Arthur Godfrey disks on 16 U. S. stations in favor of the "Carnation Bouquet" recorded series featuring Peter Donald and Bailey Axton.

(Continued on Page 2)

Allegations Against Rep. Cox May Resurrect Probe of FCC

WNEW To Rebroadcast China Relief Program

United China Relief's star-studded full-hour program, which has been set up for broadcast on the Blue Network, during an early evening hour on Saturday, April 11, will be rebroadcast via transcription by WNEW during the course of the all-night "Milkman's Matinee" program from

(Continued on Page 2)

Census Shows Vast Gains in 30 States With R. I. And Conn. Up 95.7%; Urban Areas Generally Higher

Amer. Chicle Testing Four-Second Jingles

Hartford, Conn.—American Chicle Co., one of the industry's best national spot clients, has just started a major test campaign of a new four-second transcribed announcement idea on WDRC here, using hundreds of brief singing commercials for Dentyne. The 13-week contract, placed by Badger & Browning & Hersey, Inc., New York, calls for 780 of the abbreviated.

(Continued on Page 3)

'We The People' Changing Everything But 3 Words

Name, viewpoint, emcee and orchestra will be changed on the "We, the People" show when it takes over as Summer replacement for the Gulf "Screen Actors Guild" program on CBS April 26 in the Sunday 7:30-8.

(Continued on Page 2)

Next OFF-Agency Meet Planned For April 9

Advertising Agency Radio Advisory Committee and network OFF liaison men will meet with William Lewis and Douglas Meservey, of the radio

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington — Long-awaited radio home figures taken in the 1940 U. S. Census were released today by Director J. C. Capt of the Bureau of Census in a special advance study of 30 selected states and the District of Columbia. Titled "Home Radios in Selected States," the

(Continued on Page 7)

Monitor AEF "Letters" MBS Asks Affiliates

As an added public service to their local communities, all Mutual affiliates have been asked to monitor the network's three weekly broadcasts of "letters" from AEF members in Australia for the purpose of recording items of local interest to be presented to the families involved. Following is text of a memorandum sent to all

(Continued on Page 5)

Radio Execs' Luncheon Does April Fool Stuff

April Foolishness was keynote of yesterday's weekly luncheon of the Radio Executives Club at the Hotel Lexington here, with Ray Perkins and Ben Grauer chief dispensers. Perkins did a trick at the piano while

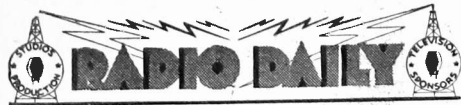
(Continued on Page 2)

Old Home Week

Chicago — First official assignment handed Lee Bennett, for years featured vocalist with Jan Garber's orchestra, upon joining the WGN announcing staff was to cover a Garber broadcast from the Trianon ballroom. The remote developed into Garber using most of Bennett's announcing time to tell what a great guy Lee had been with the band.

Washington Bureau, RADIO DAILY
Washington—Possibility that investigation of the transaction by which Rep. Eugene Cox (D., Ga.), acquired 25 shares of stock in his home town broadcasting station, WALB, Albany, may foster the chances of his FCC investigation proposal being approved by the House Rules Committee was raised here yesterday. While the probe proposal was believed virtually dead following several days of

(Continued on Page 5)



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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wednesday, April 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	116 7/8	116 3/8	116 1/2	+ 1/2
Gen. Electric	24	23 5/8	24	+ 3/8
RCA Common	27 1/8	27 1/8	27 1/8	+ 1/8
RCA First Pfd.	47 1/2	47 1/2	47 1/2
Stewart Warner	5 1/2	5 1/2	5 1/2
Westinghouse	68 5/8	68	68 5/8	+ 5/8
Zenith Radio	11 7/8	11 3/4	11 7/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	9-16	9-16
OVER THE COUNTER		

	Bid	Asked
Farnsworth Tel. & Rad.	1 3/8	1 7/8
Stromberg Carlson	4 5/8	5 5/8
WCAO (Baltimore)	15	18
WJR (Detroit)	16	19

Cancel "Capt. Flagg" By Special Request

(Continued from Page 1)

M. Seeds Co., the firm's agency here. Keyes left for Louisville yesterday following the sudden NBC ultimatum.

Chief beef on the show, which is aired Fridays from 10-10:30 p.m. on 83 Red stations, was the character of Capt. Flagg, a rather dense, gullible Marine officer, who came under official fire several weeks ago. Seeds agency agreed to take Flagg, originally played by Victor McLaglen, off the program for a vacation and bring him back as an intelligent, gentlemanly officer. However, the program continued to draw criticism as none too complimentary to the Marines.

WNEW To Rebroadcast China Relief Program

(Continued from Page 1)

3-4 a.m., on Sunday, April 12. There will be a five-minute break in the transcription at 3:30 a.m., however, to enable WNEW to broadcast the station's "around the clock" news summary.

HONOR ROLL

Employees of the following stations have signed up one hundred per cent with the Treasury Department Pay-Roll Defense Savings Plan. Additional stations will be listed from time to time as made known to the Treasury Department.



KBWD, Brownwood, Texas; KORN, Fremont, Neb.; KTKC, Visalia, Calif.; WBRE, Wilkes-Barre, Pa.; WARM, Scranton, Pa.; WSLs, Roanoke, Va., and WKNY, Kingston, N. Y.

NLRB Orders Back Pay For 2 WBAL Employees

(Continued from Page 1)

tion (CIO) and informed the Baltimore station that it must pay two employees, allegedly discharged for union activity, \$150 each in back salaries.

In its complaint, the ACA charged that WBAL discharged the two men, John J. Mutch and Morris O'Connor, Jr., for union activity, and "by urging, persuading, and warning the employees not to become or remain members of the union, by threatening said employees with layoff, discharge, and other reprisals if they became or remained members of the union, interfered with, restrained, and coerced their employees in the exercise of their rights."

The labor board included in its announcement, in a procedure departing from its usual policy, an exhibit of the notice which it ordered WBAL to post for 60 days following the effective date of the order, the notice setting forth the intention of WBAL to restrain from interfering with union organization and discrimination against employees who join the ACA or organize for it.

Carnation Spot Campaign Adds 35 Canada Outlets

(Continued from Page 1)

the total Carnation spot list, with Canadian stations, now being 69 outlets. Erwin, Wasey & Co., Inc., places.

Of the 34 U. S. stations carrying Carnation two-a-week, 15-minute transcribed programs, list has been about equally divided between those airing Godfrey programs and those spinning the "Bouquet" disks. Latter program will replace the Godfrey series on 16 outlets effective April 7. Locally, WOR will make the switch-over.

Following is the Carnation U. S. station list: WSB, WBAL, WAPI, WHIS, WBZ-WBZA, KGIR, WCHS, WBT, WDOD, WGN, WIS, WWJ, KROD, WBIG, WFBC, KMBC, WNOX, KHJ, WOR, WTAR, KYW, KOAM, KDKA, KGW, WMBG, WDBJ, WHAM, WSAM, KPO, WTOG, KIRO, KSD, WSYR, WWVA.

Joins Donovan Committee

Mary Dunlavey, formerly time buyer at Erwin, Wasey & Co., has joined the New York office of the Coordinator of Information working on short wave broadcasts.

New York Senate Passes Child Actor Measure

(Continued from Page 1)

returns to the Assembly where sponsor will ask that House concur in the amendments. Such action is likely April 13, when the Easter recess is over.

Senator Edward Coughlin, Brooklyn Democrat, yesterday introduced a bill to amend the penal law relative to racial or religious discrimination. Persons broadcasting speeches, statements or pronouncements inciting, counselling, promoting or advocating hatred, hostility or violence because of race, color, religion or manner of worship would be guilty of a misdemeanor, and owner of such facilities who "shall knowingly permit the same" be used for such purpose, would also be guilty of a misdemeanor.

Next OFF-Agency Meet Planned For April 9

(Continued from Page 1)

division of the Office of Facts and Figures, in Washington next Thursday, April 9, for what is expected to be the final polishing up session before putting into practice the OFF's new allocation plan. The eight-man agency group and the network "idea" committee, composed of Charles Vanda, CBS; Madeline Ensign, MBS; C. L. Menser, NBC, and Charles Barry, Blue Network, are expected to review the OFF's plan for more effective utilization of commercial broadcasts in the war effort from all angles preparatory to its utilization on an industry-wide scale.

Agency radio committee is made up of A. K. Spencer, Heagen Bayles, John Hymes, John A. Carter, Arthur Pryor, Frederick Wile, R. J. Scott and Kirby Hawkes.

'We The People' Changing Everything But 3 Words

(Continued from Page 1)

p.m., EWT, spot. Retagged, "We, the People at War," the new program will be devoted to wartime activity, with Milo Boulton as emcee and Oscar Bradley's orchestra. Eddie Dowling was the former emcee while Mark Warnow's orchestra held forth. Boulton was emcee on the "Defense for America" series last year. Bradley's band provides the music for the "Screen Guild" shows.

Young & Rubicam handles the Gulf Oil Corp. account.

COMING and GOING

HEDDA HOPPER is en route to New York and due to arrive Saturday for a stay of two weeks in town. During that time her program will originate at the local studios of CBS.

J. C. HANRAHAN, vice-president and general manager of WMPS, Memphis, up from Tennessee for conferences with the station's local representatives.

WILLIAM KEPHART, chief announcer of the NBC central division, and CLEVE CONWAY also of the announcing staff, vacationing in Florida.

S. BERNARD BERK, president and station manager of WAKR, Blue Network outlet in Akron, in town for a few days on station and network business.

GENE WYATT, commercial manager of WBBN Buffalo, has arrived for a visit with the New York station reps.

FULTON LEWIS, JR., is in Chicago today for the broadcasting of tonight's "Your Defense Reporter" program from the plant of the Reverend Copper & Brass Co.

HUGH R. NORMAN, station manager of WNBH, New Bedford outlet of Yankee and Colonial networks, spending a few days in town.

WILLIAM MALO, commercial manager of WDRC, Hartford, on another of his frequent and brief business trips to New York.

ARDEN X. PANGBORN, managing director of KGW and KEX, Portland, Ore., is attending the meeting of the Pacific Coast division of the Blue Network now in progress in San Francisco.

AL BUFFINGTON, of WFBR Baltimore, is in town in the course of a short business trip.

Radio Execs' Luncheon Does April Fool Stuff

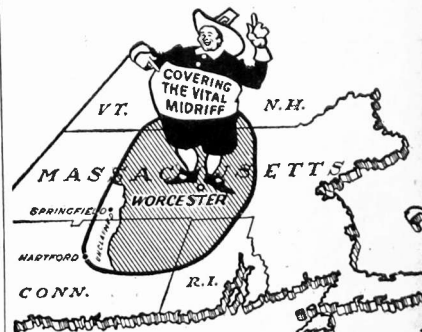
(Continued from Page 1)

Grauer told of his Army camp appearances.

Large group of out-of-towners was on hand, including: John Rivers, WCSC, Charleston, S. C.; Harry Maizlish, KFVB, Los Angeles; John Esau, KTUL, Tulsa, Okla.; Robert Dunville, WLW, Cincinnati; J. C. Hanrahan, WMPS, Memphis; Edley Rogers, Texas representative of Press Association, Inc.; James Hopkins and Al Groghan, WJBK, Detroit.

Sid Leipzig of WOV was the winner in the Defense Stamps bingo competition.

When you buy time - BUY AN AUDIENCE



WTAG WORCESTER

MBS Cuts Off WSIX After Token Strike

(Continued from Page 1)

remote band originations which had been off since March 16 when the trouble developed.

The WSIX dispute with the Nashville AFM local, however, appeared far from settlement as ever, all negotiations apparently having been broken off. A second station involved in the MBS-AFM trouble, WGRC, Louisville, worked out a settlement with its AFM local earlier in the week.

First Web Discontinuance

Marking the first time a network has actually discontinued service to an affiliate under union pressure, the Mutual action yesterday was explained by Fred Weber, general manager, as "unavoidable, in view of the fact that 198 other Mutual member affiliated stations could not be deprived of service." AFM's order at 4 p.m. yesterday had been for a general strike of all MBS musicians and was rescinded only after all service, commercial and sustaining, was discontinued to WSIX.

Whether the Nashville station would bring suit against the network for alleged violation of affiliation contract was not known here yesterday, but this remained a possibility. In previous similar situations involving inability of affiliates to get together with AFM locals, networks have steadfastly resisted pressure to discontinue service to the stations in question on the ground it was a violation of their contracts with the outlets.

New Tele Relay Station Granted General Electric

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday granted the General Electric Co., for the area of Schenectady, a construction permit for a new experimental tele relay station to operate on a frequency of 312,000-324,000 kc. Power 25 watts and new station will be used to communicate with tele station WRGB.

Carruth Joins Army BPR

Gorton V. Carruth has resigned as editor and vice-president of Radio Reports, Inc., in order to join the U. S. Army as a Major in the Bureau of Public Relations. Resignation was announced by Edward F. Loomis, president of the organization, who is recalled P. Roberts Rieber, with Radio Reports from 1936 to 1940, to replace Carruth.

PROMOTION

War Atlases

As a show testing device, WINS is again distributing World War Atlases. Job this year is in the same four-colored process as was last year's, but is more complete, taking up sixteen, 10 x 12½ pages. Atlas last year was a folded brochure selling for ten cents. Price this year is fifteen cents.

Contents consists of the all-over world map plus sectional emphasis such as West Indies, East India, Japanese Empire, Eastern Mediterranean, Pacific Ocean theater, Europe, Indian Ocean and Australia and Oceania.

Offer is being spotted two or three times a day, and tagged, so that returns can be checked. Since the start of the campaign, March 26, station has sold about 1,800 copies. Last year's total reached 8,000 copies. The atlases are exclusively a Hearst radio offer, limited to one Hearst station in each city.

Musical Chain Breaks

Chain breaks set to music is the newest attention getter of WSAX, Huntington, W. Va. The station also runs chain break teasers all day long for the purpose of calling attention of the listeners to the bigger nightly attractions of the station.

Salisbury Appointed UP Radio News Manager

Harrison E. Salisbury, former assistant foreign news editor, has been appointed radio news manager of United Press, it was announced yesterday by Hugh Baillie, president of UP. Salisbury will succeed A. L. Bradford, who becomes general radio manager, and will supervise preparation of the basic wire report supplied to radio stations within the United States.

During 12 years with the United Press, Salisbury has handled editorial assignments in Chicago, Washington, and New York bureaus.

GE Stockholders Increase

Schenectady, N. Y.—General Electric stockholders on March 13, record date for the dividend to be paid April 25, totaled 219,430, an increase of 1,074 since the last record date, Dec. 26, 1941, Secretary W. W. Trench has announced. On March 14, 1941, there were 215,556 stockholders, 4,000 less than at present.

Wise Co. Resumes Time

Marking the resumption of a campaign to promote sales of books, Wm. Wise & Co., New York publishers, have started their five and 15-minute periods on 69 stations. The list will be increased to about 150 stations early this month. Northwest Radio Advertising Co., Seattle, is handling the account.

WJZ Program Display

Designed to impress passersby with the high caliber of the stars on WJZ's programs, a large revolving display has been placed in the window of the Esso Tourist Bureau on the first floor of the RCA Bldg. The display is nine feet two inches high and three feet four inches wide, a big WJZ microphone crowning the whole. Large silver stars shine above the pictures of the WJZ entertainers and spotlights from the top of the display are focussed on the pictures which are changed every three days, with the only two exceptions, the pictures of Jack Frazer and Bill Spargrove, who broadcast on the "Esso Reporter," sponsored by Standard Oil.

KSL Program Bulletin

Promotion department of KSL, Salt Lake City, has instituted a special service in the form of a monthly program bulletin that works both as a merchandising instrument for accounts on the air and a reference for dealers, salesmen and agencies. The bulletin, which contains information about all commercial shows on the air, time of day, frequency, sponsor, contest and premium information, etc., is mailed to key retailers, wholesalers, clients, agencies and representatives.

Amer. Chicle Testing Four-Second Jingles

(Continued from Page 1)

viated spot ETs—60 announcements per week, with each announcement of only four seconds duration.

Use of announcements of very short duration is not entirely new in the industry, but as far as could be determined yesterday the idea has never been tried out on so extensive a scale as the Chicle experiment in Hartford. Executives at Badger & Browning & Hersey, here, refused all comment on the test.

Interesting sidelight to the deal is that few, if any, stations have rates for four-second announcements and if Chicle decided to expand the campaign it probably would be necessary to work out "package" deals with each individual station.

WNRC Defers Awards; Avoids NAB Conflict

Annual award luncheon of the Women's National Radio Committee has been set for May 19 at the Hotel Pierre, New York. Original date for the 1942 awards was May 12 but has been set for one week later in order to avoid conflict with the NAB convention which will be held in Cleveland during the week which starts May 11.

we had a swell time mister allen . . .

Quiz Kids

© C. E. 1941

ALWAYS A GOOD SHOW

KON

Ask FOR JOE CHICAGO NEW YORK.

SAN ANTONIO

Los Angeles

By JAC WILLEN

JAMES GLEASON, one of America's most popular character actors, guested on Bob Burns' Campbell Soup ainer, March 31, over CBS. Gleason may soon be heard on the air as a regular, pending jelling of a deal that should place the now ready program in an advantageous listening slot.

Harry H. Richards, famed New York producer, and member of the firm of Richards and Roehm of New York, has opened offices in Hollywood after thirty continuous years on Broadway. Mr. Richards is currently directing and producing radio shows, with "Town Gossip" in production.

Director Roger Pryor is working on a great comedy combination for a forthcoming "Screen Guild Theater" broadcast. Red Skelton has been asked as his guest to appear in the Damon Runyon comedy-classic, "Tight Shoes," with others yet to be cast.

Pinto Colvig, who can imitate just about anything you can find in a first-class zoo, will imitate a frog, no less, on the Edward G. Robinson "Big Town" broadcast tonight. When Crane Wilbur, producer of the program, engaged Colvig for the part, the actor pleaded: "Can't I speak once in a while—it just ain't human! To be born a man yet speak always as an animal!"

"The Family Doctor," KECA, embarks on a new time and series. The informative chats on Alaska and neighboring islands by the veteran medical practitioner who retired from the U. S. government service some time ago, will now be heard Tuesdays and Thursdays from 11:15 to 11:30 a.m.

With an appraising eye on Billy Mills, who is five feet six inches tall, an NBC engineer gave the maestro's microphone a deft adjustment before the Fibber McGee airing this week and stepped back to ask: "How's that for height?" "It's probably all right for Heidt," replied Billy as he mounted the podium, "but—you'd better drop it another six inches for Mills."

There'll be an added impetus to the songs of Margaret Lenhardt, radio's Cinderella girl on future Al Pearce shows. The comic has requested that orchestra leader Lou Bring make his "bumper" musical number a repeat of whatever song la Lenhardt has done earlier on the show. Pearce is testing the formula from a showmanship point of view.

Three New Announcers Joining WBZ and WBZA

Boston — Three new announcers, Streeter Stuart of Boston, Carlton Ide of Keene, N. H., and Carl DeSuzo of Portland, Maine, joined the staff of Westinghouse stations WBZ and WBZA this week, according to an announcement made public by W. Gordon Swan, program director of the Boston and Springfield stations.



Little Shots About Big Shots!

● ● ● Jack Baker, Blue Network singing star of the "Breakfast Club," will be remembered a long time by men at the army's Seventh Corps General Hospital, O'Reilly Hospital, at Springfield, Mo. . . Baker was passing through Springfield on a recent trip to Oklahoma, and agreed to be featured on a program presented by talent from KWTO-KGBX in Springfield, at the hospital. . . After the program, Baker was talking with the post adjutant, Capt. Louis Himmelstein. Himmelstein remarked that the men were going to buy a public address system later on for their auditorium. Baker made a few inquiries as to cost of the system, made out a check, and now the hospital's patients and staff will be able to enjoy their locally presented programs just that much more!

● ● ● Jack Bradley, musical clocker and sports announcer at WSAZ, Huntington, W. Va., had one of those thrilling experiences the other morning. . . While taking a short cut to work, through an alley, at five ayem, a man jumped out of the dark and said, "Stick 'Em Up!" . . . Jack didn't wait a split second. His boxing ability caused a terrific haymaker to set the would-be holdup man running like mad down the alley and into the darkness. Jack still doesn't see how he did it.

● ● ● Staff of WDRC, Hartford, is going all-out to aid the war effort on its own time. Among members who are contributing services are Bill Malo, commercial manager, who is in the aircraft warning service at Madison, Conn.; Program Manager Walter Haase, who is serving in a warning center; General Manager Franklin M. Doolittle, who heads the radio technicians' training courses as broadcasters' representative in the state; Engineer Lou House and Secretary Rose Pescik, who are completing first aid courses; Secretary Toini Harju, who is taking a home nursing course; Chief Announcer Ray Barrett, who is an air raid warden; Engineer Ken McCloud, who is teaching a radio technician's course; and the entire announcing staff, which has just been named "radio minute men" by the U. S. Treasury to sell war bonds in any way they can, on their programs and otherwise.

● ● ● Pay-off in gag promotion came recently during fifteen-minute guest appearance of Tony Pastor and six of his men on the "Swing Session," daily feature of WARM, Scranton. . . Local sponsor, who manufactures a spaghetti sauce, found out that Pastor and several of his side-men were of Italian descent, and immediately conceived a tremendous idea. . . A man of action, the manufacturer sent a couple of strong-arm men over to the WARM studios with a huge case of his product. Muscling their way past attendants, the boys delivered the goods to Pastor right in the middle of the show. Witnesses report that Pastor was grateful, but a little confused. New locks will be soon installed on WARM studio doors.

● ● ● A little matter of no foundation plates for a 315-foot antennae didn't bother the construction crewmen on WBTM, Danville's, transmitter job. . . The workmen simply started at the top and worked downward! . . . The men constructed twenty-five feet sections, to be hoisted into place upon arrival of necessary equipment!

● ● ● Hank Lawson and His Knights of the Road, heard every week-day morning over KYW and the NBC Red network have leased Sunset Park, a popular amusement center 40 miles from Philadelphia, for the 1942 summer season. The opening date has been set for Sunday, May 3. . . Each Sunday, in a program of day-long entertainment, Hank and the Knights will present guest acts of national prominence.

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

PATRIOTIC motif of the 1942 RADIO ANNUAL with its red, white and blue cover elicited much favorable comment in Chicago radio circles. Raymond Jeffers of the Russel M. Seeds agency opined the volume might be renamed the "red, white and BLUE Book."

Eddie and Fannie Cavanaugh, who celebrated their 20th anniversary in radio on Tuesday, recalled that they have interviewed 1,185 celebrities down through the years and that Mae West made her radio debut on the "Gossip Club" as did Jane Withers. Paul Whiteman, Jack Benny, Fibber McGee, Bob Hope and Bing Crosby were among the personalities they interviewed. The Cavanaugh's started on KYW in 1922. They are currently heard on "Rhymster Tyme" on WGN.

Quiz Kids are cooking up a lot of April Foolers to pull on Fred Allen when he becomes guest chief quizzer on their show from the Blue Network studios in New York tonight.

Wayne King's orchestra making a personal appearance tour of midwest and southern theaters.

Verne Stevens, formerly personal manager of Rubinoff and well known in the concert booking field, heads the newly created popular concerts division of Music Corporation of America in Chicago. Stevens, a Chicagoan, is a brother of Dick Stevens, director of MCA's cocktail unit department.

Cyril Wagner, one of Bruce Bennis top-flight publicity men at WGN leaves this week-end for Army service. Wagner has handled practically all of the W59C, FM publicity.

Bess McCammon, who plays "Grandmother Fairchild" in the WBBM-CBS "Stepmother" serial, has a son, Corporal William McCammon, with the quartermaster division at Camp Shelby, Miss.

Howard London Of P&R Gets NRS Radio Post

Howard J. London, formerly with the President's Birthday Committee and Pedlar & Ryan, Inc., has been appointed radio director of the Navy Relief Society-National Citizens Committee, according to an announcement by Clarence Dillon, chairman. Organization is launching a fund raising campaign to carry on the work of the Navy Relief Society in behalf of families of men serving in the Navy.

Cameron On F.O.B. Show

Detroit, Mich.—William J. Cameron, spokesman for the Ford Motor Co., will tell of the progress in the war effort on WJR's "F.O.B. Detroit" program, which is carried by 92 stations of the Columbia network at 3:30, EWT, Saturday afternoon. Cameron was commentator on the "For Sunday Evening Hour" for many years. A large orchestra, chorus and soloist completes the program.

Monitor AEF "Letters" MBS Asks Affiliates

(Continued from Page 1)
outlets yesterday by Lester Lieb, web publicity coordinator: as you may know, Mutual is now broadcasting three times weekly via short-wave from Australia, messages to soldiers in our AEF now staged there. These messages are in form of letters which our troops receive over the air, and are directed to their families. They are broadcast Mondays, Thursdays and Saturdays 10:15 a.m., EWT.

"Excellent Opportunity"
There is an excellent opportunity for all stations on Mutual that are making these broadcasts to perform a service in their local communities, by recording these broadcasts and monitoring them to check those messages from our boys which are concerned with families of soldiers in our local areas. As an illustration: one of our boys happens to hail from Denver, or any portion of Colorado, KFEL would record this message and send the recording to this soldier's family, thus performing a service not only for the soldier but the family, presenting them with a transcription of their boy's voice that comes from Down Under. As a matter of fact, WOR in Newark has already set up this system. Monitoring these programs and searching for messages from troops whose homes are in the WOR area. We pass this suggestion on to you to urge that you adopt it, and I am certain you will appreciate hearing from those of you who put it into effect.

Dwan At Press Meeting
San Francisco—Radio program directors, to be successful, must at all times keep their audiences in mind rather than their own particular desires, Robert W. Dwan, program director for KGO, told delegates to the press convention of the College Publications at a session on the campus of University of California, Berkeley. Dwan declared that audience ratings, like newspaper circulation, are dependent upon the men who create radio programs." He likened radio to newspapers, with the program director planning his hours or more of daily entertainment to supply dialers with balanced portions of human interest drama, amusing highlights, information and news, plus music and narrative.

Wedding Bells
Dick Dunham, staff announcer at WTH, Baltimore, recently married Virginia Ingram, sister of Tom Ingram, engineer at the same station.

OUR SALES TARGET . . .

WCOL
COLUMBUS
NBC

in Central Ohio's
Richest Market

WRITE OR WIRE
DIRECT FOR
STATION DATA

NEW PROGRAMS—IDEAS

"Blitz" Events

A "blitz" method of transcribed special events broadcasting, tested in the last few weeks by WTAG, has proved so successful station will adopt the idea in covering future broadcasts of this nature. The WTAG system, as utilized by Clive Davis of the special events crew for coverage of the recent Sportsmen's Show in Worcester, is able to condense over an hour's entertainment into 15 minutes. This was accomplished in the case of the Sportsmen's Show by recording the last few minutes of each act, with the applause acting as a bridge to the next number. In this way, program included the outstanding highlights of the event with no time lost during intervals between acts. Easily adaptable to similar special events, the WTAG "blitz broadcasts" afford an opportunity to bring listeners better service because of transcribed broadcasts, hitherto prohibited by length of time, which may now be carried.

From Army Camps

New series of programs originating from various army camps and featuring D'Artega's orchestra is now being mapped out by WMCA, New York, for Monday night airings. The initial show began at Ft. Monmouth as a one-time shot under the title, "Music By D'Artega." It was so well received that the show was repeated from Ft. Dix. Plans are now under way to continue it as a steady series, picking up D'Artega's orchestra from various army camps throughout the eastern states. In addition to donating his orchestra, D'Artega will also line up all of the talent appearing with him.

RCA Mfg. And Employees Set Up Joint War Board

Robert Shannon, president of RCA Manufacturing Co., and Joseph E. Mitton, president of Local 103, United Electrical, Radio and Machine Workers of America, yesterday announced jointly the establishment of a management-labor committee to stimulate increased war production in the Camden RCA plant. Formed in accordance with the proposal of the War Production Board as outlined in its production drive plan for all war industries, the committee consists of five representatives of the union and an equal number of company representatives who are directly concerned with the many and varied war production activities which go to make up RCA operations.

Form New Radio Firm

Albany — Tropical Radio Service Corp. has been incorporated here with \$10,000 authorized capital stock. Directors are Arthur A. Pollan, William K. Jackson (filing attorney) and Hartley Rowe, Boston, Mass., while subscribers are Frank C. Taylor, Walter Hoffman and William A. Hamlin of New York.

Civilian Fitness

Cooperating with military and medical authorities in their campaign to improve civilian fitness, KIRO, Seattle, will present a weekly program planned as a contribution to this sector of the nation's war effort. Under the title, "Medical Round Table of the Air," and sponsored by King County Association, these broadcasts will feature a panel of prominent doctors discussing medical developments of current interest, particularly from the standpoint of their effects upon physical fitness. One of the features of each program will be the question of the week chosen from among those received from listeners. "Medical Round Table of the Air" will be heard Thursday evenings at 9:15 o'clock beginning April 9. Subjects scheduled for investigation in terms of understanding to the layman are "Sulphanilamide," "Vitamins" and "War Nerves."

"Toledo Canteen"

Heard five days a week, Mondays through Fridays, a patriotic program is broadcast over WTOL under the title of "Toledo Canteen." This meeting place was originally established by a few public spirited women, who became known as the Toledo Chapter of the National Mothers League of America. Food, recreation, group singing, and a daily broadcast are just some of the services rendered to men in uniform. Through the efforts of these women in conjunction with women's organizations and business firms, the "Toledo Canteen" has become so popular that more spacious quarters have been acquired for the activities.

FCC Permission Given For Indiana FM Outlet

Washington Bureau, RADIO DAILY
Washington—The FCC has granted permission subject to CAA approval for the construction of a new FM station at Indianapolis, Ind., to operate on 47,300 kc. with a service area of 8,400 square miles.

Licensee is Associated Broadcasters, Inc., which includes as president, Rudolph M. Crandall, general manager of L. S. Ayres & Co., Indianapolis department store, and long an amateur radio enthusiast. Vice-president is Ben L. Tamney, sales supervisor for the Roadfield Co., dealers in radios, records and automotive supplies. Myron J. McKee, Jr., is treasurer, and Thompson Kurrie, secretary.

Heads Westinghouse Sales

B. W. Clark, vice-president in charge of Westinghouse Electric & Mfg. Company's merchandising division, has been named vice-president in charge of sales of the company, according to an announcement by George H. Bucher, Westinghouse president. Clark succeeds Ralph Kelly who resigned to join the Baldwin Locomotive Works.

Charges Against Cox May Revive FCC Probe

(Continued from Page 1)

Hearings before the committee at which FCC Chairman Fly refuted most of the charges leveled against him by Cox and even had the Georgia Congressman defending himself, raising of the new issue—called "inspired" by Cox—gives him a new chance to bring his contentions regarding the FCC into the open.

Following the newspaper "PM" story which reported that Cox had exchanged \$2,500 checks with the Albany Herald Broadcasting Co., the effect of the deal giving him 25 shares of stock in the company for "legal services," Cox stated that he would answer the newspaper's allegations on the floor of the House after the Easter holidays. The Justice Department, meanwhile, has confirmed that its Criminal Division is opening an inquiry into the matter and that photostatic records of the checks, deposit slips and minutes of the company requesting Cox to act as its counsel have been received.

Calls Attack "Inspired"

"I do not propose to let an attempted smear of my official record go unchallenged," Cox declared in a formal statement. "The inspired attack made upon me in the newspaper 'PM' will be answered in an address to the House when full membership is present following the Easter holidays. There is nothing whatever in the transaction discussed that is of the slightest discredit to any person involved. This is another attempt to stop a member of Congress in the prosecution of an inquiry which bureaucrats oppose. This is one instance where the Gestapo methods of the Federal Communications Commission will not succeed."

KRMD Joins Blue

KRMD, Shreveport, La., will become affiliated with the Blue Network Sept. 1 as a member of the Southern Group. Operating with 250 watts power on 1340 kc., KRMD is owned and operated by KRMD, Inc.

802 Honoring Service Men

Over 1,000 members of local 802 of the AFM have been inducted in the several divisions of the armed forces. In their honor the local will stage a ceremonial flag raising Monday.

920 CLUB

One of
America's Greatest
Local Radio Programs

WORL BOSTON, MASS.

NEW BUSINESS

WOAI, San Antonio: Chattanooga Medicine Co. (Black Draught and Cardui) thru Nelson Chesman, 13 weeks, quarter-hour daily, Monday thru Friday; Liston Zander, one ann. per week for one year; Falstaff Beer, thru Blackett-Sample-Hummert, 15-min. trans. program, five times per week; Frank Bros., direct, one ann. per week; Texas Carbonate Co., Pitluk, 6 anns. per week; Milame Finance, renewal of ann., thru Brooks Agency; Studer Photo Co., one additional ann. direct; Welch Grape Juice (Irene Rich) 13-times renewal of one weekly quarter-hour trans. program, thru H. W. Kastor & Sons; General Foods, renewal for 20 times of transcribed quarter-hour presentation of Don Winslow of the Navy, thru Benton & Bowles; Swan Soap, thru Ruthrauff & Ryan, 8 anns. per week; Perfection Stove Co., 5 min. transcribed program of Handy Dan twice weekly, thru McCann-Erickson; Peter Paul (Mounds and 10 Crown Charcoal Gum) sponsorship of 3 quarter-hour newscasts per week for 75 times, thru Platt-Forbes; American Chiclet Co., thru Badger, Browning & Hersey, 114 anns. extending over 16 weeks; Journal of Living Publishing Co., thru Raymond Spector, three 5 min. transcribed programs.

KROY, Sacramento: Olympia Brewing Co. (Olympia Beer), anns. ETs, through Botsford, Constantine & Gardner; Smith Bros. (cough drops), William Winter newscasts, through J. D. Teacher Co.; Sunnyvale Packing Co. (soups), "Jane Endicott, Reporter," through Lord & Thomas; California Prune and Apricot Growers' Assoc. (dried fruits), Dick Joy's newscasts, through Long Advertising Service.

KARM, Fresno: Smith Bros. (cough drops), William Winter, news, through J. D. Teacher Co.; Rosefield Packing Co. (Skippy Peanut Butter), Hollywood Theater ETs, through Sidney Garfinkel Agcy.; California Prune and Apricot Growers' Assoc. (dried fruits), Dick Joy's newscasts, through Long Advertising Service; Sunnyvale Packing Co. (canned soups), "Jane Endicott, Reporter," through Lord & Thomas agency.

WOL, Washington, D. C.: American Transport Co., thru Erwin, Wasey & Co., anns.; Duragloss Nail Polish, thru Kiesewetter Agency, anns.; General Baking Co., thru Ivey & Ellington, morning anns.; Lever Bros., thru Ruthrauff & Ryan, morning and evening anns.; Serutan, thru Frances Troy Northcross, morning anns.

Russell On USO Staff

Spartanburg, S. C.—Donald Russell, one of the owners of Spartanburg Advertising Co., Inc., operating stations WSPA and WORD here, has been named by Gov. Richard M. Jefferies to the state-wide USO planning committee.

WORDS AND MUSIC

By Sid Weiss

IF I WERE THE MR. BIG OF RADIO: I'd arrange for production directors to have more time for rehearsals. Even an experienced cast needs time to get into the mood and tempo of a dramatic show. This is particularly true of directors who are given network sustainers to handle. And it also explains why directors are reluctant to use any but the most experienced performers, which makes it mighty tough on the up-and-comers... I would arrange with the powers-that-be for permission to charge admission to all broadcasts—to the tune of a package of cigarettes to be turned over to the U.S.O... I'd revive the "Jazz Nocturne" series which was heard on WOR for years—a rare symphony of jazz featuring the basso voice of Connie Miles, the blue notes of Helene Daniels and the blended brass of Nat Brusiloff's musicians... I'd present a program of soft music and poetry after 11 p.m. Listeners used to like them—and the success of WHN and WQXR late musical hours proves they still do... I would team up Gus Van with Sammy Raskyn. Between them they can do a dozen dialects in song and patter—and write them besides!... Michael Fitzmaurice, one of radio's top actors, would be given a chance to show he is just as capable in the vocal and emceeing line—and if I were Mr. Doublemint or Mr. Two-to-One Lucky Strike, I'd make use of the unique combination of announcers Geo. F. and Geo. A. Putnam. That's double-barrelled quality.

★ ★ ★

I'D RATHER BE RIGHT: From the column of December 8th: "If I were a sponsor, I'd bring 'Joe & Mabel' back to a choice Sunday spot." This series returns to Sundays April 5th. From the column of February 16th: "Blue Ribbons to Geo. A. Putnam whose announcing won him two new assignments in the past three weeks." George is now announcing for a new series of National Screen Trailers and has completed transcriptions for two new sponsors.

★ ★ ★

TICKER TAPE: Eddie Cantor, who was reported not renewing with Bristol-Myers, signed the renewal papers yesterday... Betty Winkler the new lead on "Joyce Jordan"... When Myrtle Vail returns to the air, it won't be in "Myrt & Marge." She's working on an idea for a new series... Helen Menken's "Second Husband" goes five-times-weekly on the 20th at 11 in the ayem... Dick Gilbert will have W. C. Handy, the pappy of the blues, on his WHN show April 9th... Art Ford, record spinner at WMCA, and Tommy Candell, arranger, have opened up new music publishing house... Martin Block picked J. Dorsey's platter of Guy Wood's tune, "Taint No Good" as the week's top.

★ ★ ★

New service offered by Tune-Dex looks like a god-send to band-leaders and librarians. Doing away with bulky and complex libraries, Tune-Dex offers a "pocket size" index system on cards giving full chorus and lyrics, name of publisher and composer and, in fact, all essential information. A minimum of 100 cards is supplied the subscriber monthly. Idea was conceived by Geo. Goodwin, veteran of 26 years in the music biz. Morris Goffin, formerly with Mark Warnow, is sales manager.

★ ★ ★

FUN FILLERS: There would be a decided improvement in radio drama if the fiction writers in the publicity department were transferred to the script division... Ruth Doring sez that many a man who claims he can read his wife a book—wishes he could shut her up like one... Charlie Basch argues that an ash tray is a place where you put your ashes, if there is no floor in the room in which you are... Milton Berle claims he knows what's wrong with the Japs in Bataan. They have MacArthritis... Milt also reports that Maxie Rosenbloom was a child prodigy. He was the only kid in 4th grade who could read a racing form... Mandel Kramer sez he's amazed at the progress being made in the automobile industry. "Look at the records," he claims. "1940—no running boards. 1941—no gear shift. 1942—no cars!"... Gracie Hartman knows a gold-digger who has turned over a new leaf—she just heard about platinum!... Meyer Davis heard a captain of page boys drilling his men at one of the studios. "That line-up is the worst I ever saw," the captain shouted. "Fall out and take a look at it!"

To the Colors!

FOUR members of WCAE, Pittsburgh, have gone to the armed services; CHESTER CLARK, announcer, as a flying cadet, to Maxwell Field; BOB COCHRANE, announcer, to the Army; WALTER GLAUS, of the technical staff, to the U. S. Marine Corps and HERBERT MORRISON, of the merchandising staff, first lieutenant in the Air Corps, to Oklahoma City.

—vvv—

EDWARD S. ROBINSON, member of the commercial staff of WSYR, Syracuse, N. Y., as an ensign in the United States Naval Reserve.

—vvv—

NEIL B. HACKETT, newscaster with WPAT, Paterson, N. J., to the Army at Ft. Dix, N. J.

—vvv—

JOE FIELDS, publicity director and special events announcer, WTOL Toledo, to the Army at Camp Grant, Ill., as a first lieutenant in the Dental Corps.

—vvv—

CLARENCE SCHWARTZ, musician at KFAB-KFOR, Lincoln, Neb., to the Army.

—vvv—

MYRON J. BENNETT, announcer at KWK, St. Louis, as a first lieutenant in the U. S. Army Air Corps at Scott Field, Ill.

—vvv—

TONY SHARPE, musical director of WTRY, Troy-Albany, N. Y., as an ensign in the U. S. Naval Reserve.

—vvv—

HAROLD C. MILLER, news editor of WCHS, Charleston, W. Va., enlisted in the U. S. Marine Corps.

TRAVIS CHAPMAN, technical staff of KFJZ, Ft. Worth, to the U. S. Signal Corps.

—vvv—

CARROLL TIGNER, technical staff of KFJZ, Ft. Worth, to the U. S. Signal Corps.

—vvv—

FRED HAYWOOD, production staff of WBT, Charlotte, N. C., to the Army April 11.

Stork News

Virginia Clark, of the cast of "The Romance of Helen Trent," Chicago originating CBS serial, and wife of J. O. Bengston, Chicago business man, is the mother of a baby boy born Tuesday. The infant weighed nine pounds, eight ounces at birth.

Two members of the WSYR, Syracuse, N. Y., staff are proud fathers this week. James Carmen, member of the engineering staff, is the father of a six-pound boy, Gerry. Frank Harrington, member of the commercial staff, is the father of another six-pound boy, Michael.

Cigars to the men and lollipop to the ladies announced to the staff at WBT, Charlotte, N. C., the arrival of a son to Mrs. Wm. McGregor Parker, wife of WBT's new manager of merchandising. William McGregor Parker, II, was born at the Charlotte Presbyterian Hospital.

Radio - Homes Increase

Urban, Rural-Farm, Rural-Non Farm Figures Listed

(Continued from Page 1)

The study reveals that nearly three-fourths of the homes in the states listed had radios with Rhode Island and Connecticut showing the highest percentage of ownership: 95.7 per cent of the occupied dwelling units. Living totals for the states as well as breaking down the figures into urban, rural-nonfarm and rural-farm categories, the study is broken down

into geographical divisions of the country and presents all but 18 of the larger states such as New York, Massachusetts, Pennsylvania, Illinois, California, etc., where final tabulations have not been completed. The proportion of homes with radios was highest in the urban areas of the selected states in which 85.1 per cent of the occupied dwelling units had radios as compared with 71.5 per cent in the rural-nonfarm areas and 52.4 per cent in the rural-farm areas; the combined percentage ownership for all three categories was 71.1 and was based on 10,100,900 occupied dwelling units.

A comparison between 1930 and

1940 radio ownership shows that tremendous increases have occurred in all of the selected states, according to the Bureau of Census release, which makes special mention of the fact that the present study has included only a few of the larger states and that, for this reason, the percentages based on the resulting totals are not representative of the United States as a whole. This is indicated by the fact that the U. S. total for 1930 showed 40.3 per cent of the homes with radios as compared with 26.9 per cent in the selected states and the District of Columbia. The higher percentages of states such as Rhode Island and Connecticut, which

Houses Having Sets Average Highest In City Areas

are typical of the larger states missing from the present study, indicate that the 1940 percentages for the entire country, when released, will compare favorably with the Joint Committee Estimates compiled for the year 1938.

The advance release of radio ownership of the Bureau of Census follows in the detailed tabulation shown below.

Occupied Dwelling Units With Radio, For Selected States (Urban and Rural): 1940, and Per Cent With Radio: 1930

A dwelling unit was enumerated as having a radio if it contained a usable radio set or one only temporarily out of repair. Percentages for 1940 are based on the number of units reporting on this item. Percentages for 1930 based on all families, including families not reporting on the item.)

STATE	TOTAL				URBAN				RURAL-NONFARM				RURAL-FARM		Per Cent With Radio 1930
	Number reporting	With radio		Number not reporting	Number reporting	With radio		Number reporting	With radio		Number reporting	With radio			
		Number	Per Cent			Number	Per Cent		Number	Per Cent		Number	Per Cent		
Total	10,100,900	7,184,895	71.1	2,916,005	4,229,077	3,599,945	85.1	2,663,365	1,905,262	71.5	3,208,458	1,679,688	52.4	26.9	
New England:															
Maine	213,204	184,348	86.5	5,764	86,108	80,245	93.2	87,905	73,856	84.0	39,191	30,247	77.2	39.2	
New Hampshire	129,758	116,809	90.0	3,178	73,584	68,636	93.3	40,570	35,236	86.9	15,604	12,937	82.9	44.4	
Vermont	90,569	80,253	88.6	1,866	31,820	30,404	95.5	34,486	30,213	87.6	24,263	19,636	80.9	44.6	
Rhode Island	184,661	176,739	95.7	3,045	168,506	161,891	96.1	13,610	12,604	92.6	2,545	2,244	88.2	57.1	
Connecticut	436,164	417,258	95.7	12,518	295,820	285,068	96.4	116,898	111,444	95.3	23,446	20,746	88.5	54.7	
West North Central:															
Iowa	683,963	617,005	90.2	17,861	303,448	284,354	93.7	157,602	138,015	87.6	222,913	194,636	87.3	48.5	
North Dakota	148,179	131,000	88.4	3,864	33,149	31,374	94.6	45,981	39,396	85.7	69,049	60,230	87.2	40.9	
South Dakota	160,894	136,049	84.6	4,534	42,361	39,191	92.5	48,203	39,408	81.8	70,330	57,450	81.7	44.2	
Nebraska	352,662	298,790	84.7	8,082	142,823	132,428	92.7	87,432	72,446	82.9	122,407	93,916	76.7	47.9	
Kansas	496,101	411,984	83.0	15,008	217,344	196,458	90.4	124,789	102,849	82.4	153,968	112,677	73.2	38.9	
South Atlantic:															
Delaware	68,870	59,921	87.0	1,671	36,109	33,331	92.3	21,398	18,513	86.5	11,363	8,077	71.1	45.9	
District of Columbia	169,102	158,377	93.7	4,343	169,102	158,377	93.7	53.9	
Virginia	610,878	409,978	67.1	16,654	237,564	199,670	84.0	169,708	114,756	67.6	203,606	95,552	46.9	18.2	
West Virginia	434,386	326,347	75.1	10,429	136,771	122,709	89.7	188,680	142,190	75.4	108,935	61,448	56.4	23.3	
North Carolina	764,144	471,863	61.8	25,515	232,226	180,456	77.7	210,757	142,468	67.6	321,161	148,939	46.4	11.2	
South Carolina	422,263	209,542	49.6	12,705	120,074	80,519	67.1	122,576	73,498	60.0	179,613	55,525	30.9	7.6	
Florida	504,011	326,447	64.8	15,876	285,228	217,044	76.1	147,816	81,444	55.1	70,967	27,959	39.4	15.4	
West South Central:															
Alabama	650,709	321,671	49.4	23,106	219,023	152,650	69.7	152,082	82,906	54.5	279,604	86,115	30.8	9.5	
Mississippi	515,369	205,613	39.9	19,587	115,976	71,289	61.5	92,692	47,177	50.9	306,701	87,147	28.4	5.4	
East South Central:															
Arkansas	480,955	244,586	50.9	14,870	119,571	86,598	72.4	108,082	58,001	53.7	253,302	99,987	39.5	9.1	
Louisiana	577,965	307,883	53.3	14,563	257,531	186,913	72.6	132,687	69,626	52.5	187,747	51,344	27.3	11.2	
Oklahoma	589,919	405,754	68.8	20,562	244,949	204,412	83.5	135,162	87,273	64.6	209,808	114,069	54.4	21.6	
Mountain:															
Montana	156,024	134,503	86.2	3,939	62,581	57,114	91.3	48,480	40,924	84.4	44,963	36,465	81.1	31.9	
Idaho	137,521	118,824	86.4	4,206	49,062	44,795	91.3	40,059	33,697	84.1	48,400	40,332	83.3	30.3	
Wyoming	67,687	57,126	84.4	1,687	26,767	24,489	91.5	22,370	18,603	83.2	18,550	14,034	75.7	34.1	
Colorado	305,824	258,573	84.5	10,176	168,476	154,155	91.5	75,854	59,231	78.1	61,494	45,187	73.5	37.8	
New Mexico	125,134	66,609	53.2	4,341	45,060	32,680	72.5	41,659	19,824	47.6	38,415	14,105	36.7	11.5	
Arizona	127,250	87,781	69.0	3,883	47,602	39,234	82.4	54,162	37,508	69.3	25,486	11,039	43.3	18.1	
Utah	136,747	126,418	92.4	2,740	80,248	76,243	95.0	36,342	32,771	90.2	20,157	17,404	86.3	41.1	
Nevada	32,178	26,200	81.4	1,113	12,780	11,405	89.2	15,360	11,889	77.4	4,038	2,906	72.0	30.6	
Pacific:															
Oregon	327,809	290,644	88.7	9,683	167,414	155,813	93.1	89,963	77,496	86.1	70,432	57,335	81.4	43.5	



Coast-to-Coast



WING, Dayton, O., journeyed nearly two hundred miles, Saturday, March 28th, to Kent, Ohio, to bring to Miami Valley listeners a play by play description of the state high school basketball finals. By trouncing the Toledo Central Catholic High team, 55 to 31, the Buccaneers of Xenia Central High School brought the coveted state championship to the Miami Valley, Xenia being only 16 miles from Dayton. John Hackett, sports commentator for WING, handled the broadcast.

Frank C. Walker, Postmaster General of the United States who is treasurer of the Archbishop's Committee of the Laity of New York Catholic Charities, will speak on behalf of Catholic Charities' 1942 appeal next Sunday during a special Easter program to be broadcast by WQXR, New York, at 6:30 p.m. During the same broadcast, Pietro Yon, music director and organist of St. Patrick's Cathedral, and the Cathedral choir will be heard in a special program of Easter music.

Peter Arnell was recently appointed publicity director for WJLS, Beckley, West Virginia. Along with his new job he will handle his regular announcing assignments.

Unity being put forward as the winning keynote of the war, is well demonstrated in the "In Our Opinion" program at 12:30 p.m. next Sunday. The 15-minute discussion is sponsored by WJR, Detroit, and the "Detroit Free Press" and the guest will be S. L. A. Marshall, military expert of the "Detroit News" and WWJ. Here are two competing newspapers and two rival radio stations getting together in the war effort. Royce Howes, military expert of the "Free Press," and Edgar A. Guest, poet, will be at the table, over which George Cushing, WJR news editor, presides.

Robert W. Booth, former assistant station director at WTAG, Worcester, has been selected to attend the Signal Corps Officers Candidate School at Fort Monmouth, New Jersey. Booth has been stationed with the 26th Infantry Division at Camp Edwards, Mass., where he was technical sergeant.

San Francisco radio network rivals met on the baseball diamond Sunday when the NBC Red Network nine, dubbed "The Red Raiders," engaged in contest with the "Blue Bambinos," otherwise known as the Blue Network team. Hal Wolf, NBC announcer, is the organizer of the Red aggregation and John Galbraith, Blue Network announcer, is managing the Blue nine.

Mike Layman, station manager of WSAZ, Huntington, W. Va., has returned to his post after a successful business trip to New York.

Terryville, Conn., Furniture Company has just contracted for 100 five-minute afternoon shows over WDRC, Hartford, under the title "Memory Lane." The Tuesday and Friday shows began this week, with chief announcer Ray Barrett as commentator. The account was placed by the F. W. Prella Agency, Hartford. Rosemary Mansworth has been appointed secretary to commercial manager William F. Malo. She formerly was employed by a Hartford insurance company.

Spring classes in radio script writing and microphone technique for Portland, Oregon, women for the week of April 7 have been scheduled by KGW-KEX managing director Arden X. Pangborn. Peggy Williams, director of women's activities for the stations, and Vere Kneeland, will be in charge. The classes are expressly for radio chairmen of Portland women's organizations and others in charge of preparing or presenting radio programs for various groups. Similar studies were held last fall and proved so popular that this second series was planned to include larger attendance.

John Bradford has been appointed to the position of assistant program and production manager of WFMJ, Youngstown, Ohio, replacing Jim Sirmans, who resigned to join the production department of CBS in New York. Dal Wyant, formerly of WCMI, Ashland, Ky., has been added to the WFMJ staff as a full time continuity writer. Schweber Baking Co. has signed a 13-week contract for the airing of the "Old Family Almanac" over WFMJ six days weekly.

KROD, El Paso, Texas, has installed the newest model 1-K 1000-watt RCA transmitter. William Shankle, formerly with KVGB, Great Bend, Kans., has joined the KROD announcing staff.

KWK, St. Louis, has received a letter from the Representative Assembly of the St. Louis Newspaper Guild commending it for "the generous amounts of time which KWK has given to reporting the progress of the speedy and complete mobilization of the home front" in the present crisis.

Pepsi-Cola placed a 13-week renewal contract with WWRL, Woodside, N. Y., calling for 35 spot announcements weekly. Contract was placed by Newell-Emmett, effective April 1st. Effective the same date was a renewal contract placed direct by the Ben Tucker Hudson Bay Fur Co., Brooklyn, N. Y., which calls for 65 spot announcements weekly for a four week period.

James A. Peterson, announcer-producer at KGA-KHG, Spokane, Wash., has joined the staff of KSL, Salt Lake City, as chief announcer replacing Russ Stewart who resigned to become director of the Salt Lake studios of KLO, Ogden, Utah.

Estelle M. Sternberger, who up to now had a news commentary spot on WQXR, Mondays and Thursdays, has been put on a new schedule, to give the station three daily news and comment programs throughout the week. She will have "Washington Front," Mondays through Fridays, 5:15-5:25 p.m. covering Washington as a world capital. She'll travel to Washington every Friday and return on Mondays, supplementing her personal coverage with correspondents and wire services. Station's two other news commentary programs to complete its across the boards schedule are those of Lisa Sergio at 10 a.m., and Quincy Howe at 9 p.m.

Robert E. White, veteran announcer on WBZ and WBZA, Boston and Springfield, has been named chief announcer of the Westinghouse New England stations, W. Gordon Swan, program director, says. White will also head the announcing department of WBCS, the international short-wave station at Boston and of the new Westinghouse station W-67-B, which began operation Sunday. Fred B. Cole, has left the announcing staff of WBZ and WBZA to join the Blue Network, but will commute from New York weekly to continue his duties as master of ceremonies on the quiz show, "Keep Guessing" Sunday evenings over WBZ and WBZA.

Roland A. Dumas, announcer on WMAS, Springfield, Mass., and Ianna V. Nawicka, of that city, will be married in Springfield, soon.

Wilson A. Monroe, formerly of KRB, Bozeman, Montana, has joined the engineering staff of KROD, El Paso.

Through arrangements made by NBC in San Francisco, the Girl Scout Council of that city cooperated in presentation of a transcribed drama on the "Cavalcade of America" series. The show is one of three being staged by the Girl Scouts of the city on the life of Benjamin Franklin. Sam

Dickson, KPO writer, is doing a new Sunday series titled "Ports of the Pacific," dramatizing western port history.

Bill Brundage, announcer formerly with WHAS, Louisville; Jim Mahews of KPO, and Ken Ackerman, KFBK have joined the staff of KQW, San Francisco. Sons have been born to the wives of Sidney Roge, KQW news commentator, and M. Williams, announcer. New at KQW news department is Dr. Frederick, former free-lance microphone man.

Wilmar Gardner of the WBBM station working on a new Chicago literary publication, "The Fountain."

Merle S. Jones, KMOX general manager, is back from a business trip to Chicago and an unexpected extra day in the air. Returning by plane he was whisked past St. Louis, Memphis, Tenn., because of the low ceiling conditions found over Lambert-St. Louis Municipal Airport. St. Louis County. From Memphis the plane had to go to Tulsa and then finally back to St. Louis, when it finally got the go ahead to land at the hour airport, some five hours later.

Aram Rejebian, program director for Don Lee's station KVEC at St. Louis Obispo, left for the Marine Officers' Training School, April 1.

Paul Schulz, KYA's chief engineer recently celebrated his 22nd anniversary in radio, having been with eight Pacific Coast stations during that period, which included his days as "ham" radio operator.

"Arbitration" Show Originating From Theater

For the first time since its inception, WMCA's "Labor Arbitration" will present its program from a theater Sunday, April 5, 9:03-10 p.m. The occasion is the anniversary marking the second annual conference of the Labor Arbitration Society to be held with appropriate ceremonies at Manhattan Center. The Society comprises approximately 150 men and women who have contributed their services as arbitrators on the broadcast. They include Elmer F. Andrews, Ordo Tead, George Gordon Battle, Jud Hyman J. Reit, Prof. E. H. Van Duden, Frank Crosswaith, Richard Murphy, Borough President James Lyons, Judge Benjamin E. Grensper, Vinton Freedley, and others.

Conducted by Samuel R. Zack, the program received the award of the Ohio State University for adult education. Its decisions are binding beyond review of the courts and it has not only settled many strikes but removed picket lines and improved the working conditions for thousands of employees.

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

April 2

Frances Carlon Jerry Cooper
 William Days Cora Frank
 Phyllis Kenny W. Arthur Rush
 Gary Stevens



RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

VOL. 19, NO. 3

NEW YORK, N. Y., FRIDAY, APRIL 3, 1942

LIBRARY UNIVERSITY OF PENNSYLVANIA
APR 6 1942
TEN CENTS

BVC Readies New Plans

U.S. Newscasts Doing S.A. Unity Job

No other single factor is doing more to further the spirit of inter-continental unity among the Americas than the rapidly expanding program of newscasts in the Latin American republics, according to A. Bradford, general radio manager of the United Press, who has just returned from a tour of inspection of UP bureaus in 15 South and Central American countries in which Latin American editions of the "Esso Reporter" programs have been inaugurated.

"Everywhere there is evident a

(Continued on Page 6)

"Hit Parade" Signs For Another 52 Weeks

American Tobacco Co. yesterday renewed the Lucky Strike "Hit Parade" on CBS for another 52-week period effective May 2 when the program begins its seventh consecutive year. Broadcast Saturdays from 9:45 p.m., EWT, program will use 5 stations, a drop of 11 from last season's hookup. Currently the show features Barry Wood and Joan Edwards with Mark Warnow's orchestra, the Hit Paraders Chorus and a guest. Lord & Thomas handles the account.

Land O' Lakes Renews Boake Carter On Mutual

Land O' Lakes Creamery has renewed sponsorship of Boake Carter's Monday, Wednesday and Friday broadcasts on 21 Mutual stations for another 52 weeks, it was announced yesterday. Renewal is effective April

(Continued on Page 2)

FCC Service Flag

Washington—Three more members of the Washington staff of the FCC will follow Press Chief George Gillingham into the Army service. They are: Robert G. Seaks, secretary to Chairman James L. Fly; William C. Boese, television engineer, and DeQuincy V. Sutton, of the broadcast accounting section. All are commissioned officers.

Civilian Engineers Sought By Sig. Corps

Washington Bureau, RADIO DAILY
Washington—Several Army Signal Corps officers will begin in about two weeks a drive to fill hundreds of civilian radio engineering posts in the Signal Corps. The officers will tour the nation for six weeks and are expected to discuss the civilians posts with radio engineers, technicians, and service men in about 11 major cities. The officers will confer individually with the engineers at the

(Continued on Page 6)

Golan Wines Inaugurates National Spot Campaign

Golan Wines, Inc., this week began its first large-scale radio drive, entering the spot field in major markets with chain breaks, ET announcements and 15-minute programs. Golan campaign teed off in New York on WOR, WHN, WNEW and WAAT and will be extended to another 20 cities by

(Continued on Page 2)

Meets Next Week With DCB Committee To Offer Better Radio War Effort; Shepard—Damm Move Up

Sees West Coast Boom In Audience-Ratings

New highs in radio listening and "unprecedented" high ratings for news programs on the Pacific Coast were reported yesterday by Phillips Carlin, vice-president in charge of programs for the Blue Network. Just back from a tour of Blue key stations in Chicago, San Francisco and Hollywood, Carlin attributed the rise in

(Continued on Page 3)

Carmichael Joining NBC In Exploitation Position

Cecil K. Carmichael, who resigned recently as assistant to the vice-president in charge of broadcasting for Crosley Corp., Cincinnati, yesterday was appointed to handle program exploitation for NBC by Frank

(Continued on Page 2)

Diathermy-Radio Census; Will Register Apparatus

Washington Bureau, RADIO DAILY
Washington—A registration of diathermy radio apparatus to prevent the possibility of the use of such equipment in transmitting messages by Axis spies is forthcoming, it is

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Meeting of the Domestic Broadcast Committee of the Defense Communications Board will be held here next week to consider various angles relating to the technical side of the industry as it is affected by the progress of the war. Among groups to attend the sessions for the purpose of making suggestions and requests will be the Broadcasters Victory Council which has three specific recommendations to make to the committee:

1. Greater use should be made of broadcasting in announcing and car-

(Continued on Page 6)

Benny Regains Lead In Crossley Survey

Losing almost 5 points in a month, "Fibber McGee and Molly" dropped to third place in the March Crossley (CAB) report just issued, while Jack Benny once again forged to the top position, with Chase & Sanborn second. For the Johnson's wax show, it

(Continued on Page 3)

FCC Supplies Data On Axis-Country Views

Washington Bureau, RADIO DAILY
Washington—An FCC report that Axis and pro-Axis propaganda broadcasters are applauding the charges of Rep. Martin Dies (D.-Tex.) that

(Continued on Page 6)

Population Changes Continue In Major Industrial Markets

Westinghouse FM Outlet Set For Pittsburgh Debut

Pittsburgh—W75P, second local FM station and second Westinghouse FM outlet to begin operations, will make its debut here tomorrow on a 14-hour daily schedule of exclusive FM programs. W67B, Westinghouse station at Boston, began first commercial operations last Sunday. W75P inau-

(Continued on Page 2)

War effort continues to cause major changes in the population of defense centers throughout the country, according to the continuing survey compiled by the Ross Federal Market Reporting Service under the supervision of T. B. Ellsworth and E. M. Jones. The special service of the Ross Federal organization reveals estimated increases ranging from slightly over 1 per cent to 63.7 per cent in 14 different cities. This week's

(Continued on Page 6)

Scattering Good

Hazel Dopheide, member of the cast of Columbia's daytime serial, "Scattergood Baines," is endeavoring to scatter a bit of good herself. She's organizing her radio actor friends into a group to help the Seeing Eye, an organization which provides specially trained shepherd dogs as guides for the blind. Headquarters of the Seeing Eye is in Morristown, N. J.

Add Who's Who. . .

Two ranking NBC executives are among the many radio people represented in the new Who's Who for 1942-43, which has just been published and distributed. They are Niles Trammell, president, and Frank E. Mullen, vice-president and general manager. This is the first time that the two executives have been listed by "Who's Who in America."

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FINANCIAL

(Thursday, April 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	118	116 3/8	116 7/8	+ 3/8
CBS A	9 1/8	9	9	- 1/8
Gen. Electric	24 1/4	23 7/8	24	...
Philco	9	8 7/8	9	...
RCA Common	3	2 3/4	3	+ 1/4
RCA First Pfd.	49	49	49	+ 1 1/2
Stewart Warner	5 5/8	5 5/8	5 5/8	+ 1/8
Westinghouse	69	68 1/4	68 1/2	- 1/8
Zenith Radio	12 1/4	12	12 1/4	+ 3/8

NEW YORK CURB EXCHANGE

	9-16	9-16	9-16
Nat. Union Radio	9-16	9-16	9-16

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Radio	15 5/8	17 1/8
WCAO (Baltimore)	15	18
WJR (Detroit)	16	20

Civilian Defense Office Forming Radio Section

Washington Bureau, RADIO DAILY

Washington—Formation of a radio section in the Office of Civilian Defense got under way yesterday when Marvin Beers moved over to that agency after several years as radio chief for the Farm Security Administration. Two, or possibly three, writers will soon be working under Beers, whose duties will consist mainly of liaison work with the various other Government radio offices.

No successor to Beers has yet been appointed by the Farm Security Administration, but an announcement is expected shortly. His assistant of the past six months, Miss Frances Fox, will remain.

Golan Wines Inaugurates National Spot Campaign

(Continued from Page 1)
April 15 and is expected to embrace 40-45 markets by the end of the month.
Golan, which is said to control over 30 per cent of the total wine production of the country, was an account of Brown & Thomas Advertising Corp. before that agency was merged recently with Raymond Spector Co. to form Brown & Spector, which is placing the current Golan radio campaign.
Among cities to be covered first in the drive, which promotes Lango wines, are Baltimore, Boston, Los Angeles, Chicago, Louisville, Minneapolis and Indianapolis. Announcements are being scheduled at the rate of 20-per-week.

Carmichael Joining NBC In Exploitation Position

(Continued from Page 1)
E. Mullen, vice-president and general manager. He will assume his new post April 15.
Formerly with United Press and stations WBT, Charlotte, N. C., and WKRC, Cincinnati, Carmichael joined the Crosley interests in February, 1939, as assistant to James D. Shouse, handling, among other important duties, special programming and exploitation for WLW, WSAI, and WLWO in Cincinnati. Last year WLW won the Peabody prize for distinguished public service in radio.
A graduate of the University of North Carolina, Carmichael is a member of the Radio Executives' Club, the Cuvier Press Club of Cincinnati, and numerous fraternal organizations. His wife and young daughter will join him in New York later on.

Westinghouse FM Outlet Set For Pittsburgh Debut

(Continued from Page 1)
gural here tomorrow will be saluted with a special FM section to be published by the Pittsburgh "Press."
Westinghouse holds FCC authorizations for FM stations in three more cities, and all are expected on the air by Spring. They are W57PH, Philadelphia; W49FW, Fort Wayne, Ind., and W81SP (now W1XSH), Springfield, Mass.
With debut of W75P here, national total of commercial FM transmitters in operation is boosted to 27, while construction permits have been approved for another 38. Only other local FM station is W47P, owned by Walker-Downing Radio Corp.

Lt. Joe Thompson Joins War Dept. Radio Branch

Washington Bureau, RADIO DAILY
Washington—Joe Thompson, former NBC producer, has been commissioned a 2nd Lieutenant in the Army and assigned to the Radio Division of the War Department under Ed Kirby in Washington. He has been assigned to handle field pickups for the radio branch, his first jobs being "The Army Hour" series on NBC and the six CBS programs featuring news commentators which will originate from various military points.
When he was with NBC, Thompson produced such programs as the Chesterfield Fred Waring show, "Spin and Win," "Chamber Music Society of Lower Basin St.," etc.

Land O' Lakes Renews Boake Carter On Mutual

(Continued from Page 1)
6 when the commentator shifts his broadcast time to 12 noon, EWT. Tuesday and Thursday airings are sustaining.
Campbell-Mithun, Inc., handles the Land O' Lakes account.

Stork News

Frank Arthur Cooley was born to Mr. and Mrs. Frank Cooley, March 16. Father is an announcer at KIRO, Seattle.

COMING and GOING

JOHN B. REYNOLDS, station and commercial manager of WKWK, in town from Wheeling, West Va., yesterday for a visit with the station's New York representatives. Left for home last night.

CLARK A. LUTHER, national sales and promotion manager of KFH, Wichita, has returned to his Kansas headquarters following New York meetings and conferences at CBS.

EDGAR BERGEN, and ABBOTT and COSTELLO will spend Sunday in Santa Ana, Cal., for the broadcasting of their Chase & Sanborn program from the air training center at Moffett Field.

GEORGE H. JASPERT, commercial manager of WTAG, here from Worcester for visiting with the local station reps.

JOHN MAYO, of Associated Music Publishers, Inc., expected back Monday from an extended trip through the southern states.

CECIL K. CARMICHAEL returned to Cincinnati yesterday after business trip here; returning here in about two weeks.

JIMMY SCRIBNER, of the "Johnson Family" program originating at WKRC and heard over the Mutual network, has left Cincinnati for Roanoke, Va., from which point he will air tonight's broadcast as a part of the Veterans of Foreign Wars banquet.

GLENN SNYDER, manager of WLS, Chicago, off to Phoenix, Ariz., for business conferences with Burrige T. Butler, president of WLS and chairman of KOY, Phoenix, and KTUC, Tucson.

PHIL SPITALNY and his orchestra returning to New York to broadcast Sunday's "Hour of Charm" from the local studios of NBC.

W. K. (BILL) BAILEY, of WCAR, Pontiac, Mich., has arrived in Chicago to join the sales staff of WJJD.

New York "Post" Spots To Plug New Format

Coincidental with its change in format next Monday to a daily tabloid, the New York "Evening Post" is using an extensive three-day spot campaign on local New York stations. One-minute spots will be aired throughout the day and night on WOR, WMCA, WHN and WQXR with the business being placed by Lord & Thomas, New York.

WTAG Switch April 5

Worcester, Mass.—Switch of WTAG from NBC to CBS will become effective Sunday, E. E. Hill, managing director of the station, announced yesterday. Shift comes as result of reversion of WBZ-WBZA, Boston, to NBC June 15 and the attendant reshuffle of network affiliations in New England.

THE PENTHOUSE

SERENADE

Latin American Tunes

Does

A SELLING JOB

IN PHILADELPHIA

WPEN

5000 WATTS 950 KC

WHAT'S TODAY'S
BEST RADIO BUY
IN THE
DETROIT AREA?

CKLW—THAT LIVE
MUTUAL STATION!—RIGHT
IN THE MIDDLE OF THINGS
AT 800 K.C., IT'S SIGNAL
COVERS THIS GREAT
MARKET CLEAR AS A BELL!

MAPS 1940

MAIL OR MV. CENSUS

WALTER P. BURN DATA

7 WEST 44 NEW YORK & ASSOCIATES, Inc.

ees West Coast Boom In Audience-Ratings

(Continued from Page 1)

stening to heightened interest in news due to proximity to the actual war zone.

Growing out of Carlin's conferences with program directors, a number of new morale Blue Network programs are in preparation. In Hollywood, Carlin said several shows are being worked out in cooperation with the motion picture industry.

One new program, originating in San Francisco, will be launched Sunday, April 19, in the 7:30-8 p.m. spot now occupied by "Daughters of Uncle Sam," and another, worked out with the Motion Picture Victory Committee in cooperation with the War Production Board, probably will take to the air Wednesday, April 22.

Montgomery Bout to Adam

Adam Hat Stores, Inc., will sponsor a description of the 10-round lightweight bout between Bob Montgomery and Joe Peralta on Monday, April 20, at the Philadelphia Arena beginning at 9:30 p.m., EWT, on 130 stations of the Blue Network. Sam Aub and Bill Stern will handle.

Glicksman Advertising Co. is the Adam Hats agency.



PROMOTION



Custom Studios

The "Headliners," aired five nights a week over the Texas Quality Network for Gulf Brewing Company, Houston, Texas, is broadcast from the brewery's own radio theater. The modern studios were constructed under the supervision of Steve Wilhelm, producer for Rogers-Gano Advertising Agency. Large crowds attend the broadcasts. The "Headliner" show features Lyn Cole, singing star, Wilhelm as the news commentator, with dramatized news, K. Bert Sloan's orchestra, and Bill Bryan, commercial announcer. Surveys show that this program ranks extremely high with Texas and Southwest listeners. Dale C. Rogers, President of the Rogers-Gano Agency, is account executive.

Special Promotion Manuals

Promotion department of KSL, Salt Lake City, is preparing promotion manuals for sales representatives whose companies have programs on the air over the station. The manuals are designed to promote the program to the dealer and explain the benefits of closer dealer cooperation with KSL radio campaigns.

Three-Way Tieup

WBNS, Columbus, is tying in Defense Stamp sales, traffic safety and station promotion through the establishment of a "Traffic Roll of Honor." Irwin Johnson, director of developmental programs for the station, arranged with the Columbus Police Department to distribute cards congratulating people who have been observed practicing the principles of safety and courtesy either as a pedestrian or a driver. This card calls attention to Johnson's "Earlyworm" program and urges the recipient to listen for his name as it is broadcast with on the Traffic Roll of Honor. The station then follows through with a certificate citing the individual for meritorious action in traffic, and the outstanding safety performers of each day are rewarded with Defense Bonds.

Extra News Outlets

KUTA, Salt Lake City, has made arrangements with Walgreen Drug Company, for the placing of loud speakers on the entrance of their large downtown store. Special newscasts will be broadcast on the hour, every hour.

Benny Regains Lead In Crossley Survey

(Continued from Page 1)

meant a decline from February's all-time high Crossley rating of 42.8 to the March score of 38.0. Benny topped the list last month with 40, while Charlie McCarthy (Edgar Bergen) rated 38.3.

Benny, who regained leadership after dropping behind for only one month, February, has been in top position four times as often as his nearest rival in the monthly Crossley reports since he began broadcasting Sunday nights in the Fall of 1934. During this time, he has rated either first or second 85 per cent of the time, according to Young & Rubicam, agency handling the Benny show for General Foods.

Ten leading radio programs in the March CAB report, in order, follow: Benny, Chase & Sanborn, "Fibber McGee," "Aldrich Family," "Lux Radio Theater," Bob Hope, Maxwell House "Coffee Time," Kate Smith, "Mr. District Attorney" and "One Man's Family."

Turrell Joins NBC Press

George Turrell, formerly managing editor of "Country Life," has joined the publicity department of NBC.

STARTED GROWING MARCH 1932

WHOM

"AMERICA'S LEADING FOREIGN LANGUAGE STATION"

NOW CELEBRATING TEN YEARS OF PROGRESSIVE MANAGEMENT

PAUL HARRON

JOSEPH LANG

WITH PREVAILING CONDITIONS and the constant necessity of keeping the foreign language radio audiences well informed on the Government's War efforts . . . this station is performing a patriotic service.

HAVING THE FACILITIES to broadcast in 8 different languages . . . on full time operation . . . to provide genuine help in guiding and directing buying emotions . . . has given this station the largest foreign language audience in America.

OVER 2,000,000 FAMILIES . . . America's biggest foreign language market . . . look to this station for advice on what to buy . . . on how to adjust their purchases to the changing times . . . they rely on this station for help in solving many of their home problems.

MANY SATISFIED CUSTOMERS have been using the facilities of this station continuously over a period of years. You owe it to yourself . . . as an advertiser . . . to investigate these facilities that afford you an established market today . . . a market you can be sure of tomorrow.

1480 Kilocycles
FULL TIME OPERATION
New York Offices & Studios
29 West 57th Street
Telephone: PLaza 3-4204



Los Angeles

By JAC WILLEN

LESTER JAY (John De Angelo) on the popular "Point Sublime" stanza, is getting some real plaudits from friends for his performances, as well as more than just a passing interest from a top agency as a character replacement on one of the top weekly shows. Eddie Sherman agents Jay.

Horace Heidt moves into his second "honor spot" in the "Spotlight Bands" musical parade. Heidt's recording of "Deep in the Heart of Texas," has for the second time outsold all other records on the nation's music-counters, according to the "Spotlight Bands" poll of retail figures.

Milt Samuel, Western Division Blue publicity manager, returned again to San Francisco to join other Blue net officials in their two-day meet with Blue station representatives.

Frances Langford will make her appearance as guest on "This Our America" program, April 6. Ernest Gill, noted West Coast musical director, will conduct the orchestra of the stanza which will be aired over Mutual Don Lee Network (California stations), 8-8:30 p.m.

Parkyakarkus would make a swell Milton Berle foil for "Three Ring Time," as he did on last week's visit to the program. Parky has many friends who like to listen to his brand of comedy.

Fibber McGee and Molly's quartet, the King's Men, will be seen and heard singing two Army songs in the forthcoming Judy Garland picture at M-G-M, "Big Time."

Bob Garred gets still another commercial sponsor—making a total of eleven for whom he's on the air thirty times every seven days—when a soap firm takes over his Saturday morning newscast over the CBS net early in April.

Ransom Sherman and Bob Wamboldt, agency representative on the comic's Wednesday "Crestfallen Manor" show, agree to more than show policy, they discovered this week. Not so many years ago in Chicago, Wamboldt was courting a girl . . . yep, you guessed it!—the now Mrs. Ransom Sherman. They met again for the first time since the Sherman merger backstage at the CBS rehearsal this week.

Wedding Bells

Oliver Gramling, assistant general manager of Press Association, radio news division of the Associated Press, was married March 30 in Miami to Mrs. Mariana Smillie, director of the Barbizon Studios, fashion model school. Apart from being well-known in radio news circles, Gramling is the author of "AP, The Story of News." The Gramlings are remaining in Miami for their honeymoon.

Lincoln, Neb. — Hank Mattison, KFAB-KFOR singer and local orchestra leader, goes on a permanent sustainer with Helen Lemly, non-pro, April 4.

MAIN STREET

OL' SCOOPS DAILY

Radio and the Soldiers!

(Sgt. Hal Kanter's article continues from Tuesday)

● ● ● The governor of the state of Colorado, the Honorable Ralph Carr, gave the soldier show his approval when he consented to appear on one of the programs as an actor—portraying the part of a governor. Of his own volition, he made a short address after the script was completed in which he commented on the effect it has had on civilian morale. He has praised radio for the work it has done in bringing the public's attention to the fact that America has an army of intelligent fighting men who can always find time for relaxation and laughter and serious thought—an important point to impress upon a people whose lives and homes are placed in the trust of several millions of fighting men!

● ● ● As for the soldiers themselves, what do they seek in the way of entertainment? That is another story in itself—and here, too, radio plays a leading role. . . . The presentation of programs by soldiers themselves affords many hours of relaxation. They work hard at their microphonic tasks, to be sure—but it is still relaxation. The interview programs are eagerly attacked. Men who never before spoke into a recording device find untold thrills in speaking their pieces, knowing that they will be aired for listening millions. . . . Soldier bands, many of them excellent, offer broadcasting experience to many tyros who would otherwise never receive such training. And the listeners appreciate Army music, too. We've been deluged with letters that attest this fact. . . . True, only a limited number of men are ever trotted into a studio or before a microphone. But there is the other angle: the audience, composed of soldiers, gets a sincere thrill out of being entertained by members of their own squadrons, their own companies. They, the audience, feel that they are contributing something which belongs to them to the entertainment of the nation. And they are, make no mistake about that! . . . Those who listen in are as happy and as gratified at hearing their soldier boys whooping it up for a singer, screaming at a comic or applauding a band as they are at hearing the vocalist, comic or musicians themselves. . . . That is propaganda in a powerful form! Soldiers enjoying themselves, airing their enjoyment to millions who otherwise might be led to believe the Army life has no room for relaxation, for pleasure.

● ● ● When stars visit camps, they get the biggest receptions of their lives. Nowhere can a comic get bigger laughs than from soldiers, sailors or marines. Nowhere does any entertainer get such reaction as from an audience of servicemen. That's because servicemen appreciate what a star does in their behalf. . . . Not long ago the touring company of "Hellzapoppin'" visited Lowry Field. Eddie Garr, Billy House, Bobby Jarvis and other cast members came to the field and put on a show in the post theater. Col. Duncan gave them his full cooperation, packed the house with eager men—men who had been in school all day learning the intricacies of aerial photography, or armament, of all the mechanics that go into keeping 'em flying. The men were tired. Bad weather had brought spirits down to a new low. . . . Billy House climbed onto the stage and for over forty minutes regaled his audience with laughter the likes of which no comic has ever been accorded. By the time the troupe had left the post, Lowry Field was wearing a new personality, a fresh grin, a lighter heart and more determination to keep this country a land where laughter is not the exception, but the rule.

● ● ● Meanwhile, the whole radio industry should know that American soldiers in American army camps appreciate what the broadcasters of America are doing for them—and radio is building a bulwark of friends that once this war is disposed of, it can always count on to sustain, to encourage, to patronize.

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

PAT FLANNIGAN, veteran sports-caster, inaugurates 1942 baseball broadcasts over WJJD on Sunday at 3:45 p.m., when he'll handle special wire returns on Cubs-Sox exhibition games at Phoenix, Ariz.

Kennedy Nelson, former musical director of WAAF, Chicago, added to musical staff of WJJD.

Ned Williams of New York in town to take over managing editor's desk of "Down Beat," musicians trade paper.

Bruce MacDonald, from WEMP, Milwaukee, has joined the announcing staff of WIND, and Reva Jane Chapman has been added to the musical department.

Carl Anderson, Willard Anker and Charles Barnhart of WIND's engineering department, have joined the Army in Civil Service department and will specialize in installation of air raid detection equipment.

"Our Block," new sustaining show in the interest of OCD, will be launched on WBBM today, 6:30-6:45 p.m. Script is prepared by David Peltz and David De Koven of OCI and show is produced by Dan Ryar of WBBM.

Charles Urquhart, director of the NBC's "Vic and Sade" show, off to Peru, Ind., this week-end, where he will crack the whip as guest ring master at the opening performance of Terrell Jacobs Circus.

Hits from the prize winning operettas in the WGN \$10,500 Great American Operetta contest will be presented tomorrow on WGN, W590 and Mutual network from 7:30-8:30 p.m. Featured soloists will be Marion Claire, Walter Cassel and Ray Charles. It was announced that WGN has reserved the Civic Opera House for presentation of the prize winning operetta on Saturday, April 11.

Bill Anson, gets the assignment to read the Chicago "Tribune" comic Sundays 11:30 a.m. to noon, replacing Jesse Kirkpatrick who replaced Quin Ryan. He'll be known as "Brothe Bill."

Going to NEW YORK?

Stay "Where Radio City Meets Times Square"

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

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

Reasonable All-expense Tours. Write for details.

HOTEL VICTORIA

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

AGENCIES

NEWSPAPER INDEX for February shows a decline of 6.5 per cent compared with February of last year, according to "Printer's Ink," current issue. Index is up 1.1 per cent, however, as compared with January. The general advertising index for February, 1942, is up 0.6 per cent from the preceding month, but down 1.1 per cent in comparison with the same month last year.

COOPER Safety Razor Corp.'s announcement schedule on WNEW will not be affected by the recent FCC restrictions placed on razor ads. Heffelfinger Agency has announced. The campaign, it was stated, was planned with the anticipated restrictions in mind, the copy emphasis being placed on conservation blades.

PARKER PEN CO. and Morton Co. have appointed the Chicago office of J. Walter Thompson Co. as their advertising agency. Parker appointment is effective Aug. 15.

MUTHRAUFF & RYAN, here, is being inquiries concerning all-night radio programs throughout the country for an undisclosed client.

RAY F. SHULTS, formerly with National Radio Sales, has joined Radio Sales as an account executive. Howard Meighan, Eastern sales manager, announced yesterday. Shults previously was associated with Wilbur G. Rambeau Co., Compton Advertising and General Outdoor Advertising.

NATIONAL PEANUT COUNCIL, has named J. Walter Thompson to handle its account.

Sign Kaltenborn To Two-Year NBC Pact

V. Kaltenborn, who tomorrow will be tendered a testimonial dinner at the Harvard Club here on the 20th anniversary of his first radio appearance, yesterday was signed to a new two-year exclusive contract with NBC. Winner of a number of national commentator awards, Kaltenborn broadcasts currently are sponsored by Pure Oil Co. and Liberman's Mutual Casualty Insurance Co. In addition he broadcasts on NBC special events programs.

NBNX NEW YORK
 WITH THE MOST INTIMATE AND EFFECTIVE PROGRAM APPROACH TO AMERICA'S LARGEST MARKET
 500 WATTS Directional
 OVER METROPOLITAN NEW YORK

NEW PROGRAMS—IDEAS

Defense Party

Benny Goodman and his sextette will share honors with Ray Herbeck's orchestra at WPAT's party for defense industry workers in the Paterson, N. J., armory Easter Sunday afternoon. The Easter party will be the 10th in the series of weekly parties given by WPAT for New Jersey defense workers.

Persons engaged in defense work are admitted to the parties upon showing proper identification and upon "payment" of the "admission price" of one package of cigarettes. The smokes are turned over to Army officials for distribution among soldiers.

The parties, which last from 2 until 5 p.m., are broadcast on WPAT from 3 to 4 p.m., with Steve Ellis as master of ceremonies.

"Rhythm And Rhyme"

Cute morning show with heavy commercial flavor has been added to the WGL, Fort Wayne, schedule, by Parrot Packing Co. of the Indiana city. Title "Rhythm and Rhyme," it

Theaters Finding Radio Better Exploitation Medium

Chicago—Radio is rapidly gaining priority over newspapers in this area for exploitation by theaters of name radio and dance bands. Managers such as Marlowe Connor at the Capitol Theater, Madison, Wis., and Bill Mischel of Orpheum, Omaha, devote a considerable portion of their advertising appropriations on name bands to spot announcement campaigns.

Harry Burke, of WOW, Omaha, stated that Orpheum's results indicate the superior pulling power of radio campaigns.

WOC Power Up July 1

WOC, basic affiliate of the Blue Network in Davenport, Ia., will begin operating with 5,000 watts day and night on 1,420 kc. on July 1, the network has been notified. Effective with the increase in power, the network rate will be increased from \$120 to \$180. WOC operates at the present time with 250 watts on 1,450 kc.

features Norm Carroll and Herb Hayworth. Carroll plays piano. Hayworth takes names from cards written by listeners and blends them into poetry within 60 seconds. All listeners so honored receive half-pound of bacon. Sponsor is using store cards, truck banners and newspaper advertising to promote the show.

GUEST-ING

MRS. MAXIM LITVINOFF, wife of the Ambassador from Soviet Russia, on "Information Please," today (NBC Red, 8:30 p.m.).

JOHN GARFIELD and **ETHEL WATERS**, on the "Keep 'em Rolling" program, Sunday (WOR-Mutual, 10:30 p.m.).

WANT THE RIGHT 'TIME'?

Call the Blue Network's New Phone Numbers

IN NEW YORK Call Circle 7-5700

IN CHICAGO Call Delaware 1900

IN SAN FRANCISCO Call Graystone 6565

IN HOLLYWOOD Call Tuxedo 5176

The right time, the right stations, the right program, you can get all three by calling any of the Blue Network's new telephone numbers.

We're used to going out and getting business the hard way, but don't get us wrong—telephone orders are gladly accepted! And whether by phone or in person, we'd appreciate the opportunity of showing you why the Blue is an especially good buy in this wartime economy.

It's always easy to do business with the Blue. And we hope these new, exclusively-Blue phone numbers will make it even easier!
 Blue Network Company—A Radio Corporation of America Service.

920 CLUB
 One of America's Greatest Local Radio Programs
WORL BOSTON, MASS.

THE Blue NETWORK
 Sales thru the air with the greatest of ease

A STAR-STUDDED PROGRAM IS RADIO'S BIG GIFT TO CHINA

A FULL HOUR'S ENTERTAINMENT, APRIL 11th,
9 to 10 P.M. ON THE BLUE NETWORK OPENS
THE CAMPAIGN FOR UNITED CHINA RELIEF.

UNITED CHINA RELIEF RADIO PROGRAM

☆
Directed by Charles Martin, Biow
Agency. Pacific Coast Direction,
Tom Lewis, Young & Rubicam.
Music Arrangements and Direc-
tion, Frank Black, NBC, and
David Broeckman.

☆
Featuring:

Bob Hope
Burns & Allen
Alfred Lunt
Lynn Fontanne
Mickey Rooney
Jimmy Cash
And others to be announced

☆
Special writing by
Maxwell Anderson
Fanny Hurst
Pearl Buck
Jean Carroll
Charles Martin

Your Station Can Have It, Too

Stations not carrying the network program can make arrangements for broadcasting a transcription of it by writing to Warren Jennings, 1 East 54th Street, New York City. It's a program you'll want to broadcast.

Meanwhile, we urge you to cooperate with us, to contribute your time when asked and to promote the great United China Relief effort whenever possible.

Let's make sure that radio gives for China to help China keep on giving for us.

**RADIO EXECUTIVES CLUB OF NEW YORK
UNITED CHINA RELIEF COMMITTEE**

Mull U. S. Info. Merger

Webbs Set Heavy Play For Pan-Amer. Day

Pan-American Day, April 14, will be a heavy play from broadcasters. Network, local and short-wave, while a number of commercial programs have arranged tie-ins. CBS, MBS and the Blue Network have set up special programs in honor of the occasion. Columbia's show, to be broadcast from 10-10:45 p.m., EWT, and short-waved by the three CBS international stations, will feature

(Continued on Page 5)

Advertising Clubs Active In War Effort

Advertising Clubs throughout the country are mobilizing all their facilities and talents behind the war effort, the Advertising Federation of America revealed Friday following a nation-wide survey. Based on last returns covering clubs in all parts of the country and representing more than 60 per cent of the federation's membership, the AFA stated that "advertising men and

(Continued on Page 2)

Mutual Web Broadcasts From 57 Different Points

Broadcasts on the Mutual network came from 57 different origination points in the United States and abroad during the first two months of 1942, it was announced by A. Pfingler, program director of the network. KHJ of the Don Lee network, Mutual's Los Angeles affiliate, originated more network broadcasts during

(Continued on Page 5)

CBS Blood Donors

Ten guys who sweat blood daily for the CBS press department here each gave up a pint of the valuable substance last Thursday in a mass trek to the Red Cross donors' station. They were Louis Ruppel, Wil Marcus, Jack Handford, Michael Boscia, Helen Bratrud, Charles Benzinger, Thomas Flynn, Ann Harding, Medea Strasser and Jack Hoins.

Technicians Offered Marine Commissions

Recruiting Division of the U. S. Marine Corps. are offering commissions to specialists in the use of radio equipment and allied electrical apparatus to those who can supervise and maintain such equipment. Due to the fact that radio is being used more and more in the war effort the Marines believe their branch of the service offers many opportunities;

(Continued on Page 6)

Krueger Beer Coverage Is Extended Via Disks

Devoting its largest appropriation to radio in a number of years, Krueger Brewing Co. this week will launch its Spring-Summer campaign by placing transcriptions of its half-hour "Go Get It" program, aired live on WOR here, on eight stations along the Eastern seaboard, the additions boosting to 16 the total of stations

(Continued on Page 2)

Consider Combining All Govt. Sources Of Information Except Army-Navy; Would Aid Radio and the Press

Talks By Minute Men On Stepped-Up Sked

"Minute Man" drive to sell Defense Stamps and Bonds is stepping up its pace on the networks with a number of prominent persons contributing their services over the week-end and during the coming week. In addition, the plan has spread to the youngsters, with Youthbuilders, Inc.,

(Continued on Page 6)

Washington Bureau, RADIO DAILY
 Washington—Possibility of formation of a central source to consolidate the Government's various war and civilian defense information agencies, a plan which would make it easier for radio and newspapers alike, was discussed by President Roosevelt at his press conference here. He indicated, however, that such a central bureau, was still a moot question. While at least a half-dozen plans for integration of the various bureaus have been submitted, no satisfactory

(Continued on Page 7)

Soap Co. Buys Garred On CBS Pacific Network

West Coast Bureau, RADIO DAILY
 Los Angeles—Manhattan Soap Co., for Sweetheart Soap, on May 12 will begin a three-times weekly newscast series on the Columbia Pacific Network. Bob Garred's news commentaries will be sponsored Tuesdays, Thursdays and Saturdays from 7:30-7:45 a.m., PWT, through Franklin Bruck Advertising Corp.

KNX Honors Members Now In U.S. Service

West Coast Bureau, RADIO DAILY
 Los Angeles—With more than 25 per cent of the male employees of KNX-CBS already enlisted in various branches of the United States armed forces, officials of CBS and ranking Army, Navy and Marine Corps officers honored them recently with a

(Continued on Page 7)

N.Y. Police Dept. Expands Tele Defense Programs

Police Commissioner Lewis J. Valentine on Saturday announced the expansion of the New York City Police Department's television train-

(Continued on Page 2)

Fulton Dent Joins NRR As V.-P., Operating Head

Announcement of the appointment of Fulton Dent as vice-president in charge of operations of National Radio Records is being made today to members and subscribers by N. Charles Rorabaugh, president. Dent, who has

(Continued on Page 2)

★ THE WEEK IN RADIO ★

... Increased Radio Listening

By TOD SWALM

THE MAN ON THE STREET is becoming the man in the home after working hours. And when he's home he listens to the radio along with his family. Last week brought further evidence from several sources that wartime conditions may be more of a friend than a foe to broadcasting. With record audiences already being noted by the surveys and restrictive conditions affecting travel bound to increase as the war continues, the industry is looking forward to an

even higher "circulation" as time passes. And circulation attracts advertisers. Factors during the week pointing to augmented air audiences and increased billings in 1942 were: Monthly CAB Index of Listening revealed nighttime audiences were still on the upgrade during February in contrast to last year's trend downward at this season. . . . NAB Department of Broadcast Advertising, on the basis

(Continued on Page 2)

Devions Paths

From painter and lecturer on art to the Blue Network's "Chamber Music Society of Lower Basin Street" is the saga of Zero Mostel. Discouraged with the remunerative aspects of Art, Mostel phenagled a tryout as comic at Cafe Society Downtown, clicked in a big way, and on Wednesday, joins the "Basin Street" program under 13-week contract.

Fast Worker

Fort Wayne—On a recent "International Club" broadcast over WOWO, Paul Roberts, emcee of the program, handled a 7-minute floor show sequence (make-believe) in which he operated three turntables, used 30 separate sound effects both manual and recorded, and all the while gently plugged the glamour of the "Club" and merits of Berghoff Beer, sponsor.



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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

(April 3rd being Good Friday, all stock exchanges were closed.)

Fulton Dent Joins NRR As V.-P., Operating Head

(Continued from Page 1)

had wide experience in the agency and spot radio field, takes over immediately. Rorabaugh, who is serving in a radio capacity with the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee), remains as president of NRR. Dent previously has been associated with the old Frank Presbrey agency and more recently with Heffelfinger agency.

WTAG Joins Blue Net Effective Apr. 5, 1943

Transfer of WTAG, Worcester, Mass., from NBC to CBS will become effective April 5, 1943. Due to an error in transmission, the date was incorrectly stated in Friday's paper.

WTTM Makes Debut

Trenton, N. J.—WTTM, of this city, 920 kc., 1,000 watts full time, began operations last week. Owned and operated by Trent Broadcasting Corp., Charles Quinn, president, active management is in the hands of A. Harry Zoog, executive vice-president. George McGinley is sales manager.

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

★ THE WEEK IN RADIO ★

... Increased Radio Listening

(Continued from Page 1)

of January "Broadcast Advertising Record" figures, felt impelled to revise upward previous estimates of 1942 revenue. A RADIO DAILY survey showed theater and cafe biz down 10 to 20 per cent due to the tire ban and other factors, while radio listening was on the increase. . . . U. S. Census Bureau's breakdown of radio-homes showed a sharp increase in radio receiver ownership throughout the country. . . . Phillips Carlin, Blue Network vice-president in charge of programs, back from a cross-country tour, reported new highs in radio listening on the West Coast along with "unprecedented" high ratings for news programs.

AFM Tangles With Mutual

Absent from the headlines for some time, the American Federation of Musicians returned to the front page as trouble developed between affiliates of Mutual and CBS and their respective AFM locals. Disputes over wages and/or musicians quota at WGRC (MBS) and WHAS (CBS), Louisville, were settled peaceably after the AFM had pulled band remotes off MBS, but the disagreement of WSIX with the Nashville local was settled from a network point of view only after Mutual deleted the station from its network. Dispute between the station and the local continues, but MBS is no longer directly affected. Before Mutual discontinued service to WSIX, the AFM ordered a general strike of MBS studio bands, withdrawing the order almost immediately, after the offending affiliated was eliminated from the hookup. AFM local 802, meanwhile, opened

Find Advertising Clubs Active In War Effort

(Continued from Page 1)

women have responded wholeheartedly to the 'call to the colors' and are active on every civilian front." Much of the activity of the clubs is in conjunction with local radio stations, the report reveals, with many ad clubs effecting close tieups with stations and newspapers for publicity and educational purposes. In a number of localities, ad clubs have taken over the entire publicity and advertising program for civilian defense agencies. In addition to group participation, individual club members are to be found in all phases of the defense effort, the AFA declared.

Shaler One-Minute Anns. Scheduled For 110 Outlets

Shaler Mfg. Co. for their Karbut-Rislone and Shaler Hot Patches for tires, are readying a series of one-minute transcribed announcements which are to run on 110 stations in the U. S., the scheduled start being sometime next month. Hal R. Maklim Productions of Chicago are producing the series.

negotiations with New York independent stations for contract renewals, the talks continuing over the week-end. . . . Radio matters will come in for considerable discussion at the June 8 AFM national convention at Dallas, preliminary discussions indicated. Transcription situation, in particular, is expected to receive a thorough going over.

Revenue Continues Steady

Business held up strongly throughout the week, particularly in the spot field. Among accounts setting spot schedules were Rubsam & Horrmann Brewing Co., Carnation Co. and Golan Wines, while network clients either renewing or adding station, or both, included Mode O'Day Corp., Acme White Lead & Color Works, Gillette Safety Razor Corp., Brown & Williamson Tobacco Corp., Lever Bros., American Tobacco, Land O' Lakes Creamery. . . . General Mills bought the Yankees and Giants games on WOR.

On the music front, NBC reiterated its support of BMI and Ascaph officials gave their attention to proposed changes in the dividend payment system. . . . Delegates to the organizational meeting of the NBC "Inter-American University of the Air" approved the project wholeheartedly. . . . The four networks swapped outlets in the New England area. . . . At the request of the Marine Corps, Brown & Williamson decided to drop the "Capt. Flagg and Sgt. Quirt" ailer on NBC. . . . Jack Benny regained his leadership in the Crossley survey.

N.Y. Police Dept. Expands Tele Defense Programs

(Continued from Page 1)

ing plan for Air Raid Wardens to include the volunteer service of nearly 400 faculty members of New York City colleges and universities as discussion leaders at 84 precinct viewing posts. These educators will lead the sixty-minute discussions that follow each viewing of an A.R.P. lesson, using a manual prepared for the basic warden's series as a guide. To familiarize themselves with the instructional technique followed in the official defense series, the new volunteers last week visited the Radio City television studios and witnessed one or more of the broadcasts.

At the same time, Commissioner Valentine announced the two new specialized civilian defense classes to be started by WNBT, for light rescue squads and fire watchers, details of which were reported here previously.

Seeman Bros. Adds News

Seeman Brothers, Inc., for Kitchen Magic, today will begin a Monday through Saturday sponsorship of the George Bryant newscasts, 9-9:15 a.m. on WABC. J. D. Tarcher & Co., handles the account.

COMING and GOING

PURNELL H. GOULD, commercial manager of WFBR, Baltimore, spent Friday in town on business and returned to Maryland the same day.

RUSS YOUNG, director of the Chicago NBC program, "Bachelor's Children," off on a vacation. Bess Flynn substituting for him in the interim.

HAROLD W. CASSILL, station manager of WGNV, arrived from Newburgh Friday for a day or two in New York.

QUINCY A. BRACKETT, president and station manager of WSTR, Springfield, Mass., is in New York on station and network business.

JOHN McKAY, manager of the NBC press department, left Friday for a short visit in Washington. Expected back today.

FRANK O'LEARY, NBC salesman in Chicago, has returned to his headquarters following a short trip to Des Moines.

JONAS WEILAND, president and station manager of WFTC, Kinston, N. C., has arrived for conferences with the station's local representatives.

P. K. LEBERMAN, president of KRSC, has left Seattle to serve in the U. S. Naval Reserve with rank of Lieutenant Commander.

CURT PETERSON, radio director of Marschalk & Pratt, Inc., in Portland, Me., this week to supervise start of a new "Esso Reporter" series.

Krueger Beer Coverage Is Extended Via Disks

(Continued from Page 1)

utilized by the beer company. Compton Advertising, Inc., handles the account.

Using half-hour night time periods, Krueger on April 10 will begin the "Go Get It" ETs on WLAW, Lawrence, Mass.; WCAX, Burlington, Vt.; WDEV, Waterbury, Conn.; WRNL, Richmond, Va.; and WDBJ, Roanoke, Va. The transcriptions will start on WGAN, Portland, Me., tomorrow night, on WCOU, Lewiston, Me., April 9, and on WLBZ, Bangor, Me., April 15.

These are in addition to current sponsorship of news programs and spot announcements on WTAR, WNBC, WFEA, WKNE, WLNH, WDNC and WPID.

New Broadcasting Co.

Fayetteville, N. C.—Cape Fear Broadcasting Co. of Fayetteville, has been incorporated by W. C. Ewing and Douglas S. Ewing, of Fayetteville, and T. K. Weyher, of Dade City, Fla.

In Philadelphia Its

WPEN
THE STATION
THAT SELLS

5000 WATTS

950 KC



Picture a Man going To Market!

**THE PERSONALITIES
BEHIND WCAU'S
POPULARITY!**



● And how Ross Mulholland goes! Not buying, but selling . . . selling himself, his personality and his amazing new stanza of late evening turntable magic to one of the biggest markets in the world—the vast Philadelphia metropolitan defense area where the per capita spending income is well above the national average!

Moonlit Music Hall is a breezy show tailored to the likes of the folks who man the production lines. Variety and Billboard say its terrific; the best recording show that Philadelphia has ever seen. So, if you want to get going in Philadelphia, why not go to market with Ross Mulholland's Moonlit Music Hall.

Moonlit Music Hall is available in 10 minute strips. Additional information and rates on request.

WCAU

50,000 WATTS IN ALL DIRECTIONS

Philadelphia ● WCAU Building, 1622 Chestnut Street . . . New York City ● CBS Building, 485 Madison Avenue . . . Chicago, Ill. ● Virgil Reiter, 400 North Michigan Avenue . . . Boston, Mass. ● Bertha Bannon, 538 Little Building . . . Pacific Coast ● Paul H, Raymer Co.

Los Angeles

By JAC WILLEN

THE SONS OF THE PIONEERS, Martha Mears and Dick Foran on the KECA Friday "10-2-4 Ranch" airings, are clicking with dialers due to fine programming of musical portions of the show, as of last Friday's broadcast which featured four lovely rangeland tunes.

Earl V. Buchanan, transmitter engineer formerly with KVOR, Colorado Spring, Col., has now joined the engineering staff of KGFJ.

Jack Latham, formerly program director at KXA in Seattle, joined the staff of KFI-KECA as an announcer this week.

Crane Wilbur is getting somewhat of a ribbing from the "boys"—for an act of kindness. En route to the Brown Derby for luncheon the other day, he noticed a lone soldier loitering nearby apparently without much to do. Hoping to raise his spirits somewhat, Wilbur invited him along to luncheon. Inside Crane was surprised at the number of persons who stopped to familiarly say "hello" to his guest until finally overcome by his desire to know who his companion was that he knew all these people—he learned his guest had formerly been a waiter at the Brown Derby.

Shorts: Gail Patrick flies East this week for a series of radio appearances in Gotham. . . . Groucho Marx wants to be a leading man now that Ann Gillis has grown up. . . . Bob Burns has a special party at CBS after each broadcast for men in the armed services. . . . "Amos 'n' Andy" will make a series of personal appearances soon for the USO. . . . Bernie Milligan's nails are now "almost normal." . . . Lennen & Mitchell close their Coast offices shortly. . . . Hal Bock will return from San Francisco Friday. . . . Charles Laughton was guest on John Nelson's "What's On Your Mind" program. . . . Truman Bradley is doing fine work in films with likelihood that bigger and better parts, more often, are in the near offing!

Penny Singleton and Arthur Lake, stars of the CBS series, "Blondie," go into production of the 14th "Blondie" movie April 10.

Sara Berner, clever character actress and noted comedienne, who debuted recently on the Al Pearce show, has been signed by the astute talent seekers to a long-term contract on the program.

Since Meredith Willson, conductor, and Mann Holliner, producer, of NBC's "Coffee Time" have been collaborating on Aesop's Fables series of verse and music for their program the association has brought little trouble. Neither knows which should open the fan mail addressed to "Mr. Aesop, NBC, Hollywood."

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



Bulletin Board!

• • • Walter O'Keefe, Jay C. Flippen, Warren Hull and a fourth person are being considered to replace Wally Butterworth on the "Vox Pop" shows. . . . Eddie Cantor was hesitant in signing his deal with Bristol-Myers because he had two other offers which didn't include drastic war clauses. . . . Hedda Hopper starts airing from N.Y. for two weeks starting April 13. . . . "Portia Faces Life" has been renewed for another 52 weeks. . . . Alice Goodkin, heard on "Bachelor's Children" will spend her vacation from that series conferring with pix execs regarding a flicker career. . . . "Myrt & Marge" may return as a once-weekly half-hour show, if Bill Murray has his way. . . . Kate Smith starts her fifth year as a day-time commentator today. . . . Fredric March and Laird Cregar join in a special adaptation of the "Invaders" for Bill Bacher's "Treasury Star Parade" next Monday. . . . Connee Boswell's opening day at the Hipp Theater in Baltimore necessitated calling the police to hold the crowd in line. Harry Leedy says it was because an "e" was added to the name. . . . Basil Loughrane, producer of the "Story of Bess Johnson" will now add "Maudie's Diary" to his director's list. . . . Bette Davis gets a call on the SAGul's final airing of the season. . . . Word from Ralph Wonders states that he's definitely coming to N.Y. the 17th, arriving here on the 20th. . . . Edgar Bergen is set to air from N.Y. in May. . . . Helen Menken, in answer to many queries, will stay on as lead of "Second Husband" when that series gets converted into a day-time serial. . . . Hal Hackett also had a strep throat. (Billy Goodheart explains the illness of Hal and other MCA execs just returned from the coast: "The guys shed their winter clothes to bask in the California sun—but the sun wasn't out.") . . . Jimmy Dorsey's vocalist, Helen O'Connell, will be Lanny Ross' guest April 15th. . . . Bill Rayburn of CBS sales promotion department is vacationing in Maine. . . . William Curtis, former CBS page boy, is now news desk assistant at the network, replacing Joe Harrington, who has been accepted by the Army Air Corps. . . . Ted Straeter is looking for a flock of gals with good figures and beautiful to form a choir. He'll teach 'em to sing later!

• • • Fitch "Bandwagon" departed from its regular pop orchestra guesting by bringing Edwin Franko Goldman band to the air and now they go a step further by booking the Ringling Brothers circus band for the April 26th airing. . . . Coca-Cola hasn't handed down a decision yet as to the fate of the air shows. . . . "Spirit of '42" follows through on the President's suggestion for more martial music and beginning Sunday the show will be devoted solely to music by service bands! . . . As we were leaving the Mayflower Hotel in Washington the other nite, Frank Mullen, NBC bigwig, was checking in for some confidential confabs around the White House. . . . When Kay Kyser guested for Dorothy Kilgallen last week the CBS power failed so he repeats tomorrow and goes on the Fred Allen show Sunday. Band goes into the Meadowbrook May 1st. . . . Tommy Dorsey is again creating a furor at the Paramount. . . . What top band leader in the country would like to get out of a contract with his managers? . . . The comic strip, "Tillie the Toiler" starts on CBS Saturday at 7:30 with Earle McGill directing and Alexander Semmler batoning. . . . Ronny Liss, who played Gen. MacArthur's son on "March of Time" last week joins the Bess Johnson show. . . . Bob Welch is wanted by a Broadway producer to work on the book and lyrics of a musical. . . . James Melton has been booked for four guest appearances on the "Telephone Hour," which he leaves this month. . . . If business continues to come in the way it has last week, Harry Maizlish of KFWB may stay in town another week and absent himself from the christening ceremonies of his first heir. . . . Richard Hember signed a great many papers last week. . . . An important change will be made at an agency—losing a large food account—not the coffee business recently reported!

Chicago

By FRANK BURKE

THREE bands made their musical bow on local radio stations last week. Eddy Duchin opened on WGN-Mutual from the Palmer House; Ted Weems gets a WGN-Mutual wire from the Blackhawk restaurant and a new band, Daryl Harpa, is heard on WBBM from the Rhumba Casino. "Victory Parade," a new show, which is in the nature of a musical salute to the armed forces, was launched on WBBM last week. Features music of Caesar Petrillo's orchestra and vocalists Russ Brown and Fran Allison in stirring war songs. Heard Wednesdays from 4:30-4:45 p.m.

A number of program renewals were reported this week by WGN. Peter Hand Brewing Co., through Mitchell-Faust, Chicago, has renewed three shows for another 26 weeks effective April 6, the programs being "Hoopie Hour," "Short Stories" and the Hill Sanders-Guy Savage news and sports shows. "Orphan Annie," received a four-weeks' extension, "Time To Shine" was renewed for 52 weeks effective April 14 and "Don Winslow of the Navy" gets an eight-weeks' extension effective April 6. Program is sponsored by General Foods.

Bernice Silverman, who plays Ginger LeRoy in CBS' "Romance of Helen Trent," was married recently to Martin R. Handelman, Chicago attorney.

Dick Dildine, featured vocalist with Del Courtney's orchestra, was given a "hometown" reception when the Courtney band played the Orpheum in Des Moines recently. Dick was interviewed on the radio and was the subject of a newspaper feature.

Major General Joseph M. Cummins, commander of the Sixth Corps area, and Rear Admiral John Downes, commandant of the Ninth Naval District, were heard over WBBM-CBS Saturday, April 4, during Milwaukee's annual Army Day dinner. The broadcast originated in the Mess Hall of the Soldiers' Home at Milwaukee and was broadcast from 9:15-9:45 p.m.

The 200 voice choir of the United States Naval Training Station a Great Lakes, Ill., has inaugurated a Sunday morning hymn period over WBBM. Chaplain Hjalmar Hanser directs the broadcasts from 11:45-12 noon.



"That march today must have covered WFDF Flint, Michigan's half millivolt contour!"

NEW BUSINESS

BY, Albany: Case Clothes, 52
 anns., Mondays through Sat-
 s; also 52 five-minute periods
 Mondays through Saturdays;
 2 weeks additional five-minute
 s, Mondays through Saturdays;
 n's Stores, Inc., alarm clock
 ipation, 13 weeks; two anns.
 Mondays through Saturdays;
 Times Square, 10-minute peri-
 ily, Monday through Friday, 13
 ; Bray's Shoe Store, window
 ing, Mondays through Satur-
 four weeks; Lotwin's Dry Goods
 window shopping, Mondays
 h Saturdays, four weeks; Per-
 silk Shop, daily anns., Mondays
 h Saturdays; Swartz & Levison,
 anns.

MA, Oklahoma City: John A.
 n Co. (general merchandise),
 al of anns.; General Foods
 (Grape Nuts), renewal of five
 n. programs weekly for 52
 ; Sybil Hat Shop, 26 anns.;
 d Plate and Window Glass Co.,
 ns.; Lebenson Shoe Store, 26
 Webber Jewelry Store, 52
 Longines-Wittnauer Watch Co.,
 our Sunday program; Lever
 (Swan Soap), 15-min. program
 ay through Friday; Miller-
 on Co. (farm equipment and
 s), five anns. weekly.

EJ, Hagerstown, Md.; Lever
 (Swan Soap), through Young
 icam, 10 one-min. anns. weekly
 3 weeks; Conoco Oil and Gas,
 gh Tracey-Locke-Dawson, 87
 minute anns.; William H. Wise
 (books), through Northwest
 Adv. Co., 12 five-minute anns.;
 ose Wine Co., 312 one-minute
 Rev. Lowman, 52 30-minute
 am; Rev. Rittenhouse, 52 30-
 ce programs.

Lord Halifax On CBS

problem of India, currently
 ying the attention of the British
 Cabinet, Hindu and Moslem
 rs in India and Sir Stafford
 s, special envoy there, will be
 ssed over CBS by Lord Halifax
 row from 10-10:30 p.m. The
 h ambassador to Washington
 s from the Town Hall in New
 City. The title of his talk is:
 t About India?"

GETTING A SIGNED
 RECEIPT IS A
 STANDING RULE OF

**Postal
 Telegraph**

ARGES FOR TELEGRAMS 'PHONED IN
 PEAR ON YOUR TELEPHONE BILL.

NEW PROGRAMS—IDEAS

Furniture Trends

The social and historical trend of the times as represented in furniture styles and changes is the theme behind "Wickbur House," new program which bowed this week on WTAG, Worcester. Show, written by Anne Lorentz, WTAG commercial program writer and promoter, develops the dramatic story inherent in the furniture of America. The history, background, and use of soft woods such as maple, walnut, and mahogany, and the evolution of furniture styles are portrayed. Miss Lorentz is heard on the program as the "Lady of Wickbur House" with Tony Randall, WTAG announcer, as dramatic narrator. Show is a thrice-weekly 15-minute feature, sponsored by the Burwick Furniture Co.

"Minute Man" ETs

WHIO, Dayton, Ohio, has made several "Minute Man" transcriptions at various clubs in Dayton. Prominent Dayton citizens transcribe their messages which urge people to buy Savings Bonds and Stamps. Each "transcriptionee" is presented with an attractive certificate supplied by the U. S. Treasury Dept. WHIO has thus far visited these club meetings: Lions, Rotary, Kiwanis, Mercator, Co-Operative Club, American Business Club, and Advertising Club. In the future WHIO will attend other noontime clubs and civic organizations.

Webs Plan Heavy Play For Pan-American Day

(Continued from Page 1)
 Vice-President Henry A. Wallace and a comprehensive schedule of music of all the Americas. Mutual will air the meeting of the Chicago Pan-American Council from 10:15-10:45 p.m., with Nelson Rockefeller, Co-ordinator of Inter-American Affairs, appearing on the program.

Blue Network has arranged two special broadcasts for April 14. From 9:30-10:30 p.m., the NBC Symphony, under Leopold Stokowski, will present a program of Latin American music to be followed from 10:30-11 by a Washington origination by the U. S. Marine Band with Elsie Houston, Brazilian singer, as soloist.

Special for "Family Hour"

Among commercial programs marking the day will be the Prudential "Family Hour" on CBS, April 12, 5-5:45 p.m., with a program of music of the Americas (this also will be shortwaved). Non-orchestral commercial programs which will work the Pan-American theme into their April 14 broadcasts include, "Fibber McGee & Molly" and Burns and Allen on NBC Red. Also understood a time signal sponsor will alter copy to conform with the Pan-American theme on that day.

Series of 20 one-minute salute announcements, one for each of the other American republics, is being distributed to local stations by the Rockefeller Committee for airing throughout Pan-American Day.

Morale Builder

As a morale builder and to promote all-out war effort, WPAR, Parkersburg, W. Va., is now airing each evening, Monday through Saturday at 6:15 "The Voice of Victory." It is a five-minute period in which the station directs a message to the enemies of the United States and her allies. Opinion is that this type of broadcast will have a psychological effect upon the listeners giving more and more of an offensive spirit. Idea is to play up what country is doing and what the country is going to do instead of what should have been done. The program has been on the air two weeks and comment is most favorable. Idea was brain child of Flem J. Evans, who holds the position of coordinator of station activities.

War Info Service

WDRG, Hartford, starts a new program designed to answer questions about the war as it affects the local citizen, on Tuesday, April 7. The program, to be heard each Tuesday and Thursday afternoon for five minutes, is called "Winning the War," and features announcer Harvey Olson as the man who answers the questions sent in. WDRG is organizing an information bureau to secure answers to all questions from proper Federal bureaus.

NBC Recording Division Sets New Pacts-Renewals

Three contracts were renewed and two new contracts signed last week for syndicated programs produced by the NBC Radio-Recording Division. WSLS, Roanoke, Va., signed for Sam Cuff's "Face of the War," and WSJS, Winston-Salem, N. C., contracted for "Time Out With Ted Steele."

Renewals were signed by KBIZ, Ottumwa, Iowa, for "Betty and Bob"; WHEB, Portsmouth, N. H., for "Five Minute Mysteries"; WFVA, Fredericksburg, Va., for "Hollywood Headliners."

Canada Will Use Radio To Publicize Plebiscite

Ottawa—Radio will be used extensively to publicize Canada's April 27 plebiscite by which the citizenry will vote on the question of releasing the Government from its pledge against conscripting manpower for service in overseas Canadian armies.

J. H. Fitzgerald, Toronto advertising agency executive will direct the national publicity campaign. Present plans, almost completed, include provisions for two nation-wide broadcasts by Prime Minister Mackenzie King and one broadcast each by leaders of other Canadian parties. Works Minister P. J. A. Cardin will broadcast a speech over a French network.

AGENCIES

OLIAN ADVERTISING CO. moving to enlarged quarters in the Ambassador Building, St. Louis.

JOHN GUEDEL continues in charge of the radio department of Dan B. Miner Co., Los Angeles. Julian Steyskal has joined the agency as copy writer.

ED AARONOFF has joined David O. Alber Associates as an account executive.

LONG ADVERTISING SERVICE is in charge of Par Soap Co.'s new "It Happened in the Service" program which debuted on a 21-station regional network recently.

Mutual Web Programs From 57 Different Points

(Continued from Page 1)

ing January and February than did any other point—20 per cent in February and 26 per cent in January. Second was WOL, Washington, and third was WOR, New York.

Leading in the number of network originations from overseas was London, with 62 broadcasts heard coast-to-coast over Mutual, or 3 per cent of the total time. Sydney, Australia, originated 23 network reports, and Batavia, Java, sent 11. Also heard from frequently were Honolulu, Hawaii; Cairo, Egypt; Mexico City, Mexico; Lima, Peru; Rio de Janeiro, Brazil; and Toronto, Canada.

Twenty-two states were heard from on Mutual during January and February. New development was the listing of W7INY, WOR's frequency modulation station here, which fed 6 programs to the network during these months.

New Music Firm

Music publishing firm under the name Candell-Ford has been formed by Art Ford, record show announcer for WMCA, New York and WBYN, Brooklyn, and Tommy Candell, well-known band arranger. First tune scheduled for release is a ballad titled "Request For Love."

When you buy time—
BUY AN AUDIENCE

WTAG WORCESTER

Technicians Offered Marine Commissions

(Continued from Page 1)

the following Marine Corps communication explaining the situation:

"The United States Marine Corps needs a large number of officers with electrical background for duty in the supervision and maintenance of radio aircraft warning devices, allied radio equipment and installations.

"A call to civilians between 20 and 40 years of age to apply for commissions in the Corps has been issued by the Commandant Lieutenant General Thomas Holcomb.

Requirements Listed

"Candidates for commissions should be able to fill one of the following:

"Hold a degree of Bachelor of Science of Electrical, Radio or Communication Engineering or Electronic Physics awarded by an accredited college, or;

"Hold a degree of Bachelor of Science in any engineering subject and have had reasonable practical experience in radio or electrical work, or;

"Have successfully completed at least two years of electrical, radio or communication engineering subjects at a college, university or commercial school of recognized standing and have considerable experience in one of those fields, or;

"Have the equivalent of any of the above by reason of extensive practical experience in the field of radio where the applicant has been connected with the design, erection or maintenance of ultra high frequency radio transmitting or reception.

Three Month's Training

"Men who are commissioned will be sent to an officer's school for three months for an indoctrination course in military training.

"Anyone interested in applying for a commission in this specialized field who lives in the Western Division comprising the states of Arizona, California, Colorado, Idaho, Nevada, New Mexico, Montana, Oregon, Utah, Washington and Wyoming is advised to write a letter to Lieutenant Colonel Raymond W. Conroy, Naval Reserve Aviation Base, Oakland Airport, Oakland, California, or The Commandant, U. S. Marine Corps, Headquarters, Washington, D. C.

"In this letter a statement of qualifications should be made, and information giving age, full name and complete address should be included.

"While applicants must meet other standard qualifications of the Marine Corps, certain waivers in physical condition may be requested for men who are particularly qualified for this work."

Sparkies Anns. On WJZ

Quaker Oats Co., for Sparkies, has contracted for a series of six one-minute transcribed announcements weekly on WJZ beginning today for a period of nine weeks. The announcements will be heard daily on "Radio Rendezvous," broadcast Monday through Saturday. Ruthrauff & Ryan, Chicago, is the agency.

WORDS AND MUSIC

By Sid Weiss

REPORTER AT LARGE: WARNER BROS. WOULD LIKE PAUL WHITEMAN for a role in their screen bio of Geo. Gershwin... "Spotlight Bands" sponsor still hasn't decided on future policy of the show... A guy named Benny Goodman plays the clarinet in Muggsy Spanier's band... Boys in camps want more pop bands and singers and less arty entertainment, according to mail reaching this desk... CBS "Workshop" will honor the baseball season with the comedy, "Play Ball," on their April 19th show... Shep Fields clicked so heavily at the Strand he and the boys had to do six shows Saturday—the third time this has happened in the theater's history!... Woody Herman's blue-eyed vocalist, Carolyn Grey, is being eyed by movie scouts. (She's also been eyed by a lotta guys we know!)... Arthur Alsberg added to Fred Allen's writing staff... Arlene Francis signed for the lead in "The Walking Gentleman" which hits B'way around the 1st of May... Up-and-coming bandleader is Paul Laval who has four network shows on Saturdays alone... Mildred Murray, the television gal, signed for a role on "Terry and the Pirates."

☆ ☆ ☆
THE MORNING MAIL: "Dear Sid," writes Don Gardiner. "In RADIO DAILY the other day there was a mention of me stating that 'Don Gardiner, former page boy, has been appointed to the Blue announcing staff.' That is correct—but in a like manner so would the following be correct: 'Douglas MacArthur, former cadet of West Point, is now in Australia.' What I mean, something has been left out! It is true I was a former page boy—but that was in '35 and '36. Since then I've had two years of announcing with WAIR and three years with NBC in Washington. After all, I've handled Presidential broadcasts more than a few times—the King and Queen in Washington—and many other network shows such as P. & G. in Washington and 'The Aldrich Family' for Post Toasties in the South. That 'former page boy' stuff might lead a prospective sponsor into thinking this is my first job as announcer."

☆ ☆ ☆
BETWEEN US: Ira Schuster: Today being Army Day, your "Hats Off To MacArthur," written with Leonard Whitcup and Paul Cunningham (writers of "I Am An American") should get plenty of airing... Jerry McGill: Have you thought of Jackson Beck for your "Humphrey Bogart"?... Sandy Stronach: Wish you'd get a load of the dialects of Paul Luther. He's as authentic as a left hook... Dr. Henry Levine: Did you know that your vocalist, Mary Lou Howard, was formerly known as Herbie Herblin (her real tag, by the way) and she used to play a helluva lot of good piano? When she first hit town, the union pointed out that she had to establish six months' residence here before she could get a working card—so the piano was out. She turned singer—and I don't have to tell you the results... Diane Courtney: Did you know that your birthday (Aug. 5th) falls on the same day as that of your manager, Paul Kapp?... Ed Byron: While you were bedded with the grippe the other day, Sylvia Lowy took over the reins on "What's My Name" and turned in a very workmanlike job, sir... Freddy Williamson: Understand Enoch Light's new band is a solid smash at that Boston Rd. spot in Stamford, Conn.

☆ ☆ ☆
LAUGH OF THE WEEK concerns one of radio's outstanding femme personalities and her short-lived "romance" with Alan Reed. Seems it was Reed's first appearance on her show and the star was "simply delighted" with him at the rehearsals. As a matter of fact, she gushed all over him, showering him with breathless adjectives all throughout the rehearsal, finally winding up by insisting he simply must be associated with her in her next stage play. So what happened? That nite, when the studio was filled with the audience, Reed's lines—which had so delighted the star—went over equally well with the onlookers and the poor gal was completely out-shone. You guessed the rest. Cutting him cold after the show, she stormed over to the director and complained bitterly. "I refuse," she screamed, "to be the stooge of a stooge!"

☆ ☆ ☆
 —Remember Pearl Harbor—

Talks By Minute Men On Stepped-Up Schedule

(Continued from Page 1)

having organized a "Junior Minute Men Corps" of some 100 boys and girls of public school age whose services are available to stations and networks in the metropolitan area.

"Minute Men" delivering 60-second pleas in behalf of Defense Bonds over the week-end were: J. W. Studebaker, Commissioner of the U. S. Office of Education, on Mutual, and James Montgomery Flagg, prominent illustrator, on CBS, Saturday; and George Sloan, president of the Metropolitan Opera Association, MBS, yesterday. Throughout this week the following will donate their services to the campaign via CBS: today, Jean Adair, actress; tomorrow, Frances Whiting, publisher of "Cosmopolitan" Thursday, Andrew Mills, president of Mutual Savings Bank, and, Saturday, John Benson, president of the American Association of Advertising Agencies.

Juniors Organized

Junior Minute Men Corps already has engaged to provide youth Defense Bond pluggers on a number of NBC and CBS programs, including "Wakeup America," "The World Is Yours," "Let's Pretend," and the Mary Margaret McBride and Alma Kitchener shows. Under the official sponsorship of Emerson Waldman, of the S. Defense Savings Staff in Washington, the Junior Minute Men Corps members write and deliver their own scripts.

U.S. Shows In Latin America To Have Paid Listings

To draw further attention to U. S. short wave news broadcasts to Latin America, the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee) shortly will launch an extensive paid advertising campaign in South American newspapers, through Irwin Vladimir (here). Because few S.A. papers carry radio listings, particularly short wave schedules, the move was deemed expedient. British Broadcasting Corp. has advertised similarly, and have Axis transmitters.

Rockefeller Committee's campaign will involve weekly insertions in an indefinite period in 54 newspapers in 30 main population centers, as well as in the Spanish edition of "Reader's Digest" and the Argentine edition of "Time." Ads will consist simply of listings of short wave news broadcast times.

"Town Meeting" On To

Starting on an extended tour that will go as far as Canada, "American Town Meeting of the Air" will broadcast the first out-of-town forum from New Orleans Thursday, April 9, on the Blue Network. Subsequent broadcasts will be aired from Stephens College, Columbia, Mo., April 11; Denver, Colo., April 23; and Ottawa, May 7. The forum is aired from 9 p.m., EWT.

Central Govt. Bureau Will Handle All News

(Continued from Page 1)

la has yet appeared, FDR said. He refused comment when asked whether the entire group of Government agencies eventually would be placed under one-man control.

See One Bureau Possible
Priorities within certain of the agencies which will be concerned in the new plan is finally accepted. It is certain that all agencies except the Army and Navy press sections eventually will be part of one large bureau. Such a bureau would probably include the functions of the Office of Facts and Figures, the Office of Government Reports, the Office of Information, the Office of the Coordinator of Information, the Office of the Coordinator of American Affairs.

The problem is said to be Colonel John J. Donovan's reported refusal to allow his agency to be included as part of a larger bureau. It is said to have decided to resign in the event of such a move being made to practice.

William Mellett, presidential advisor and head of the OGR, is still mentioned prominently as the man behind such a super bureau, despite the fact that he has already been removed from the post and has refused it. The president also has been urged by some of his advisers to do something about bringing more news out of the War and Navy Departments.

Allocation Plan Muddled
Included among the unification plans submitted is understood to be a radio "allocation plan" worked out by the Radio Division of the Office of Facts and Figures, under the direction of B. Lewis, with advertising men and network representatives. Presumably, should this plan be for channelizing use of radio, the OFF be certified, the Radio Division would become one of any single over-all agency authorized to act as central information office. OFF's plan for the "allocation" of radio time in the interests of greatest effectiveness has been criticized by networks, advertising agencies and radio advertisers.

"Treasure Chest" To Add 3 Outlets On NBC Net

Chicago—Lewis-Howe Co., effective Monday, April 21, will augment the Heidt "Treasure Chest" network on NBC by 18 stations. Stack Advertising Agency handles the work for the program, which is broadcast Tuesdays from 8:30-9 p.m., and will be boosted to 87 stations when the hookup is expanded. Show times Tums.

Stork News

and Mrs. Jim Hatfield announced the birth of Maury Lester, weighing eight ounces, March 12. His station engineer at KIRO,

PROMOTION

Pre-Easter Co-Op

San Francisco's annual pre-Easter Open House, sponsored by the Junior Chamber of Commerce and featuring the coming Easter's fashion contributions, was made the subject of a broadcast over KGO, Blue web outlet, titled "Clothes Make the Man." Leading downtown retail stores were tied in with the promotion, each store being invited to provide a member for a women's "Petticoat Jury," to select the city's "best-dressed man of 1942." Method of selection called for amusing discussion over the air of each male contestant's qualifications. The stores gladly cooperated, and the event was widely publicized in the local newspapers, all contributing stories and photo space. KGO's femme producer, Helen Morgan, arranged the broadcast.

Defense Stamp Payoff

Defense Stamps for coffee cartons is the offer at KLZ, Denver, where "Doran's Dollar Man" broadcast features telephone calls to housewives during the show with Bud Thorpe, the "Doran Dollar Man," offering one dollar in Defense Stamps to the housewife if she has a Doran Coffee carton on hand. A pound of the coffee goes to all who do not have the carton.

WPB's Radio Section To Pick New Head Soon

Washington Bureau, RADIO DAILY

Washington—Appointment of a successor to C. M. Jansky, Jr., who resigned as chief of the radio section of the War Production Board's communications division to accept a special engineering and research post with the Army Air Force last week, will probably be delayed until some time this week. Leighton H. Peebles, chief of the WPB branch, has been ill at his home for several days, and it seems unlikely that a new radio section chief would be appointed in this absence. L. C. F. Horley, well-known radio consulting engineer and manager of the Radio Manufacturers Association frequency bureau, and T. R. Goldsmith, former CBS and RCA consulting engineer, have been approached for the job, it is understood.

MBS Army Day Program

A special Army Day program, highlighted by the unveiling of a bust of General Douglas MacArthur, to be presented to the U. S. Military Academy, West Point, will be heard on Mutual, today, from 6:15-6:30 p.m. Participants will be: Paul V. McNutt, Administrator of Federal Security Agency; Philippine Commissioner Joaquin Miguel Elizaldo; Australian Minister of Foreign Affairs, Dr. Herbert Vere Evatt, and Maj.-Gen. William D. Connor, who will accept the gift for West Point.

Coffee Song Contest

More than 1,000 scores were submitted in the national contest for a new "drinking song" conducted via the Mrs. Roosevelt program sponsored by Pan-American Coffee Bureau on the Blue Network. Designed to stimulate friendship between the United States and Latin-American countries, the contest was arranged by the Bureau in cooperation with Broadcast Music, Inc., and "Radio Hit Songs." First prize of \$100 went to William B. Edmonston of Winthrop, Mass., for his song, "Coffee for Three," which will be published by Republic Music Publishing Co. Five runner-up prizes of \$10 each were also awarded. Buchanan & Co. is the agency for Pan-American Coffee Bureau.

Donated Recorded Library

An extensive collection of recordings of world famous speeches and dramatizations, known as the "WHK Dramatic Collection," was presented to the Cleveland Public Library forming the nucleus of a new service available at the main branch of the library. Robert D. Borland, assistant manager of WHK-WCLE, made the presentation, with Clarence S. Metcalf, Librarian, receiving the collection.

Woolworth Buys Spots Re Opening New Store

West Coast Bureau, RADIO DAILY

Los Angeles—F. W. Woolworth Co. has set an intensive one-week spot campaign on four local stations, KHJ, KECA, KFI and KNX, to call attention to opening of a newly redecorated local 5 and 10 cent store. From April 13-17, Woolworth will use participations on KECA, KFI and KNX and nighttime one-minute announcements on KHJ.

Lynn Baker Co., New York, handles the account.

Lloyd Free Resigning FCC Monitor Service

Washington Bureau, RADIO DAILY

Washington—Lloyd A. Free, director of the FCC's foreign broadcast monitoring service since June, 1941, will resign soon to accept a commission in the Army, it was indicated Friday. While Free has definitely not submitted his resignation and does not know when his Army call will come, it appears sure that he will leave the FCC within a short time.

A good possibility as Free's successor may be Harold N. Graves, Jr., who has been administrative assistant to the FBMS director for about a year. While FCC unofficial opinion is divided on the chances of Graves moving up to the directors assignment, it is thought reasonably likely that he will either be appointed director or named to the post on an acting basis.

KNX Honors Members Now In U.S. Service

(Continued from Page 1)

flag ceremony held in the patio of Columbia Square in Hollywood. Brief talks were made by Donald W. Thornburgh, CBS vice-president; Harry W. Flannery, former CBS Berlin correspondent; Lieut.-Commander A. J. Bolton, U.S.N., Major Karl A. Piper, U.S.A., and Major James P. Schwerin, U.S.M.C.

Chet Huntley in Charge

Chet Huntley, KNX public affairs editor, handled the program and read the honor list of 36 names represented by 36 stars on the service flag which now hangs above the KNX-CBS studio marquee. The ceremony, which was recorded for later broadcast, was followed by luncheon at the Columbia Square restaurant with former KNX employees, now in the Army, Navy and Marine Corps, as guests of honor.

Following is a list of KNX employees in the services: Army—Donald Baker, Robert Barlow, George Carter, Paul England, John Feldman, Erle Frady, Frank Goss, Robert Hall, George Richard Haysel, Frank Kasala, Richard Frank Kobler, Norman MacDonnell, Glenn Young Middleton.

Many in Air Corps

Navy—Frank Capka, Leonard Finch, Henry Flynn, Clark B. George, Robert Guggenheim, Ernest Jarvis, Alden C. Packard, Donald S. Sanford, Grant Henry Theis, Maurice Webster.

Army Air Corps—Jack Clinton, Oliver Hindsell, Robert Hogan, James Lewis, Edward Paine, Peter Martin Robeck, William D. Shaw, Earl Wernergren. Marine Corps—Walter Pierce Grant. Army Parachute Battalion—Ralph Whitmore. Federal Bureau of Investigation—Leigh Silliphant.

Commentator on the special flag ceremony, Chet Huntley, is due to leave shortly also, as is Lud Gluskin.

Plan 10-Market Campaign For Tam Tam Crackers

B. Manischewitz & Co. on April 13 will launch its first national spot campaign in behalf of Tam Tam Crackers on stations in 10 major markets, to be followed later by additions in other cities. Live station break announcements will be used, through A. B. Landau, Inc., here. Tam Tam Crackers have been advertised on WHN, locally, but this is first use of radio outside the metropolitan area, according to the agency.

WSPR To Blue Network; Effective On Sept. 29

WSPR, Springfield, Mass., will become a basic outlet of the Blue Network Sept. 29, it was announced Friday by Keith Kiggins, vice-president in charge of stations. Operating on 500 watts power day and night with a frequency of 1,270 kc., WSPR is the only station in Springfield that is locally owned and managed.

★ ★ Coast-to-Coast ★ ★

VERONICA FORTUNE, continuity director of WWNY, Watertown, N. Y., has succeeded Margaret McCord as traffic manager of the station. The latter has resigned. . . . Other changes in the WWNY staff include the addition of Donald Mathers and Jim Nash to the announcing staff. The former, who hails from WMBO, Auburn, N. Y., replaces Emerson Hitchcock, who is joining the WMBO staff; the latter, formerly with WSLB, Ogdensburg, N. Y., replaces Jim Nash who has entered the U. S. Army.

Louise Langley Etter, receptionist and stenographer at WCBS, Springfield, Ill. for the past four years, has left the employ of the station to take a position with the office and administration staff of the new ordnance plant planned for the Springfield area. Eleanor Cadigan has joined the WCBS staff in the role of bookkeeper and will assume a portion of the receptionist's duties.

Colleen Wright, actress on the Sonny Tabor series, who has organized a group of girls to write letters to soldiers, is anticipating an increase in the organization's mail since the signing of the second War Powers Act which extends to all service men the privilege of sending letters free of postage. Three new members have been added to the group.

Cab Calloway "Quizzicale" show, aired Wednesdays from 9:30-10 p.m. over the coast-to-coast Blue Network, was originated last week by WING, Dayton, Ohio, from the stage of the local RKO Colonial Theater, where Calloway and his band were filling a week's engagement. Ranny Daly acted as master of ceremonies during the show. Calloway also appeared in the WING studios on the day preceding for an interview.

Lee Berra, secretary to the sales department and employed at KMOX, St. Louis, for the last eight years, has resigned to take up new duties with the McDonnell Aircraft Corp. in St. Louis. . . . Viola Mathae, continuity secretary, has been promoted to Miss Borra's position. . . . Blanche Marie Devaney, a newcomer, has taken over Miss Mathae's duties in the continuity department. . . . Hazel Merle, keeper of the sales department files, has resigned to take up added home duties.

Arthur Zapel, announcer of WKZO, Kalamazoo, is speaking on the topic of "Humorous Feature Writing for Publication" before a conference of all high school journalists in Grand Rapids, Michigan this week. . . . Hooper White, WKZO continuity chief, is the father of a new idea—"Kornzapoppin'" aired on Saturday noon half-hour. . . . Paul Auranadt, WKZO program director, is on the Army Day planning committee of Fort Custer Post Morale Office. WKZO plans special features from the Fort.

Frank Lovejoy, who is starring with his wife, Joan Banks, and Santos Ortega on the Blue Theater Players on the Blue Network, has completed two movie shorts that will soon be released to theaters and Army camps.

John Livingston, formerly with KYA, has been named Pacific Coast manager of Spot Sales, Inc., which is representing radio stations formerly handled by International Radio Sales. . . . "Star-Bright Parade," a new disc show featuring stars of Hollywood and musical comedy, as well as musical greats, is being produced Saturday nights on KYA by Bob Emerick, new producer.

Claire Harrison, continuity director at KWK, St. Louis, has enrolled in a course in "Radio Communications," which is being sponsored by the American Women's Voluntary Service. She has just completed a Red Cross course in first aid, and has a troop of 24 Girl Scouts.

E. Schuyler Ensell, account executive of WABC, New York, who organizes shows for Navy personnel, in addition to his regular radio duties, is celebrating his birthday, April 5, by staging a special entertainment for the men of the Marine Barracks at the Brooklyn Navy Yard.

"On the Bandstand," six-year-old daily recorded program of WBNY, Buffalo, is being used by local Army, Navy, Coast Guard and Air Corps for special recruiting messages and other spot data. . . . All of Buffalo's standard-band stations broadcast the "This Is War!" program at 7 p.m. Saturday nights. The city's five stations all have plugged the program in advance.

Newest addition to the musical staff of KVOO, Tulsa, is Gordon Young, organist. . . . Evelyn Lynne, former NBC songstress on the "Breakfast Club" and other productions, is now being presented in three quarter-hour programs weekly via KVOO. Accompaniment is by the Novachord Trio. . . . Bud Jackson, KVOO sports reporter, has started a six-nights-a-week series of 5-minute sports service features highlighted by baseball scores and including sports headlines of the day.

WIBW, Topeka, Kans., resumed the presentation of Ascaph songs and music on the air April 1. The new contract was signed by Ben Ludy, general manager of the station, and officials of the American Society of Composers, Authors and Publishers. WIBW local programs have been using tax-free music since the first of September, 1940. Although the old Ascaph contract was not to run out until Jan. 1, 1941, Maudie Shreffler, music director, had cancelled all Ascaph music four months prior in order to have her staff of 40 artists well accustomed to the change.

WCOP, Boston, Mass., will be presented with an American Flag by the American Legion Auxiliary on April 19. Presentation is given in appreciation for the time donated by the station to the women's organization. A. N. Armstrong, WCOP general manager, will accept the flag on a special program.

For his first assignment as a member of the Blue Network's announcing staff, Fred Cole will be the permanent announcer on the Savoy Ballroom dance program, aired three nights weekly. . . . Leopold Stokowski not only conducts the Tuesday night symphonic concerts on the Blue but also writes the commentaries he delivers before each selection. The famous conductor does his own research on the compositions and composers, times the reading and memorizes all his lines, which often run to more than two pages of typewritten copy.

George F. Booth, owner of WTAG, Worcester, and publisher of the "Worcester Telegram" and "Evening Gazette," was host at a banquet given this week for employees of 25 years or longer standing. Veteran staffers were formed into a club, named the G. F. B. Club in honor of Booth.

After a two-week illness with a streptococcus throat, Burnet Hershey, President of the Overseas Press Club, has returned to his regular evening commentaries on WMCA, New York, where he is heard daily Mondays through Fridays from 9:45 to 10 p.m. Placed by Pedlar & Ryan.

"News for Women," 15-minute show heard twice weekly over KOA, Denver, is offering a United Press map of the far eastern war zone. First announcement by newscaster Verba, who is on for Butternut Branch of Denver, swamped the KOA staff board with more calls than they could handle for an hour. The commercial end of the show is handled by Woolley & Hunter, Denver. . . . Marion & Wilkins, Denver sheep wool brokers, have signed a 26-week "Alarm Clock Club" participation with KOA. The account, signed directly by Duncan McColl, KOA account executive, is on the air at the station the third consecutive year.

Bob Cochrane, former announcer at WCAE, Pittsburgh, who recently joined the United States Army, announced his marriage to Betty Conover, a senior student at University of Miami, Ohio.

KFAR, Fairbanks, Alaska, recently worked hand-in-hand with the United Press and the Fisher Flouring in distributing UP war maps to sections of the northern territory certificate enclosure with each of the sponsor's product was included with each request for a war map.

Frank Sahagian of the Pic Engraving Co., New York, has completed music and lyrics for his patriotic song, "The Things We Acquire." Publisher is Jerry Vogel Music Co.

Fisher Flouring Mills Co. of Seattle have purchased two-a-week of Blue Network "Baukhage" program and three-a-week of the "News and Abroad" series, on KEX, Portland, Ore., according to an announcement from KEX Managing Director Arden X. Pangborn. A similar arrangement has been completed for the Seattle Blue station, KJR. KEX Communications Manager Paul H. Connet recently after a trip to Fisher's headquarters in Seattle, that the firm was templating taking both shows complete, on the five-a-week schedule for the near future.

Lady Esther has contracted for a day and night one-minute ETs program on WDRS, Hartford, for the period March 9 to June 13.

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

April 6
 Frederick C. Dalquist
 Keith McLeod Marge Morin
 Clyde North Lowell Thomas



★ TELEVISION ★

Equipment for Radio Stations

Charles Ross, Inc., carries the most complete line of MOLE-RICHARDSON Co. Incandescent and High Intensity Arc Lamps in the East.

LIGHTING EQUIPMENT
 Any Purpose Anytime Anywhere

333 W. 52nd St., New York City
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CHARLES ROSS, Inc.



19. NO. 5

NEW YORK, N. Y., TUESDAY, APRIL 7, 1942

LIBRARY

TEN CENTS

APR 9 1942

Courts Over-Rule FCC

Industry Pledges Aid Big USO Campaign

ville Miller, NAB president and chairman of the National Radio Committee of United Service Organizations, announced yesterday that the War Fund Campaign for \$32,000 scheduled to begin May 11, will have the complete support of networks and hundreds of sponsors. Working with the co-chairman of the radio division of USO's National Advertising Committee, Joseph Busk, vice-president of Ruthrauff & Ryan, Inc., and Maurice H. Bent, president of Blackett-Sample-

Web Starts New Checkup On War Effort Programs

Eighteen hours of network time devoted to the war effort on the Blue Network from March 1 to March 31, according to the first of a series of bi-monthly analyses released yesterday. The report, which is compiled by the Blue's research department for the Office of Facts and Figures, revealed that 14 hours and 24 minutes of sustaining time and three hours and 42 minutes of sponsored

"Dr. I. Q." Show To S. A. Over NBC Int'l Outlets

"Dr. I. Q." has just joined the list of network commercial programs currently being short-waved via NBC stations WRCA and WNBI to service stations outside continental United States. Through a 52-week contract consummated between NBC International and Vick Chemical Co.

OEM Coverage

Washington—Some sort of a record for radio coverage is claimed by the OEM, which has announced distribution figures on its 15-minute "You Can't Do Business with Hitler" discs. Bernard Schoenfeld, chief of the OEM radio station, expects the records to be aired by 720 radio stations throughout the United States.

MBS March Billings Show 105% Increase

Mutual's March billings totalled \$1,053,444, an increase of 105.4 per cent over March of last year, it was announced yesterday by the network, only web to release official business figures. First three months cumulative billings were \$3,016,141, up 106.4 per cent over the first quarter of 1941 when the intake was \$1,461,162. March, 1941, billings of the network were \$513,774.

Noxon In Radio Debut; Splurges In N. Y. Area

Using radio for the first time, Noxon, Inc., for its Noxon metal polish, on Friday will institute a campaign in the metropolitan area via WJZ, WHN, WNEW and WAAT using spot announcements, participations and programs. Understood the firm, maker of one of the oldest metal polishes on the market, will extend the campaign to other areas later, but no plans have been set for this

Proposed Suspension of Trust Law Raises Network Problem

Hoyt Co. Appoints Smith As Director Of Radio

William Smith, formerly in charge of radio production for Charles W. Hoyt Co., here, has been named radio director of the agency. Smith also has assumed the time buying duties formerly handled for the agency, which places a number of national spot accounts, by D. W. Coutlee Jr., who has been inducted into the Army.

Supreme Tribunal Approves Temporary Suspension of Commission's Ruling On Duplication of Frequencies

Midwest Music Confab Discusses Ascap-Neb.

Des Moines, Ia.—Meeting of radio and theater men was held here last week-end to discuss the Ascap situation in this state and adjoining Nebraska. Understood the conferees, disturbed over the trend of the music copyright problem here, are attempting to work out some suitable formula for use of Ascap music, with

Washington Bureau, RADIO DAILY
Washington—In a 6-2 decision, with Justices Murphy and Douglas dissenting, the Supreme Court yesterday affirmed the power of the District of Columbia Court of Appeals to suspend an FCC order temporarily, pending the hearing of an appeal of the lower court's ruling.

The ruling in question arose in a case brought by Scripps Howard Radio, Inc., operating WCPO, Cincinnati, and which sought to block an FCC order granting a license to WCOL, Columbus, Ohio, to use the same frequency.

Justice Felix Frankfurter wrote the majority opinion.

"Town Meeting" On Blue Now On 52-Week Basis

"America's Town Meeting of the Air" will be broadcast 52 weeks a year under terms of a new contract signed yesterday by the Blue Network and Town Hall. The forum formerly was aired for a period of 26 weeks only. New contract, cover-

Local Station Co-Op Giving \$1,050 Prizes

Philadelphia, Pa.—What is believed to be the biggest weekly give-away in the history of radio, will be inaugurated on WPEN, on April 28, when \$1,050 in Defense Bonds will be offered to listeners in a broadcast cooperatively sponsored by 50 independent theater operators in the

Benson-Hedges On WOR; Also Other New Clients

Topped by two tobacco accounts, Benson & Hedges and Liggett & Myers, new business at WOR during the past week has been heavy. Station yesterday announced that Benson

WMCA Tallies Listeners Of "Times" Newscasts

Statistics claiming a weekly audience of over one million homes or a daily audience of approximately 351,360 homes for the hourly news

He Really Knows

Philadelphia—Considerable research in order to give helpful hints to prospective selectees based on information garnered from men in the service will not be aired over WDAS by James Brownley. However it will not be wasted; Brownley, who was to air the new program, will use the info. He was drafted himself just before the show's debut.

500th "Music Hall"

In celebration of the 500th program of the "Radio City Music Hall of the Air," to be broadcast next Sunday over the Blue Network and which will be short-waved throughout Latin America, 400 musicians and choristers are preparing to join in the presentation of Gustav Mahler's Eighth Symphony under the direction of Erno Rapee.

Washington Bureau, RADIO DAILY
Washington—Position of the broadcasting industry in relation to any legislation suspending anti-trust laws for industries certified by the chairman of the War Production Board as essential to the war program remained unsettled yesterday. Chairman Van Nuys of the Senate Judiciary Committee disclosed that Attorney General Francis Biddle, appearing before the Committee in



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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : Editor

MARVIN KIRSCH : : : Business Manager

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

FINANCIAL

(Monday, April 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	118 ⁷ / ₈	116 ⁵ / ₈	118 ⁷ / ₈	+ 2
Gen. Electric	24 ⁷ / ₈	24 ¹ / ₈	24 ³ / ₄	+ 1/2
Philco	8 ³ / ₄	8 ³ / ₈	8 ³ / ₈
RCA Common	3	2 ⁷ / ₈	3
Stewart Warner	5 ⁵ / ₈	5 ¹ / ₂	5 ⁵ / ₈
Westinghouse	70	68 ³ / ₄	70	+ 1 ³ / ₈
Zenith Radio	12 ³ / ₈	12 ¹ / ₈	12 ³ / ₈	+ 1/8

	Bid	Asked
Stromberg Carlson	1 ⁵ / ₈	1 ⁷ / ₈
WCAO (Baltimore)	15	20
WJR (Detroit)	16	20

"Town Meeting" On Blue Now On 52-Week Basis

(Continued from Page 1)

ing five years on a 52-week basis and stipulating that approximately half of the broadcasts originate in various cities throughout the country, was signed by Phillips Carlin, the Blue's vice-president in charge of programs, and George V. Denny, Jr., president of Town Hall and founder and moderator of the air forum network program.

From its Summer tour, beginning this year with a broadcast from New Orleans Thursday, the forum will return each Fall to broadcast from Town Hall in New York. Scheduled on the coming tour are two "firsts"—the first broadcast from outside the United States, from Ottawa, Canada, May 7; and the first with an all-Negro roster of speakers, from Howard University, located in Washington, D. C., May 28.

SAMUEL FRENCH

SINCE 1830

AUTHORS' REPRESENTATIVE

PLAYS FOR RADIO, STAGE & SCREEN

25 West 45th Street, New York

811 West 7th Street, Los Angeles

(Catalogue of Plays on Request)

Benson-Hedges On WOR; Also Other New Clients

(Continued from Page 1)

& Hedges, for Virginia Rounds, has signed for sponsorship of the news comments of Paul Schubert, Mondays through Fridays from 10:30-10:45 p.m., beginning Monday, April 13. Duane Jones Co., which took over the account from Maxon, Inc., placed the business. B&H also sponsors an early-morning across-the-board news program on WEAF.

Liggett & Myers, for Velvet smoking tobacco, beginning tonight will sponsor transcriptions of the "Hank Keene" show, Tuesdays and Thursdays from 7:15-7:30 p.m. and Wednesdays, 8:45-9 p.m. Newell-Emmett Co. is the agency.

Other WOR new business: "Consumer's Club of the Air," formerly broadcast on WHN, started on WOR Mondays, Wednesdays and Fridays, from 10:45-11 a.m., beginning yesterday with two participating sponsors. They are Kraft Cheese Co. and Swift & Co., for Sunbright Cleanser (both J. Walter Thompson). C. Houston Goudiss produces the program with Linda Marvin, commentator.

Two More Beatty Sponsors

Bessie Beatty has added two participating sponsors in R. B. Davis Sales Co., for Cocomalt (Murray Breese Associates), and California Fruit Growers Exchange, for Sunkist Oranges (Lord & Thomas).

Two candy manufacturers have bought time on the station, despite the sugar shortage. They are Mason. Au & Magenheimer Confectionery Manufacturing Co., makers of Dots and Black Crows (Applied Merchandising, Inc.), and Sweets Co. of America, Tootsie Rolls (Biow Co.). Former is participating on the Uncle Don program, and latter on "Rambling with Gambling."

I. J. Fox will participate in the "Sweet Music" and "Happy Jim Parsons" programs in promoting its annual fur storage campaign.

Hartz Mountain Products, for bird food, renewed the "Singing Canaries" program on WOR Sundays from 1-1:15 p.m., through George H. Hartman Co.

Noxon In Radio Debut; Splurges In N. Y. Area

(Continued from Page 1)

as yet, pending results of the New York effort. Brown & Spector Advertising Corp., here, handles the account.

On WJZ, Noxon on Friday will begin daily participation in "Breakfast in Bedlam" for a 13-week period. Program is broadcast from 7-7:55 a.m., EWT.

WBNX NEW YORK

WITH THE MOST INTIMATE AND EFFECTIVE PROGRAM APPROACH TO AMERICA'S LARGEST MARKET

5000 WATTS Directional OVER METROPOLITAN NEW YORK

Web Starts New Checkup On War Effort Programs

(Continued from Page 1)

time were devoted to the war effort. With the five hours and 40 minutes contributed by WJZ, the grand total was 23 hours and 46 minutes.

Among the governmental agencies and departments to which the Blue donated time were the U. S. Treasury, Navy and Agriculture Departments, the Office of Facts and Figures and the War Production Board. Outside organizations included the International Federation of Business and Professional Women, the CIO, the American Economic Foundation the Committee of United Jewish Laymen.

Blue programs which constituted contributions to the war effort or on which time was used for this purpose included the "Daughters of Uncle Sam" series, "America's Town Meeting of the Air" and two sponsored programs, Pan-American Coffee Bureau's "Over Our Coffee Cups" presenting Mrs. Franklin D. Roosevelt and D. L. Clark Co.'s "Service With a Smile," aired direct from Army camps and naval training stations.

Kost Back In The Army

Bill Kost, of the NBC Red network sales staff, yesterday reported to the Chief of Air Corps for assignment as a Captain. Kost is a graduate of West Point, class of 1925, and served three years as an artillery officer before resigning his commission to enter civil life.

COMING and GOING

JOHN PARSONS, commercial manager WBRK, Yankee and Colonial network outlet Pittsfield, Mass., is due in New York today for conferences with the local representatives of station.

JOHN MAYO of Associated Music Publishers back at his desk following an extended tour through the southeastern states.

JONAS WEILAND, president and station manager of WFTC, returned over the week-end from his Kinston, N. C., headquarters after a brief visit here.

GARY C. BRECKNER, West Coast interviewer and announcer, arrived over the week-end to participate in last night's airing of the "Vox Pop" program from the U. S. Military Academy at West Point.

MRS. PHILIP STAHL, wife of the WJZ announcer, leaves this afternoon by plane for the Coast. She expects to be gone about month.

JACK FITZPATRICK, formerly of Denver, arrived in Chicago to assist Pat Flannigan, the WJJD baseball broadcasts during the season.

"Dr. I. Q." Show To S. A. Over NBC Int'l Outlet

(Continued from Page 1)

(Grant Advertising, Inc.), and effective today, "Dr. I. Q." will broadcast to 19 the total of these programs to our soldiers and sailors abroad. The broadcast time will Tuesday, 1:15-1:45 p.m., EWT, transcription.

IN METROPOLITAN CINCINNATI

WCKY

DELIVERS A **STRONGER SIGNAL** TO **MORE PEOPLE** THAN ANY OTHER STATION

L. B. Wilson

CBS

FIFTY GRAND IN POWER

Interview with a client on the subject of sales



RADIO PROGRAM

SPONSOR H. C. BOHACK COMPANY

STATION W E A F

DATE APRIL 3, 1942

TIME 1:00 to 1:15 P.M.

MISS McBRIDE: As you advertising men know, a "client" is something that radio people mention in hushed tones. I don't know why. I guess it's because, as the salesmen say, they're supposed to be pretty tough fellows.

Well, I have one here today — yes, a real live client. And he doesn't seem tough at all. In fact, he's very nice. I've been talking about one of his Company's products, Tenderay Beef, over W E A F for about three months now. Mr. Buente, I hope that it has helped your sales around this section. Has it, or am I sticking my neck out?

MR. BUENTE: You're on perfectly safe ground, Miss McBride. All of us at Bohack are delighted with what's happened to Tenderay Beef's sales since you started talking about it. In the New York area, they are 29% over last year's figures; and we feel that your program has played an important part in this increase.

MISS McBRIDE: It's nice of you to say that. This is the first time I've ever been on this side of a commercial. I like it.

MR. BUENTE: Well, you've also been of invaluable help in getting our new Supermarkets off to a good start. Yes, you've done a swell job all around, and we want you to keep on talking about Tenderay Beef and Bohack for many more months to come.

Characters: Mary Margaret McBride, originator of the woman's radio program; and George P. Buente, Advertising Director, the H. C. Bohack Company.

← "Sales up 29%"

The Bohack Company is one of the many Mary Margaret McBride sponsors whose sales charts are thriving on Mary Margaret's sincerity and W E A F's following in the New York market. And her program is one of many result-producers on W E A F's schedule. Whether you prefer morning, noon or night, news, variety or women's shows, you'll find the program for your problem and the program that delivers on W E A F. Ask NBC Spot Sales all about it.

50,000 WATTS
660 KILOCYCLES
NBC RED NETWORK

WEAF



Los Angeles

By JAC WILLEN

SAM KERNER has rejoined the Harry Wurtzel Agency to handle radio and film talent, resuming post held by him during '35 and '36 prior to his joining the Edward Sloman Co. as producer of transcribed radio shows.

Donald W. Thornburgh, vice-president in charge of Western Division of CBS, appointed Arthur J. Kemp, CBS Pacific Coast sales manager, in charge of Columbia's San Francisco operations. Kemp retains his former duties as salesmanager and will represent Thornburgh in the San Francisco area.

Chet Doyle, McCann-Erickson's San Francisco office time buyer, takes on the management of the CBS San Francisco Radio Sales office, while Wayne Steffner moves from that position to become account executive in the San Francisco headquarters of CBS.

Wayne Griffin moves to Berg-Allenberg office to head the agency's radio department.

Dr. H. H. Chang, KFWB Chinese commentator, paid a visit to Maxwell House's "Coffee Time," and went on the air for the stanza along with John Conte, Meredith Willson and Frank Morgan.

The Lomell Morgan Trio, Negro songsters introduced to the airlines on the April 2 Al Pearce program, should find little, if any, difficulty in scoring a bullseye on the airlines and in films. Credit Pearce with another score in the "talent finding field."

Florida Edwards of the well-known radio family "The Edwards Family" now commutes weekly between Los Angeles and San Francisco, in order to make her "Hawthorne House" appearance and still appear on her local shows.

Edward G. Robinson, "Big Town" star, volunteered as guide for Maj. Paul Barayev, Soviet military attache to the United States, when he visited KNX studios in Columbia Square last week.

Extra-curricular activity for Marion Jordan, radio's "Molly McGee," is her work in the mothers' club of Chi Phi fraternity, into which young Jim Jordan was initiated last week at the University of Southern California.

Hedda Hopper mentioned casually on a recent program that she would send her famous lemon pie recipe to anyone writing in for it. In addition, she gave the recipe in detail over the air. As many as 13,461 persons answered by mail, seeking the dainty morsel.

RADIO ARTIST?

Call

LExington 2-1100

FIRST AND FOREMOST



Notes from The Notebook!

● ● ● General Foods bought the Moylan Sisters for a west coast hook-up to plug Family Flour...Wire condolences to Henry Spitzer at Morris Music. His wife was buried yesterday...Baukhage read part of Sgt. Hal Kanter's contribution to this pillar on last Thursday's Blue network airing...Ed Gardner is slated to double between his "Duffy's Tavern" and the Kate Smith show...Connee Boswell gets a second shot on the "Hit Parade" this Saturday... "Labor in Victory" begins on NBC this week-end, bringing the two unions, CIO and AFL together. That's why Frank Mullen was in Washington...Leslie Howard will be picked up from London on the Ontario show Friday nite... Joe Hasel starts a nightly show of his own on the Blue network... Johannes Steel has a new book due soon. Nine years ago he wrote a book called "Hitler's Frankenstein" and "Second World War Coming." London critics tore these works apart. Two years ago, Steel sent the critics the notices they gave his book and added in pencil, "eh, what?"... CBC hook-up of 22 stations has been added to the Fred Allen show... Norman Corwin, who has been resting in Massachusetts, returns to his "This Is War!" chores... Harry Salter's rendition of his own setting to the Pledge of Allegiance was the outstanding item on the "Hobby Lobby" show. The performance by that full-blooded Indian accompanied by the 25 school children added to the thrilling setting. ... "He Shoulda Stood in Elba" to be performed on the "Workshop," was written by Ralph Tolleris as a classroom assignment last summer when he was a N.Y.U. "Radio Workshop" student... Organist Muriel Pollack, leaves the NBC staff May 1 to free-lance.

● ● ● Black tie-Harvard Club-Saturday night notwithstanding, Hans Kaltenborn was the recipient of a handsome tribute from friends in the industry on the occasion of his twentieth air anniversary... NBC grabbed the check for the news analyst's banquet... But that wasn't all by a long shot... The plaudits were sincere, although the general theme was not the usual heavy speech-making affair... Praise for Kaltenborn's pioneering in radio news analysis was expressed by Frank Mullen, v.-p. and general manager of NBC while Elmer Davis, CBS ace said in part: All of us in the profession are indebted to H. V. Kaltenborn as a founder, and it was his notable achievement in the Munich crisis that put commentators on the map... Dr. James Rowland Angell, Public Service Counselor for NBC and President Emeritus of Yale University, acted as toastmaster and even his closest friends present were taken off guard at his unexpected, facile delivery usually associated exclusively with professional laugh-getters... Dais, in addition to Mullen, Angell and H. V., included FCC Chairman James Lawrence Fly, A. L. Ashby, Hendrik Willem Van Loon (who presented Hans with a rare edition of Erasmus) and Francis H. Marling, advertising manager of Pure Oil Co., one of Kaltenborn's sponsors, who, incidentally, announced a new five-time-a-week sked for the commentator... On behalf of Pure Oil, Marling presented the guest of honor with a specially constructed globe, mounted in walnut and bearing a silver dedicatory plate, citing his 20 years of service (seventeen hundred smackers worth of globe, it is grape-vined)... Kaltenborn called attention to fellow radio veterans at the dinner, members of a "Twenty Year Club" recently founded by the analyst. All of the 19 members present were congratulated by H. V. and were presented with an embossed certificate. The list reads like who's who in broadcasting... Grande Finale was a special "broadcast"—"The March of Kaltenborn" a la "March of Time"—written by Eddie Burnbryer with songs and production by George Maynard... Thank you for a lovely evening HVK and NBC.

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

JOAN TIGHE has joined NBC's "Bachelor's Children" cast as "Miss Bates." New castings on the "Ma Perkins" show are Charles Irving as "Joshua Stone" and Betty Arnold as "Laura Toohey."

Pvt. Thomas M. Wilkes of Chicago, now stationed at Camp Grant, Rockford, Ill., wrote and produced "Camp Grant in Review," musical-drama show, heard on WGN-Mutual.

Guy Savage, WGN announcer, goes to the Illinois State bowling tournament at the Sylvan Dell Bowling alleys, Aurora, Ill., to broadcast a portion of a nightly sports review on WGN starting April 11.

WGN's new "Junior Swap Club" with Guy Savage at the mike, is proving to be one of the most popular local juvenile programs on the air. Boys and girls are invited to the studios to swap articles and conversations resulting from the trading goes on the air.

Del Courtney and his orchestra vacationing in Chicago during Holy Week, following a highly successful theater tour. Del credits the WGN Mutual wire from Chicago for building his box office draw.

Midnight, tonight, is the deadline to submit entries in the WGN Grand American Operetta contest to pick a name for the winning operetta to choose among the three heard on the air during recent weeks over WGN Mutual. The winning operetta will be broadcast on April 11, from the Civic Opera House over WGN Mutual.

Space being given WHIP program and features on radio page of Chicago "Sun" may indicate that the deal Marshall Field to buy the station is not so cold.

WIND took its listeners to Chanfield, Rantoul, Ill., on Easter Sunday to pick up the sunrise service which featured the Army airmen's Wind Chorus of 50 voices and the air band.

Bishop Bernard J. Sheil, founder and director of the C.Y.O., was interviewed on Lorraine Hall's "Evening Woman's World" on WBBM the other day.

Billy Idelson, who plays "Rube" in the WBBM-CBS "Vic and Sally" show, recently competed in a statewide table tennis tourney and ranked 13th among the contenders.

Suspension of Trust Laws Raises Problems

(Continued from Page 1)

session, had endorsed the tentative of measures designed to permit such suspension for the duration of the war.

The Indiana Senator, in a statement to reporters, announced that he had endorsed the proposed legislation which would give statutory immunity against anti-trust actions requested by the appropriate government agency, if a WPB certification that the industry involved is necessary to the war effort is received.

Whether the networks could receive such certification, in light of Government actions regarding their status in the war picture, is uncertain. Following the closed hearings with other committee members, point-blank that Chairman Van Nuys had declined as spokesman for the group, he did not comment nor would the Indiana Democrat amplify his statement to the press.

Action Awaits Decision

Until a definite court decision regarding the legality of the FCC's "monopoly" rules is handed down, however, it appears unlikely that any action to waive anti-trust liability of the networks can be taken. If the anti-trust suspension law should be passed—and this is by no means certain—the networks still would face the necessity of proving that the Commission network rules and regulations constitute an anti-trust action, thus placing them in the embarrassing position of justifying themselves as a "monopoly" something they have consistently stoutly denied.

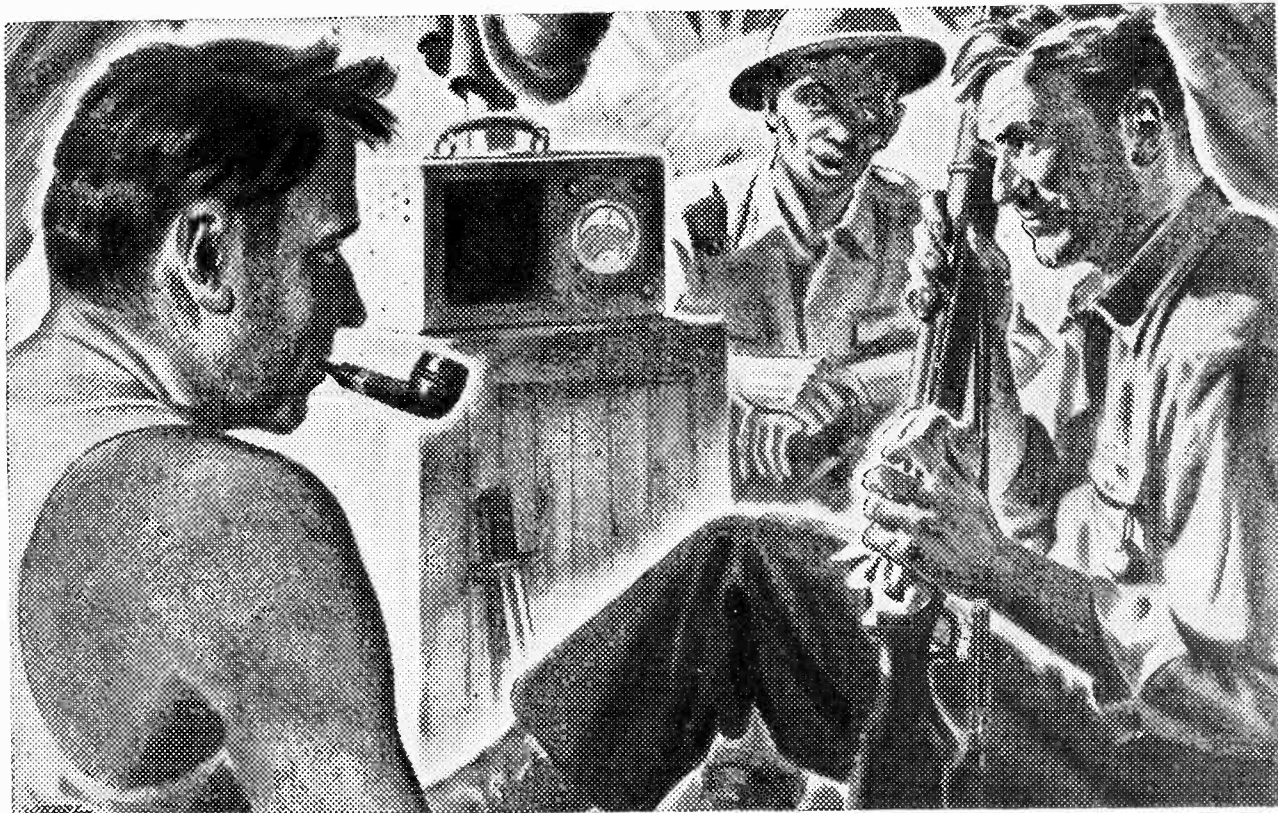
WMCA Tallies Listeners Of "Times" Newscasts

(Continued from Page 1)

Continued broadcasts of the New York "Times" were made public by WMCA yesterday. Two survey organizations, Crossley, Inc., and Fact Finders, Inc., were utilized, resulting in corroborative evidence. Crossley employed the telephone survey recall method while Fact Finders questioned persons on the street.

Results, WMCA stated, were as follows: Crossley — Persons who have listened to the "Times" newscasts at one time or another, 45.8 per cent; persons hearing the broadcasts on the day in which they were questioned, 36 per cent; people hearing them during the week preceding the question-naire, 53.7 per cent, and 36 per cent of persons hearing the airings during the week preceding correctly identified the originating station as WMCA.

Fact Finders found that 47.5 per cent of people questioned said they listened to the "Times" bulletins, with 36 per cent having tuned them in the day questioned, 15.8 per cent the day before, and 40.9 per cent the day previous.



Front Row Center... Bataan

It was the boys on Bataan instead of the usual white-tie audience who listened as famed conductor Artur Rodzinski led the celebrated Cleveland Orchestra on that recent Saturday afternoon. Originated by WGAR and short-waved to be heard in the Philippines at church time on Sunday, this broadcast saluted MacArthur's heroic men with a hymn of praise—the music of Kodaly's stirring *Te Deum*.

To the musicians in the orchestra, this was not simply another concert. To the staff of WGAR, it was not merely another short-wave broadcast. This was the voice of America speaking to its gallant defenders thousands of miles away. This was Mother's

brave smile and Dad's encouraging pat on the back for the lad in his fox hole, standing off a tenfold foe.

Said editors of Time Magazine: "Cleveland's station WGAR did itself proud with the most notable program by an inland station yet short-waved to the Philippines." Said WGAR's General Manager Patt: "Radio can help win the victory along the battle line as well as on the home front. It is our good fortune to be of service on both fronts."



Come-to-Cleveland... N. A. B. Convention, May 11-14



BASIC STATION... COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President... John F. Patt, Vice President and General Manager

Edward Petry & Company, Inc.
National Representative

★ ★ Words And Music ★ ★

Midwest Music Confab Discusses Ascap-Neb.

(Continued from Page 1)

discussions centering around the recent suits filed by Ascap publishers to test the present Nebraska anti-Ascap law.

At the invitation of the group, headed by C. Ralph Branton, general manager of Tri-States Theater Corp., John G. Paine, general manager of Ascap sat in on the discussions to present the Society's viewpoint, ideas, suggestions, etc., for smoothing out the tangled music situation.

More Meetings in Offing

Understood no definite action was taken at the meeting, but subsequent confabs may develop a workable formula. According to a spokesman who preferred not to be quoted, "real progress" was made at last week's initial session toward a solution to the music problem.

Ascap officials, it was learned, have indicated their willingness to return here later on if further discussions on the subject are desired by the music users.

Among those attending the meeting, in addition to Branton, were Leo Wolcott, of Eldora, president of the Allied-Independent theater owners of Iowa and Nebraska; Harry A. Taylor, Omaha ballroom and theater operator and one of those involved in the Nebraska suits, and representatives of KOIL, Omaha, and other Nebraska stations.

It was reported that Branton issued the call for the meeting, but Tri-States officials deny any knowledge of the conference.

Don Bryan To WMCA As Musical Director

Don Bryan, formerly orchestra manager with Fred Waring and other name bands, was named musical director of WMCA, New York, according to an announcement by Donald Shaw, WMCA's vice-president and general manager. Bryan, who replaces Joe Rines, recently appointed one of the Blue Network's musical directors, takes over his new duties April 20.

Music Publishing Houses Formed

Albany—Papers of incorporation have been issued by the Secretary of State to Buddy Phayle Music, Inc., and Jerry Wald, Inc., both Manhattan music publishing houses. Buddy Phayle Music, Inc., 200 shares of stock, was formed by Raoul DuFail, New York; M. K. Kay, South Orange, N. J., and M. C. Philburn, Newark, N. J. Jerry Wald, Inc., 100 shares, no par value, was formed by Jerry Wald, Samuel Moskowitz, and Wilma Markel, New York.

NETWORK SONG FAVORITES

The following two alphabetical lists of songs obtained sufficiently high Audience Coverage Index ratings for the week ending April 4 to appear in the weekly Audience Coverage Index Report of the Office of Research-Radio Division, under the direction of Dr. John G. Peatman of the Department of Psychology, The City College. The first list includes titles with 50 or more ACI points. The second list includes titles with from 25 to 50 ACI points.

The Audience Coverage Index is a national rating of popular song performances heard over the radio networks. This rating for a song is based on (1) the number of performances heard in New York City during the week over WEA, WJZ, WABC, and WOR for the daily period from 8 a.m. to 1 a.m.; (2) the number of performances on other stations of network programs for Audience Coverage beyond the New York area; and (3) the estimated relative size of listening audiences for each day of the week and different time periods of the day. Partial choruses and signatures are not included in the tabulations.

The number of performances heard in the New York area both for network stations and three local stations (the latter for 5 p.m. to 1 a.m. only) are indicated. These are based on compilations of the Accurate Reporting Service and of the Office of Research-Radio Division.

SONGS WITH AN ACI RATING OF 50 OR MORE POINTS (alphabetically arranged):

TITLE	PUBLISHER	N. Y. City Performances	
		Network Stations WEAF, WJZ, WABC, WOR	Local Stations WMCA, WHN, WNEW
A Zoot Suit (Greene-Revel, Inc.)		16	6
Always In My Heart (Remick Music Corp.)		37	5
Deep In The Heart Of Texas (Melody Lane)		38	10
Easter Parade (Irving Berlin, Inc.)		24	8
How About You? (Leo Feist, Inc.)		19	11
How Do I Know It's Real? (Chappell & Co.)		23	12
I Don't Want To Walk Without You (Paramount Music Corp.)		31	15
I'll Pray For You (Harms, Inc.)		22	9
Me And My Melinda (Irving Berlin, Inc.)		24	8
Miss You (Santly-Joy-Select, Inc.)		29	11
Moonlight Cocktail (Jewel Music Company)		21	13
She'll Always Remember (Witmark & Son)		21	7
Somebody Else Is Taking My Place (Shapiro-Bernstein, Inc.)		36	11
Tangerine (Famous Music Corp.)		24	13

SONGS WITH AN ACI RATING OF 25 TO 50 POINTS

Army Air Corps (Carl Fischer)	7	2
As The Caissons Go Rolling Along (Shapiro-Bernstein, Inc.)	10	1
Begin The Beguine (Harms, Inc.)	7	6
Blues In The Night (Remick Music Corp.)	11	9
Breathless (Campbell, Loft & Porgie)	9	4
Don't Sit Under The Apple Tree (Robbins Music Corp.)	19	8
Ev'rything I Love (Chappell & Company)	8	10
Full Moon (Southern Music Company)	24	0
Happy In Love (Leo Feist, Inc.)	13	3
I Remember You (Paramount Music Corp.)	24	7
I Think Of You (Embassy Music Company)	20	4
Jersey Bounce (Lewis Music Company)	21	12
Night And Day (Harms, Inc.)	7	6
Pack Up Your Troubles (Harms, Inc.)	5	0
Rose O'Day (Tobias-Lewis Company)	10	5
Shrine Of St. Cecilia (Braun Music Company)	8	1

(Continued on Page 7)

Men in Music

By SID WEISS

RODGERS AND HART ARE OFTEN DESCRIBED as the Gilbert and Sullivan of the modern American scene. Richard



Richard Rodgers.

Rodgers is composer. Lorenz Hart the author of this prolific team of creators of music for stage and screen. They are merely songsmiths — not Coward aptly termed them "musical dramatists" — for they fashion songs after the manner of the playwright who creates a dramatic incident as a step in the development of his story. But their songs usually outlast the shows. Who can tell the shows which were written: "With a Song in My Heart," "My Heart Stood Still," "Manhattan," "Blue Room," "Miami," "Lover," "Thou Swell," "Isn't It Romantic," "I Got Five Dollars," "You Took Advantage of Me," "My Romance," "Down By the River," "Soon," "Easy to Remember," "Ten Cents a Dance," "Dancing on the Ceiling," "You're In My Arms," "How You Met Miss Jones," etc.?

Both are native New Yorkers. Rodgers the son of a prominent physician. Rodgers is tall and slender. Hart short, dark, square-shouldered. Rodgers rails at Hart's unbusinesslike method; Hart calls Rodgers a "dude," says he's "business-like as a banker." Rodgers never tires complaining that he can't get Hart down to business. Yet once the two start working, they frequently keep at it 18 hours at a time and the genuine affection is a tradition of the theater. Rodgers lives when he is at his country place in Fairfield, Conn., and Hart, a real Broadway lives in Central Park West and is lights in entertaining. Both are top ranking members of Ascap.

Rodgers and Hart first met in the early '20s, when Rodgers, undergraduate composer for a Columbia Varsity show, persuaded Hart, who had preceded him through Columbia, to take time out from his job of translating foreign plays for American producers, to write lyrics. The permanent association followed. Before Rodgers was graduated, the two listed their names on Broadway as creators of songs for "The Poor Little Ritz Girl." Then followed "Garrick Gaieties," "Dearest Em," "The Girl Friend," "A Connecticut Yankee," "Spring Is Here," "Pres Arms," "America's Sweetheart," "Junk On Your Toes," "Babes in Arms," "Rather Be Right," "I Married an Angel," "The Boys From Syracuse," and "Many Girls."

Local Station Co-Op Giving \$1,050 Prizes

(Continued from Page 1)
 Philadelphia area. In addition to giving the broadcasts to its listening audience, WPEN will feed the broadcasts to participating sponsors who will re-broadcast the programs over their individual P.A. systems in their theaters.

Three Prizes Weekly
 Each program will give away three prizes weekly: the first two winners each receive a \$25.00 Defense Bond; the third winner called will receive a \$1,000 bond. In addition to the prize, the winner will be dedicating each drawing to some charity or service organization which will benefit if the funds cannot be made to individual winners. In order to participate, winners purchase a 10-cent Defense Bond, which can be bought at "Victory Booths" in the lobbies of the respective participating theaters; each purchase entitles the buyer to a registration coupon, on which name, address and phone number is written; coupons are dropped into a metal container in the theater lobby. The morning before each Tuesday night broadcast, coupons will be taken to the WPEN studios and will be placed in a giant fishbowl from which are picked the coupons of the week's winners. At each drawing a phone call will be made to the winner on the coupon as well as to the theater at which the coupon was used. If the line is busy or no answer within one minute or no person called cannot identify himself on a \$25 call, five dollars Defense Stamps are awarded to the name on the coupon, with the balance going to a designated charity; in the case of the \$1,000, a \$100 Bond will be awarded and the balance donated to the charity or service organization to whom the broadcast is dedicated. There will be only one set of phone calls per program and registrations are good for one week.

An introductory program on which awards will be made will be aired April 20 from 9 p.m. to 9:15 p.m. in order to acquaint the listening audience with the show.

Radio Circular Dissolved
 Albany—Papers of dissolution were filed with the Secretary of State by Radio Circular, Inc., through Scantland, Tuttle & Chalaire, New York.

1	9	4	2
4	5	7	3
6	11	12	13
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

April 7
 Charles Carlile Tyler Davis
 Thelma Mierlman
 George Jay Bert Wheeler
 Walter Winchell

NETWORK SONG FAVORITES

(Continued from Page 6)

TITLE	PUBLISHER	Network Stations WEAF, WJZ, WABC, WOR	Local Stations WMCA, WHN, WNEW
Skylark (Edwin Morris Music Company)		24	9
Sleep Lagoon (Chappell & Company)		10	2
Someone's Rocking My Dreamboat (Advance Music Co.)		8	4
Sometimes (Irving Berlin, Inc.)		10	7
String Of Pearls (Mutual Music Company)		20	10
Summertime (Chappell & Company)		10	1
When The Roses Bloom Again (Shapiro-Bernstein, Inc.)		18	17
Wherever You Are (Miller Music, Inc.)		25	8
White Cliffs Of Dover (Shapiro-Bernstein, Inc.)		8	8
You Made Me Love You (Broadway Music Company)		19	4

The copyrighted Audience Coverage Index report issued weekly by the Office of Research—Radio Division, 3470 Broadway, is available to subscribers at a nominal charge. The complete report includes not only the Audience Coverage Index for the fifty songs with the highest ratings of the week, but also the ACI rating change from the preceding week, the number of weeks each title has appeared on the ACI report, and the average number of additional station broadcasts during the week.

"Vox Pop" New Format Will Try Guest 'Partner'

With departure of Wally Butterworth from the "Vox Pop" team, Ruthrauff & Ryan, agency handling the CBS show for Emerson Drug Co., has started a new plan of "guest" co-interviewers with Parks Johnson, who remains on the program. While CBS announced the change as a "new policy," it is understood the scheme is more in the nature of a broadcast audition to find a suitable substitute for Butterworth, who had teamed with Johnson on the show for a number of years. When the best combination is found it will be made permanent, it is expected.

Set Literary Broadcasts For Latin Am. via WRUL

P. E. N., international organization of writers, editors and publishers, will inaugurate tonight at 9:45 p.m. a series of literary broadcasts in Spanish and Portuguese to all Latin America via WRUL, short wave station of the World Wide Broadcasting Foundation. Opening broadcast, mainly an introductory broadcast to the series, will be in the form of a conversation between writers Ernesto Montenegro of Chile and Frances Grant, with Robert Nathan, president of the American P. E. N. as guest speaker. Committee in charge of the programming of the series

Industry Pledges Aid To Big USO Campaign

(Continued from Page 1)

Hummert, Inc., Miller said he made his announcement after contacting broadcasting executives and show sponsors. He quoted them as "eager to cooperate, because the USO affords all of us a chance to participate in a very worthwhile work."

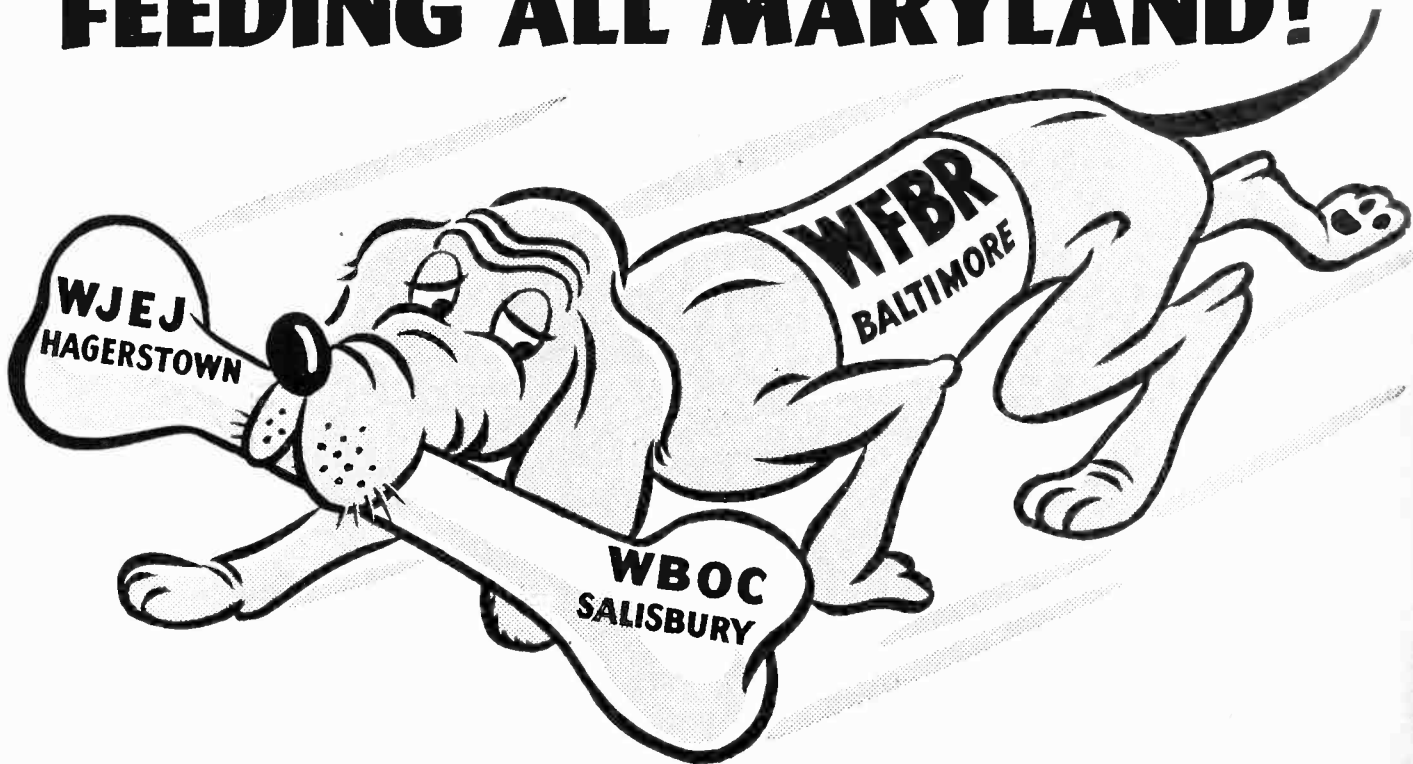
News commentators, Miller said, have already pledged time and mention of the USO War Fund Campaign, and several national defense shows will dramatize USO and its work in their broadcasts. Commercial programs will give feature billing to the USO, and numerous spot announcements, which will be aired over local stations, are now in process of manufacture.

Preparing Additional Recordings

Miller said that additional 15-minute and half-hour radio recordings, for use by local stations throughout the country during the campaign period, ending July 4, are also in preparation. He said "there seems to be a determination on the part of radio broadcasters to outdo their efforts made for the USO last year," and added that USO clubhouses, in many instances, operate small broadcasting stations of their own, and these would be in a position to "pipe in," and perhaps re-distribute for their localities, if in isolated rural areas, the USO broadcasts of the big network stations.

includes Thornton Wilder, Blair Niles, Frances Grant, Quincy Howe and Rita Halle Kleeman.

FEEDING ALL MARYLAND!



Mutual and Maryland Coverage Network

NATIONAL REPRESENTATIVE • JOHN BLAIR & CO.

★ ★ Coast-to-Coast ★ ★

NEW sports commentator at WCKY, Cincinnati, is Lou Smith, baseball writer of the "Cincinnati Enquirer," according to a recent announcement by L. B. Wilson, WCKY head. Smith will handle the play-by-plays of the Cincinnati Reds.

WTSP, St. Petersburg, Florida, has announced the addition to its sales staff this week of William A. Graham, from WDBO, Orlando. A native of Providence, R. I., Graham brings with him a broad background of experience. For seven years he was advertising manager of the New England Telephone and Telegraph Company; also advertising manager of the Martin Hall Company, Boston, oldest tea and coffee house in the United States. He once played professional baseball as a member of the old Providence "Greys."

WGAR, Cleveland, has scheduled a series of five minute talks urging people to go to church. Prominent citizens make the talks. First speaker lined up is the former president of the Cleveland Federated Churches H. K. Carpenter, manager of WHK-CLE. For the fourth consecutive year, the Kroger Grocery and Baking Company sponsored the annual Easter egg hunt on WGAR, Cleveland. Two large parks on opposite sides of the city were the scenes of the hunt, with shortwave pickups alternating between the two. Sid Andorn and Maurie Condon handled the show.

George A. Putnam, network announcer, has resumed his announcing assignment for National Screen Trailers now that the switch of "Orphans of Divorce" from 3 p.m. to 11 a.m. leaves his afternoons free. He also announces "Portia Faces Life" and "Great Moments in Music."

There was a family reunion last week in South Hadley, Mass., where Charlie Nobles, of the Blue Network announcing staff, and his three brothers got a glimpse of each other for the first time in years. One brother has been in Brazil, one in Colombia and one in Texas. Charlie, who is on vacation, announces on the "Luncheon with Lopez" program.

Uncle Nat and his Smokey Mountaineers, heard daily at 9:45 a.m. over WSAZ, Huntington, W. Va., is now sponsored by Interstate Nurseries of Hamburg, Iowa.

Tom Hotchkiss, formerly of KTUC, Tucson, has joined the announcing staff at KROW, Oakland, replacing Gene Norman, resigned. Marilyn MacLean takes over the duties of traffic manager, formerly held by Shirley Radston who has entered defense work.

In the interest of National Defense, KLZ, Denver CBS outlet, is cooperating with announcements to boost the enrollment in the free course in engineering and management being offered at the University of Denver. The courses are sponsored by the Federal Government. Station is also giving time for speakers during the current drive by the Colorado Women's Field Army for the Prevention of Cancer as its contribution to the improvement of public health.

Valley National Bank of Arizona has signed for 26 half-hour morale-building programs over KOY, Phoenix. Series, titled "Main Street, U.S.A." is scheduled 8:30 p.m. Sunday evenings and was placed thru Advertising Counselors, Inc. Program is also carried over KTUC, Tucson, and was placed in addition to a schedule of night time chain breaks already being carried on the Phoenix station.

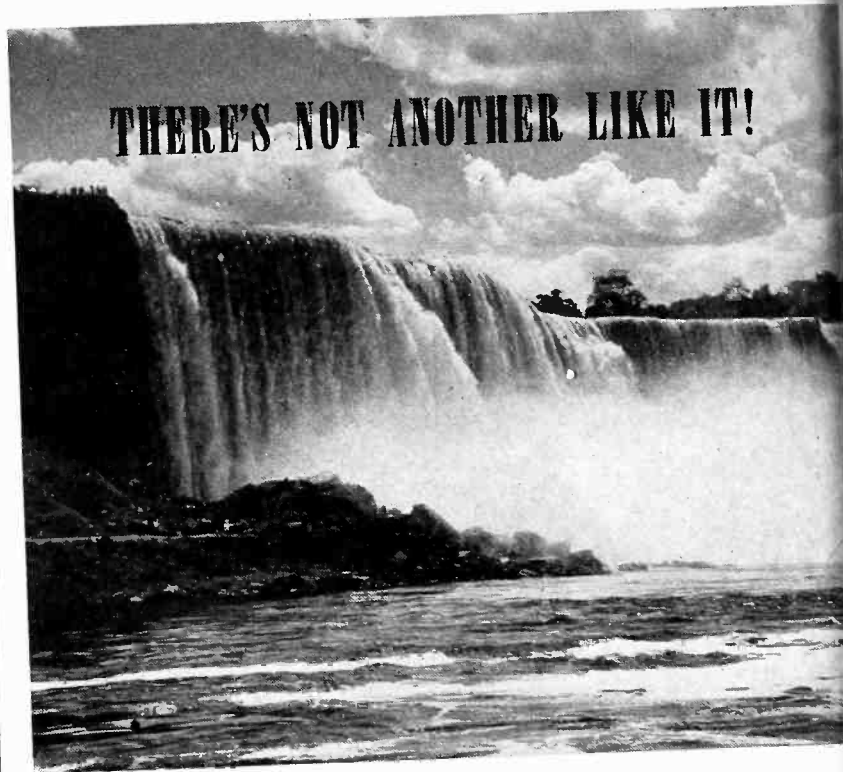
Kathryn Cravens, who is not only an able commentator, but is also a tall glamorous blonde, has turned dance "hostess" and may be seen waltzing and jitterbugging with soldiers and sailors each Friday evening at the American Theater Wing Service Canteen. Miss Cravens' "News Through A Woman's Eyes" is heard Monday through Saturday on WNEW, New York, from 9:45-10 a.m.

Richard Hickox, staff announcer at WLAW, Lawrence, Mass., was joined in marriage to Jessie Turner, one of the stations sustaining feature artists, on Easter Sunday.

Alan Courtney, conductor of "1280 Club" record session on WOV, New York, inaugurates a new feature with the beginning of the baseball season. He will present a round-up of the day's baseball news six nights a week. Courtney, who wrote the song, "Joltin' Joe Di Maggio," expects the New York Yankee slugger to be his first guest.

Sammy Kaye and his "swing and swayers" are beginning to find themselves quite at home on the "Spotlight Bands" program. This Monday they made their eighth appearance on that program which is aired on MBS at 10:30 p.m.

"The Lutheran Hour," featuring talks by Dr. Walter A. Maier heard on a special network constructed by Mutual every Sunday at 1 p.m. with a repeat at 4 p.m., EW presents its last broadcast for the season on April 19. The series will return to the network early next Fall.



THERE'S NOT ANOTHER LIKE IT!

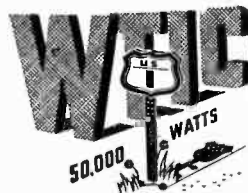
NOWHERE can you find anything to equal the majestic beauty of Niagara Falls and the mighty surge and roar of its turbulent water.

Nor can you find another medium like WTIC for selling the Southern New England market—a market where buying income is far above the national average.*

Reach the prosperous people here through their favorite source of news and entertainment . . . WTIC . . . and discover why wise national advertisers agree that

THERE'S NOT ANOTHER LIKE IT!

*Sales Management, December 1, 1941



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network
Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

WDRG

CONNECTICUT'S PIONEER BROADCASTER

IT'S BASIC

Here's some basic thinking for you. WDRG is Basic CBS for Connecticut. WDRG gives you the best—and basic—combination of coverage, programs and rate. Every basic analysis shows you why WDRG is the preferred buy in the Hartford Market.



WJBK

250 WATTS

Covers Greater Detroit's 2 1/4 Million People Representing 57% of Michigan's Population.

24 HOURS A DAY

WJBK



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

19, NO. 6

NEW YORK, N. Y., WEDNESDAY, APRIL 8, 1942

APR 10 1942

TEN CENTS

NAB Mulls Sanders Bill

Paley Attacks FCC Stockholder Report

Revealing net profit for 1941 of \$4,733.91, substantially the same reported Feb. 12 in the preliminary report, the annual report to CBS stockholders was released yesterday. Making public the annual report, which showed a decrease in net profit of \$1,899.55 as compared with 1940. William S. Paley, president, made considerable comment to the FCC regarding the war effort and radio broadcasting, as the voice of the industry.

W N. Y. Sales Offices Moving To Own Quarters

Cincinnati—In accordance with the terms of a mutual agreement which was made its origin more than a year and a half ago, WLW sales offices in New York are soon to take leave of the American Broadcasting and Television Corp. Negotiations for new quarters in the International Building are under way at the present time.

Martin Block To Appear At 2 Am. Tob. Web Shows

Martin Block, conductor of WNEW's highly successful "Make Believe Ballroom" program, is extending his contract with the network to two more network programs, both sponsored by American Tobacco Co. for Lucky Strikes. Block will appear weekly on the program within the next two weeks.

Husing On Tele

Ted Husing, CBS sports reporter, has been assigned to cover the first inter-service boxing bouts to be televised Friday from the CBS television studio at 8:30 p.m. The first bouts precede the opening of the inter-service boxing tournament which is to be televised from the CBS television studio starting Friday, April 17, under the supervision of the A.A.U. It is Husing's first television show since 1931.

NRC Issues Booklet; Free Speech Aspect

Newspaper Radio Committee, through its steering-committee chairman, Harold V. Hough of Fort Worth, has issued a booklet of more than 100 pages in connection with the testimony at the recent hearings held before the FCC on the question of newspaper ownership of stations, resulting from the Commission's Order.

Coca-Cola Cancelling MBS "Spotlight Bands"

Coca-Cola's "Spotlight Bands" series, representing some \$2,225,000 of revenue annually to Mutual, or close to one-third of the network's total income, has been cancelled as of May 2 and final decision on continuance of other Coca-Cola radio advertising hangs in the balance. General business conditions were given by the network.

WPB Nixes Rockefeller Plan For So. Amer. Short-Wave Sets

Civil Defense Report Readied For 6 Outlets

Expanding its use of radio from announcements to 15-minute programs, the Radio Division of the New York City Office of Civilian Defense, headed by Morris Novik, director of WNYC, next week will present a report to the people on the status of the program.

Executive Committee Members Discuss Industry Presentation For Hearing Scheduled To Open Next Week

Ringling Precedent In Spot Anns. Policy

Using paid radio advertising for the first time, Ringling Bros. and Barnum & Bailey Circus, which opens at Madison Square Garden here tomorrow, has set a spot campaign on eight local stations to run for the duration of the stopover here, which ends May 10. Circus also plans to use paid radio time in other cities.

Three B-S-H Programs In Network Changes

Again rearranging its network programs, Sterling and American Home Products is dropping "Orphans of Divorce" on the Blue Network, replacing it with "Second Husband," which moves over from CBS, and giving the "American Melody Hour" a new lease on life by putting it into the network.

Tin Shortage Curtails Campbell Air Budget

Because of the tin shortage, Campbell Soup Co. has cancelled the Lanny Ross series on CBS effective May 1 leaving the firm with its smallest radio budget in years. Having previously spent \$100,000.

Members of the NAB Executive Committee held a meeting here yesterday at the Hotel Roosevelt to discuss legislative matters and the presentation to be made by the NAB at the forthcoming hearings on the Sanders Bill to reorganize the FCC and revise the Communications Act of 1934. Although there were 12 in attendance at the meeting, the talks were informal and it was not considered a meeting of the Executive Committee as such. No conclusions were reached, but it was deemed advisable by NAB President Neville.

Repeat Web Favorites For Defense Workers

San Francisco—Designed to provide adequate entertainment for the thousands of bay area defense workers whose dinner hour comes between one and three o'clock in the morning, station KQW, CBS affiliate, is producing "Bridge to Victory" to offset the loss of good programs produced by the network.

UP Extends Circuits Through Texas-Nebraska

Two extensions of the United Press radio news wire circuit were put into service this week, enlarging state news coverage to stations in Texas and Nebraska and adding Dallas and Omaha to the list of 44 radio bureaus.

It All Helps

Chicago — Sammy Kaye yesterday turned over to Fort Sheridan, Ill., a check for purchase of a complete public address system at the Army post. Major Paul Weisenborn, special service officer, characterized the p.a. system as "the greatest single recreational need" at the fort and commended Kaye's public spiritedness on behalf of the soldiers.

New Departure

The 30 girls of Phil Spitalny's "Hour of Charm" orchestra have passed tradition to the winds, and beginning this Sunday, male voices will be heard on the program for six successive weeks, the voices belonging to a half dozen soldiers, sailors or marines selected by Maestro Spitalny while the band was on its recent tour of army and navy camps.



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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tuesday, April 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	118 ³ / ₄	117 ¹ / ₂	117 ⁷ / ₈	- 1
CBS B	9 ¹ / ₈	9 ¹ / ₈	9 ¹ / ₈	+ 1/8
Gen. Electric	24 ⁷ / ₈	24 ¹ / ₂	24 ³ / ₈	- 1/8
RCA Common	3	2 ⁷ / ₈	3
Westinghouse	70	70	70
Zenith Radio	12 ³ / ₈	12 ³ / ₈	12 ³ / ₈

NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	17 ¹ / ₂	17 ¹ / ₂
OVER THE COUNTER		
Farnsworth Tel. & Rad.	15 ⁷ / ₈	17 ¹ / ₈
Stromberg-Carlson	4 ⁵ / ₈	5 ⁵ / ₈
WCAO (Baltimore)	16	19
WJR (Detroit)	16	19

Tin Shortage Curtails Campbell Air Budget

(Continued from Page 1)

viously dropped "Man I Married" and Fletcher Wiley, Campbell now will retain only the Bob Burns program Tuesday nights and "Amos 'n' Andy." All are CBS shows.

Aired Monday through Friday from 7:15-7:30 p.m. on 75 CBS stations, the Lanny Ross program only recently was shifted from plugging Franco-American Macaroni and Spaghetti, now unavailable, to Campbell's Soup with attendant change in agency from Ruthrauff & Ryan to Ward Wheelock. According to Ward Wheelock there is no disposition on the part of the client at this time to discontinue the "Amos 'n' Andy" series. Ruthrauff & Ryan handles the Bob Burns show and no comment on future prospects for the program was available yesterday.

DOROTHY THOMPSON ANOTHER FAMOUS COMMENTATOR

ON
5,000 WATTS DAY AND NIGHT
WING
NBC RED AND THE BLUE NETWORK

THE DAYTON, O. STATION
NAT. REP. PAUL H. RAYMER

Martin Block To Appear On 2 Am. Tob. Web Shows

(Continued from Page 1)

"Hit Parade" program Saturday nights on CBS and Kay Kyser's "College of Musical Knowledge" Wednesdays on NBC. He will deliver one one-minute commercial on each of the programs.

When Lucky Strikes recently bought a segment of the "Make Believe Ballroom" on WNEW, American Tobacco footed the bills to take Block on a two-day junket to Richmond, Va., home of the main Lucky Strike plant, so that Block could familiarize himself with Lucky ingredients and manufacturing processes. Block writes and delivers in an ad lib manner all of his commercial plugs.

Procter & Gamble Co. also utilizes Block's services in selling Camay Soap via the "Pepper Young's Family" serial on the Red network. Lord & Thomas handles the Lucky Strike account.

Three B-S-H Programs In Network Changes

(Continued from Page 1)

the CBS time to be vacated by "Second Husband." Blackett-Sample-Hummert handles the accounts.

The changeovers, which involve redesigning the "Second Husband" program starring Helen Menken from a half-hour weekly format to 15 minutes across the board, become effective during the next two weeks. "Orphans of Divorce" leaves the 11-11:15 a.m., EWT, time on the Blue with the broadcast of Friday, April 17. "Second Husband" moving in the following Monday, April 20. On Tuesday, April 21, "American Melody Hour," featuring Conrad Thibault and Vivian della Chiesa with Victor Arden's orchestra, takes over the 7:30-8 p.m. time on Columbia.

As reported here last month, Sterling has dropped its two nighttime half-hours on the Blue which were filled by "American Melody Hour" and "Monday Merry-Go-Round."

Ringling Precedent In Spot Anns. Policy

(Continued from Page 1)

to be visited on this season's tour. Stations which in the past have cooperated on a gratis basis in publicizing the show will be given preference, it is understood.

Use of radio by Ringling Bros. on a commercial basis this year reflects a growing conviction on the part of circus advertising officials of the basic value of radio time as a standard advertising medium. Thus it was decided this year to utilize paid radio time on an experimental basis to supplement and complement free time interviews, transcribed announcements, etc.

Locally, through Donahue & Coe, Inc., Ringling has placed live commercial spots on WJZ, WABC, WEAJ, WINS, WHN, WNEW, WOR and WMCA. Plugs got under way yesterday.

WPB Against Proposal To Make Short-Wave Sets

(Continued from Page 1)

22 effective date of the War Production Board suspension order.

It appears that WPB, which had the final word in the matter because of the heavy quantities of strategic materials which the Rockefeller program would have used, has given a pocket veto to the plan. With all production of radio receivers, except those types used by the Army and Navy, almost halted it is thought highly improbable that WPB will give the green light to materials allocations at this late date.

At the same time, it is pointed out that the radio manufacturing industry, because of its rapid conversion to the production of direction-finding, radio locating, and similar military apparatus, is in no position to handle such an order. Most of the large firms are now nearing the complete conversion goal and the others, many of which are merely assembly plants, will probably be turned to putting together products unrelated to radio equipment.

While a number of appeals have been made by radio manufacturers to the suspension order, no WPB disposition has yet been made. It is considered likely that a few plants may be regarded as hardship cases and permitted to use up existing parts inventories, but no large scale exceptions are anticipated. Plans for a streamlined victory set have been shelved, as were similar proposals for washing machines, automobiles, and other durable consumer goods.

UP Extends Circuits Through Texas-Nebraska

(Continued from Page 1)

now linked directly with UP's transcontinental transmission system.

In Texas, the wire extension makes the full UP radio news service available to six new stations and brings to 27 the number of Texas broadcasting outlets served, it was stated. Stations on the new extension are: KTSA and KABC, San Antonio; KNOW, Austin; KTEM, Temple; WACO, Waco; and KAND, Corsicana.

The Nebraska extension carries the transcontinental radio circuit across the state and through Wyoming and Colorado, adding to the wire KGNF, North Platte, Neb.; KGKY, Scottsbluff, Neb.; and KFBC, Cheyenne.

With the radio wire now in Wyoming, UP said, its coast-to-coast system of radio circuits provides direct service to stations in 45 of the 48 states.

Special Show To Salute WBT 20th Anniversary

Charlotte—Governor Broughton of North Carolina and Governor Jeffries of South Carolina will speak at the special 70-minute program on WBT which will celebrate the 20th birthday of the station tomorrow night. Interesting highlights of WBT's history will be re-enacted and several WBT stars who now are nationally known will be featured.

COMING and GOING

T. V. McCONNELL, NBC manager of local and spot sales, off on a coast-to-coast business trip. First stop will be San Francisco.

GORDON GRAY, president of WSJS, Winston-Salem, up from North Carolina to talk with local reps on station and FM business, also his impending entrance into the armed forces of the nation.

V. E. CARMICHAEL, general sales manager, and MARTIN BOWIN, chief announcer, of KWK St. Louis, have returned from Florida vacation. They stopped at Deland, Miami, Orlando, St. Petersburg and Tampa.

JOHN C. McCORMACK, general manager of KWKH, Shreveport, is spending a couple of days here on station and network business. Will return to Louisiana probably tomorrow.

THOMAS H. RISHWORTH, director of the NBC public service programs, returned yesterday from an extended trip among the West Coast cities.

C. G. (JERRY) WHITE, commercial manager of WFMD, Frederick, arrived yesterday from Maryland for conferences with the station's New York representatives.

WLW N. Y. Sales Offices Moving To Own Quarters

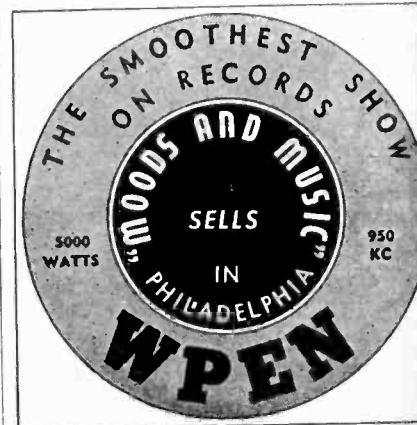
(Continued from Page 1)

J. D. Shouse, vice president and general manager, said: "Transamerica's expansion in program and transcription activity has been such that their requirements call for the use of all available space. Recognizing the fact that the move would become necessary eventually, we set our sales organization up independently and have controlled the operation from Cincinnati for more than a year. Thus our move is nothing more than a culmination of plans mutually agreed upon by WLW and Transamerica some months ago." Letters notifying present accounts are being mailed this week by Transamerica.

Warren Jennings is manager of WLW's New York office. Members of the sales staff are Frank Fenton, Eldon Park, George Comtois and Bernie Musnik. Mary Walsh and Madison Heartman are secretaries.

Stork News

Dr. Luis Jatoba, chief of the Portuguese section of the CBS Latin American network division, and Mr. Jatoba are the parents of a son born Saturday in the Manhattan General Hospital. The child will be named Arturo.





The Name of The Show Is . . .

"HOW'S BUSINESS?"

Featuring

FRANKLYN HOBBS as

"The Voice of Business"

FRANKLYN HOBBS

Dean of Chicago's La Salle Street Economists, Economic Advisor to the Business Foundation, Fellow of the Royal Economic Society, Author of "The Secret of Wealth", etc. Mr. Hobbs has issued over 25,000,000 reports on business; he was the compiling statistician on business conditions for 101 leading banks for 25 years; now operating the most comprehensive business library in America.

HERE'S a show that means business . . . a complete, live talent program package designed to produce an audience, mail response, and results. All types of questions concerned with trends in business and conditions are answered by Franklyn Hobbs, who, probably is the best informed person in his field. Top questions receive savings defense bonds as prizes. Here's a show that means business . . . it is current, entertaining, appealing and informative. Conditions being as unstable as they seem to be at present, the American people are anxious to know the solution to their personal business problems—they want and need advice . . . and they'll listen to "HOW'S BUSINESS" in order to get authoritative information. Here IS really something different in radio. If you want a network show that will perk up business for you . . .

PHONE, WRITE OR WIRE FOR DETAILS TODAY

(Copyright, 1942)

1. SOUND: CITY NOISES AND HO
2. RAPID SEQUENCE, SUPE
- 3.
- 4.
5. NOTE: DIALOGUE RAPIDLY OVER
6. ANNOUNCER: America asks.....
7. MC: What next?
8. ANNOUNCER: America asks.....
9. MC: Where to?
10. ANNOUNCER: America asks.....
11. MC: What of life?
12. ANNOUNCER: America asks....
13. MC: How's business?
14. ANNOUNCER: America asks.....
15. MC: Why.....when.....wher
16. SOUND: CITY NOISES UP FUL

HAL R. MAKELIM PRODUCTIONS

Radio Programs

360 NORTH MICHIGAN AVE. CHICAGO

We have
THE
VERY



Originators and producers
of radio programs that
entertain and sell.

Chicago

By FRANK BURKE

PERRY FAITH, conductor of "Contented" program on NBC Red, broadcast "Fantasie of America," a group of well-known American tunes, when the show musically honored Uncle Sam this week. Although a Canadian by birth, Faith has won an international radio reputation for his fine composing, arranging and conducting on NBC network shows. An original operetta by Faith was one of the three winners in the WGN \$10,500 operetta contest.

Song pluggers have found Lt.-Comdr. Eddie Peabody's office at the Great Lakes Naval Training Station a must call lately because of the many musical shows being originated by the sailors. One program which comes out of Great Lakes on the Blue Network on Fridays at 7:30 p.m., is attracting a lot of national attention. This is the "Meet Your Navy" broadcast featuring Lt. Alfred Kvale's orchestra and Comdr. Peabody's banjo.

When Lee Bennett, featured vocalist with Jan Garber's orchestra for the past 10 years, returned to radio announcing on WGN last week, he was returning to his first love. Lee was announcer for three years on KFAB, Omaha, following graduating from the University of Nebraska.

Spud Cigarettes has renewed 15 minute daily participation in WIND's "Sports Edition" for another 13 weeks.

Jack Swineford, actor on NBC Red dramatic shows, has changed his name to Jack Lester and joined the NBC announcing staff here.

New spot business at WMAQ includes a 52-week order from Procter & Gamble for Lava soap through Biow Co., for a series of 260 announcements beginning April 13. Other orders include: Milk Foundation, through McCann-Erickson, 65 announcements over 13 weeks beginning April 13; Lever Brothers (Lifebuoy), through Ruthrauff & Ryan, 65 announcements, 13 weeks, beginning April 20.

Sarajane Wells and Dolph Nelson disclosed yesterday they were married on March 10. Sarajane has roles on NBC's "Road of Life," "Right to Happiness," and "The Guiding Light," while her husband, former Chicago radio actor, recently enlisted in the U. S. Coast Guard.

Brown At Overseas Luncheon

Cecil Brown, CBS correspondent recently returned from the Far East, will address a luncheon meeting of the Overseas Press Club at the Belmont Plaza Hotel, New York, today. Brown was recently the recipient of the Club's annual award for the best radio reporting of 1941.

RAY WINTERS

ANNOUNCER

5 Years With Paramount Newsreel
2 1/2 Years With Manufacturers Trust Co.

LA 4-1200



Personal Postcards To:—

● ● ● **LARRY McPHAIL:** "Play Ball" is the title of the CBS "Workshop" drama for April 19th as a salute to the new season... **FRANK WALKER:** Former Postmaster-General James A. Farley turns actor when he stars on "Celebrity Theater" via the Blue April 17... **HAL HACKETT:** The National Tuberculosis Association will honor Kay Kyser for his announcements on their campaign and for being the biggest individual purchaser of Christmas seals... **CLIFTON FADIMAN:** F.P.A. will be a guest on "Invitation to Learning," Sunday... **TOMMY DORSEY:** When you appear on the Kate Smith show next week, another guest will be Donald Crisp, Academy Award winner... **MACK MILLAR:** Isn't Bob Hope doing something sensational these days? Haven't heard, you know... **HEDDA HOPPER:** The Jimmie Fidlers have asked Mrs. Paul Whiteman to find a child from them to adopt and fill the lovely nursery they have had all set for months... **POLICE COMM. VALENTINE:** Providence, R. I., won the Edward G. Robinson "Big Town" Safety Award... **EDWARD G. ROBINSON:** Monroe Goldstein is in town but refuses to give the reasons for his trip to N.Y.... **WALTER O'KEEFE:** When you join Parks Johnson on "Vox Pop" Monday, an 80-voice Navy aviation cadet chorus will be the feature of the program from Floyd Bennett Field... **PHIL SPITALNY:** Your new recording of "We Must Be Vigilant" is rated as one of the best of the current season... **MAJOR BOWES:** Did you know that this actually happened: A guy went to an army recruiting station and wanted to enlist in the Major Bowes unit!... **RAMONA:** Your beer sponsor ceases financing the WOR show Saturday and you're slated to leave the station's payroll April 25th.

● ● ● **JOHN HAYES:** Carl Warren, who succeeded you at WOR as assistant program director when you went on active duty with the army, resigned yesterday to accept a commission with the Navy. Ira Avery, night supervisor, succeeds him... **GYPSY ROSE LEE:** Your sister, June Havoc, will be on the Bing Crosby show tomorrow... **JOE LOUIS:** "America's Town Meeting" will present a program of all-Negro speakers from Howard University in Washington May 28... **HOWARD BARLOW:** Frank Black has been given a new fifteen-minute series at 11:15 a.m. on Sundays via the Blue in which he batons a Woodwind Ensemble... **JULES ALBERTI:** Understand that the Victory Twins get four shots per week on the Red starting Monday... **WILLIAM SHIRER:** Upton Close, NBC commentator, who wrote "Challenge Behind the Face of Japan" in 1934, has been informed that it will be reissued by the publisher... **LEWIS E. LAWES:** Because most of the talent on "San Quentin on the Air" via the Pacific chain of the Don Lee network has been paroled, the program will have to go off the air until the cops pick up new talent!... **NILES TRAMMELL:** Happy to hear you're recuperating rapidly. Did you know that Sid Strotz lost over twelve bucks to Clarence Menser on a bowling bet the other nite on the west coast. And Sid taught Menser the game!... **JOHN ROYAL:** Understand there's a great human interest story for feature editors in the letters which Carl Watson of NBC International Division has received from our soldiers on foreign soil... **LIEUT. JACK DEMPSEY:** Your sponsor is more than thrilled with the results of your weekly show. Plans to expand it are under way... **HUGH HERBERT:** Just heard that you're willing to make as many radio appearances as you are able to handle while in N.Y. at the Ritz-Carlton and turn over all monies to the USO. Bravo to you!... **ZEKE MANNERS:** Your records are going awfully well. Your songs are doing great. Everything would be fine—if the government weren't taking away so many of your men for the army!

— Remember Pearl Harbor —

Los Angeles

By JAC WILLEN

MRS. BING CROSBY (Dixie Lee) at Cedars of Lebanon Hospital recuperating from an appendectomy. Frances Scully's "Your Blind Date" program, now reaches Uncle Sam's fighting forces in Panama, Hawaii, Alaska, and the Pacific Islands. Transcriptions of the show on the Pacific Coast Blue Network are now being relayed the following evening (Fridays) by short-wave station KGMA in San Francisco.

Republic Studios has signed Stanley Rubin to write a new script for a feature picture starring Al Pearce and His Gang.

Dick Marvin, Wm. Esty executive, is due back in Hollywood again the latter part of this month for a brief visit with local heads of the agency.

With General MacArthur going "hell-bent-for-leather" in Australia, Bob Burns remarks: "Them Japs better let out the hem of their kimonos... that slip they made at Pearl Harbor is beginning to show."

Fields' "Chicago Sun" Buys More Local Time

Chicago—Wide purchases of radio time for the Chicago "Sun" on number of local stations have given rise here to the speculation that Marshall Field's zeal to purchase WHIP, Hammond, Ind., has cooled. Previously it had been reported the deal was practically "in the bag."

In addition to extensive spot sales on a number of local stations, "Sun" through Wade Advertising Agency has just bought Joe Kelly, "Qu Kids" emcee, on a six quarter hour weekly basis on WLS. In addition to this 7:45-8 a.m. early morning kid show, Kelly, as "Uncle Joe," will read "Sun" comics on Sunday. It's a 13-week contract.

RCA Completes Last Set

Camden—The last completed radiophograph combination came from the assembly line of Radio Corporation here yesterday afternoon. Two weeks before the deadline set by the Government. The receiver—the 1991,574th produced by the company—was presented to Basil O'Connell, head of the Warm Springs Foundation in Georgia.

NOT JUST BUCKEYE
NOT JUST MONROE COUNTY
but WHAMland
43 counties . . . 18 trading centers . . . 900,000 radio homes . . . 530 factories . . . 140,511 farms.
Nat'l Rep. George P. Hollingsberry
50,000 Watts... Clear Channel...
Time... NBC Blue and Red Networks
ROCHESTER, N. Y. "THE STROMBERG-CARLSON STATION"

GUEST-ING

PHONE POWER, on Eddie Cantor's "Time to Smile," today (NBC 7:30 p.m.).

LEN O'CONNELL, Jimmy Dorsey vocalist, on the Lanny Ross program today (WABC-CBS, 7:15 p.m.).

ICE MARBLE, on "Tune Up, America," today (WOR-Mutual, 11:30 p.m.).

LIAM HARGRAVE, on "Nellieville Presents," this afternoon (NBC Red, 12:30 p.m.).

LEN McCLOY, author of mystery novels, on the Martha Deane program, today (WOR - Mutual, 2 p.m.).

AMY DORSEY, on the Schaefer program, today (NBC-Red, 7:30 p.m.).

RIA WARREN, 15-year-old vocalist on the Rudy Vallee program, tomorrow (NBC Red, 10 p.m.).

LIAM (BIG BILL) TILDEN, star, on the "Coffee Time" program tomorrow (NBC - Red, 8:30 p.m.).

ENDA MARSHALL, on the Bob Hope show, tomorrow (NBC red, 10 p.m.).

SEL CROUSE, playwright, and **MASON BROWN**, drama editor of the N. Y. "World-Telegram," on "Information Please," Friday (NBC Red, 8:30 p.m.).

TE DAVIS, on Arch Oboler's "The Americans," Sunday (NBC-Red, 5:45-6 p.m.).

Signed Contracts Include 612 Stations

Estimated BMI contracts climbed during the past week, Carl Haverlin in charge of station relations for Broadcast Music, Inc., stated on Monday. When pledges, totalling 87, are added, the number of BMI licensees have reached the 700 mark, he said. Twenty-four states now are solid according to signed contracts and pledges, as are two NAB districts, Haverlin stated.

Steingut Heads Officers Newly Elected By WLIB

Following FCC approval of transfer of control of WCNW to WLIB, Inc., announcement was made yesterday of the election of Irwin Steingut, city leader of the New York City Assembly, as chairman of the board of the newly formed corporation which has been formed to take over the Brooklyn station. Other officers elected were: Elias I. Godofsky, president and general manager; I. Jacoby, vice-president; Arthur Maske, the present licensee, who assumed vice-president and chief engineer; William Weisman, former

Paley Attacks FCC Methods In Annual Stockholder Report

(Continued from Page 1)

of democracy, has an unparalleled opportunity for service in this hour of world crisis," the CBS president stated. For the duration, he pointed out, Columbia's first task since December 7th has been and will continue to be, to make radio serve the cause of victory.

After reviewing Columbia's progress during the year in television, short wave, frequency modulation and other fields, Paley commented upon the regulations promulgated by the FCC re chain broadcasting and which are being fought by the network in the courts.

Details Rules Faults

"The rules," Paley declared, "ordered drastic changes in broadcasting, which among other things, prohibited the mutually exclusive relationship, including option time, existing between a network and its affiliated stations and, if put into effect, would seriously impair the ability of a network to deliver nation-wide coverage for national advertisers.

"The rules not only were designed to forbid stations, on penalty of losing their licenses to operate, from continuing their existing relationships with networks, but jeopardized Columbia's ownership and operation of some of its standard broadcast stations. We were convinced that the order, if it became effective, would largely destroy both incentive and opportunity to maintain long-range character and standards such as have marked the building of Columbia as a national publication addressed to the ear instead of the eye, and would drive both networks and stations into a dangerous era of immediate opportunism and catch-as-catch-can competition for every hour in the day.

Calls Action "Alarming"

"It seems obvious that if the Commission prevails and the results which we foresee ensue, the public service aspects of radio broadcasting will be deeply and seriously injured; and broadcasters, striving to survive, will be driven to a degree of commercialism they themselves have never sought. We found the Commission's action alarming for a reason of even greater public portent. Its sudden intrusion into the field of business relationships between networks and stations, thus endowing itself with drastic control through its own interpretation of provisions of law enacted many years ago, will in my judgment have one end result, sooner or later. This result is one which we believe is abhorrent to the American people and to our whole democratic concept of freedom of the air.

"The Commission came into being largely because the wave lengths on which stations operate impinge upon each other, and, therefore, there had to be traffic-policing of the air through allocation of wave lengths.

vice-president and general counsel of WMCA, treasurer; Louis W. Berne, secretary and sales manager.

The new station setup includes a new transmitter plant, which is now

The Commission now seeks to read into an old law powers and duties never before asserted by it. And under these new-found powers it assumes the right to regulate the business practices of stations. Further, striking through its asserted powers over the stations it seeks to regulate and to alter drastically the functioning structure of the networks.

Sees Freedom Endangered

"If the Commission can exert these powers, its control over the whole of radio broadcasting will be so strangling that no licensed broadcaster can be counted upon to defy its slightest wish. And once that condition arrives, even though the law may forbid the Commission to interfere with program content, the result will be the same. Broadcasters, striving at least for a measure of economic survival, will unless they be men of extraordinary courage and character, be guided by a nod or a frown from on high as they frame their program schedules. And there goes freedom of the air.

"We, of course, claim no immunity from any of the laws of business properly enforced through the courts by the agencies charged with bringing about such enforcement. We are contending against regulation by the licensing agency in fields in which we do not believe it was ever authorized to act. Freedom of speech on the air has become as precious as freedom of the press, and from the start we have been resolved to fight to preserve it, because we believe that to do so is a duty to ourselves as broadcasters and even more, a duty to the public."

Paley then reviewed the legal history of the CBS fight, made in conjunction with NBC, against the FCC rules and concluded:

Ask Legislative Review

"The confusion concerning the powers of the FCC and the great difficulties of obtaining judicial review, result largely from the inadequacies of the present radio law, adopted in 1927, when network broadcasting was just beginning, and not substantially amended since, although the networks have long provided the country's outstanding program schedules.

"Representative Sanders, of Louisiana, last August introduced a bill designed to reform the procedure of the FCC. Under this bill, the Commission will be required to report to Congress, for legislative action, any recommendations relating to the regulation of relationship between networks and affiliates and the number of stations to be operated by a network organization. The hearings on the Sanders bill are expected to furnish the industry an opportunity for legislative review of the broad phases of the radio law and regulation under it."

being completed on Newton Creek in Brooklyn and new studios at the present WCNW address. Station will use the call letters, WLIB, and will be known as "The Voice of Liberty."

AGENCIES

CARLO D'ANGELO, radio director of Sherman & Marquette, here, is spending the week in Chicago discussing radio plans with the home office. Due back next Monday.

ANNOUNCEMENT of appointment of Brown & Spector, Inc., to handle the account of Noxon, Inc., was announced yesterday. Radio campaign already is underway for Noxon metal polish.

LEE KNITWEAR CORP., bathing suits and beachwear, has named Hicks Advertising Agency to handle its account.

RADIO on a dealer-cooperative basis is included in plans for 1942 advertising of Sinclair Refining Co., Hixson-O'Donnell Advertising, Inc., has announced.

EUGENE S. THOMAS, sales manager of WOR, has been proposed as director of the Advertising Club of New York by the nominating committee. Elections will be held Tuesday, May 12.

CBS Puts Kemp In Charge Of 'Friscco Operations

West Coast Bureau, RADIO DAILY

Los Angeles—Donald W. Thornburgh, CBS vice-president in charge of the Western Division, has placed Arthur J. Kemp, CBS Pacific Coast sales manager, in charge of Columbia's San Francisco operations. Kemp retains his position as Coast sales manager but will represent Thornburgh in the Bay City area supervising CBS operations in that district.

Chet Doyle, formerly time buyer of the local office of McCann-Erickson, takes on the management of the San Francisco Radio Sales office while Wayne Steffner moves from that position to become account executive in the San Francisco Columbia office.

WINS Carries Attorney General

WINS, New York, has scheduled the speech of Attorney General John J. Bennett to be delivered tomorrow at the annual luncheon meeting of the New York Association of Personal Finance Companies. Station will pick up the speech from the Hotel Commodore at 1:15 p.m.

Specializing in the profitable disposition of station program time—now on sustaining, through the medium of a skilled, high type sales organization!

THE PROOF??

Renewal contracts from practically every station using our service. Your inquiry, obligating you in no way, will bring immediate details.

WIRE OR WRITE

Ted Helft & Associates

6154 PARK AVENUE INDIANAPOLIS

Radio's Presentation Re Sanders Measure

(Continued from Page 1)

Miller that before the organization appeared at the hearing, first-hand information and ideas would be garnered from practical broadcasters. Discussion also included plans anent the annual NAB Convention.

Mullen Present

Members of the Executive Committee present included in addition to Miller: John J. Gillin, Don Elias, James D. Shouse, John Elmer, O. L. Taylor, Paul Morency, and Frank M. Russell. Frank Mullen of NBC sat in for awhile. Also on hand were C. E. Arney, Jr., assistant to Neville Miller and Frank Pellegrin.

Washington Bureau, RADIO DAILY

Washington—Possibility that hearings on the Sanders Bill to reorganize the FCC and revise the Communications Act of 1934 may not begin on April 14, as scheduled, was raised yesterday by House Interstate Commerce Committee sources. It is not known yet when the House will resume its sessions following the Easter holidays, and there is a chance that the session on the measure proposed by the Louisiana Democrat may be postponed for several days. (Date of April 14, is opening day for the baseball season.) Virtually all members of the committee are now away from Washington.

Witnesses Unknown

As yet the identity of witnesses who will appear at the committee hearings is not known. The FCC Bar Association will be given the first opportunity to testify, with the broadcasting industry next on the list. It is virtually certain that all the networks will be represented at the hearings, either by their own officials or by their lawyers. The FCC is last among the witness groups, but the Bar Association and the broadcasters will be permitted to appear again if they desire after the Commission presentation.

The Sanders Bill was introduced last August 5, as a companion measure to the one presented by Senator White (R., Me.). It, like the White Bill, which has received no attention since it was referred to the Senate Interstate Commerce Committee, proposes that the Commission be split into two sections, one to handle broadcasting and the other telephone, telegraph, cable, and radio communications matters.

Delay Significant

A group of three Commissioners would handle each of the two divisions of operations, with the Chairman acting in an administrative capacity and the full Commission coming in to handle issues and regulations relating to general policy.

While no reasonable guess can be made of the Sanders measure's fate at this time, it is thought significant that the committee has delayed more than eight months in beginning hearings. The FCC is expected to vigorously oppose certain portions of the Bill, largely those relating to the regulation of broadcasting.

WORDS AND MUSIC

By Sid Weiss

IF I WERE THE MR. BIG OF RADIO: I would start a campaign to sell the idea to heads of large corporations to remain on the air even though they had nothing to sell to the public because of lack of materials, priorities, conversion of plants to war work, etc. My argument would be that these corporations have spent millions to make their products household words and that unless the trade names are kept continually in the public mind, the public will only have to be re-educated in trade nameology after the war. Also the money spent in war duration advertising will support thousands who cannot be used directly in the war effort—and from these thousands will come many of the dollars for War Bonds and Stamps.

★ ★ ★

"Your Wednesday column," wires Peg Maloney of WKRC, "says Connee Boswell's first radio appearance since leaving the Crosby show was as Dick Gilbert's guest on WHN. Miss Boswell made two radio appearances on WKRC last month during stage engagements in Cincinnati. We should feel even prouder than Dick Gilbert."

★ ★ ★

TICKER TAPE: Irene Beasley looking for a male pianist to play some of the town's smarter spots with her... Charlie Warren back at Mills Music again... Overheard at NBC: "I don't see how they could squeeze a full-length stage play like 'The Front Page' down to one hour for radio." In the case of "Front Page," it was easy. All they had to do was cut out the cussin'!... A West Point wedding looms for Ruth (NBC production) Kiersted and Thad Dziuban, who will be graduated from the Academy next month... Colleen Ward under the weather with throat trouble... Ross Graham hops down to Chattanooga next month for the lead on "Chocolate Soldier"... Virginia Latimer, Abe Schecter's secretary, will be a bride next week... "Basin St." getting a new build-up with a new comic being added. They're also looking over new femme singers... Marge Morrow back at her desk after a week's illness... Irving Gaynor Neiman, writer of "Joe & Mabel," off to the army this week—Leo Hopkins will take over... Ditto Warren Bryan... Jacques Renard celebrating his 14th year in radio... Roger DeKoven signed for "Abie's Irish Rose"... Joe Whalen, of Jewel Music Co., getting married this Saturday to a Milwaukee belle... Carol Bruce signed as summer replacement for Fibber McGee show... And speaking of summer replacements, keep an eye and ear on Raymond Scott's "Powerhouse" tonite over CBS—an ideal summer filler for any man's show... Dinah Shore will double from the Wedgewood Room into the main banquet hall of the Waldorf Friday nite to entertain when the Navy awards its "E" to Norden Bomb Sight Co. Donald Nelson and other bigwigs will be on hand... Dave Gothard leaving for the coast soon. Overwork and impending breakdown given as the reason.

★ ★ ★

BETWEEN US: Geo. Shackley: Your "Moonbeams" show was one of the programs I was referring to when I said that I wished the networks would bring back soft music and poetry for late dialers... Herman Pincus: Understand your protege, the lovely and talented Alice Brent, is now vocalizing with Geo. Sterney's crew at the Belvedere in Baltimore... Judith Allen: Things seem to be breaking with the House of Field at last. One package show with yourself in it is on the verge of a sale—and a new sustainer is being considered by the networks... Jack Banner: Understand WNEW raised \$500 in its drive for contributions for ringside tickets to soldiers for the Louis-Simon fight... Tom Stix: Helene Heigh, who came in from the coast to take over the lead on "Johnny 2 x 4", gets her first radio assignment here tomorrow in "The Aldrich Family"... Ward Byron: Bill Wilgus will take over your "Fitch Bandwagon" chores while you're honeymooning... Geo. Abbott: Betty Wragge, one of radio's better emoters, is the latest to double in vocals. She'll open at one of the swank spots soon... Bob Kerr: A low bow from this dept. for last week's JVA broadcast via the Blue with those talented Victory Twins of yours... Maxine Keith: Good to see you back at WOV. We missed yuh!... Eddie Wragge: Caught your performance the other morning on "The Little Blue Playhouse" depicting the life of Sandy Nininger. Plenty good.

NRC Issues Booklet; Free Speech Aspect

(Continued from Page 1)

No. 79. Decision and findings by FCC are pending.

Booklet, entitled "Freedom of Press," and subtitled "What It Is and How It Was Obtained—How It Be Retained," has a foreword explaining the FCC's order concerning newspaper ownership of radio and other chronological events. Foreword also informs of the 3,500 pages of testimony, and witnesses who quoted in the book have approved the selection which has been made of their testimony as fairly representing their views. Witnesses generally have been quoted who testified on the aspects of free speech rather than those who testified technical or more limited issues.

Photographs Included

Foreword concludes with the statement that the booklet is intended to clarify the essential principles involved in that the excerpts presented are in the same sequence as heard before the Commission.

Biographical data and photographs of those quoted precede the quotations from the respective witnesses who appeared at the FCC hearings. A two-page list counsel who have appeared at the hearings for both sides also the personnel of the NRC steering committee.

Civil Defense Report Readied For 6 Outlets

(Continued from Page 1)

civilian defense in this area via programs on six stations. Titled "Are Ready—A Report of New York City's Defense Effort," the six-week of radio programs will be broadcast off Monday, April 13, by Mayor LaGuardia who will be interviewed on WEAF by H. V. Kalbfourn from 6:30-6:45 p.m.

This will be followed on succeeding nights through the week by interviews of top commentators WJZ, WABC, WOR, WMCA, WHN with heads of the various divisions of the Office of Civilian Defense here. Each commissioner will give a resume of the status of his particular department.

Meanwhile, the daily spot announcements stressing various aspects of the defense effort, prepared by the Novik Committee, continue to be aired by all local stations.

Repeat Web Favorite For Defense Work

(Continued from Page 1)

during earlier hours. Transcripts of the Fred Allen, "Blondie" and "Duffy's Tavern" broadcasts as well as those plattered from broadcasts of leading CBS dance programs, will be regular features.

Supplementing these mainstay live talent from the KQW staff, including Bob Roberts as a Charlie Marshall and his Mavis and patter lady Judy Deane. Production is by Glenn Dolberg.

To the Colors!

members of KOMA, Oklahoma City, are in the armed services. HARRY EDWARDS, engineer with the Signal Corps overseas; S. EINHORN, announcer, in Field Artillery Officers Training at Ft. Meade, Md.; BOB N., announcer at Will Rogers Oklahoma City; TAFT NICHOLSON, engineer, with the CAA

—vvv—
BRADY, announcer and newsman at KOA, Denver, has left for service as an aviation cadet, U. S. Navy. ED SPROUL, of the news department, leaving shortly for the U. S. Navy.

—vvv—
FRANKLIN TOOKE, program manager at KDKA, to the U. S. Navy as a lieutenant, J.G.

—vvv—
JENNINGS, of the announcer staff at KDFN, entered the U. S. Navy last week.

—vvv—
PH FALBERT, announcer at WPTZ, Pittsburgh, enlisted in the U. S. Navy, and assigned to one of the construction units.

—vvv—
HIVEY, announcer at WSB, Savannah, Ga., to Camp Gordon Naval Air Station, as an instructor in flight instruction.

Fills 3 Vacancies Created By War Service

has filled three vacancies in advertising, publicity, and special features created by the war. Ira Avery, formerly WOR night studio manager, named assistant to Julius Spach, WOR vice-president in charge of operations, replacing Carl Warren who joined the Navy as a lieutenant, junior grade. Charles Heim, III, formerly publicity manager of J. Thorpe, Inc., yesterday took over the station's publicity department, taking over the former duties of Ward Pack, who took the post of publicity when Jerry went on active duty with the Reserve.

D. Whitmore, formerly with WJHP, Orlando, and WJHP, Jacksonville, Fla., joined the special staff in place of Alvin Josephy, who went to Washington with the Office of War Information and Figures.

for Mexican Diplomat

is giving a luncheon today at the Ritz Carleton Hotel, New York City, in honor of Senor Ezequiel Padilla, Secretary of State For Foreign Affairs of the Republic of Mexico. Senor Padilla is visiting the United States for the first time.

★ **PROMOTION** ★

Baseball Plugs

To promote the coming baseball broadcasts over WCBS, Springfield, Ill., the station will stamp all mailing pieces with the details of the broadcasts. Staff members will be supplied with cards, that bear the same message to be distributed in their personal, and business contacts. Publicity department is using 150 placards plugging the broadcast in downtown spots, and both the station's lobby display, and downtown display window will carry the story of the broadcast.

Road Signs

WJTN, Jamestown has placed a series of 13 road signs at strategic points on highways in southwestern New York and northwestern Pennsylvania. Copy is in patriotic red, white, and blue and copy is general, merely plugging WJTN as the exclusive Blue Network outlet in the Chautauqua area. Phrase, "Jamestown is 1240 on Your Dial" is used.

Westinghouse Book

For industrial, central station, laboratory, and general use, portable switchboard and miniature panel instruments are described in a new 34-page booklet announced by Westinghouse Electric & Manufacturing Company. Somewhat the same in format as the popular and well-known quick-selector catalog, the new publication lists all instrument types for specific applications on an instrument selector chart. Special features, specification data, and full-scale range of standard ratings are included. Design features and physical characteristics of meter pivots, springs, pointers, and cases are described with a note on manufacturing methods and testing facilities are also included. Reproduced in the booklet are 120 photographs, 44 representative meter dials and 13 types of strip and circular charts. A copy of booklet B-3013 may be secured from department 7-N-20, Westinghouse, East Pittsburgh, Pa.

NEW BUSINESS

WCAE, Pittsburgh: The Anacin Co., through Blackett-Sample-Hummert, 15-minute programs Tuesday and Wednesday; D. S. K. Products, Inc., Wednesday anns. until June 17; Paramount Pictures, through Buchanan & Co., one 15-min. program plugging "The Fleet's In"; Gospel Broadcasting Assn., through R. H. Alber Co., one-hour Sunday program for one year.

WING, Dayton, Ohio: Kroger Grocery & Baking Co., 18 anns. weekly; Eagle Home Insulation Co., daily anns. through the spring season.

Chairman Fly Talk Set For Convention Of ACA

Washington—FCC Chairman James Lawrence Fly will address the annual national convention of the American Communications Association, the CIO union in the broadcast field, in Atlanta on April 13. The FCC chief is the only Government official on the program.

Coca-Cola Cancelling MBS "Spotlight Bands"

(Continued from Page 1)

agency, D'Arcy Advertising Co., as reason for the retrenchment and it was denied that the sugar shortage was a major factor in the decision to cut down on the radio budget.

Other Coca-Cola radio advertising which may be curtailed, or discontinued entirely, is the "Pause That Refreshes on the Air," featuring Andre Kostelanetz's orchestra with Albert Spalding, aired Sundays from 4:30-5:00 p.m. on 112 CBS stations, and the "Singin' Sam" "Refreshment Time" transcription spot campaign on 219 stations. Decision is expected to be made later this month.

Decision to junk the "Spotlight Bands" show on 125 Mutual stations, one of the more ambitious program series on the air, was reached late Monday night at a conference here of Coca-Cola Co. advertising executives and officials of D'Arcy agency. Broadcast Monday through Friday from 9:30-9:45 p.m., EWT, and from 9:30-10 p.m. Saturdays, the "Spotlight" series features a different name band each night.

That the Coca-Cola program represented \$2,225,000 in billings to Mutual was brought out last January during the hearing here on the NBC-CBS motions for temporary injunction to restrain the FCC from putting into effect its network rules and regulations. At that time Louis G. Caldwell, MBS attorney, raised the Coca-Cola issue in attempting to show that NBC Blue was utilizing its affiliation contracts to prevent Mutual from securing a satisfactory network for the program. At that time Caldwell stated that the business represented "close to one-third" of the network's total yearly revenue.

It was on the basis of the Coca-Cola show that Mutual acquired its present theater-studio on 39th St.

TODAY!



TODAY!

WEDNESDAY - 12:30

Luncheon of the
RADIO EXECUTIVES' CLUB
OF NEW YORK

At the Empire Room of the Hotel Lexington, 48th Street at Lexington Ave., New York City

BARONESS DE POLENZSKE who will speak on "Woman's Place In The War."

JIMMY JEMAIL The Inquiring Photographer of the N. Y. Daily News—with his questions and his camera.

BEVERLY KELLEY Radio Director—Ringling Bros. and Barnum & Bailey Combined Shows.

JOE CONGRESS Lecturer, News Commentator and Foreign Correspondent will discuss "The Lowdown on Marshal Petain" and NAZISM in France.

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

DOUBLE LINK IN COLUMBIA CHAIN THE HUDSON TO THE GREAT LAKES

WBX 270,000 METRO M'K'T
N. Y.'s ONLY RADIO STATION

★ ★ Coast-to-Coast ★ ★

GOVERNOR JOHN W. BRICKER, of Ohio, was principal speaker during the recent dedication program, when WKBN, Youngstown, increased its transmitting power to 5,000 watts. Mayor W. B. Spagnola of Youngstown also spoke at the ceremonies. Station will operate on 5,000 watts during the day and will soon complete engineering adjustments for the directional use of 5,000 watts at night. Last week WKBN signed for the airing of "Take It Or Leave It" sponsored on CBS by Eversharp, Inc.

Virginia Lawson Skinner, formerly associate director of consumer education of the Woman's Home Companion, has joined the staff of WTRY, Troy-Albany, N. Y., and will conduct a daily fifteen-minute program for Schaffer Stores, Inc., of Schenectady, firm which operates Empire Super Markets and Schaffer Stores. Using the nom de radio "Jean Lawrence" she is now heard 15 minutes daily at 10:30 a.m. The program stresses the angle of food as a weapon of defense. Program is fed to WKIP, Poughkeepsie, N. Y.

Susan Little, KROW's home economics commentator, and John K. Chapel, the station's news analyst, have averaged three good-will addresses weekly each during the last three months, appearing before school audiences, luncheon clubs, etc.

Hanns Leo Reich, who for the past six years aired a daily Austro-American program via WSBC, has been appointed by the local Office of Civilian Defense to translate the weekly "Message of the Day" broadcast by Chicago's Mayor Edward J. Kelly from English to German. Reich has an excellent record as a newspaperman and program producer, is a former Viennese author and editor.

Mark Forgette, sales supervisor for Knox-Reeves Advertising, Inc. which handles the Cleveland Indians baseball broadcasts on WHK-WCLE, was in Cleveland recently perfecting plans for the coming season. General Mills is co-sponsoring the games again this year with Socony Vacuum Oil Co.

Military hostesses chosen by the Worcester USO Entertainment Committee include WTAG secretaries Virginia Hanson and Eleanor Parmer. The WTAG "USO Girls" will serve as dancing partners for soldiers stationed at nearby Fort Devens. . . . Gil Hodges, former WTAG special events chief called to the service, is stationed at Fort McClellan, Alabama, where he has been appointed Company B reporter for the 23rd Battalion newspaper "The Combateer."

Melvin K. Whiteleather, foreign correspondent for the Associated Press, is being scheduled daily, Mondays through Fridays, on KYW, Philadelphia, for ten minutes of current comment on the latest war developments. He will be on the air each evening at 6:35. . . . Bonnie Stuart, KYW's warbler of sweet songs, and Art Hinett, the station's Swing King of the Hammond organ, have teamed together in two new fifteen minute programs which are being scheduled Mondays and Wednesdays at 6:45 p.m.

For the ninth straight year San Francisco Sunrise Easter Service from Mt. Davidson, on one of the city's highest peaks, was KGO-ed to nation-wide listeners. This year's show was relayed also via the General Electric shortwave station KGEI, to the Far East. . . . KGO's three-day series of Easter shows began with a network pickup on Good Friday afternoon, featuring the St. Luke's Choir in a presentation of "The Seven Last Words."

Johnnie O'Hara, KWK St. Louis senior sportscaster, and former radio operator on several transatlantic greyhounds, is teaching a course in "Radio Communications" to a class under the auspices of the American Women's Voluntary Service.

Henry Souvaine, Inc., reports recent additional sponsors for the syndicated serial "Mandrake, The Magician": Felber Biscuit Co. over Boston and Providence stations; and F. & R. Lazarus Co., department store in Columbus, Ohio.

Josef Cherniavsky's WEEL "Musical Camera" program is to be heard on WEEL, Boston, hereafter Mondays through Fridays, 5:15 to 5:45 p.m., and on Saturdays, 4:35 to 5:00 p.m. The Monday program is transcribed. Songstress Jean Collins is to be featured Tuesdays, Thursdays, and Fridays and Bill Elliot is to be heard on the program Tuesdays, Wednesdays, and Saturdays.

John D. Coke, formerly with WINN, Louisville, has been named promotion and publicity director of WFBM, Indianapolis. . . . Another addition to the WSP staff is Gene Vaughn, formerly of WSPD, Toledo, who has joined the sales staff.

Production staff of KROD, El Paso, recently dramatized the well-known Scripps-Howard editorial, "Wake Up, America! It's Late!" Ted Gates, program director at KROD, handled the production. Mrs. Ollie Lansden, society editor of the El Paso "Times," is being sponsored by the Borden Company in a 15-minute women's program heard each Wednesday morning at 10:30 over KROD.

Year's contract was recently signed by the Erie Brewing Co. for the airing six nights weekly of quarter-hour sports program over WLEU, Erie, Pa. Details were arranged by V. Hamilton Weir, WLEU general manager. . . . Bob Forster WLEU announcer, has left the ranks of broadcasters to join Uncle Sam's armed forces.

Bob Hansen, chief announcer of KUTA, Salt Lake City, is now vacationing in Minnesota. When he returns he will take up his duties in broadcasting games in the Pioneer League.

A dance remote from 185 miles distant was recently broadcast by WOWO, Fort Wayne, as a service to Indiana University students and alumni. Event was I.U.'s famous "Sweetheart Swing," featuring Bernie Cummins' orchestra and messages from student body. Hilliard Gates announced the show from the campus at Bloomington, Ind.

WJPA, Washington, Pa., has been added to the Atlantic Refining Co.-General Mills Western Pennsylvania Network which has been arranged to broadcast the Pittsburgh Pirates baseball games during the coming season. With Rosey Rosewell and Jack Craddock handling the play-by-plays, WWSW, Pittsburgh, will originate the games and feed in addition to WJPA, WKST, New Castle; WISR, Butler; WMBS, Uniontown; WJAC, Johnstown; and WFBG, Altoona.

"Red White and Blue Patriotic Revue" aired on WOW, Omaha, Neb., has been booked for Falls City, Neb. on April 15 and for Carroll, Ia. on April 19. . . . Broadcasts from eight different localities were made recently by Foster May, WOW special events director, and crew during a 700-mile hike made by the U. S. Army Fourth Cavalry Mechanized regiment from Ft. Meade, S. D., to Omaha.

Ethyl Foster, who is currently airing a series of Hollywood gossip programs over WIP, Philadelphia, Pa., is really Mrs. Ethyl Felt Rosenberg, wife of a prominent motion picture theater manager in Philadelphia. . . . Howard Jones, WIP special events announcer, is feeling none the worse for his recent broadcast during which he described the sensation of donating a pint of blood to the American Red Cross.

Ralph Edwards, quizmaster "Truth or Consequences," will be inducted into the "Order of the Radio" at a special luncheon meeting of the Advertising Club of New York to be held April 22nd. The order is an honorary society of men who have achieved outstanding success under 31 years of age. Comparatively unknown a few years ago, Edwards has gained nation-wide popularity through his program's success. Success has been the consequence of "Truth or Consequences."

In line with the nation's defense program, Jack Trapkin, transmitter engineer at WWRL, Woodside, N. Y., is serving as Radio Scout Leader W2MTL, Boy Scout amateur radio station. Trapkin instructs the scout in the code and theory of radio operation with a view toward enabling them to become radio operators.

Recent addition to the announcer staff at KGLU, Safford, Ariz., Willard Shoecraft, who will fill position formerly held by Plumlee now serving in the army.

Sherry O'Brian, local newspaperman is pinch-hitting for Lanse Curley, "Daily News" sports editor and commentator on WDAS, Philadelphia, during the latter's hospitalization. McCurley will return about two weeks. . . . M. Leonard, WDAS commentator has been appointed supervisor of diction for contestants in the "Miss Philadelphia" contest, soon to be held in Philadelphia. He is also advisor on matters for a group of debutantes who found it necessary to make numerous mike appearances in interest of various social service agencies.

Three years of continuous scholarship on WWJ, Detroit, will be completed on April 9 by the Michigan Milk Producers' Association. During its time on the air three newscasters have handled the shows: C. C. Finner, Lee J. Smiths and Austin G. The current reporter. . . . Comment program by Ty Tyson, veteran announcer at WWJ, has been renewed for 13 weeks by La F. Cigars.

WGBR Plans To Resume When Equipment Arrives

Goldsboro, N. C. — Following meeting of stockholders here announcement was made by WGBR which was destroyed by fire a few days ago, that the outlet will be back to the air "as soon as possible." Prompt delivery of replacement equipment has been promised, it is said. Mrs. Talbot Patrick was elected vice-president of the radio station to succeed her husband, who had accepted a defense position in England.

1942 BIRTHDAYS

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

- | | |
|-----------------|----------------|
| Arthur Allen | Bill Curtis |
| Bert Gordon | Tito Guizar |
| Thornton Fisher | |
| Martin Gunther | D. C. Hornburg |
| Ray Huhta | Lulu McConnell |
| Robert Schmid | |

19, NO. 7 NEW YORK, N. Y., THURSDAY, APRIL 9, 1942 APR 13 1942 TEN CENTS

WPB Final Authority

Recorded Serial Now On 720 Outlets

The War Production Board yesterday claimed its transcribed "You Can't Do Business With" has broken all best-selling recording records. Total of 720 commercial stations now are carrying the series, at their own request plus 22 stations affiliated with it, two stations in Hawaii, two in Canada, one in Alaska, one in the Virgin Islands and four in Puerto Rico. The disks are frequently as

(Continued on Page 5)

Tele "First"

First eight approved dress models incorporating restrictions released by the War Production Board yesterday, will be introduced publicly for the first time today on a CBS television program by Stanley Marcus, WPB Apparel Consultant. Program will be televised at 8:05 p.m. on WCBW.

Sanders Bill Hearing Likely After April 20

Washington Bureau, RADIO DAILY
Washington—Possibility of a delay in the hearings before the House Interstate Commerce Committee on the Sanders bill to split the FCC into two sections and change certain broadcasting regulatory provisions, now slated for April 14, was foreseen yesterday with the indication that the Senate will be in a virtual recess until April 20. It is thought that many Congressmen will remain in their home districts—where a large share of them are now firing the first

(Continued on Page 5)

FCC-Awards Procedure: Defers Date To May 19

The War Production Board's National Radio Committee-making announcement that its annual Spring luncheon is being deferred to May 19, at the Hotel Pierre revealed that it had returned to a poll the classifications of radio drama and other forms of entertainment "because they serve well to keep morale high during war-time." Ballots already have been sent out and must be returned

(Continued on Page 2)

Wallenstein Tells Plans For Radio Opera Festival

Plans and objectives of the First National Opera Festival which Mutual will broadcast May 7-18 were outlined last night by Wallenstein, WOR musical director to radio editors and music at an informal dinner here. The festival is presented in cooperation with the U. S. Treasury Department to

(Continued on Page 2)

Valedictory

Charles Gus Chan, only Chinese news commentator in the country, will make his final radio appearance before joining the armed forces of the U. S. on the United Nations Relief program Saturday night on the Blue Network. Chan, who has a regularly scheduled news period on WWRL, Woodside, resigned that position and volunteered with the Army.

Stringent Curtailment Of Construction On Projects Of \$5,000 Or More Moves FCC Out Of The Picture

Canada Names Radio Essential Industry

Ottawa—Radio has been placed in the "essential occupation" category in the Canadian manpower mobilization program presently under way with the registration of all men and women employed in the Dominion. Elliott M. Little, newly appointed director of national service, in an

(Continued on Page 3)

Washington Bureau, RADIO DAILY
Washington—Final authority to permit the construction of new broadcasting stations apparently was taken over from the FCC by the War Production Board yesterday with announcement of a new stringent construction curtailment order providing that any "project" involving a cost of more than \$5,000 and requiring use of critical materials must receive WPB certification before work

(Continued on Page 3)

Blue Web Issues Denial Re Rate Card Juggling

Keith Kiggins, vice-president in charge of stations of the Blue Network, yesterday issued a statement "flatly denying" a report the Blue was offering nighttime periods at daytime rates. The statement follows: "The stations department of

(Continued on Page 3)

Paper Cut To Hit FCC Releases To Stations

Washington Bureau, RADIO DAILY
Washington—The FCC may be forced to drastically reduce its mimeographing of public notices, now sent to all broadcasting station licensees, in line with other Federal agencies, it became known yesterday. The Budget Bureau has ordered all Government agencies to make additional cuts in paper use. It was pointed out at the Com-

(Continued on Page 5)

Texaco-Fred Allen Show Buys Time On Short-Wave

Broadcasting of commercial programs via shortwave to U. S. armed forces abroad has spread to CBS sponsors, with Texas Co. first to buy time on Columbia International stations for its Fred Allen show. NBC International stations currently are

(Continued on Page 2)

"People Are Funny" Replaces "Capt. Flagg"

Brown & Williamson Tobacco Corp. has set "People Are Funny," aired for the past three years on the west coast under the title "Pull Over, Neighbor" and "All Aboard," to replace

(Continued on Page 2)

Spanish Sports Series On CBS Int'l Outlets

Luis Alcivar, Ecuadorean athlete and swimming champion who has just completed a series of tank contests in this country, has been engaged by CBS to broadcast a weekly

(Continued on Page 3)

See Supreme Court Decision Influencing Pending Actions

Another Navy 'E' Award To Be Aired Over KDKA

Pittsburgh—Another all-Navy "E" award to a war industry in the greater Pittsburgh area will be broadcast by KDKA Tuesday, April 14, from 1-1:30 p.m. Recipient of the honor is the New Kensington works of the Aluminum Company of America and the broadcast will originate from the

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Several cases held in abeyance by the District of Columbia Court of Appeals pending Supreme Court action in the case of WCPO, Cincinnati, will probably be decided by the lower court on the basis of Monday's decision by the high tribunal. When the Supreme Court, in a 6-2 decision, upheld the right of the lower court to issue a stay order against an FCC regula-

(Continued on Page 2)

REC On Spot

Six members of the Radio Executives' Club who attended yesterday's luncheon at the Lexington will be spread over the editorial page of the New York "Daily News" next Wednesday. Jimmy Jemal, the "News'" inquiring photographer, spoke at the meeting and queried attendees on a new name for the war, as per FDR's recent suggestion.



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FINANCIAL

(Wednesday, April 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	117 1/2	116 3/8	116 3/4	- 1/4
CBS A	9 1/8	9 1/8	9 1/8	+ 1/8
CBS B	9 1/8	9 1/8	9 1/8	0
Gen. Electric	24 1/2	24	24	- 3/8
RCA Common	3	2 7/8	3	+ 1/8
Westinghouse	69 1/4	68 1/2	69 1/4	- 1/4
Zenith Radio	12 1/4	12 1/8	12 1/4	- 1/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	1 5/8	1 7/8
WCAO (Baltimore)	15 1/2	19 1/2
WJR (Detroit)	16	19 1/2

Cloutier Music Director Of NBC Recording Div.

Norman Cloutier has been named musical director of the NBC Radio-Recording Division by C. Lloyd Egner, vice-president in charge of recordings. He succeeds Oscar Turner, who resigned.

HONOR ROLL

Employees of the following stations have signed up one hundred per cent with the Treasury Department Pay-Roll War Savings Plan. Additional stations will be listed from time to time as made known to the Treasury Department.



WBNY, Buffalo, N. Y.; WJHL, Johnson City, Tenn.; WHLN, Harlan, Kentucky; KGLO, Mason City, Iowa; WOV, New York; WHO, Des Moines; KFAM, St. Cloud, Minn.; WBRY, Waterbury, Conn.; KGKB, Tyler, Texas, and WGIL, Galesburg, Ill.

Another Navy 'E' Award To Be Aired Over KDKA

(Continued from Page 1)

speakers stand at the plant. Graham McNamee will be emcee and the "E" pennant will be awarded by Rear Admiral A. E. Watson, USN, and accepted on behalf of the company by Roy A. Hunt, president, and on behalf of the employees by Ralph M. Ferry, superintendent of the plant.

Also heard on the program will be Robert F. Withers, senior vice-president and treasurer of the company. The invocation will be given by the Rev. E. L. Boetticker. Music will be provided by the Aluminum City Band while Bill Sutherland, KDKA chief announcer, will assist McNamee in handling the program.

Texaco-Fred Allen Show Buys Time On Short-Wave

(Continued from Page 1)

airing transcriptions of NBC and Blue commercials for 19 sponsors.

ET's of the "Texaco Star Theater," aired Sundays from 9-10 p.m., EWT, on CBS, will be shortwaved via WCRC, WCBX and WCBA the following Sunday from 11-12 noon, EWT, beginning April 19. This will put the Allen program opposite Alka Seltzer's "National Barn Dance" which is re-broadcast on NBC's WRCA and WNBI at that hour Sundays.

Buchanan & Co. handles the Texaco account.

Wallenstein Tells Plans Of Radio Opera Festival

(Continued from Page 1)

aid the sale of War Savings Bonds, the Festival, first large scale radio series to be devoted exclusively to American operas, will be broadcast every Thursday from 8-9 p.m., EWT.

"Opera should be for the millions, not for the few," Wallenstein stated in explaining the series which will present seven outstanding operas composed, written and sung by Americans. "Aside from its value in stimulating the sale of War Savings Bonds and Stamps, the First American Opera Festival can serve another patriotic purpose," Wallenstein added, "for through such projects as this America serves notice that it can and will preserve and extend its culture in wartimes."

First Cycle on Air

Said to be the first time any organization, including the major opera companies, has ever produced a cycle of American operas, Wallenstein's Festival will present one world premiere and six operas which have never before been broadcast.

The schedule follows: May 7, George Gershwin's "Porgy and Bess"; May 14, Douglas Moore's "The Devil and Daniel Webster"; May 21, Gian-Carlo Menotti's "The Old Maid and the Thief"; May 28, Quinto Maganini's "Tennessee's Partner"; June 4, the Virgil Thompson-Gertrude Stein "Four Saints in Three Acts"; June 11, the Aaron Copland-Edwin Denby "Second Hurricane," and, June 18, the Deems Taylor-Edna St. Vincent Millay "The King's Henchmen."

WNRC-Awards Procedure; Defers Date To May 19

(Continued from Page 1)

not later than April 20, it was stated. Results of the annual poll, which deals largely with radio, will be made known at the dinner May 19 at which Madame Yolanda Mero-Irion, chairman and founder of WNRC, will preside.

Kamman Promoted

Bruce Kamman, who has been an NBC production director in Chicago and New York since 1930, has been named assistant to Wilfred S. Roberts, eastern production manager of NBC, succeeding George Maynard, who has enlisted in the army. Kamman will be in charge of musical productions.

COMING and GOING

CLARENCE L. MENSER, national program director of NBC, and A. E. DALE, director of public relations, back in town yesterday, forming the vanguard of the network executive returning from the Coast meetings.

ROGER W. CLIPP, general manager of WFIL Philadelphia, is here for conferences at headquarters of the Blue Network.

J. L. BOWDEN, station manager of WKBN CBS outlet in Youngstown, is spending these days in New York on station business.

JOHN R. LATHAM, executive vice-president of American Network, has returned from business trip to Washington.

FULTON LEWIS, JR., in Detroit for tonight broadcast of "Your Defense Reporter" program in cooperation with the National Association of Manufacturers.

CHARLES BARRY, eastern program manager of the Blue Network, off on a business trip to Washington.

HARRY H. WRIGHT, sales promotion manager of WJLA, Baltimore, up from Maryland for a few days with the station's New York representatives.

RAYMOND JEFFERS, of the Russel M. Sevigny Agency, Chicago, has left on a flying trip to six Florida air bases in the interest of the "Plantation Party."

HARRY BITNER, vice-president and general manager of WFBM, Indianapolis, is back at his headquarters following a vacation spent in Florida.

Supreme Court Decision To Affect Pending Suit

(Continued from Page 1)

tion, it was considered here as a major triumph for the broadcasting industry.

The District Court has several cases now pending, and action on these expected soon. Among them is the NBC appeal, in behalf of KOA, Denver, against the FCC decision granting full time to station WHDH, Boston, on the 850 kc. clear channel. The Boston station is now making preliminary program tests, operating full time, and has entered an agreement with the Blue Network to become the Blue's Boston outlet on June 1. Should a stay order be issued, WHDH might have to go back to limited time operation on 830 kc. pending final settlement of the case.

Other appeals for stay orders, which decisions are now looked for, include those of Frequency Broadcast Service, New York FM applicant, and WOAX, Trenton, N. J., operators of WTNJ, fighting FCC authorization for a new station in that city.

"People Are Funny" Replaces "Capt. Flag"

(Continued from Page 1)

"Capt. Flag and Sgt. Quirt." No show, with Art Baker and Art Linletter as emcees, goes into the B&O 10-10:30 p.m., EWT, slot on 64 NF Red stations this Friday. "Flagg Quirt" was dropped by the sponsor at the request of the Marine Corps, which considered the program complimentary to the Corps.

"People Are Funny" is written by John Guedel and bases its appeal on contests, games and questions on a line travel with the United States.



AT YOUR SERVICE
The Brilliant Sales Magic of
MANDRAKE the MAGICIAN

A successfully tested transcribed quarter hour series three times weekly. Available regionally and locally. Write for copy of novel booklet describing exciting and sure-fire merchandising plans.

The Transcription Dept.

HENRY SOUVAINE, INC.

Copyright 1934
Kling Features Syndicate, Inc.

30 ROCKEFELLER PLAZA, N. Y. C.

CI 7-5666

B Final Authority New Station Okay

(Continued from Page 1)

... started. While broadcasting... were not mentioned specifically in the order, its general terms... doubt that it was applicable to radio industry. Issued by WPB... of Industry Operations... O. Knowlson, the order covers... construction, remodeling or... of any building, structure... project or additions thereto... extensions or alterations thereof, not including maintenance or...

FCC Sanctions Insufficient

... under the practical working... order persons desiring to construct a new broadcast station will... receive FCC sanction as here... that in itself will no longer... enough since the regulation stipulates that "no person can begin construction or order, purchase or acceptance of material in order to begin construction" without a WPB authorization. Applications will be made... priorities assistance in obtaining... as in the past, but WPB now... not issue preference ratings unless it is satisfied the construction is essential."

... order was viewed in some... as an indication that WPB... man Donald M. Nelson and... DCB Chairman James Lawrence... do not see eye to eye on new... construction. While certain... of construction are exempted... the regulations, there is no... of new building which has... authorized by Federal regulatory... agencies like the FCC.

Construction Policy Unchanged

... according to observers here, it... edly will be more difficult to... a permission for new-station... ruction from WPB than it has... from the Commission. While... announced policy of the DCB... FCC has been to permit the... ing of new stations or the im... of existing facilities where... ate primary service does not... dy exist, WPB has been tighten... p steadily in its restrictions and... be difficult to convince that a... station is essential to the war...

... however, Commission sources de... ed that the fundamental policy... in effect in respect to new sta... grants will not be changed by... egulations. It will possibly make... ore difficult to obtain construc... permission, they said, and cause... red tape, but the basic policy... ins the same. Applicants will... ue to go to the FCC first for... mission and if it is shown that... proposed station is one which... furnish service in an area not... ately provided for at present... Commission will grant the con... tion permit.

Power Additions Also Affected

... since the station then would have... ved the "war essential" stamp... one agency, it is thought it... ably would receive WPB ap... al to go ahead. While power additions or similar



PROMOTION



"Inter-American Forum"

In line with the Government's "good neighbor" policy toward Latin America, KQW in San Francisco has added a weekly feature called "Inter-American Forum of the Air," a half-hour discussion Tuesday nights of problems of importance to the western hemisphere. The show is produced in collaboration with Dr. Jose Aubertine, president of the Inter-American Forum of San Francisco. Sitting with Dr. Aubertine, who will serve as moderator, are Consul General J. J. Martinez-Lacayo of Venezuela, dean of the 'Frisco consular corps; Adus Horney, formerly manufacturer's agent in Argentina, and Ricardo Gutierrez, member of the "Inter-American Forum."

WCKY P.A. System Sells Stamps

With permission of city and Army officials, WCKY, Cincinnati, broadcast punchy War Savings Stamps announcements over their public address overlooking Fountain Square where a large Army Day demonstration was being held. A special booth on the Square sold Savings Stamps while WCKY broadcast special announcements every fifteen minutes calling attention to the fact.

Blue Web Issues Denial Re Rate Card Juggling

(Continued from Page 1)

... the Blue Network today wired all affiliates a flat denial of the assertion appearing in a trade paper that the Blue is offering nighttime periods at daytime rates to General Mills." The Blue was unwilling to release full text of the wire to affiliates.

Trade paper report (which did not appear in RADIO DAILY) was to the effect that the Blue was attempting to lure the General Mills' "Lone Ranger" program away from Mutual and that the latter had circularized its affiliates asking whether they would accept the General Mills business at reduced (daytime) rates in order to hold the account. According to the story, Blue had offered to schedule the "Lone Ranger" at 6-6:30 p.m., EWT, at a daytime rate although that time normally draws nighttime prices. MBS carries the series at 7:30-8 p.m., EWT.

... improvements to existing facilities would also fall under the WPB regulations if they would cost more than \$5,000, it was emphasized that the order does not affect ordinary maintenance and repair work to return a structure to sound working conditions without a change in design. Repair means, it was said, "the restoration without change of design of any portion of a project to sound working conditions when such portion has been rendered unsafe or unfit for service by wear and tear, damage or other similar causes," while maintenance is "the upkeep of a project in sound working condition."

Aiding Bond Sale

"Bert and Eddie," song and patter team on KROW, Oakland, have devised a new method to promote the sale of defense stamps and bonds. The boys, sponsored daily by clothier Money-Back Smith, are asking listeners to clip a recently published picture of them from the Oakland "Shopping News," sending in the photo with a dime for an autograph. When autographed picture is returned each listener receives a "surprise" — a 10-cent defense savings stamp purchased with the dime. Idea is to encourage more persons to begin stamp books. The clothing account was placed on the station recently by the Sydney Garfinkel advertising agency.

Army-Poster Contest

One hundred posters drawn by Springfield, Mass., residents have been submitted in a poster contest sponsored by WBZ and WBZA in cooperation with the Army. Theme of the contest is the necessity for absolute silence about movement of Army equipment and personnel. Army officials and newspaper and advertising representatives will judge the contest.

Canada Names Radio Essential Industry

(Continued from Page 1)

... interview put radio and newspapers in same class as essential services. "Certain activities in radio can be dispensed with and some cannot," he said, adding that a survey will be made of radio to determine to what extent those activities not essential can be dispensed with to free manpower for more essential wartime employment.

As an essential industry, radio is permitted to hire personnel without a government permit, now required for taking on employees in restricted industries.

Spanish Sports Series On CBS Int'l Outlets

(Continued from Page 1)

... review of sports news in Spanish for Latin America. To be transmitted southward via two of Columbia's three international stations, WCRC and WCBX, every Monday from 7:45-8 p.m., EWT, his microphone talks will cover the entire realm of wartime athletics in the United States. Alcivar is on leave from his post as publicity director of Cre del Ecuador, of the CBS Latin American chain.

* BMI * BMI * BMI * BMI * BMI * BMI * BMI * BMI *

Songs that KEEP 'EM LISTENING!

✓ THE MEM'RY OF THIS DANCE

by Ben Selvin and Bob Effros

Already recorded by

Glen Gray
(Decca)

Horace Heidt
(Columbia)

Hal McIntyre
(Victor)

Tony Pastor
(Bluebird)

Ginny Simms
(Okeh)

✓ A LITTLE BELL RANG

by Joan Whitney and Alex Kramer

A new number by a team of Hit Parade headliners

Coming! Two songs of great promise soon to be released:

STARLIGHT SONATA—by Helen Bliss and Henry Manners

SWEET TALK—by Robert Sour and Una Mae Carlisle

Broadcast Music, Inc.

580 Fifth Avenue

New York City

* BMI * BMI * BMI * BMI * BMI * BMI * BMI * BMI *

Los Angeles

By JAC WILLEN

THE John Beverly Hollywood Radio Playhouse debuted over KFVB recently, presenting "Rendezvous For Three" as the first in a weekly series of half-hour plays. Anne Nagel, well known screen star, was first of a long line of planned screen personalities to guest on the program, playing opposite producer-actor John Beverly, with David Marshall acting as narrator, and a complete Hollywood Radio Playhouse cast.

Following the "aired" portion of the evenings program, which was well presented, an hour of fine entertainment was provided for the audience, showing to fine advantage the many pupils and professionals who are being coached in the ways of radio at the Playhouse. Among those performing were Freddi Milburn, Jane Ward, Luring Andrews, John Pedrinni, whose fine baritone voice was heard to good advantage, the young-but-well-known Chuck Falkner and his orchestra, and the fine lyric coloratura soprano Vonola Knisley.

Miss Yvonne Caruso, talent director of the group, also arranged for such sterling artists to appear on the program as Ernest Toby, famous 14-year-old concert pianist, the sensational young dance team Vic and Val, and the well-known radio team of "Three Dots and a Dash." Joseph Wayne provided organ accompaniment, and some fine solo numbers. George Jay emceed the show.

Edward G. Robinson, managing editor star of CBS's "Big Town" series, will play a similar role in his next Warner Brothers motion picture, to be titled "Deadline."

Campaign slogan of Hedda Hopper and other film and radio stars conducting an intensive membership drive for the Volunteer Army Canteen Service—"VACS" to Hollywood—which provides recreational facilities for soldiers, is "Come on, get VACS-inated."

If the California State Guard is called to active service—and there is every indication at present that it will be—Rudy Vallee will be given charge of a detachment of troops guarding a well-known Southern California aircraft factory.

Striking Home: Fibber McGee Maestro Billy Mills and others of Hollywood's Genesee Street were shocked this week to learn that the "pleasant" little Jap who tended gardens in the neighborhood for several years prior to the Pearl Harbor attack, was a high ranking Nipponese army officer. Revelation came when the Jap was "nipped" by the FBI and placed in an interment camp for the duration.

MUSIC RIGHTS MAN

Experienced in all phases of copyright and clearance-supervision of music library-transcription and recordings—Seeks new opportunity. Write RADIO DAILY, Box 529, 1501 Broadway, New York City.



Little Shots About Big Shots!

● ● ● The Schaefer Beer program is slated to be moved out of its current local NBC spot to make way for a strip and the agency went to another network but the deal didn't go off, we understand... Columbia Pictures interested in making a deal with Gabriel Heatter for a series... One new show is so upsetting that the creator doesn't speak with the writer, the writer doesn't talk with the agency director and the star only speaks to God... CBS Television will shortly air a weekly series of prize fights which'll feature men of the army, navy and marine personnel... Walter Maier, formerly associated with Long Island broadcasting, has taken over the ownership of the Beachcomber, Broadway nitery.

● ● ● There is a saying to the effect that you can stand in Times Square and sooner or later see everyone you ever knew pass by. WJSV now claims to be the Times Square of the Columbia Broadcasting System... A recent Tuesday afternoon found these CBS executives on hand: H. Leslie Atlass, Chicago vice-president; A. B. Chamberlain, CBS chief engineer; M. R. Runyon, CBS executive vice-president; Earl Gammons, WCCO general manager; C. L. McCarthy, KQW manager; Cedric Adams, the news commentator with the amazing Hooper from WCCO; Bevo Middleton, radio sales, New York; Graham Tevis, CBS engineer; Bill Schudt, of Columbia Recording Corp.; and Kate Smith... Harry Crow, WJSV auditor, made a little space by visiting New York.

● ● ● In charge of making draftees happy at Fort Snelling while awaiting transfer to regular army posts and entertaining students at the naval air base near Minneapolis is Ray C. Jenkins, KSTP sales manager and himself a war veteran... Jenkins, who served with the engineers in the Second Division in World War I, has been named chairman of the American Legion Military and Naval morale committee which arranges all entertainments at Fort Snelling, at the air field and at the USO Service Men's Center in Minneapolis. In addition the committee coordinates all entertainment for the army, the navy and the marine corps in Minnesota... So far Jenkins and his aides have presented a nightly program of either local or visiting talent or motion pictures at the fort, and weekly entertainments at the naval base and the Minneapolis USO headquarters... Now Jenkins is organizing a traveling unit of local talent which will be augmented by name bands and make the rounds of the three Twin Cities service men's centers, Camp Ripley in northern Minnesota and any other training centers which might be established this summer.

● ● ● WTMJ recently enjoyed the distinction of presenting the first United States broadcast of the new "streamlined" version of the national anthem... Described as "taking the anthem away from the soprano and giving it to the people," it was sung on four WTMJ programs by Gordon Gray during convention of the Music Educators' National Conference. Gray is a member of the Milwaukee Florentine Opera Chorus... The new version, dropped from B flat to A flat, was written by Major Howard Bronson, music officer in the special services division of the War Department, and Dr. G. S. Howard, associate professor of music at Pennsylvania State College... Both attended the convention and announced that the lower keyed anthem had been published for use by Army bands. They asked conference support of a movement to "sell the Star Spangled Banner back to our people."

—Remember Pearl Harbor—

San Francisco

A RIVAL for KSFO's daily "Farm Journal," a roundup and forecast of agricultural news conducted by Austin Fenger, and sold to sponsors on a participating basis, has been announced by KPO, local red network station. Titled "The Agriculture Bulletin," the show will be heard at 5 o'clock five nights weekly, Mondays through Fridays. Eddie King will voice the program, which will be written and edited by the station's agricultural department.

KROW arranged with the Richmond Shipbuilding Corp. to broadcast the cheering news of Gen. MacArthur's appointment, as supreme United Nations' commander in the Pacific, to the thousands of defense workers at the plant. A special newscast from the station was piped to the company's loudspeakers — and cheered lustily.

Gertrude Chavis, formerly of KTAB and KSFO, has joined the accounting staff of KPO. Carl Kalash, young western violinist, has been given his own program on KPO, conducting weekly "Moonlight and Music" orchestral show, featuring his violin in Gypsy numbers.

Jimmy Matthews, veteran western coast announcer, has joined KQW to replace Ned Burman, now a lieutenant in the Marines... Ken Ackerman, ex-KFBK, Sacramento, also has joined KQW's mike staff... The station is now releasing "Valley Lady," starring Joan Blaine, via CBS web five days a week... Ed de Gauer of KQW expects his Army call almost daily.

Juan Trasvina, announcer and Spanish news editor for General Electric short-waver KGEL, recently married Carmen Puente, daughter of the Frisco agent for the Mexican National Railways.

New SESAC Listing

SESAC, Inc. has released an augmented list of Spanish and Latin American Music on phonograph records and sheet music, which is available to its subscribers. Three labels are represented in the list of recordings: RCA-Victor, Odeon, Columbia. In addition to individual music compositions, five albums of Latin American and Spanish music have been added to the available SESAC catalogue.

Senators Bill Hearing Likely After April 20

(Continued from Page 1)

rain shells—until the end of the recess, with the house continuing routine sessions until then. Answer of Representative Cox Commission charges that he acquired 25 shares of stock in an Atlanta Ga. broadcasting station (WB) to represent the station before the Federal body, as well as his renewed attack on Chair-Fly, will probably also be dealt with until the full House is back in session. The Georgia Congressmen it is felt, wants to launch his attack before the largest post-audience.

Sen. Aiken Attacks FCC

At the same time, the FCC has been a target for Congressional attack with Senator Aiken (R-Vt.) leading it for "evasion of Civil Service Rules." Senator Aiken alleged the Commission had tried to "lobby" by an attempted change of the job classification of its permanent secretary, making the post position in legislative matters and relations with broadcasting communications companies in line with its present status as an administrative job.

Other Senators are expected to refer to the Vermont Republican's charges, however, as in his attack he brought up the name of Edward Cooper, now clerk of the Senate Interstate Commerce Subcommittee investigating the telegraph merger legislation. It is understood the other Senators feel that Cooper, who had been recently mentioned for the vacant permanent secretaryship a few months ago, was treated unfairly when Aiken stated that he was a "lobbyist." The Commission's requested job classification change was rejected by the Service Commission, and a new permanent secretary has not been named.

Co-op Baseball Lever Bros.-Gen. Mills

Lever Bros. and General Mills, continuing to set cooperative sponsorship of baseball schedules, have lined up two more stations, WJSV, Washington, D. C., and WIBC, Indianapolis. Lever will carry the Senators' broadcasts for Lifebuoy and Wheaties. WIBC will air the Indians' schedule.

Chick McDonald, on the air for General Mills for the seventh consecutive season, will do play-by-play for W and Bert Wilson for WIBC. Thrauff & Ryan is the Lever Bros. agency and Knox Reeves, Minneapolis, has General Mills account.

WANTED TO BUY:

Used broadcast modulation monitor and broadcast frequency monitor. 833 tubes. State type, condition cash price. Box 528, Radio Daily, 11 Broadway, New York City.

NEW PROGRAMS—IDEAS

OFF Announcements

In cooperation with the Office of Facts and Figures, WINS, New York, is currently airing one of four announcements before or after every newscast and commentator's broadcast on the station. Announcements are: "Don't play into the axis' hands by spreading rumors. Your press and radio give you all the true facts of the war"; "The repeating of rumors plays into the axis partners' hands. Your press and radio give you true facts of the war"; "The American press and radio give you the true facts of the war. Rumors help the enemy. So don't you play into the axis' hands by spreading rumors"; "Don't become an axis partner by spreading rumors. The American press and radio give you the true facts of the war."

"Take A Look"

NBC Radio-Recording Division has just released "Let's Take A Look In Your Mirror," a new syndicated recorded series of 156 five-minute shows featuring Stella Unger, addressed to the "woman of today." Miss Unger draws upon her knowledge gained from Hollywood glamour gals, to tell women how they can become more charming and thereby happier, more courageous individuals, better equipped to carry on in these troubled times.

Paper Cut To Hit FCC Releases To Stations

(Continued from Page 1)

Commission that the FCC is required by law to mail large numbers of notices and actions to licensees, thus making it difficult to reduce either the size of its mailing list or the number of types of material sent. The probable solution will be a consolidation of the material, instead of the present practice of mimeographing by classifications.

Annual reports for agencies like the Commission, it is thought, may go by the board for the duration of the war or, at least, future reports will probably be tremendously slashed in size in contrast with the several hundred-page documents issued heretofore.

Meanwhile, space problems of the crowded FCC were solved considerably yesterday when most of the Commission accounting department was shifted from the new Post Office building here to the Champlain apartments at 14th and K streets. The WPB communications branch and part of the office of Assistant Chief Engineer Gerald Gross will take over the vacated space.

Gross and some of his staff also will take five rooms on the seventh floor of the Post Office building which has been occupied by other units of the accounting department and his former offices on the first floor will go to the extremely crowded personnel section.

Chief Accountant William Norfleet

Late P.M. Sports

Designed for the estimated 25,000 defense factory workers whose shift runs from late afternoon to late evening, is "Sports Final," a new nightly 45-minute program originated by WGAR, Cleveland. Realizing that these workers will miss the baseball games, box fights, races, etc., manager John Patt set up the series as a morale builder and public service. The shows, handled by Bob Kelley, WGAR sports editor, are scheduled for 11:15 each night and feature late recordings as the musical element. Kelley will present a complete play-by-play resume of the Cleveland Indians' ball games, race results, scores of all major league games, fight results and whatever is newsworthy in the sports world. Sports notables will be interviewed when possible.

"Reveille Time"

New program called "Reveille Time" was inaugurated last week on KMOX, St. Louis. Shows are aired daily and are directed especially to service men in training camps. They feature live talent with songs by Fred Kirby, Sally Foster, the Miccolis Sisters, Hal Choisser and the Ozark Mountaineers interspersed with news, sports and camp gossip of special appeal to the men in the service. Carl Christopher and Lambert Kai-man handle the announcing.

Landau-WHN Agreement Being Set Out Of Court

Suit of A. B. Landau, Inc., against Marcus Loew Booking Agency (WHN) is in the process of out-of-court settlement and the motion, filed March 25, has been withdrawn from Supreme Court here. Some cash settlement will be made, it is understood.

Landau firm, which runs the "American-Jewish Hour" on WHN Sunday afternoons, selling portions of the time to various sponsors, had sued for an injunction to prevent WHN taking over a portion of the time allegedly contracted for. According to the complaint, WHN had preempted the 15-minute period directly preceding the Dodger baseball games.

Herman Saluting Camps

Woody Herman's orchestra, which broadcasts three times weekly over CBS from the Hotel New Yorker, began its practice of saluting training camps and bases of the nation's armed forces Saturday, April 4, with a tribute to Col. Brock and his men at Keesler Field, Miss.

will be transferred to the personnel section's old quarters. The Commission accounting department will take over the first three floors of the seven-story Champlain building, with the remainder slated for units of the foreign broadcast monitoring service, expected to move in later during this month.

OEM Recorded Serial Now On 720 Outlets

(Continued from Page 1)

four times a week, it was stated by OEM in claiming widest distribution of any radio program.

OEM issued the following statistics on circulation of "You Can't Do Business With Hitler," which is based on the book by Douglas Miller:

In 85 cities, where rival radio stations refuse to carry the same programs except when the President speaks to the country, "You Can't Do Business With Hitler" is being given by from 2 to 10 competing stations.

Three Stations in Philadelphia

In New York, 6 stations carried the program. Now 4 others have started it, 2 of them commencing from the first transcription.

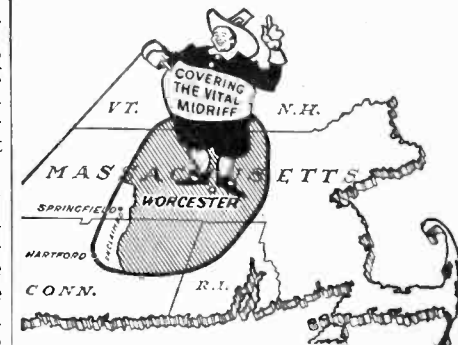
In Philadelphia, for the past 10 weeks, 3 stations have been carrying it and yet 4 other Philadelphia stations have asked for the transcriptions and plan presenting the series from the beginning. In San Francisco, where 4 stations already are broadcasting the programs, the other principal station of the city has asked for the full series of recordings. In Washington, 3 stations give it weekly.

Throughout the country from Alabama's Birmingham, with its 3 stations, to the 2 stations in Madison, Wisconsin's capital, the story is being told by stations primarily competing for the same audiences. In many cases, the hours at which this program is given are those most valuable to the commercial station, and there are several instances where local business firms or manufacturing plants have either given their own contracted time—and shared the cost with the stations—to get this message to their own customers and their own employees.

Frank Telford Writer

Originally it had been planned to produce only 13 of these programs, which have been written by Frank Telford and Elwood Hoffman, and produced by Telford under the supervision of Bernard C. Schoenfeld, chief of the Radio Section, OEM, but the present schedule calls for 26, and the demand which has developed makes it likely that they may be continued, OEM declared.

When you buy time — BUY AN AUDIENCE



WTAG WORCESTER

GUEST-ING

WALTER PIDGEON, on the "Kraft Music Hall" program, tonight (NBC Red, 9 p.m.).

ED "ARCHIE" GARDNER and RAYMOND MASSEY, on the Kate Smith Hour, tomorrow (WABC-CBS, 8 p.m.).

L. METCALFE, Wage and Hour Administrator, on the fourth of the "What Price Victory" programs, tomorrow (WOR-Mutual, 8:15 p.m.).

CAROLE LANDIS, in an adaptation of "I Wake Up Screaming," on "The Philip Morris Playhouse," tomorrow (WABC-CBS, 9 p.m.).

RUDOLF SERKIN, pianist, on "America Preferred," Saturday (WOR-Mutual, 10:15 p.m.).

DR. MYRTLE McGRAW, child psychologist, and BLAKE CLARK, author of "Remember Pearl Harbor" and who witnessed the Dec. 7 attack, on "A Luncheon Date With Ilka Chase," Saturday (NBC Red, 12:30 p.m.).

CONNIE BOSWELL, in a second appearance on "Your Hit Parade," Saturday (WABC-CBS, 9 p.m.).

CRAIG WOOD, golf champion, on Bill Stern's "Sports Newsreel of the Air," Saturday (NBC Red, 10 p.m.).

ARTHUR MURRAY and MARY ANDERSON, on the Ellery Queen program, Saturday (NBC Red, 7:30 p.m.).

SENATOR ELBERT D. THOMAS of Utah, discussing "Democratic Education in Wartime," on "Of Men and Books," Saturday (WABC-CBS, 2:05 p.m.).

KFBI To Blue Network Effective Next Sunday

KFBI, Wichita, Kans., will join the Blue Network as a member of the Southwestern Group on April 12, the addition bringing the total of Blue affiliates to 122. Owned by Farmers & Bankers Broadcasting Corp., KFBI operates full time on 1,070 kc. with 5,000 watts day and 1,000 watts night. The network rate is \$180. Ray Linton is general manager.

Russian Relief On WQXR

Speeches on "Russia Calls To American Women," by Mrs. Franklin D. Roosevelt, Mme. Maxim Litvinoff, Archibald MacLeish and Margaret Webster will be aired by WQXR, New York, next Tuesday. Addresses will originate from the Russian War Relief luncheon at the Waldorf-Astoria Hotel in connection with the organization's Spring drive and the inauguration of its national women's division.

WORDS AND MUSIC

By Sid Weiss

NOTES FROM AN AISLE SEAT: Walter Gross moves into "Duffy's Tavern" next week with a new sextette... What's Corky O'Keefe cooking up with Dave Sarnoff and the NCAC?... That Tommy Dorsey was just kidding with that MGM record company, is the inside view from Hollywood... Helen Hayes will do the lead in Thornton Wilder's new play. Michael Meyerberg mentioned as the producer... Dorothy Kilgallen honored by the Beauticians of America for her "distinguished service to beauty" via her writings on glamour... Al Siegel, who usually picks his "discoveries" from among the ranks of the unknowns, did a switch with Susan Miller, his latest protege. Al picked her while she was working in a W. C. Fields picture. She debuts this week at Loew's State... It's a boy at the John Griggs... And a girl at the Joe Hevisis... Johnny Hyames wasn't kidding when he said Jimmy (Daily News Inquiring Photographer) Jemal would make an ideal summer replacement. Jimmy's got a wealth of human interest stories to bring to the mike... Listerine signed for 13 weeks on Martin Block's "Make-Believe Ballroom"... Sally O'Neil, former screen favorite, will be Ted Steele's guestar Saturday nite... Violet Heming, long a radio hold-out, has joined the cast of "House in the Country," on the Blue Network... Clark Dennis has been accepted in the Civilian Air Patrol, but will retain his radio assignments....

☆ ☆ ☆

WORDS AND MUSINGS: Why is it that no matter where you are when a 'phone rings you have a sneaking hunch it's for you?... Those airings of exhibition baseball games don't have the zing of the real ones. Wait till the Giants and the Beautiful Bums get going... With all the experts talking about the coming Spring offensive, the boys are now probably knee-deep in maps ready to shoot those unpronounceable cities at us with studied nonchalance... No one looks so out-dorsey as Bea Wain on the way to a golf course.

☆ ☆ ☆

SMALL TALK: Joe Tenenbaum, head of Rockhill Radio Prod. Inc., has taken over the former quarters of Radio House, Inc., on E. 50th St. Firm is readying a new series featuring Sheila Barrett... Athena Lorde (Jim Boles' bride of a month) signed for a role on "Young Widder Brown"... That was quite an assignment Earl Mullins, head of Blue publicity, was handed this week. 500 newspaper printers are in town for the bowling tournament and they decided they'd like to take in a radio show, namely, "Daughters of Uncle Sam." So it was up to Earl to deliver—which he did. They'll be guests of the show this Sunday... Lawson Zerbe (he could sell us anything) now announcing CBS' "Harvey & Dell"... If the walls of Town Hall are standing Saturday nite, it won't be the fault of Eddie Condon, the poor man's Gatti Casazza and the "Who's Who of Jazz" who will take part in the season's last "Concerts You Can Stay Awake At" Saturday afternoon... Ronnie Liss signed for Frank Fay show tonite... Lillian Okun's "Civilian Defense News" show clicking on WMCA with time period doubled... Mary Chase, producer of WOR's "Go Get It," will be profiled as one of the most successful of the professional women by a flock of mags this summer... Psychogalvanometer tests (whatever the devil they are) reveal Ted Steele's voice to have more sex appeal than any other male voice on the air. (It must be true. I got it from his press agent!)... Geo. F. Putnam, who has been broadcasting seven days a week for almost two years, will have his Sundays tied up for some time to come now with that new Army Hour series on NBC... Tommie Lovett, star reporter with the late "Philly Ledger," now on the "Daily News"-WNEW news broadcast staff... Geo. Tasker, the band manager, and Jean Burke, the deb, are shopping for a wedding ring... Vivian Crozier has forsaken the mike for the duration to go into a defense outfit... Harry Rauch, Hy Gardner's former right-hand, now with the Blue press dep't....

☆ ☆ ☆

FUN FILLERS: Ray Block says he knows a singer who's so bad he can't even get a handclap when he sings "Deep in the Heart of Texas"... Charlie Martin quips that for radio he picks his actresses by the way they read their lines—not by the way they show them... Milton Berle reports that with priorities on almost everything and with gas rationing coming in, a fellow will be telling his girl the truth when the car stalls on a dark road.

AGENCIES

EXTINGO, INC., makers of a product for extinguishing incendiary bombs, has appointed Hubbell Advertising Agency, Cleveland.

MERCK & CO. has started a 9-week seasonal campaign for its dichloride on WEEI, Boston, through Charles W. Hoyt Co.

W. I. TRACY, INC., has been changed to Tracy, Kent & Co., Inc. No change in personnel or ownership involved.

BEVERWYCK Breweries, Inc., will use radio this Spring-Summer through Peck Advertising, Inc.

LUDEN'S, INC., has stipulated the FTC to discontinue unjustified use of the word "certified" in its copy.

ELLIS ADVERTISING CO., Buffalo, has been named to direct the account of Lee's Cut Rate Drug Store, same city, and a spot campaign has been launched on WBEN and WBT, Batavia.

CONGRESS Cigar Co., launching a Spring-Summer campaign for Palina, has renewed radio program on WWJ, WKRC and WBNY and added a three times weekly 15-minute period on WHKC and station bring announcements on WTOL. Marschall & Pratt, Inc., places.

New CBS Quiz Show

CBS on Monday will start a new sustaining quiz show, "Are You Genius?" to be broadcast weekly thereafter from 5-5:30 p.m., EW. Produced by Bill Spier, the audience participation program will have Ernest Chappell as "studio genius" and Walter Gross' orchestra. It will be a non-studio audience show, with listeners asked to score themselves answering the queries, final totals being indicative of the degree of genius of each participant.

Canada "Platform" Substitution

R. A. Stapells, a vice-president of J. J. Gibbons Co., advertising agent and representative of the Canadian Manufacturers Association, replaced James S. Duncan, president of Masey-Harris Co., on today's "People's Platform" discussion on "Canada's War Effort."

The program, heard over CBS from 8:30-8:55 p.m., also presents R. Scott, vice-president, Dairy Farmers Association of Canada, and Margat Gould, one of the Toronto "Star" editors. The program will also be carried on CBC.

Celebrate 1000th Airing

New Orleans—Ten remote pickups of bands in the city's night spots will feature the 1000th broadcast of Jackson Brewing Company's "Midnight Dancing Party" tonite over WNOE, New Orleans. In addition to the pickups, Hubert Gramme, will present some of New Orleans' best amateur and professional talent.

INDUSTRY ANSWERS THE CALL!

32,145 Firms With Over
17,700,000 Employees
Have Installed the . . .
PAY-ROLL SAVINGS PLAN

A WAR MESSAGE
to
ALL EMPLOYERS
From the United States Treasury Department

War-time America is going to take the mightiest effort America has ever made—its men, materials, and money! An important part of the billions of dollars required to produce the planes, tanks, ships, and guns our Army and Navy need must come from the sale of Defense Bonds. Only by regular pay-day by pay-day investment of the American people can this be done.

Facing these facts, your Government needs, urgently, your cooperation with your employees in immediately enrolling them in

A PAY-ROLL SAVINGS PLAN

The voluntary Pay-Roll Savings Plan (approved by organized labor) provides for regular purchases by your employees of Defense Bonds through voluntary pay-roll allotments. All you do is hold the total funds authorized from pay-roll allotments in a separate account and deliver a Defense Bond to the employee.

To get full facts on installing the Pay-Roll Savings Plan, write TODAY to:
Treasury Department, Section C,
709 12th Street, N.W.,
Washington, D. C.

U. S. Defense BONDS ★ STAMPS
This space contributed to National Defense by
YOUR NAME HERE

DSS 22-28



Have YOU Started the Pay-Roll Savings Plan in YOUR Company?

Like a strong, healthy wind, the Pay-Roll Savings Plan is sweeping America! Already more than 32,000 firms, large and small, have adopted the Plan, with a total of over seventeen million employees—and the number is swelling hourly.

But time is short! . . . More and more billions are needed, and needed fast, to help buy the guns, tanks, planes, and ships America's fighting forces must have. The best and quickest way to raise this money is by giving every American wage earner a chance to participate in the regular, systematic purchase of Defense Bonds. The Plan provides the one perfect means of sluicing a part of ALL America's income into the Defense Bond channel regularly every pay-day in an ever-rising flood.

Do your part by installing the Pay-Roll Savings Plan now. For truly, in this war, this *people's* war, **VICTORY BEGINS AT THE PAY WINDOW.**



Plan Easy to Install

Like all efficient systems, the Pay-Roll Savings Plan is amazingly easy to install, whether your employees number three or ten thousand.

For full facts and samples of free literature, send the coupon below—today! Or write, Treasury Department, Section C, 709 Twelfth Street NW., Washington, D. C.

MAIL THIS COUPON NOW

Treasury Department, Section C
709-12th St., NW.
Washington, D. C.

We want to do our part. Please
rush full information regarding
the Pay-Roll Savings Plan.

NAME
POSITION
COMPANY NAME
ADDRESS
NUMBER OF EMPLOYEES



MAKE EVERY PAY-DAY . . . BOND DAY!
U. S. Defense BONDS ★ STAMPS

This space is a contribution to NATIONAL DEFENSE by RADIO DAILY CORP.

★ ★ Coast-to-Coast ★ ★

ROBERT MAHANEY, chief announcer at WIBX, Utica, N. Y., and Patricia Kennefick were married last week. Mahaney has been on the WIBX staff for four years and was formerly with WSYR, Syracuse; WGY, Schenectady, and WBEN and WEBR in Buffalo. He is Socony newscaster at WIBX. . . Norma Burton, 18, has won a year's scholarship to Leiland Powers School of the Theater and Radio. She received her radio training on "Betty Cushing Griffin Youth Productions" over WIBX during the past three years.

KFI, Los Angeles, and its general manager, **Harrison Holliway**, celebrate anniversaries this month. Station will begin its 21st year on April 16. Holliway, radio pioneer who built his first wireless set in 1911, starts his 32nd year in radio.

Muriel Keating, secretary to John H. McNeil, manager of WJZ, Blue Network key station in New York, is wearing a ring on the fourth finger of her left hand. Lucky man is Don Dunphy, sportscaster on WOR, New York. . . Elizabeth Todd, senior staff writer of the Blue Network's script division, is ill with bronchitis. . . Gordon Nugent, Blue scripster, is the father of a boy, his first. The Nugent heir has been named David.

List of stations carrying "Funny Money Man" has been increased to 29 with the addition of WMAL, Washington, D. C. Several innovations have been added by the WMAL program department. Show continues to feature the purchase of ridiculous little items such as a broken rubber band, a piece of cheese, etc. "Funny Man" is in its second week on WEAF, New York, and well over 5000 club members were enrolled after the first five days of broadcast. It is produced and handled by Allen A. Funt, Radio Productions.

James Cleaver, announcer at WFDF, Flint, Mich., has been named studio supervisor for the station. . . Howard Fairbanks, WFDF engineer, has resigned to take a position with the A.C. Spark Plug Co. in the experimental research department.

A direct sales test campaign was started last week in Boston exclusively over WORL, the "920 Club" station, for the \$2.50 Good House-keeping Cook Book. The account was placed through the Franklin Bruck Advertising Corporation, New York, and scripts run five minutes, six days a week.

Alvin Flanagan, formerly of WSB, Atlanta, Ga., has joined the staff of KDKA, Pittsburgh, as a production director. Flanagan is a graduate of the Radio Workshop of New York University and was employed as a radio production director in the New York office of the U. S. Office of Education before he entered commercial broadcasting. . . Dwight A. Meyer, KDKA chief engineer, attended the first meeting of H. V. Kaltenborn's 20-year club last week in New York City.

Frank Lovejoy is having a very busy time this week. He was co-starred with **Julie Haydon** on Tuesday night's "Manhattan at Midnight" on the Blue Network and will appear on "Pepper Young's Family" later in the week. Lovejoy is cast regularly on the Blue Theater Players, network dramatic stock company.

Ira Blue, sportscaster on KQW, San Francisco, has been appointed by the California State Athletic Commission as a judge for boxing events held in that state. . . Don Currelin, KQW announcer, is a student at law school. He is now in his second year.

Atlas Importing & Exporting Co. (May Wine) has launched a test campaign on WWRL, Woodside, N. Y., using 6 spot announcements weekly for a two-week period. . . **Jocko Maxwell**, newly-named sports director at WWRL, is writing a book dealing with the odd and interesting experiences of sports stars he has interviewed via WWRL since 1938.

Longines-Wittnauer Watch Co., Inc. is sponsoring a half-hour Sunday evening transcribed musical program over WCKY, Cincinnati, titled, "The World's Most Honored Music." Program features concert music under the direction of **Mishel Pastro**. Contract is for 13 weeks, to be followed by another 13 weeks this fall.

WAAT, Jersey City, has scheduled two exhibition games to be played this week at Ruppert Stadium in Newark. Friday, the game between the Boston Red Sox of the American League and the Newark Bears will be aired and the following day the Jersey City Giants-Newark Bears contest will be broadcast. . . **WHOM** and **WAAT**, both in Jersey City, will jointly broadcast a message of the War Production Board to be addressed to the CIO convention in New York City on April 8 and April 11.

Richard T. Hickox, announcer at WLAW, Lawrence, Mass., on Easter Sunday married **Jessie Turner**, vocalist of the station. The new groom is a brother of **Sheldon B. Hickox**, NBC station relations manager.

John C. Davis, Jr., former student announcer at the University of Tennessee and until recently at WGAA, Cedartown, Ga., has joined the staff of WMSL, Decatur, Ala., where he will double as an announcer and newscaster.

Ronny Liss, 11-year-old character actor on network programs, has returned to daily strip show "The Story of Bess Johnson" on NBC. The youngster formerly played "Tiny Tim" for about three years with Bess Johnson, when she was doing "Hilltop House." He is also featured on the "Bright Horizon" airings.

George Skinner, newcomer to WWVA, Wheeling, W. Va., is doing a daily "Up and Down Main Street" news broadcast. Skinner is a graduate of Miami University and a former reporter and feature writer for the Zanesville, Ohio, "News." Prior to joining WWVA, he was aired over WING, Dayton, Ohio, and WHIZ, Zanesville, Ohio.

Added to the list of those at KOMA, Oklahoma City, already practicing in the field of matrimony, is the production chief, **Mac Fuller**, who wedded the popular **Mary Blanche Selby**, April 1. . . Newcomers to the KOMA staff, replacing vacancies made by men going into the armed forces are; **John Woodworth** to the continuity department, from the University of Michigan, where he did his post graduate work, and **Dave Hudson**, from KOCY to the announcing staff, where he will announce sports, starting with the newly placed Progress Brewery sports program, airing nightly at 10:25.

Four major Hartford, Conn., furrriers have just renewed long-term spot contracts over WDRC, Hartford, extending through 1942. They are **Reichlin Levin**, **Harry Glotzer**, **New England Furrriers** and **Freed Fur Shop**. The accounts were placed by the **Randall Agency**.

P. C. Melone, chief engineer of WCBI, Jackson, Miss., assisted by **Max Williams**, assistant engineer, are putting the finishing touches to a new mobile unit which will be used by the station for its remote spot broadcasts. Call letters of the short wave relay station are **WJWA**. New unit is installed in a panel truck and is equipped with American Red Cross first aid and life saving apparatus. It will be placed at the disposal of the Red Cross, Fire Department, U.S.O., Mississippi State Guard and other civic official groups, according to **Bob McRaney**, WCBI general manager.

Adding to its already stellar lineup of bands, which includes such names as **Duke Ellington**, **Freddy Martin**, **Bob Crosby**, **Ozzie Nelson** and a host of others, **Standard Radio** has just recently recorded ten tunes each by **Ray Noble**, **Paul Martin** and that dispenser of Latin-American rhythms, **Carlos Molina**. This gives **Standard Radio** a truly all-star lineup of popular bands, affording the more than three hundred stations on their list of subscribers material not usually found in the average transcription library service.

WELI, New Haven, in cooperation with the **British War Relief Society** will present a new 13-week series of programs. First program, to be aired on Saturday, features **Dr. Charles Winslow** of Yale University as speaker. . . This week **WELI** picked up from **WTIC**, Hartford, a special program dedicated to all employees of the state of Connecticut who are now serving in the U. S. armed forces. **WELI** manager **Jimmie Milne** has been subbing for **Janet Slayton**, station's woman's editor, who is out because of illness.

Brewing Corp. of America, Cleveland, has taken three 15-minute evening periods weekly over station **WTRY**, Troy-Albany, N. Y. to play **Carling's Black Label Beer**. Contract is for 26 weeks. Program, heard Wednesday, Friday, and Saturday evenings at 7:45, is titled "Carling's Musical Party." **Nick Carter** is master of ceremonies. And in addition to music, an outstanding personality of the Tri-City Area is saluted in each program.

Two **WNEW** artists received special commendation this week. **Kathryn Cravens**, "News Through Woman's Eyes" reporter on the station won first prize awarded by the American Pen Women for published articles while **John B. Kennedy**, new commentator, was elected honorary member of the Civiceers, a New Jersey organization made up of outstanding dignitaries in that state.

Blue Advances Date For Joining Of WFCI

Pawtucket, R. I.—**WFCI** of the city will replace **WEAN** as the exclusive Blue Network affiliate in the area on April 13, instead of waiting until June 15 as originally planned. Arrangements have been completed whereby after midnight Sunday, April 12, **WFCI** will commence to schedule all Blue Network sustaining programs, and will be available to carry any of the net commercials for which **WEAN** has not been, or subsequently does not report to be, available. **WFCI** will continue to carry the Mutual commercials until the expiration of contract with the latter network.

1942

BIRTHDAYS

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

April 9

Mickey Alpert Jim Bannon
 Franklin Bingman
 Martha Young Lavin
 Brewster Morgan
 Gilmore Nunnelle Nunn
 Fred Raphael Oliver Smith



19, NO. 8

NEW YORK, N. Y., FRIDAY, APRIL 10, 1942

TEN CENTS

Approve Allocation Plan

Plaintiffs Sue Ascap Despite Govt. Decree

arguing Ascap with obtaining the control over the public performance of successful commercial copyrighted music through an alleged monopoly, 157 motion picture companies operating 235 theaters filed an anti-trust suit yesterday in the federal court seeking \$34 treble damages inclusive of attorney fees and an injunction against Ascap, its 24 officers and directors and its 19 member music publishing companies.

plaintiffs, most of whom are (Continued on Page 2)

Govt. Confers Honorary V-P on Sergeant Clay Doster

Sergeant Clay Doster, who headed PCAN and PCAC, Army radio stations in Panama last Fall, was named an honorary vice-president of "in charge of trivia"—at a dinner given by the NBC Jungle Music last night in the private dining room of President Niles Trammell. The award was made in recognition of (Continued on Page 5)

Annual Rexal Campaign Gets Under Way Sunday

Annual Spring Rexall 1c sale campaign will get under way April 12 and will be aired on approximately 100 stations, plus others in additional markets where local dealers choose to underwrite the disks. Using same plan as last Spring, United Drug's campaign this year will feature four minute ETs spotted through one (Continued on Page 2)

Morale Slogans
Beginning Sunday CBS will sign off all sustaining programs with short propaganda phrases and slogans designed to aid the war effort generally and help build civilian morale. Whole CBS staff here yesterday was in the throes of composing appropriate bits of doggerel, catch-phrases, slogans, etc., based on various current Government appeals.

OEM Offers New Show For Low Budget Indies

Washington Bureau, RADIO DAILY
Washington—New series of half-hour sustaining programs, worked out by the Office of Emergency Management in conjunction with the National Radio Committee of the American Legion Auxiliary, is now available to stations throughout the country, it was announced yesterday. Titled "The Home Front," the series was described by Bernard C. Schoen- (Continued on Page 5)

Adams Radio Director Of Seeds N. Y. Office

John T. Adams, formerly vice-president and general manager of the Texas State Network, has been appointed radio director of Russel M. Seeds Co.'s New York office. Long associated with radio, Adams formerly was head of Adams & Adams, talent representatives, and director for Erwin, Wasey & Co.

Commission Reserves Decision Following Tele Industry Confab

Zenith Sets \$1 Dividend Despite Increased Profit

Chicago—To conserve working capital for a potentially tripled volume of business in the next fiscal year, directors of Zenith Radio Corp. voted a dividend of \$1 a share. Eugene F. McDonald, Jr., president, declared that "regardless of increased profits this year, the dividend pay- (Continued on Page 2)

Stagger System For War Shows - Copy Will Be Put Into Effect Next Week Under Guidance Of The OFF

Find Canada Audience Definitely On Upgrade

Ottawa—Further concrete evidence that radio listening is definitely on the upgrade and will continue to increase as war restrictions are gradually tightened has been noted in Canada. Since license renewal date came up April 1 for radio set owners, license bureau officials here (Continued on Page 3)

Benrus Watch Co-Op With U. S. Navy Dept.

One of the first large scale national spot advertisers to tie in directly with the Government's anti-rumor campaign, Benrus Watch Co. is co-operating with the Navy Department for the next few weeks via its num- (Continued on Page 2)

No Official Sanction For Phil. Bond Program

Washington Bureau, RADIO DAILY
Washington—The FCC positively has not approved the so-called "Bonds for Victory" program idea originating in Philadelphia, and tied (Continued on Page 4)

By TOD SWALM
Having received final official approval of the key Government officials involved and a last going-over by agency, station and network representatives, the Office of Facts and Figures' allocation plan for the coordinated use of radio in behalf of the war effort will be put into effect next week, ac- (Continued on Page 3)

AFM Local Predicts Lower 1942 Receipts

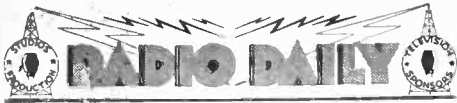
Indicating the sacrifices which labor, in conjunction with the broadcasters and other segments of the nation's economy, are being called upon to make in the war effort, Local 802, American Federation of Musicians, yesterday predicted a "further reduction" in receipts by the union (Continued on Page 3)

KDKA's FM Station, W75P, In Formal Debut Tomorrow

Pittsburgh—A bolt of artificial lightning generated in the Westinghouse high voltage research laboratories at Trafford will close the master switch putting KDKA's new fre- (Continued on Page 6)

Oversubscribed!
Chicago—Some 32,000 requests have been received for the 3,500 free tickets for the finals of WGN's \$10,500 Great American Operetta Contest. The broadcast will take place tomorrow night and the winner will not be announced before that time. Dame Rumor favors the Percy Faith work but ballots are still being counted. Mutual web will carry the Saturday program.

Still Holds Good
Version of an old story was brought to life this week when RCA received a letter from a defense factory official who said 100 employees listen to the recorded series "Sweetest Love Songs" every afternoon but that the slow music, with little variation "dulled their senses," slowed work, and it was requested that the selections be pepped up.



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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : Editor

MARVIN KIRSCH : : Business Manager

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

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

FINANCIAL

(Thursday, April 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	116 3/8	116 1/4	116 1/4	1/2
CBS B	9 1/8	9 1/8	9 1/8	0
Crosley Corp.	7 1/2	7 1/2	7 1/2	0
Gen. Electric	23 7/8	23 5/8	23 3/4	1/4
Philco	8 1/2	8 1/2	8 1/2	0
RCA Common	2 7/8	2 3/4	2 7/8	1/8
RCA First Pfd.	48 1/2	48 1/2	48 1/2	0
Stewart-Warner	5 5/8	5 5/8	5 5/8	0
Westinghouse	67 1/2	67 1/8	67 1/4	2
Zenith Radio	12 1/8	11 5/8	12	1/4
			OVER THE COUNTER	
			Bid	Asked
Farnsworth Tel. & Rad.			15 1/8	17 1/8
WCAO (Baltimore)			15	20
WJR (Detroit)			16 1/2	19 1/2

Annual Rexal Campaign Gets Under Way Sunday

(Continued from Page 1)

week on each station, the whole campaign covering three weeks. Stations in different areas will release the disks variously either during the week April 12-18, 19-25 or 26-May 2. Street & Finney is the agency with Spot Broadcasting handling details.

Talent on the "Rexall Parade of Stars" disks includes Ken Murray, Meredith Willson's orchestra, Judy Canava, John Conti and Harlow Wilcox.

Klotter Joins WKRC

Cincinnati, Ohio—John Klotter, formerly of WJSV, Washington, D. C., has joined the engineering staff of WKRC of this city. He replaces Howard Hayes, who resigned to go to the Washington station.

MAPS 1940
MAIL OR MV. CENSUS
WALTER P. BURN DATA
7 WEST 44 NEW YORK & ASSOCIATES, Inc.

Theaters Sue Ascap Despite Govt. Decree

(Continued from Page 1)

members of the Independent Theater Owners Association operating theaters in the Metropolitan area, attack Ascap for allegedly exacting exorbitant license fees from them for the use of music synchronized with films. The complaint points out that all the large film companies have paid millions of dollars for the privilege of recording Ascap music on films.

Effective Since 1929

Theater exhibitors are forced to pay arbitrary and exorbitant fees to Ascap in order to play films since motion pictures are valueless to theaters without the right to perform synchronized music, the plaintiffs state. No exhibitor has used or is able to use more than 2,500 compositions in a year, the complaint asserts, but regardless have been compelled to purchase performing rights for the entire Ascap catalogue.

The suit maintains that the alleged conspiracy has been effective since 1929 when sound was first used for films. The defendants have established control by a number of steps, the complaint states. Among these are listed the maintenance of Ascap as an instrumentality for promoting an "illegal combination; rule of the association by a self-perpetuating board; restricted membership; pooling of compositions with unconditional performance rights vested in Ascap; elimination of competition among members; and the refusal of Ascap to furnish a list of music controlled by it to licensees."

Exhibitor Grievance

Theater exhibitors are refused the right to acquire rights from individual members; are compelled to acquire general rights on arbitrary fixed terms; and are subject to surveillance by a comprehensive system inaugurated by Ascap for acquiring detailed information as to the musical compositions played by theaters, according to the complaint. The latter step, it is asserted, enables Ascap to prevent competition between Ascap members and non-members.

The plaintiffs are all demanding triple the amount of fees paid to Ascap since 1929 as damages. Weisman, Quinn, Allan and Spett are their attorneys.

Co-conspirators Listed

Named as co-conspirators with Ascap and its directors are Shapiro-Bernstein & Co., Irving Berlin, Inc., Bregman, Vocco & Conn, Inc., Chapell & Co., Inc., T. B. Harms Co., J. Fischer & Bros., Carl Fischer, Inc., Mills Music, Inc., Words & Music, Inc., Robbins Music Corp., Leo Feist, Inc., Miller Music, Inc., G. Schirmer, Inc., Boston Music Co., Willis Music Co., Harms, Inc., M. Witmark & Sons, Remick Music Corp., and Harry Von Tilzer Music Publishing Corp.

Official comment was not forthcoming yesterday from Ascap until the complaint had been fully studied. On the face of it, however, it was deemed surprising that alleged illegal charges should be made since the organization was operating under the terms of a consent decree. It is

Zenith Sets \$1 Dividend Despite Increased Profit

(Continued from Page 1)

ment should be limited to \$1. In view of the very substantial amount of Government business already on the books and additional orders being negotiated, the company's potential business for the ensuing fiscal year will, in all probability, more than triple that of the current fiscal year, which is the largest in sales history."

Further expansion of factories is not contemplated, McDonald explained, as the company with its present facilities and through using additional shifts can produce approximately four times the volume being done in the current year. All of the Government business is strictly radio and some of the new developments and improvements may have a useful application in post-war radio manufacture, he said.

New BBC Program Sked For United States Listeners

British Broadcasting Corp. headquarters here announced yesterday that beginning Sunday, April 19, the BBC will inaugurate a new program schedule containing a number of program and time changes designed to serve U. S. listeners to greater advantage. Full details will be given during the week beginning the 12th, it was stated, in order that domestic radio stations carrying BBC programs will have ample opportunity to make rebroadcast arrangements.

One of the changes involves "Listening Post," the program devoted to debunking Axis radio broadcasts, which will be aired beginning April 19 from 6:40-6:45 p.m., EWT, and from 10:55-11 p.m., EWT, every night instead of once nightly as at present. Another change will be introduced of a new program featuring Jack Peach, popular BBC announcer, until recently seldom heard on the North American Service. On Sundays, beginning April 19, at 8 p.m., EWT, Peach will conduct a program searching out fresh and interesting angles concerning everyday life in wartime Britain.

Miss Elbroch Time Buyer

Rae B. Elbroch, who has been with the agency for a number of years, has been named time buyer of Franklin Bruck Advertising Corp. here. Miss Elbroch takes over the duties formerly handled by M. J. Kleinfeld, who remains as secretary and radio director of the agency.

pointed out that theaters are paying but little more now than they did before the advent of sound films, and paid for years 10 cents per seat a year when Ascap music was played in the theater. Ascap does not sell music to the motion picture producers; this is done by the copyright owners, either publishers or writers. Some producers attach a "score charge" for musical films, played by exhibitors, but this it is claimed does not accrue to Ascap.

COMING and GOING

GEORGE CLAPP, formerly of MBS, leaves today for Elmira, N. Y., after which he will go directly to Albany, Ga., where he will take the post of general manager at WALB.

J. C. HANRAHAN, vice-president and general manager of WMPS, Blue Network outlet in Memphis, has returned to his Tennessee headquarters following 10 days spent here on station and network business.

FRANK CHIZZINI, Chicago manager of NBC Radio Recording, in town for conferences at Radio City.

FORREST U. DAUGHDRILL, vice-president and general manager of Forjoe & Company, planned in from Chicago yesterday.

W. C. HUTCHINS, of the Chicago office of Associated Music Publishers, Inc., is back at his desk following a short business trip.

MAURICE J. COLEMAN, sales manager WAGA, Atlanta outlet of Georgia Broadcasting System, is visiting in New York.

BILL NELSON, of the WLS promotion department, back in Chicago after spending his vacation in Florida.

JOE REICHMAN, pianist, and the director of the "Fitch Bandwagon" program are en route to Brookley Field, Mobile, Ala., from which point they will air Sunday night's program.

HOWARD L. CHERNOFF, managing director WCHS, Charleston, West Va., has returned to Pittsburgh where he spent a few days on station business.

Benrus Watch Co-Op With U. S. Navy Dept.

(Continued from Page 1)

erous time signal announcements Benrus spots, which in the past have been devoted to a considerable extent, along with the commercials of many other sponsors, to the promotion of War Savings Stamps and the Red Cross fund, have been converted to listener messages urging Americans to avoid gossip and kill rumors that may be helpful to the enemy.

J. D. Tarcher & Co., handles the account.

McCarthy Joins WAIT

Chicago—WAIT, local independent radio station, has signed Clem McCarthy to broadcast all horse races from Sportsman's Park, Lincoln Field, Arlington Park, Washington Park and Hawthorne track, starting April 25. McCarthy will do the Preakness and Kentucky Derby for the network works but will devote the rest of his time to WAIT.

920 CLUB
 One of America's Greatest Local Radio Programs
WORL BOSTON MASS

Local Predicts Lower 1942 Receipts

(Continued from Page 1)

In the Local's annual financial statement, Harry A. Suber, treasurer, listed two factors which are expected to result in curtailment of income for the union during the ensuing 12-month financial period. These

A possible curtailment of single payments or one-nighters, which constitutes a substantial source of income for our members. In the present disturbed state of the public affairs, entertainment, and personal celebrations may be reduced, compared with similar type entertainments in more peaceful and normal times.

Army Service a Factor

The great number of enlistments and inductions of our members into the armed forces, which are expected to reach a figure of over 2,000,000 members will be carried in the "standing", without the necessity of paying dues while in the service, of course, our 1942 figures will show this reduced income."

In the 1942 annual report, as reported in RADIO DAILY March 25, revealed a combined surplus gain of \$1,000,000 in 1941 over a 1940 net deficit of \$92,384.11, with a net surplus, as of Dec. 31, 1941, of \$2,170,000. "Of outstanding importance in the figures is the fact that in 1941 we have succeeded in turning a decrease in our all-fund income into an increase," Suber stated in his report.

Networks—Ascap Fight Hurt

Financial aspects of the Local 802 situation in 1941 accounted for reductions in revenue, for the most part, rather than increases, according to the treasurer. "One of the items which resulted in loss of substantial expected revenue," Suber said, "was the decision of our AFM convention, which curtailed traveling band radio stands out of existence. This item alone resulted in a loss of revenue in 1941, compared with 1940, of over \$5,790." The AFM treasurer also noted the networks-Ascap fight as reducing income through curtailment of network control broadcasting.

Don Goddard On Vacation

For the first time in four years, Don Goddard, newscaster, is taking a vacation. He occupies two news spots on WEA, Mondays through Wednesdays, both sponsored, one at 7:30 P.M. and the other at noon. Dudley is doing the early morning spot and Alex Dreier the noon period.

MUSIC RIGHTS MAN

Experienced in all phases of copyright clearance-supervision of music transcription and recordings—this is your new opportunity. Write RADIO RIGHTS MAN, Box 529, 1501 Broadway, New York City.

War Program Allocation Plan Becomes Operative Next Week

(Continued from Page 1)

According to word from Washington yesterday. Marking the culmination of some two months of persevering work and a steady round of conferences between representatives of all segments of the radio industry and William B. Lewis, Coordinator of Radio for the OFF, placing into effect the allocation plan is expected to contribute a much needed impetus to radio's effectiveness as one of the nation's first-line weapons of psychological warfare.



William B. Lewis

While there has been no question but that the radio industry has responded wholeheartedly and to the utmost of its ability to the call to arms, not only since Dec. 7, but for months and even years before, nevertheless its total effectiveness has been blunted by lack of an overall plan—a blueprint—for the elimination of duplication of effort and the quick concentration of all of radio's vast resources on the immediate, compelling objective.

No Half-way Measures

In a war against totalitarianism, which utilizes to the full every weapon at its command, a democracy must adopt certain compromises with "normal" procedure—for war itself is not "normal." And that these compromises and readjustments are being made by this country is apparent with every new order of the War Production Board.

Thus it is to the everlasting credit of the radio industry that they, through their own representatives and on their own initiative, have evolved a comprehensive plan for most effective utilization of the industry in the service of the United States.

Restrictions Self-Imposed

No arbitrary order from the WPB, the FCC, or any other Governmental agency or executive—as has been the case with some other industries—has been necessary to convert the broadcasting industry to all-out war. Through democratic discussion and self appraisal, in conjunction with Government officials entrusted with expedition of the war effort, the industry has evolved an over-all plan for concentrating every one of the country's 850-odd radio stations, with their combined hundreds of thou-

Wedding Bells

Los Angeles—Paul Douglas, former radio commentator and now of the OFF, and Virginia Field, actress, have applied here for a marriage license. They plan to be married Saturday.

sands of kilowatts, against the common foe.

Considerations of commercialism—"business as usual"—have been completely laid aside. Witness the four networks' "This Is War!" program which should be continued, incidentally, for the duration.

Few industries indeed can point to such a record as the broadcasters have achieved in cooperatively pushing through, despite tremendous obstacles, this "master plan" for utilization of all resources in the fight for Victory.

Final Industry Approval Given

Final approval of the OFF allocation plan, which will utilize the top ranking shows of the industry in staggered fashion for utmost effectiveness, was given yesterday in Washington by 35 representatives of advertising agencies, independent stations and networks. The meeting with Lewis considered a number of changes in the original draft of the plan which had been suggested by Government officials during the past weeks. A few minor changes had been suggested, but, in essence, the plan which will be released next week will be the one which was worked out by the industry committees with the OFF during the past two months.

Its chief virtue will be the elimination of needless repetition, through the overall use of all radio facilities according to a prearranged pattern. With all Government appeals and morale messages clearing through one bureau, the OFF's radio division, the most pressing will receive the greatest emphasis on the airwaves and the deadening effect of monotonous repetition will be removed.

Industry Committees

Following are the industry committees which worked with Lewis, Frank Stanton, Philip Cohen and Douglas Meservey, of the OFF, in preparing the master plan which will go into effect next week:

Network "idea" committee—Charles Vanda, CBS; Madeline Ensign, MBS; C. L. Menser, NBC; Charles Barry, Blue Network.

Advertising Agency Radio Advisory Committee—A. K. Spencer, J. Walter Thompson; S. Heagen Bayles, Ruthrauff & Ryan; John G. Hymes, Lord & Thomas; John A. Carter, Pedlar & Ryan; Arthur Pryor, BBD&O; Fredrick W. Wile, Jr., Young & Rubicam; R. J. Scott, Schwimmer & Scott; Kirby Hawkes, Benton & Bowles.

Independent Stations—Neville Miller, John Shepard, III, George B. Storer, James D. Shouse, John E. Fetzer and Eugene C. Pulliam.

Roen in Civilian Air Post

Chicago—Louis Roen, NBC announcer, has been named executive officer of the Illinois Civilian Air Patrol. His division is composed entirely of NBC engineers.

Find Canada Audience Definitely On Upgrade

(Continued from Page 1)

have been swamped with the greatest rush in years, it was declared.

More license-conscious than ever, what with gas rationing, licensing of business, etc., radio set owners have flooded the bureau for 1942 permits to operate receivers in homes and autos. Major factor behind the unprecedented deluge, according to radio executives, is the increased dependence of families in radio as their chief source of entertainment. Due to the gas, rubber and other shortages, traveling to theaters, night clubs and other entertainment spots has become increasingly difficult.

Licenses \$2 and \$2.50

Licenses for the 1942-43 fiscal year are \$2 for home-operated sets and \$2.50 for sets in autos. Last year 1,590,275 radio licenses were purchased in Canada, bringing revenue of \$3,842,451 to the federal treasury.

Brown-Williamson Renew On KSTP "Barn Dance"

Minneapolis — The KSTP Sunset Valley Barn Dance has just chalked up another success story, with Brown and Williamson renewing their half-hour strip of the show for another 52 weeks, and with the Shell Oil Company going on the dotted line for a 15-minute period immediately following. Show is produced by David Stone and still is airing each Saturday night from various hinterland spots in Minnesota and Wisconsin, drawing big crowds for the in-person appearances.

WGAR Adds UP Service

Cleveland—Supplementing its news coverage of local and regional areas WGAR has contracted with the United Press for the full UP service in addition to the day and night wires of INS which will be retained, it was announced yesterday by John F. Patt, vice-president and general manager. The WGAR news room under Ralph Worden has been enlarged to accommodate the additional five teletypes. Included in the new UP setup are the full day and night trunk wires, the radio wires and the local wire of the UP Cleveland Bureau.

THE PENTHOUSE

SERENADE

with

Latin American Tunes

Does

A SELLING JOB

IN PHILADELPHIA

WPEN

5000 WATTS 950 KC

Chicago

By FRANK BURKE

ROBERT MORTON, 21 year old bass baritone who has been a member of the Blue Network's guide staff in Chicago the past year, has been added to the Camel chorus heard weekly on the "Rhumba Revue" over the Blue Network. Morton joined the radio show at Cleveland this week.

Broadcasting from the "Food for Victory Fair" in Kansas City, the "Breakfast Club" will originate at the Municipal auditorium there on Thursday, April 16th. Artists making the trip to Kansas City are Don McNeill, Jack Baker, Nancy Martin, Maestro Walter Blaufuss and the Es-corts and Betty.

Jane Cohan of the WBBM music library has taken over the production post vacated by George Morriss, now in the army.

Jim Crusinberry, WBBM sports expert, vacationing in Mexico, with newsman Ed Harvey pinch-hitting at the sports desk.

Al Williams, WBBM musician, has a chicken farm at Arlington, Ill., and peddles eggs to his fellow musicians in the studios.

Johnnie Neblett, formerly of St. Louis, has succeeded Don Gordon as emcee on the "American Family Bargain Counter" show heard week-day mornings 8:15 a.m., on WGN.

Jonathan Jackson, 8, musical expert, joined the "Quiz Kids" show on the Blue Network in Chicago this week. He's a boy soprano in a local church choir.

Les Tremayne, star of "First Nighter" on WBBM-CBS, is growing a beard for a symbolic role he will play in a religious play, "A Broken Idol," at Marshalltown, Iowa.

The five "Novelty Aces," headed by Alan Rinehart, have been signed by WBBM and will debut April 13 on the new Spring "Farm Service" show.

Army Show On WCAU

Philadelphia — WCAU furnished fullest cooperation with the officers at Camp Rodman, Army Ordnance Department replacement center, in the Army Day Exercises held at the Aberdeen proving grounds in Maryland. "Camp Rodman on the Air" was broadcast for those who could not attend the ceremonies. Interviews with the post commanders and many of the soldiers stationed at Camp Rodman were featured.

Offer Radio Writing Courses

The Writers School, which begins its Spring term here on April 13, will include a radio workshop to meet the increasing demand for professional radio writers for defense programs, it was announced Friday by Dashiell Hammett, sponsor of the school. Helen Bergovoy, free-lance radio writer, will again conduct the class. The course will embrace the elements of technique and the pointers essential to writing playable scripts. Lecture topics include adaptation, transition, perspective, devices, sound effects, music, structure, pacing and selection of material.



Radio Continues Its Forward March!

● ● ● Without question no industry not actually engaged in war production, is doing more than the broadcaster to aid the war effort, yet, he is far from satisfied to merely lend his facilities and manpower in his 100 per cent cooperation with the Government. Judging by the brilliant luncheon tendered by NBC in honor of Dr. Ezequiel Padilla, Secretary of State for Foreign Affairs of Mexico, the network seems to have opened a new vista of service, not national, but of international importance... It was not merely that there was a colorful assembly of leading educators, musicians, authors, editors, publishers, high-ranking military officers and men who reached the heights in public life brought under one roof to hear speeches lauding a man or a cause. It transcended all questions of publicity or material gain, and reached out far beyond to help inter-American understanding, upon which may well rest the future of our American Way of Life... No selfish motive could be injected in such a move, for the story as run by the newspapers gave all the space to Dr. Padilla's address. From their viewpoint it was not a "radio story" as such, and NBC contemplated it in the same light.

● ● ● David Sarnoff, presiding, aptly reminded the audience: "Because every ship, every tank, every regiment is radio-equipped, the present war has been called a 'radio war'... and the National Broadcasting Company is cooperating wholeheartedly with the Government of the United States to use radio waves to bind the Americas together." Which holds true of other networks and stations, but NBC on Wednesday, went a long stride further—beyond the ordinary use of facilities, and made a tangible contribution toward the welfare of humanity.

● ● ● No less than 250 attendees filled the Crystal Room of the Ritz-Carlton Hotel, all anxious to pay tribute to a leader in the cause of democracies... They came from far and wide, distinguished guests from North and South America... It was not just another "radio party"... That was obvious... Everywhere top NBC executives were on their toes during the preliminary gathering, so that no dignitary or lesser guest was not properly greeted... Seating arrangement was smoothly handled in advance while the tables were gayly decorated with miniature American and Mexican flags, even the menu carrying the Mexican colors... Enclosed in each menu was a reprint of the current issue of "Time" magazine which carried Dr. Padilla's picture on the cover and inside a comprehensive story about his career... Following Sarnoff, Dr. James Rowland Angell once again proved a witty, profound speaker, stressing the principle of "give and take"... Dr. Nicholas Murray Butler, going strong at 80, also emphasized the need of hemisphere solidarity... As the final speaker, His Excellency Ezequiel Padilla revealed himself as a man well fitted for the tremendous task with which he has been entrusted.

● ● ● As a cross-section... the guests present included: Lieut. General Hugh A. Drum, Hon. Myron C. Taylor, Maj. General Irving J. Philipson, Mr. and Mrs. Frank E. Mullen, John T. Cahill, Edward F. McGrady, M. H. Aylesworth, Jack Alicoate, Edwardo Cardenas, Leopold Stokowski, Lillian Hellman, Herbert Bayard Swope, Thomas E. Dewey, Joseph V. Connolly, James A. Farley, Dr. Walter Damrosch, Anna Case Mackay, Dean Carl Ackerman, Ilka Chase, William Randolph Hearst, Jr., Mrs. Harold V. Milligan, Wendell Willkie, Fannie Hurst, Gano Dunn, H. V. Kaltenborn, Ira Hirschmann, Mrs. George Backer, Hon. Joseph Clark Baldwin, III, Erika Mann, Mary Lewis, Mrs. Dorothy Gordon, Capt. Dorsey Owing, Gustavo Rivas, John O'Hara Cosgrave, Lt. Comm. John T. Tuthill, Kent Cooper and Capt. Roscoe Gaither.

— Remember Pearl Harbor —

St. Louis

THE FCC has approved the recent sale of control of the Mississippi Valley Broadcasting Co., Inc., owners and operators of WTMV, with studios in the Broadview Hotel, East St. Louis, from William H. West, Jr. to Carlin S. French, who formerly held the post of general sales manager for the station.

French, a former Chicago newspaper man, was associated with West in the operation of WTMV during the past three years. It is understood he acquired the 314 shares of stock held by William West for a consideration of \$14,826.

The "Carson Variety Show" now runs for an hour on WEW each weekday from 5:45-6:45 p.m. Grandpappy Jones supervises the show of hill-billies and cowboys.

No Official Sanction For Phil. Bond Program

(Continued from Page 1)

up with 40 neighborhood movie theaters, it was stated authoritatively yesterday. Reports had indicated earlier in the week that the program, a sort of combination "Pot of Gold" and "Bank Night," with a patriotic motif, had received the sanction of the Commission and the Post Office Department.

While Post Office sources refused to comment on the program, which "appears to be a lottery" and that would require official approval it was understood that no approbation had been given. The Treasury Department had not okayed it officially, though War Savings Bonds are sold through the program. The Treasury it has been indicated, takes the position that the lottery aspects must be sanctioned by the FCC and Post Office.

Stork News

Edward Crockett of the WTAC Worcester, Mass., sales staff is the father of a second son, Kenneth Stuart, born March 20.

Going to NEW YORK?

Stay "Where Radio City Meets Times Square"

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

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

Reasonable All-expense Tours. Write for details.

HOTEL VICTORIA

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

Reserves Decision Following Tele Confab

(Continued from Page 1)
 ublic, resulted, it is understood, in a rather pessimistic picture of the industry's immediate future. The conference is believed to have brought out little difference of opinion. It was largely a matter of fact. The Commission apparatus sat back and listened, asking questions. The general view of television operators present was the difficulty of obtaining materials makes it virtually impossible for them to expand operations during the war, and that whether the value of television in the war emergency, particularly in civilian defense instruction, is sufficient to warrant a preference rating on materials must be decided by the OCD and FCC.

Ask End of 15-Hour Rule
 The no official comment was made, the television operators agreed that the Commission action requiring 15 hours a week of television station licenses should be modified for the duration.

While many of them apparently would like to suspend transmission while the war is going on, some indicated that they wish to retain their licenses, and that a softening of the rule might enable them to continue on a reduced scale.

Some, in line with requesting a higher priority rating than the A-10 classification generally given broadcasting, it was indicated by some officials present that other media, such as motion pictures, are better in civilian defense instruction than television. The other media, it is indicated, use smaller amounts of material and do not present as great a difficulty in reception as large numbers of persons as the quantity of television receivers raises, can reach a much wider audience with the same effort.

Commercial Operation Dead
 It appeared generally agreed that there is no hope of putting across a commercial basis during the war. Some equipment manufacturers present, however, indicated a willingness to continue to produce television apparatus if desired, though they have expanded their facilities to the utmost to fill Government orders for specialized communications, direction-finding and search apparatus for the armed forces.

The most optimistic view of the future was the belief that television will be an important post-war industry, absorbing many workers released from war production and the surplus of the various companies is directed toward that end. It is indicated none of the representatives present, however, thought that television's eventual development should be arrested greatly if they had operations now for the duration.

No FCC Attitude Indicated
 That the Commission's attitude would be in determining a policy for

WHO'S WHO IN RADIO

MURRAY B. GRABHORN

TWENTY-THREE years ago a youngster in Newark, N. J. got a summer vacation job "soliciting ads" for his home-town paper. Within a couple of weeks he was no longer soliciting. He was selling advertising space with the skill and aplomb of a veteran.

Today that youngster by name, Murray B. Grabhorn, still young in years but with a world of experience packed into his career, is National Spot Sales Manager for WJZ, WENR, KGO and WMAL. After completing his high school education, Grabhorn took on a full-time job with the Newark "Ledger" display staff. In the next ten years, the old home town having become a trifle cramped for his efforts, he moved on to bigger and better things in California, where he was associated with the sales staff of the Los Angeles Evening "Herald" and Los Angeles "Express."



Spot Sales Manager.

When radio called, he joined up with the Don Lee Broadcasting System as a salesman and was later sales manager for KHJ and KFRC. Grabhorn returned to the East as manager of the New York office of John Blair & Co., station representatives, but there was something about California and he was soon back in California with Hearst Radio, Inc., becoming manager of KEHE in Los Angeles and then vice-president of the station. He organized International Radio Sales for the Hearst organization and served as its general manager for more than a year, when he left to become national sales manager of WFIL, Philadelphia.

Next step was to Transamerican Broadcasting and Television Corp. as New York manager of WLW, Cincinnati, followed by a post as account executive and general program sales executive from whence he came to the Blue Network.

Grabhorn is married and the father of two daughters. He lives in Short Hills, N. J., a short distance from the scene of his first job and the possibilities to which it awakened him.

Taking Up FDR 'Contest,' WHOM Offers War Bond

WHOM, Jersey City, is offering a \$25 Defense Bond for the best new name that President Roosevelt has requested to aptly describe the war instead of calling it World War II. Joseph Lang, WHOM general manager and chairman of the Foreign Language Committee of the NAB, announced that the station will solicit war name suggestions from listeners at 11 p.m. nightly continuing through this week. All suggestions will be forwarded to the White House.

television's wartime operations as a result of the session could not reasonably be guessed. It may be, however, because every indication points to a desire on the part of Chairman Ely and other Commissioners to keep Video alive during the war as an industry which will greatly aid the post-war economy, that the modification of the 15-hour rule may be made.

Many Executives Present

Among the station operators and manufacturing company officials present were representatives of Hughes Productions of Hollywood; Don Lee network of California; CBS, NBC, RCA, Philco, Allen B. DuMont Laboratories, and the Radio Manufacturers Association. The Commission was represented, in addition to all seven Commissioners, by Chief Engineer E. K. Jett, William H. Bauer of the legal department in charge of television, George P. Adair, acting broadcasting assistant chief engineer, and Attorney Ralph Walker.

NBC Confers Honorary V-P On Sergeant Clay Doster

(Continued from Page 1)
 Sgt. Doster's initiative while working with the Panama Army radio stations, conducted by the Coast Artillery Command in the Canal Zone, in securing NBC programs for the outlets, which were made honorary NBC affiliates. The NBC Jungle Mudders club, composed of Trammell, Frank Mullen and other NBC execs, was organized by Major General Sanford Jarman, formerly commander of the Panama Coast Artillery Defense Command and also associated with the two Army radio stations.

General Jarman Present

Present at last night's dinner were Major General Jarman, now Commanding General, Anti-Aircraft Defenses, Eastern Theater of Operations; Colonel Charles R. Finley, Chief G-2, First Army; Major O'Donnell, Adjutant General, Anti-Aircraft Defenses, Eastern Theater of Operations; Frank E. Mullen, vice-president and general manager, NBC; Clay Morgan, assistant to the president; C. Lloyd Egner, vice-president, Radio-Recording Division; I. E. Showerman, general sales manager; Lester Vail, producer; Edmund Birnbryer, script division; Thomas J. Dolan, wire chief, Blue Network; Arthur Feldman and Maynard Stitt, news and special events; C. L. Menser, national program manager; William Kost, Institute of Public Relations, and Leighton H. Blood, editor in charge of trade news.

OEM Offers New Show For Low Budget Indies

(Continued from Page 1)

field, chief of the OEM's radio division, as "a major opportunity for small budget independent stations to present their own programs dealing with the war."

Idea of the series, which will have its initial airing via WITH, Baltimore, tomorrow night, is for the Legion women to tell their neighbors how the war affects them personally, in various aspects of their daily lives. Presented by amateurs with whatever professional help the Auxiliary ladies are able to obtain in their home towns, the program's scripts are written by the OEM radio section.

More than 500 state and local Legion Auxiliaries are co-operating in the plan, it was stated, with a considerable number of local stations throughout the country already said to have indicated their intention of carrying the shows. The monthly scripts already written deal with the saving of sugar and tires, and explain the reasons civilians must go without certain articles.

'Streamlined' Plans Continued By Blue Net

As the result of streamlining of network operations, stations affiliated with the Blue Network are no longer requested to file daily reports of sustaining programs. In a letter to station managers, John H. Norton, Jr., station relations manager of the Blue, pointed out that the new move, by eliminating superfluous bookkeeping, will save time and expense for both the network and affiliates.

Instead of a daily report, station managers have been asked to designate on a new form the sustaining network programs carried on a selected list of periods during a specific week. This information provides the network with a periodic check on certain sustaining programs.

New KROD Comm'l Manager

El Paso—Cecil Trigg, well-known El Paso advertising man, supplants Larry A. Harris as commercial manager of KROD. Trigg is the former publisher of "Picturesque Southwest" magazine and has 12 years advertising experience behind him.

**NATIONWIDE—BUT
NOT TOO BIG FOR
FRIENDLY SERVICE!**

Postal Telegraph

CHARGES FOR TELEGRAMS PHONED IN
APPEAR ON YOUR TELEPHONE BILL.

NEW BUSINESS

KDKA, Pittsburgh: Carnation Milk Co., Milwaukee, Wis., 78 ETs, thru Erwin Wasey & Co., Inc., New York; Duquesne Brewing Co., Pittsburgh, 312 anns., thru Walker & Downing, Pittsburgh; Eaton Paper Corp., Pittsfield, Mass. (Stationery) 26 anns., thru Grey Advertising Agency, Inc., New York; Kasco Mills, Inc., Toledo (Dog Food) 39 anns., thru Campbell-Sanford Advertising Co., Cleveland; Kellogg Sales Co., Battle Creek, Mich. (Corn Flakes) 344 anns., thru J. Walter Thompson Co., Chicago; Kellogg Sales Co., Battle Creek, Mich. (Pep) 260 anns., thru Kenyon & Eckhardt, New York; Longines-Wittnauer Co., New York, N.Y. (Watches) 13 ETs, thru Arthur Rosenberg Co., Inc., New York; A. Mamaux & Son, Pittsburgh (Awnings) 13 anns., thru F. A. Ensign Advertising Agency, Pittsburgh; National Biscuit Co., New York (NBC Bread) 26 anns., thru McCann-Erickson, New York; Pillsbury Flour Mills, Minneapolis, Minn. (Flour) 65 anns., thru McCann-Erickson, Chicago; Rumford Chemical Co., Rumford, R. I. (Baking Powder) 39 anns., thru H. B. Humphrey Co., Boston; Dr. Salsbury's Laboratories, Charles City, Iowa (Poultry Remedies) 36 anns., thru N. A. Winter Advertising Agency, Des Moines, Iowa; William S. Scull Co., Camden, N. J. (Minute Man Soup Mixes) 47 anns., thru J. M. Mathes Agency, New York; Walker Remedy Co., Waterloo, Iowa (Walko Tablets) 30 anns., thru Weston-Barrett, Waterloo, Iowa; Washington State Apples, Seattle, Wash. (Apples) 17 anns., thru J. Walter Thompson Co., San Francisco.

WINS, New York: Barney's Clothes, Inc., thru Emil Mogul & Co., Inc., 70 one-min. anns. weekly for 52 weeks; Beechnut Packing Co., thru Newell-Emmett, six half-min. anns. weekly for 13 weeks; Carter's Products, Inc., thru Spot Broadcasting, Inc., six one-min. anns. weekly for 39 weeks; Ex-Lax, Inc., thru Joseph Katz, Inc., 70 one-min. anns. for seven weeks; Fels & Co., two one-min. anns. and four half-min. anns. weekly for 26 weeks, direct; I. J. Fox, Inc., thru Louis Kashuk, Inc., 70 one-min. anns. weekly for six weeks; Gardner Nurseries Co., thru Northwest Radio Adv. Co., Seattle, six five-min. programs weekly for two weeks; Glad Tidings Tabernacle, one hour each Sunday for 52 weeks, direct; Hebrew Evangelization Society, one half-hour program daily and Sunday for 26 weeks, direct; Perry Le Roy, one 15-min. program daily for 13 weeks, direct; Loew's (M-G-M), thru Donahue & Coe, eight 50-word anns. for two days; Madison Personal Loan Co., thru A. A. Klinger Adv. Agency, 15 one-min. anns. weekly, Monday through Saturday; Wm. Peter Brewing Corp., thru M. H. Hackett, 36 one-min. anns. weekly for 13 weeks; Roma Wine Co., 54 one-min. anns. weekly for 52 weeks, direct.

WORDS AND MUSIC

By Sid Weiss

REPORTER AT LARGE: T. Dorsey feuding with Leonard Joy as well as Ascap publishers. He even asked Bob Weitman to put up a sign at the Paramount forbidding publishers admittance for the duration of his engagement... First day Ed MacHugh, the Gospel Singer, switched to the Blue, he received a letter saying that his program had prevented a suicide. Ed gets better than 800 letters a week—most of 'em from people he's cheered up... Milton Berle lining up terrific names on his Ballantine show. Hedy LaMarr swaps gags with him on his next show... "Sing a Song of Superman" debuts on the Blue Sunday... Arnold New, who accompanies Irene Beasley on her air spots, will ditto when she opens at one of the town's smart spots... "The Victory Waltz," by Maurice Roffman and J. P. Fox, a welcome relief from the flood of "march" tunes... Bob Hope coming east after his current picture assignment to broadcast from New York.

★ ★ ★

As an example of the gamble that is radio acting, consider the following: The director of a Big Time show was talking over leads with his assistant. "How about Alice Reinheart?" suggested the latter. "I'd use her in a minute," replied the director, "except she's under exclusive contract, she won't work for scale and she's so busy there'd be too much rehearsal conflict." The director was no doubt sincere in his thoughts—yet not one of his statements was true. Looks like radio could make good use of that slogan about loose talk.

★ ★ ★

BETWEEN US: Major Wyllis Cooper: I see you made "Who's Who" this year. (Look in "Who's Through" and you'll probably find us!)... Ruth Gilbert: CBS has tagged you as "Miss Television" for the "Cavalcade of Glamour" to be held at the Commodore on the 19th... Ed Cashman: That "Command Performance" you and Paul Phillips put on with Kay Kyser, Bea Wain and Eddie Cantor, among others, was one of the best of the series.

★ ★ ★

Gil Mack, who was washing dishes down there at the time, happened to notice one of the girls making a fuss over a khaki-clad youth at the Stage Door Canteen. What she couldn't get over in particular was the fact that his buttons were initialed D.S.C. "What's that," she inquired. "Distinguished service?" "Distinguished service, hell," snapped the lad. "I'm with the Department of Sanitation!"

★ ★ ★

BLUE RIBBONS: To Raymond Scott's "Powerhouse" via CBS... To Bruce Wendell for his unusual touch in handling his WHN record programs... To Tom Tully for his "Death Valley Days" emoting... To Mildred Linn's commentating via WMCA... To Geo. Bryan's news reporting on his CBS morning spot... To "Meet the Navy," put on by Lt. Commander Eddie Peabody and Chief Robert Linden out at Great Lakes Naval Training Station over the Blue Network.

★ ★ ★

SO YOU WANT TO BE AN ACTRESS: Here's a sample of the "character" Jerry McGill is looking for in his new comedy mystery series called "Appointment With Crime." According to the script, the girl "is the ideal secretary, granting there is such a creature. She must have a dash of sex in her voice, a touch of possible romance with Mac (which never comes to the surface). She should have the patience of a saint, the wisdom of a woman of the world, a sense of humor, a hard head, a mother complex, a helluva temper... a sharp tongue and a soft heart... She should be all things to all men; and if you can put that over in this audition, you're not an actress—you're a genius!" Check!

NEW PROGRAMS IDEAS

KVOO Sports Series

"Short Casts and Wing Shots" is a new sports service program now being presented one night weekly by Bud Jackson, sports reporter of KVOO, Tulsa, Okla., who is an inveterate hunter and angler himself. With particular emphasis on fish and wildlife conservation, the series includes news of lake, stream and hunting conditions reported to Jackson by outdoor enthusiasts over the state and interviews with hunters, fishermen, conservationists, lake and game refuge custodians, and officials of the state fish and game commission.

WHBF "Drafts" FDR

Production department of WHBF Rock Island, Moline and Davenport, has "drafted" President Roosevelt's clear voice to help Victory Bond and Stamp sales in the mid-west. Potent phrases and statements "dubbed off" a transcription of the President's "Report to the Nation" (Jan. 6) form the nucleus of one-minute transcribed spots promoting the sale of bonds and stamps. Since January WHBF has substituted its own spots stressing "Victory" bonds and stamps in place of Treasury Department's prepared defense bond spots.

KDKA's FM Station, W75P In Formal Debut Tomorrow

(Continued from Page 1)

quency modulation affiliate, W75P, the air shortly after 2 p.m. tomorrow. The new station will be saluted a program from 2-4 p.m. on KDKA marking the start of operation of W75P.

The broadcast will include brief talks by A. W. Robertson, chairman of the board of Westinghouse Electric & Manufacturing Co.; Dr. L. W. Chubb, director of the Westinghouse research laboratories; James B. Rood, general manager of KDKA and W75P; and Dwight A. Myer, chief engineer of the two stations. Messages will be read from James L. Fly, Chairman of the FCC, and Walter Evans, vice president of Westinghouse Radio Stations, Inc. Music will be provided by the staff orchestra and artists.

Transmitter for W75P is located in the same building which houses the KDKA equipment at Allison Park. The new FM station will go on the air with a temporary antenna, however, which will not provide as extensive coverage as the permanent antenna which will be erected sometime this summer. W75P is designed to serve an area of 8,400 square miles with a population of 2,100,000 persons.

Under the direction of Mrs. Helen Replogle, production manager for FM, W75P will be on the air six hours daily from 11 a.m. to 2 p.m. and 6-9 p.m.

Part of the schedule will consist of local programs arranged exclusively for FM, and the rest of NE programs which are not carried by KDKA.

TOMORROW NIGHT IS TUNE IN NIGHT FOR UNITED CHINA RELIEF



*R*adio can be proud of the part it is playing in this cause: proud not only of the full hour show tomorrow night on the BLUE Network of ninety stations but proud also of the nearly 400 other stations which have requested transcriptions of the program for later broadcasting. And radio can be proud of the sponsors — more than a score of them — who are cooperating with announcements on their own programs.

Tune in the BLUE Tomorrow Night, 9 to 10 P. M. EWT

*L*isten to the great program Charles Martin has produced with Pacific Coast cooperation by Tom Lewis. Hear Frank Black's especially arranged musical background; original sketches by Pearl Buck, Maxwell Anderson, Fanny Hurst and John O'Hara; narration by Alfred Lunt; acting by John Garfield, Lynn Fontanne, Loretta Young; Bob Hope, Mickey Rooney, Burns and Allen, Judy Garland and David Broeckman's orchestra from the Coast.

*H*ere is outstanding entertainment — radio at its best, radio you can be proud of, radio that will make itself heard from border to border and coast to coast.

**RADIO EXECUTIVES CLUB OF NEW YORK
UNITED CHINA RELIEF COMMITTEE**

★ ★ Coast-to-Coast ★ ★

WSAZ, Huntington, W. Va., has erected a Defense Stamp Booth in front of their studios. This is one of many booths located throughout the Huntington business district. Latest reports say that WSAZ's booth is far ahead in selling the stamps.

Adelaide Hawley, editor of the "Woman's Page of the Air" on WABC, New York, was this week's guest at the regular luncheon of the Publicity Club of New York. Topic of her address was "How to Get Publicity on the Radio and Keep Out of Waste Baskets."

Walter King, staff announcer of WINS, New York, was one of the judges at the pet show last week sponsored by the Kip Bay Boys Club. Herb Sheldon, conductor of WINS' "It's Sheldon" program received a glowing fan letter recently praising each one of the actors on his show. On the particular show referred to in the letter there were four characters, all of which were played by Sheldon, himself.

Police Commissioner Lewis J. Valentine of New York, speaking over WNYC, tomorrow between 1:05 and 1:30 p.m., on the topic "No Blackout for Charity" will tell of the plans of more than 200 agencies and institutions coordinated by Catholic Charities to meet any war emergency as well as normal needs of maintaining health, family aid, child-care and youth activities.

Larus & Bros. Company, Richmond, Va., for Edgeworth pipe tobacco, has contracted for a series of five one-minute announcements weekly for 13 weeks on WJZ, New York. Beginning April 13, the transcribed announcements will be heard Monday through Friday at 11:05 p.m. Warwick & Legler, New York, is the agency.

Lake Compounce, Bristol, Conn., summer playground which has been using WDRS, Hartford, since 1930, has just signed its 1942 contract with the station. The schedule is the largest in the 12-year's period. Contract, handled by WDRS salesman J. Eric Williams, calls for a five-minute late afternoon name band contest Monday through Friday; sponsorship of the 25-minute "Strictly Swing Club" show on Saturday afternoons; and many spot announcements. The schedule will run through the summer, and was initiated by Julian Norton, advertising manager of the Bristol playground.

Radio commentators on WHN, New York, have all turned authors. Currently on the bookshelves are "Mechanized Might," by Major Paul C. Raborg, the station's military analyst; "Himmler, Nazi Spider Man," written by news commentator George Hamilton Combs, Jr.; and "Time Runs Out" by news analyst Henry J. Taylor.

C. Arthur Fifer, manager of WTAD, Quincy, Ill., has written a new song, titled "Let's Sing America." It was introduced recently with a unique band arrangement under Paul Morrison's direction.

A former NBC organist, Sgt. Raymond E. Watkins, is directing the Chapel music of the huge Air Corps Technical School at Kessler Field, Biloxi, Miss. Sergeant Watkins, a graduate of New York University, not only plays the organ for the different religious services but also organizes and trains the Field's choirs.

Capt. Milton H. Medenbach, public relations officer of the Air Corps Technical Training Command stationed in Tulsa, was the speaker on a special "Army Day" program on KVOO, Tulsa, Okla., which also included background information on "Army Day," exhortations for greater cooperation in the war effort, and patriotic music.

Richard Widmark, who plays Paul Casey in "David Harum" over CBS, was married last Sunday to Jean Hazelwood, in the First Methodist Church at Evanston, Ill. Couple met while attending Wake Forest College. Widmark is a radio actor who has appeared on "Aunt Jenny," "Court of Missing Heirs," and many other CBS dramatic shows.

George Bryan, CBS newscaster, who is heard daily at 4:45, will now also be heard at 9:00 a.m. daily. Latter news spot will be sponsored six times weekly by White Rose Kitchen Magic. Sometime ago, when Bryan handled this 9:00 a.m. spot, it had the highest rating of any morning program. Forced by other commercial commitments to take a leave of absence, Bryan has now been able to rearrange his schedule to include the morning newspot.

KYW, Philadelphia, has increased its newest musical program which debuted last week, from the original fifteen minutes to a half-hour weekly. Show, featuring the KYW orchestra and Frank Coleman, tenor, is sponsored by Esslinger's, Inc., local brewers.

Bill Baldwin, former director of special events for KFWE, Hollywood, has joined the program staff of KGO, San Francisco, and the Blue Network. His first assignment was the launching of the "All Chinese-American Bond Drive" on KGO last week. Other station assignments include the "Musical Clock" morning program in addition to a number of special events now being prepared.

Gordon F. Kibby has been signed by WLAV, Grand Rapids, Mich., to take over the announcing duties of John C. Marshall, chief announcer and sportscaster, who has joined the Army.

Announcer Larry Elliott's two children and Marcia Hawley, daughter of Mark and Adelaide Hawley, played a return engagement on "Women's Page of the Air" via WABC, New York, on Saturday to talk about Easter baskets and bunnies and to sing the Star Spangled Banner. The first appearance of the children on this program occurred last Christmas when they sang and discussed what "Life With Mother" and "Life With Father" was really like. In addition to "Women's Page of the Air," Larry Elliott announces the Fred Allen program and all the Treasury Hour shows.

Duane Nelson, announcer and actor of WJLS, Beckley, W. Va., was master of ceremonies for the premiere of a new patriotic song, "The Red, White and Blue," composed by Norris Guthrie, Beckley musician. Nelson wrote and presented the opening address. He also was the first person to introduce "The Red, White and Blue" to the public.

Paul Fireman, holder of a ham license since 1925 and formerly in charge of the technical and service departments of the Federal Recorder Division of the Continental Music Co., has joined WWRL, Woodside, N. Y., as transmitter engineer. "The McNulty Family," popular Irish trio appearing on Bruce Henry's "Erin's Melodies" on WWRL, are currently making personal appearances at New York hotels and night clubs.

Staake & Schoonmaker, advertising agency for the First National Bank & Trust Company in Kalamazoo, Michigan, is publicizing "First National News Time," a fifteen minute newscast scheduled at 5:45 p.m. Sundays on WKZO of that city, with a bulletin board in the bank lobby containing information concerning the feature plus hourly news releases from WKZO's INS wires.

Charles P. Shoffner, veteran farm editor of WCAU, Philadelphia, celebrated his nineteenth birthday on air this week and his tenth on WCAU. Shoffner began broadcasting about farm topics on the now defunct WCAU in 1924 and has been on the air without interruption from one to two times a week since then. He became WCAU's farm editor in 1930.

For the fifth consecutive year, the games of the Knoxville Smokies, the Southern League, will be announced by WNOX, Knoxville, according to an announcement by R. B. Westgaard, station manager. Play-by-play will again be by program director and veteran ballcaster Lowell Blanchard, twice winner of the Sports News popularity poll for Southern baseball announcers, and last year runner-up for the national title. Sponsorship of all broadcasts is being shared by General Mills for Wheaties and Socony-Vacuum Oil Company for Mobilgas. Another WNOX miken gets in the baseball spotlight in the person of announcer Tys Terwe, chosen for the second year to handle the PA system for fans attending home games of the Smokies.

Mildred Linn, fashion commentator on "The Three Marketeers," due to feature on WMCA, New York, probably has the largest glove collection of any one in radio. She owns pairs of gloves and usually built her costume around them.

In line with the widespread emphasis on physical fitness, WGL, Wayne, has started a new series titled "Hale America" on which Harry Grabner, physical education director of the Fort Wayne Turners, conducts a course in calisthenics. Program is heard every weekday except Wednesday at 8:45 a.m. and every Wednesday at 7:45 a.m.

Lunt-Fontanne As Guests On China Relief Program

Alfred Lunt and Lynn Fontanne will headline the eastern portion of the United China Relief program Saturday, April 11, at 9 p.m., EW on the Blue Network. Miss Fontanne's only other air appearance was a recitation several months ago of Alice Duer Miller's stirring poem "White Cliffs of Dover." On Saturday she will appear as the star of two playlets, one written by Fannie Hurst, the other by Charles Martin. Lunt will act as program narrator.

United China Relief officials announced that Archibald MacLellan, Director of the Office of Facts and Figures, will read a message for President Roosevelt. Wendell Willkie and Dr. Hu Shih will also be heard. Mickey Rooney will emcee the western coast portion of the hour show and will introduce, among others, Bob Hope, Burns and Allen and Jimmy Cash, vocalist.

1942											
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					

April 10

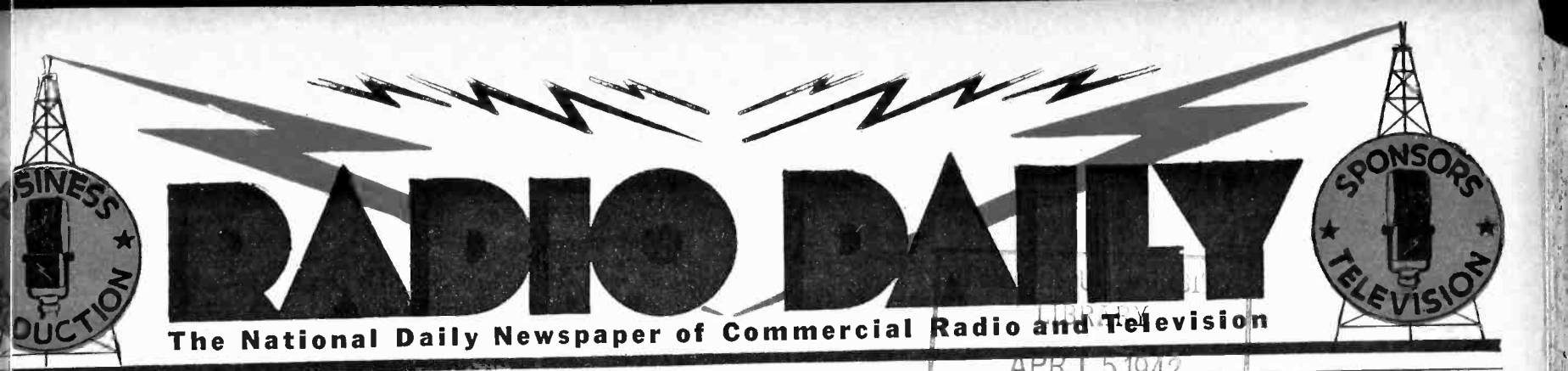
Woodrow Cox William B. Dolph
Fred Hall Peg La Centra
Haven MacQuarrie Eddie Rubin
Sigmund Spaeth Mark Warnow

April 11

Carroll Carroll Erwin Darlington
Paul Douglas Edward Fishman
Johnny Welsh

April 12

Herman Bess Bill Edmonds
Clark Fells Jean Hallock
Leo Miller Henry Peterson
Howard Phillips Lincoln Simonds



The National Daily Newspaper of Commercial Radio and Television

APR 15 1942

NEW YORK, N. Y., MONDAY, APRIL 13, 1942

TEN CENTS

L. 19, NO. 9

Decision On Tele Soon

Campaign To Relieve Technician Shortage

Washington Bureau, *RADIO DAILY*
 Washington—The FCC has been urged by the Domestic Broadcast Committee of the Defense Communications Board to relax its operator rules so that a person with "limited knowledge" of technical matters can operate a broadcast station when a competent engineer is on call. Several are projecting relaxation of the Commission regulations had been presented to the DCB committee, of which Neville Miller, NAB president, is chairman, and it is understood that

(Continued on Page 3)

Hager Succeeds Wheeler As NAB District Director

Some 50 broadcasters representing stations in New York and New Jersey comprising NAB District No. 1 held a meeting Friday at the Hotel Roosevelt, and elected Kolin Hager, WGY, Schenectady, as Director to represent the district on the NAB board following its convention on May 11. Hager succeeds Clarence Wheeler of WHEC, Rochester. Hager will serve a two-year term. Meeting was reported as fairly

(Continued on Page 2)

Cigar Institute Test Inaugurated In Midwest

Cigar Institute of America, Inc., in cooperation with WLW, Cincinnati, is testing a new institutional program promoting the cigar industry. Titled "Highlights and Shadows," the series consists of weekly half-hour programs featuring top local talent and three in-

(Continued on Page 3)

Cuban Censor Threat

Havana—Complete news censorship of broadcasting stations and newspapers was threatened by Prime Minister Carlos Saladrigas, "if they continue to publish shipping and airplane movements of military interest." At the same time, blanket before-publication censorship was clamped down on an influential morning paper, by the Prime Minister.

WJZ Repeats Winchell As Test Of Late Hour

In an attempt to get concrete evidence on the midnight to 1 a.m. listening audience in the metropolitan area, WJZ has made a deal with the Andrew Jergens Co. and its agency, Lennen & Mitchell, whereby ETs of the Sunday Walter Winchell broadcasts will be aired the same night (Monday morning) from 12:45-1 a.m. It's a no payment proposition, set for 13 weeks, but cancellable at any time

(Continued on Page 3)

Brown-Spector Merger Shortest In Ad. History

Probably the shortest-lived merger in advertising history came to an abrupt close Friday as Raymond Spector and Stanley A. Brown dissolved Brown & Spector, Inc., each resuming business, effective today, under his former agency name and retaining the accounts taken into the merger. Resuming the Raymond

(Continued on Page 2)

FCC Following Up Hearing By Asking For Pertinent Progress Reports; See Important Move On Tap

ET Men In Quandary Over Govt. Production

Although threatened with possible serious curtailment of business should the Government enter the syndicated transcription field, ET producers to a man are subordinating their own interests to the needs of the war effort and have so notified the proper Government officials. But they would

(Continued on Page 6)

N. Y. Senate Passes Bill Re Selling Radio Stock

Albany—State Senate passed bill by Senator John L. Buckley permitting corporations engaged in or controlling radio communications or operating a broadcasting station under government license to prohibit or restrict the transfer to or ownership and voting rights of capital stock

(Continued on Page 2)

"Hit Parade" Joins Short-Wave Sponsors

American Tobacco Co. will become CBS's second short wave client next Sunday when the Lucky Strike "Hit Parade" joins Texaco's Fred Allen program on the rebroadcast sched-

(Continued on Page 5)

Washington Bureau, *RADIO DAILY*
 Washington—That the FCC is following through its evaluation of television during wartime and is seeking to safeguard its future was indicated on Friday following the informal hearing held Thursday when tele licensees stated their case. Further information will now be sought from the licensees and the information sought is in the form of a progress report from the holders of construction permits for tele stations—experimental and commercial. A formal questionnaire will not be issued by the Commission, however.

Commission desires that the reports

(Continued on Page 6)

NAB Spot Anns. Study Finds 99.38% Correct

Value of the radio program checking service is questioned in a survey of radio station performance conducted by the National Association of Broadcasters in which ninety-nine and thirty-eight one hundredths (99.38) per cent of the commercials

(Continued on Page 5)

Peabody Award Group Holds Annual Dinner

Annual dinner and entertainment of the George Foster Peabody Awards committee, was held Friday night in the Starlight Roof of the Hotel Wal-

(Continued on Page 2)

★ THE WEEK IN RADIO ★

... Radio Industry Mobilizes

By TOD SWALM

AS THE U.S. MULLED consolidation of its various information divisions into a central bureau, the radio industry acted and on Thursday last had secured final approval of its cooperatively developed "blue print" for integrated, instant utilization of the industry's vast resources in behalf of the war effort. This week the allocation plan, developed in two months by William B. Lewis, radio director of the Office of Facts and Figures, and committees repre-

senting all phases of broadcasting, will be put into effect.

Additional information regarding details of the OFF's system became known over the week-end. Copies of the "Network Allocation Plan," a master chart of network commercial programs, are now being printed by the thousands and will be distributed this week to networks, agencies and all of the more than 850 stations in the country. Covering a four-week

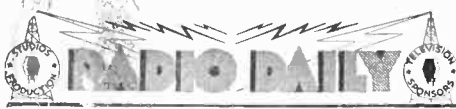
(Continued on Page 2)

Surprise!!!

Hartford, Conn.—WDRG, Hartford, startled Connecticut by putting on an unexpected week-end broadcast from "Somewhere in Connecticut." Broadcast was made from a secret outdoor location in the state by Chief Announcer Ray Barrett, who gave actual description of what was going on to protect Connecticut from attack by air at night.

Sanders Bill Tuesday

Washington—Hearings on the Sanders Bill, designed to split the FCC into two divisions and revising certain broadcasting regulatory provisions of the Communications Act of 1934, will open tomorrow as scheduled, it is reliably reported. There had been strong indication that not enough members of the House Interstate Commerce Committee would be on hand.



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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

(April 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	116 1/2	115 7/8	116 1/8	- 1/8
CBS A	9 1/8	9 1/8	9 1/8
CBS B	9	9	9
Gen. Electric	24	23 5/8	23 5/8	- 1/8
Philco	8 1/2	8 1/2	8 1/2
RCA Common	2 7/8	2 3/4	2 7/8
Stewart-Warner	5 1/2	5 1/2	5 1/2	+ 1/8
Westinghouse	67 3/4	67 1/4	67 3/8	+ 1/8
Zenith Radio	12	11 3/4	11 3/4	- 1/4

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	1 5/8	1 7/8
Stromberg-Carlson	4 1/2	5 1/2
WCAO (Baltimore)	16	19
WJR (Detroit)	17	20

NBC Transfers Elwood To Pacific Coast Division

John W. Elwood, who has been in charge of the NBC International Division has been transferred to the Pacific Coast Division, reporting to Sidney N. Strotz, vice-president, for special assignments, under orders issued Friday by Frank Mullen, vice-president and general manager of NBC.

N. Y. Senate Passes Bill Re Selling Radio Stock

(Continued from Page 1)

by aliens. Further legislative action on the amended state Milk Publicity Bill is anticipated this week. The Stokes-Parsons measure calls for \$250,000 appropriation to be defrayed by milk producers, with the campaign scheduled to be continued until June 30, 1943.

Lou Frankel Resigns

Lou Frankel has resigned as director of publicity, promotion and special events of WBYN, Brooklyn. Resignation became effective Friday.

★ THE WEEK IN RADIO ★

... Radio Industry Mobilizes

(Continued from Page 1)

period, the chart will show, among other things, what commercial programs are plugging what Government appeals, permitting the local station managers to determine in advance which war announcements he should use in station breaks. Thus a local station will not follow a network program's War Saving Stamp appeal with one of its own, but can use an enlistment or coal buying plug.

Also on the presses is an OFF "Radio War Guide" which will list all Government appeals and rate them according to their current importance. To be revised from time to time as war requirements change, the "Guide" will list urgent needs, such as promotion of War Savings Bonds, as "AA" with other appeals being graded down "A, B, C, D." Thus the element of guess work and/or local pressure will be removed from station managers in scheduling patriotic appeals.

Again war developments held the spotlight throughout the week. On Wednesday the War Production Board issued a drastic stay order bound to affect radio stations prohibiting construction of projects of \$5,000 or more. This was viewed as

taking away from the FCC the authority to sanction construction of broadcast stations and transmitters or to authorize expensive replacement jobs... Two more war casualties developed at the networks as a result of sugar and tin shortages. Coca-Cola Co. cancelled "Spotlight Bands" on Mutual and Campbell Soup Co. disregarded its option on the Lanny Ross show... Ascaph was sued by a group of New York movie theaters.

An important legal precedent was established when the U. S. Supreme Court ruled that the District of Columbia Court of Appeals had power to suspend the operation of an FCC order temporarily, pending hearing of an appeal.

Developments of lesser import: WPB, because of the conversion of the manufacturing industry to war work, vetoed a plan of the Rockefeller Committee to distribute dx receivers in South America... Mutual March billings were up 105 per cent... Ringling Bros. and Barnum & Bailey Circus bought radio announcements for the first time... Television men met with the FCC, but the Commissioners reserved decision on the industry's wartime course.

Brown-Spector Merger Shortest In Ad. History

(Continued from Page 1)

Spector Co., Inc., tag, the Spector group returns to its old offices at 32 East 57th St., here, while Brown, who was president of Brown & Spector, again will do business as Brown & Thomas Advertising Corp., remaining in the 10 Rockefeller Plaza offices. Merger of the two firms was accomplished on March 1 of this year.

Long closely identified with the national spot field, Raymond Spector Co. retains control of advertising of Serutan, Noxon metal polish and Rum & Maple Tobacco, all currently using radio on a spot basis. Block Drug Co. (Gold Medal Capsules), formerly handled by Spector, has moved to J. Walter Thompson.

Only radio account retained by Brown & Thomas is Golan Wines which recently launched a large scale spot effort, first for the account, through the Brown & Spector combination. Effect of the dissolution on the various radio accounts involved could not be anticipated Friday.

Hager Succeeds Wheeler As NAB District Director

(Continued from Page 1)

routine, the resolutions commending the work of the NAB and BMI; thanked Wheeler for his past services, commended the broadcasters for their war effort and promised support to the invitation to hold the 1943 NAB Convention in New York. NAB officials from Washington were in attendance.

Peabody Award Group Holds Annual Dinner

(Continued from Page 1)

dorf-Astoria here where the awards for 1941 were formally presented. Seated on the dais were Mr. and Mrs. Frank E. Mullen, vice-president and general manager of NBC; Mr. and Mrs. Robert D. O'Callaghan, president of the N. Y. Alumnus Society of Georgia University; S. V. Sanford, Chancellor of the University System of Georgia; John E. Drewry, Dean of the Henry W. Grady School of Journalism of Georgia University; Pyus Butler, of the faculty of the above mentioned school; Cecil Brown, Sandra Michael, John Gills, Mr. and Mrs. Alfred Wallenstein, Dr. James Rowland Angell, Stanley P. Richardson, Norman Corwin, Waldemar Kaemffert and Sophie Wilds.

Entertainment was provided by Johnny Burke, Olga Coelho, Golden Gate Quartet, Harry Hershfield, Hi Lo Jack and the Dame, Burl Ives, Polka Dots, Al and Lee Reiser and Rosita Rios.

Winners of the Peabody Awards were: Cecil Brown, CBS correspondent; "Against the Storm" daytime serial by Sandra Michael; "The Bill of Rights," broadcast last Dec. 15, as produced by Norman Corwin, for which he also recently received the Advertising Award, Alfred Wallenstein, WOR-MBS musical director; "Chicago Round Table of the Air" and The International Short-Wave Broadcasters of the Country for patriotic service.

Departure this year is the inclusion program awards rather than to individuals, networks or stations.

COMING and GOING

ROY C. WITMER, NBC vice-president in charge of sales; KEN R. DYKE, director of promotion, and CHARLES B. BROWN, sales promotion manager, returned over the week-end from the network's recent meetings on the Coast.

LEWIS ALLEN WEISS, vice-president and general manager of the Don Lee Network and executive vice-president of MBS, en route from Washington to Chicago for Wednesday's meeting of Mutual's board of directors.

G. G. "JERRY" WHITE, commercial manager of WFMD, Frederick, has returned to Maryland after spending a few days here.

LINUS TRAVERS, vice-president in charge of sales and production for WAAB and WNAC, Boston, and the Colonial Network, arrived Friday for a brief visit on station and network business.

MAURICE J. COLEMAN, sales manager of WAGA, is back at his Atlanta headquarters following a short stay in New York.

EUGENE CARR, of WGAR, Cleveland, is back at his desk following a trip to New York where he attended the Peabody Awards dinner Friday night and previously conferred with C. E. Arney, Jr., on the entertainment for the forthcoming NAB Convention.

JOHN J. LAUX, general manager of WSTV, Steubenville, has completed a business trip through the Midwest and resumed his duties at the station.

WALTER WINDSOR, announcer and president of the 610 Club, WSGN, Birmingham, is in town from Alabama for a vacation of two weeks.

GEORGE H. JASPERT, commercial manager of WTAC, who had spent the week here attending the inauguration of H. V. Kaltenborn's Twenty Year Club, has returned to Worcester.

CBS Pacific Coast Web Gets Renewal-New Acct.

West Coast Bureau, RADIO DAILY Los Angeles—New account and a renewal was announced Friday for CBS Pacific Coast network. Chamberlain Sales Corp. (hand lotion) has returned to a five-station Coast web with Dave Lane's songs, Tuesdays from 9:55-10 p.m., PWT. KOIN on May 19 will be added to the present hookup of KNX, KARM, KROY, KIRO and KFPY. Gary-Ainsworth, Inc. is the agency.

General Petroleum Corp. of Cal. has renewed its "I Was There" program for the second consecutive year, effective April 27. It's broadcast Mondays, 9-9:30 p.m., PWT, on KNX, KARM, KQW, KIRO, KOIN, KFPY, KOY, KTUC and KROY in behalf of Mobilgas and oil. Smith & Drum, Inc., handles the account.

WMAQ's "Alumnae" Set For 20th Birthday Show

Chicago—Tonight's celebration of the 20th anniversary of WMAQ will include a half-hour NBC broadcast originating at a press party given by Bill Ray, local NBC publicist, and other dedicatory programs emanating from several sections throughout the country. Those who will participate include Fibber McGee and Molly, Amos 'n' Andy, Vic and Sade, Hal Totten, Judith Waller, Joseph Gallicchio and others who got their starts over WMAQ. William S. Hedges, vice-president of NBC, will deliver an address.

Campaign To Relieve Technician Shortage

(Continued from Page 1)

Recommendations made to the Commission followed the general line of suggestions.

It is thought likely to give favorable consideration to the committee request, especially since it meets its requirements February 21, permit the operation of broadcast stations by holders of radiotelegraph or second class operator licenses and radiotelephone second class permits.

The severe shortage of broadcast technicians, who have assumed many posts in large numbers, is now to be regarded as an especially serious problem by the Commission.

Suggestions Dispatched

At the same time, the NAB sent its members a series of suggestions on obtaining qualified men as broadcast engineers. The association requested to station licensees the following possibilities:

Inform local chapters of Institute of Radio Engineering and local club groups that second class telephone licensed men may operate a broadcast station. In addition, appeal through organizations' contact men individually.

If you have studio operators operating without license encourage them to study with the help of your engineer and obtain licenses. Some have the right background to obtain license with reasonable prompt-

Ascertain whether there are any able men employed at local post-office, utility or aircraft radio station who would be willing to take an extra assignment at your station.

Servicemen Valuable

Check over local radio service. It may be that you can find men who can qualify for a license with ease.

Try your high school physics teachers. While some have amateur licenses nearly all possess fundamental knowledge with which to pass an FCC exam. During the emergency many of these men could take afternoon or evening shifts.

Stations in or near colleges should check proper departments to see if there are any advanced students with proper background which would enable them to get a second license."

In Philadelphia Its

WPEN
THE STATION
THAT SELLS

100 WATTS

950 KC

PROMOTION

"Celebrity Theater"

Fred M. Thrower, general sales manager of the Blue Network, is circularizing the agencies with a letter calling attention to the new "Celebrity Theater" series which employs well known persons as central characters of its dramas. Initial airing had former Postmaster General James A. Farley as guest, to be followed by appearances by Louis Sobol and Rex Stout. Thrower notes that the series "has the makings of an audience show, with better-than-average commercial promise" and that the cost is "unusually low for this type of program."

Brand Consciousness

Participations over a period of one week by Sharp's National Taste lettuce and carrots on KSTP's daily "Household Forum" program resulted in sale of 1,000 crates of the firm's carrots and 2,000 crates of lettuce, while a survey revealed that housewives now ask for the two vegetables by brand name, the St. Paul station reports. Formerly housewives merely asked for a head of lettuce or a bunch of carrots—anybody's lettuce or carrots.

Cigar Institute Test Inaugurated In Midwest

(Continued from Page 1)

Institutional commercials prepared by Cigar Institute "to put across a powerful cigar message in the most effective possible manner." The goal is to persuade non-smokers of the pleasure of smoking, to send more customers into the dealer's store, to increase the volume of the dealer's unit sales and to emphasize his most profitable items.

Distributors and dealers in the WLW market area will be first to gain by the cooperative effort, H. W. McHose, director of Cigar Institute said, adding that continuance of the campaign beyond the Spring season and its extension to other stations throughout the country depends to a large extent on distributors and dealers. Several other stations already have expressed interest, he said.

McHose appealed to dealers to demonstrate they can create so much interest in "Highlights and Shadows" on the part of the public that WLW will keep the series on the air. For this purpose, Cigar Institute is issuing special announcements to associate members in the WLW area, plus various display material.

McHose termed the experiment "a new pattern for industrial promotion."

Schubert Capitulates

Lee Schubert, Broadway producer, whose two current hits are "Sons of Fun" and "Priorities of 1942," will go on the air for the first time when he is interviewed by WOR's women's commentator, Bessie Beatty, Wednesday at 11:15 a.m.

Historic Recordings

Press departments of Mutual and WOR are distributing to radio editors and others recordings of historic addresses carried over the network. WOR has distributed an album entitled "Words That Shook the World" containing recordings of President Roosevelt's message to Congress asking for a declaration of war and the speech of Prime Minister Churchill to a joint session of Congress. Mutual's recording was a disk of General MacArthur's first statement upon reaching Australia from Bataan.

Free Disks

Associated Music Publishers, Inc., has distributed free to licensees copies of two recordings of "You Haunt My Heart," by James Melton and Lanny Ross, both on Victor. They're "bonus" disks.

"Minute Man" Movies

Sound films produced by the U. S. Treasury Department in the studios of WHIO, Dayton, will be used in theaters all over Ohio. They are special "Minute Man" shots which will be spliced into regular news-reels.

WJZ Repeats Winchell As Test Of Late Hour

(Continued from Page 1)

by either station or sponsor and started this morning.

Idea is that with remote bands, etc., in the 12-1 a.m. period, listener identification is nil and telephone surveys are out because most telephone numbers are asleep and doubtless would resent being asked if they were listening to Joe Glotz's orchestra. Hence the Winchell program is shoved into the period as bait and, after five straight broadcasts, one of the commercials will be supplanted with a giveaway offer.

Results will be studied with a view to determining not only the volume of the audience, but also its characteristics, to see if the time is saleable, according to John McNeil, manager of WJZ.

Stork News

Jerry Lawrence, conductor of WOR's all-night "Moonlight Saving Time" program, told the customers all about it last Thursday morning after wife Selma had presented him with his first heir Wednesday night. Lawrence told his listeners the name was Stephen Jeffrey, and it was the couple's first child.

The **SUN** rises in
the **EAST**

YOU CAN DEPEND ON THAT

YOU CAN ALSO DEPEND ON

WEED
AND COMPANY

dependable

RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

Los Angeles

By JAC WILLEN

LEON SCHLESINGER has taken up the second yearly option on Mel Blanc, with whom he has an exclusive "voice" contract for his cartoons. Blanc is the voice of "Bugs Bunny" and "Porky Pig," Merrie Melodies and Looney Tunes characters. He is currently working in the Burns & Allen, Gildersleeve and Al Pearce shows.

Charles Garland, "The Voice of Filmland" resumes April 14th, three times weekly, Tuesdays, Thursdays and Saturdays, 15-minute show heard over KMPC. He was previously heard on "Hollywood on Parade" over the same station.

Eden Bitzer, eight year old son of the well-known Billy Bitzer, has just returned to Hollywood from a six month road tour with "Life With Father," currently at the Music Box. Eden shows fine talent and looks like a good bet to do some trouping for the films and radio.

Tom MacGowan, Hollywood Radio Playhouse scripter, is currently at work on the new "Music to My Ears" production rewrites and inserts. Show is currently at the "Troupers Theater."

Starmaker Rudy Vallee introduced his latest discovery, Gloria Warren, 15 year-old singing actress, to his radio audience during the Thursday, April 9th, program.

Another star goes on the field of the KFI-KECA service flag this week for Phil Candreva, trumpeter with Claude Sweeten's orchestra and formerly a member of vaudeville's famed Six Candreva's, who reports for Navy duty at San Diego.

Newest addition to the KHJ announcing staff is Terry O'Sullivan, who joins the Los Angeles station this week. O'Sullivan hails from Don Lee's San Diego station, KGB, where his successor will be Bill Steele.

Items in Brief: Virginia Sale, the one-woman-show, leaves Hollywood this week for a series of personal appearances in the East...Groucho Marx exchanges his famous screen mustache for a new radio voice... Army officials want Bob Burns, Dick Powell, Ann Gillis, Lum and Abner and Dick Travis (all of Arkansas) for a special radio tribute to Generals MacArthur and Somervell who are also natives of Arkansas...Edward G. Robinson's next film "Deadline" is based upon his "Big Town" show script "The Death of Jim Gower" which was scripted by Hector Chevalign and broadcast over CBS January 14th...Edna May Oliver returns to the Rudy Vallee program on Thursday, April 16th...and...Arthur Eddy seems on the inside of that swell publicity deal about to break.

WANTED: An Announcer

With first or second class telephone license. Position open immediately. Send voice transcription to WFTC, Kinston, North Carolina.



Bulletin Board!

● ● ● Tallulah Bankhead has been extended for three weeks following her present contract which expires in two weeks! A replacement hasn't been selected... "John Freedom" replaces "Daughters of Uncle Sam" on the Blue Network April 19th. Scripts will be written by Forrest Barnes... Kay Kyser will be heard nine times weekly from the Meadowbrook!... Arnold Moss has just recorded a series on war production which will be played at defense plants during the workers' lunch hours... WLIB will shortly make a sensational announcement... Edna May Oliver just recorded a comedy series which will be offered around shortly... Jack Carson of the movies has been signed by MCA as a new comedy find... Orson Welles will be piped in on the Red Tuesday from Brazil... Bing Crosby's four kids are over the mumps and now Mrs. Crosby was rushed for an appendix operation... "Behind the Mike" changes format and title April 19th when it becomes "Nothing But The Truth" with Tim Healy as emcee and a spy story included in each show... Now that Milton Berle's show has been switched to Tuesday nites, there is the report around that it may move into vacated Frank Fay show time. Stack-Goble, by the way, have a thirty day option on Fay, et al... Helene Heigh of "Johnny 2x4" has joined the "Aldrich Family" show... We know it's been around but just in case you missed seeing it, Ezra Stone has been promoted to sergeant... Don Dunphy, MBS blow-by-blow boxing commentator, will marry Muriel Keating, secretary at the Blue Network June 20... Joe Hasel starts his nitely sports show on the Blue tonite... Henny Youngman asks "What has Robert Taylor got that I can get when he gets through with it?"

● ● ● For the first time since they've been on the air, the sponsors of Kate Smith and Jack Benny will skip summer replacements for them! However, the time will be kept for both shows and they resume in their usual spots in the fall. What goes into the vacant schedules during the warm weather is still undecided!... Ed Murrow leaves for London this week, date of departure isn't disclosed... Jerry Lawrence, who chatters on WOR's all-nite show, is passing out the cigars. It's a boy at his house... Harry Maizlish's heir was christened "Joseph" on the west coast... Paul Whiteman has composed a new tune "Gotta Jeep Seat," inspired after he went for a ride in a jeep at Camp Haan... Herbert Yost, who is an addition to the cast of "Joyce Jordan," is the same as Barry O'Moore of the silent pictures... Latest Monday through Friday quarter-hour on CBS is "Down Brush Creek Way," originating via Arthur Church's KMBC, Kansas City, starring Hiram Higsby... Two of CBS' most popular classical programs end on the same day—Saturday: Cleveland Orchestra and the N.Y. Philharmonic Young People's Concert series... Columbia Pictures will star the Mad Russian in a picture this summer... Don't be surprised to find Victor Mature co-starred with Dinah Shore in a radio picture this year—if present plans go through... Looks like another show will hold down the Burns & Allen spot while the team enjoys a siesta... Tommy Dorsey, slated to be with Kate Smith Friday, has gotten a later date for his appearance!

● ● ● Al Jolson was in town long enough to meet Lt. Comdr. Winchell and Frank Fay at the Stork Club and hurry back to his home in Miami... The busiest gueststar of the season won't be an artist—but a ballplayer. It's Lippy Leo Dorcher, who was heard yesterday on the Blue and is set for a third appearance with Fred Allen this Sunday... Wonder whether Toscanini knows that the fellow who played a beautiful sax solo with his orchestra is Paul Laval, who beats it out on "Basin Street"... Bert Lahr is scheduled to make a guest appearance on the Rudy Vallee show soon... Enoch Light was scheduled to start a remote series via Mutual last week but the opener was postponed because Enoch wanted to use his customary opening and closing on the air. Program opened on dead air with the announcer saying "Light's On!" and closing with "Light's Off." Risky business with anticipated blackouts!

Chicago

By FRANK BURKE

FORTY universities and colleges in the Middle West will award scholarships valued at \$30,000 to the 1941-42 honor roll students of WGN's "Citizens of Tomorrow," half-hour program heard each Sunday at 1:35 p.m. More than 36,000 students have attended the broadcasts and the 60th show presented yesterday featured St.-Mel high school. Fifty-five seniors on the 1942 honor roll will be recommended by school authorities for scholarships.

WIND, in collaboration with the Chicago "Times," will carry complete coverage of the Illinois primary election tomorrow.

Twenty-five girls from Stephens college, Columbia, Mo., are in town for a whirlwind tour of radio. They will visit studios and advertising agencies. They were guests at a dinner where they heard speeches by Judith Waller of NBC and Lavinia Schwartz of CBS.

Paul Whiteman's first new Victor recording, "Well Diggers Break Down" and "A Zut Suit" getting a nice break on local recorded shows. Platter was made by "P.W." on the west coast where he is reported interested in a new music publishing firm, Tele-mus Publishing Co.

Lawrence Welk and his orchestra has returned to the Trianon ballroom with a WGN-Mutual wire.

Russ Morgan wowing them in mid-west theaters by adopting "Hellzapoppin" tactics with his audiences. Russ stops his musical performance and has a spot placed on theater patrons entering the front rows. Also gags with the locals and generally conveys he's having a grand informal time.

Bruno Beghe, WBBM musician, currently exhibiting at two Chicago art shows—a plaque of General MacArthur at the Art League of Oak Park and an oil, "Self Portrait of a Violinist," at the Stevens' showing of the All-Illinois Society of Fine Arts.

Bob Elson's Sportcasts, a new series of motion picture short subjects, featuring the sports predictions of the veteran WGN-Mutual announcer, will be released in midwest theaters in about two weeks.

An order for 312 one-minute transcribed announcements has been placed through the Biow Co. for Proctor & Gamble (Lava soap) WMAQ. Series, which starts April 13 under a 52-week contract, is in addition to 260 announcements ordered last week.

New recording equipment, doubling previous facilities at NBC Chicago studios and costing \$35,000, has been placed in operation, Frank E. Chizini, manager of NBC Central Division recording department disclosed.

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

WEST-ING

COOPER, in an adaptation of "The Mounted Police," on "Radio Theater," today (CBS, 9 p.m.).

HAYWORTH, on the Bob program, tomorrow (NBC Red,

BAKER and TOMMY DOR- Eddie Cantor's "Time to Smile" program on NBC Red, 9

CES D. PERKINS, music critic of the N. Y. "Herald Tribune," and Wallenstein's "Sinfonietta" Thursday (WOR-Mutual, 8

ANALAL SHRIDHARANI, author of "My India, My America"; LATTIMORE, advisor to Kai-Shek, and DR. MENG, director of the China Institute in America," discussing the situation in Far East, on Lyman Bryson's "Platform." Thursday (CBS, 8:30 p.m.).

Spot Anns. Study Finds 99.38% Correct

(Continued from Page 1) During the month of February the participating stations were error. Of a total of 4,985 announcements and commercial broadcasts on WSB, Atlanta, Toledo and KTRI, Sioux City, there were only 31 errors of all types, or a .0062 error to total commercial broadcasts.

Cites Adjustments Following through on its thesis, the survey contends that, based on a sample study, an advertiser, who makes 1000 spot announcements, expects all but six to be broadcast correctly and because of the nature of these errors only two will be a nature to render them valuable the other four will be in the nature of a mispronunciation of one or a 5-second delay in timing, including of an ET, etc. It goes on to state that in most cases the errors will be detected by the station and satisfactory adjustment will be made to the agency or client. Based on the cost of a program check at 10 per cent of the total advertising expenditure, money comparisons are made to show that the purchase of a program check is more than compensated for by the cost of a checking service.

Analysis of the survey is as follows:

	WSB	HSPD	KTRI
of watts	50,000	5,000	250
er of services			
red during the	1,806	2,059	1,120
umber of errors,			
ypes	11	6	14

KEYS To Forjoe The Radio Co., representative firm, has announced their appointment as national representative of KEYS, Corporation, Houston, Texas.

Set "Those We Love" As Cantor Replacement

"Those We Love," written by Agnes Ridgeway, will replace Eddie Cantor's "Time To Smile" program on NBC Red for the Summer. Beginning July 1, the program, which deals with New England family life, will take over Bristol-Myers' Wednesday 9-9:30 p.m., EWT, period on 87 Red stations. Young & Rubicam is the agency.

Cancel B.B. Broadcast

The broadcast of the opening day baseball game between the New York Yankees and the Washington Senators, scheduled over Mutual tomorrow has been cancelled.

"Hit Parade" Joins Short-Wave Sponsors

(Continued from Page 1) Rules of WCRC, WCBX and WCBA. Aimed at U. S. soldiers, sailors and marines outside the country, the Lucky Strike show will raise to 21 the number of commercials being aired by International stations. NBC at the present time has 19 such rebroadcasts.

Time of the Lucky airing has not been set yet, as the CBS International Division must rearrange its schedules to accommodate the 45-minute program.

Lord & Thomas is the Lucky Strike agency.

AGENCIES

WASHINGTON STATE APPLE COMMISSION has advanced another \$20,000 with which to continue plugging its apples on radio stations throughout the country, according to the San Francisco office of J. Walter Thompson Co., which handles the account.

WALLACE TELFORD of the Montreal office of the J. Walter Thompson Co., has been transferred to the company's Toronto office as media buyer. M. Cardon has been appointed media buyer for the Montreal office.



John Milton was right

Among WQXR's Regular Clients:

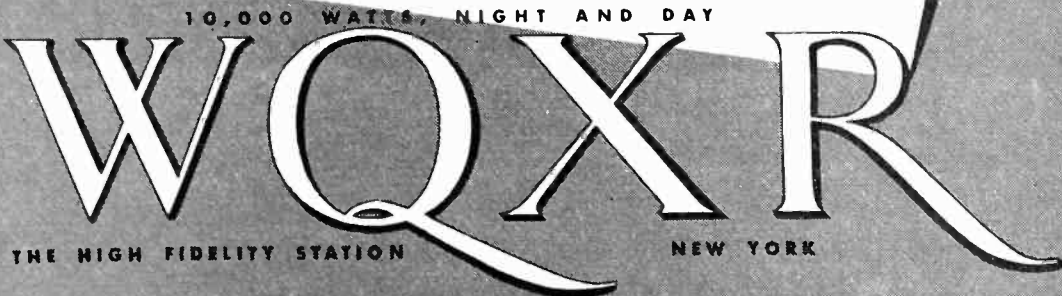
- BEECHNUT CHEWING GUM
- BOTANY WORSTED MILLS
- DUNHILL CIGARETTES
- FELS NAPHTHA SOAP
- G & D WINES AND VERMOUTH
- GENERAL FOODS CORP.
- GULDEN'S MUSTARD
- JERGENS-WOODBURY BEAUTY AIDS
- KRE-MEL DESSERT
- MARTINSON'S COFFEE
- OLD GOLD CIGARETTES
- PEPSI-COLA
- SCHRAFFT'S RESTAURANTS
- STROMBERG-CARLSON RADIOS
- VICTOR RECORDS
- WELCH'S GRAPE JUICE
- WILLIAMS SHAVING PREPARATIONS

"SUCH sweet compulsion doth in music lie" wrote England's immortal bard, John Milton, 300 years ago. Today, there's still the same sweet compulsion, too, in WQXR's 14-out-of-17 hours of fine music broadcast daily—the only consistent source of good music in the New York area.

And seventy-five of America's leading sponsors (see partial list at left) have found that this "compulsion" translates itself into sales and more sales, over WQXR.

More than 16,000 WQXR listeners gladly pay \$1.00 per year for our monthly program booklet—a unique example of listener-loyalty.

Authoritative studies show that the WQXR audience is consistently first or second largest in size of all the eighteen independent stations serving the New York area. You owe it to yourself to investigate the sales possibilities of this "sweet compulsion" of good music. Write or phone to: WQXR, 730 Fifth Avenue, N. Y.—Circle 5-5566.



ET Men In Quandary Over Govt. Production

(Continued from Page 1)

like to know what the U. S. agencies are going to do in order that they can adjust production schedules and make their own plans accordingly.

Following the U. S. Treasury Dept.'s recent "trial balloon" in which stations were asked whether they wanted War Savings Bond transcriptions made available for local sponsorship, a number of transcription executives met informally here to discuss the situation and its implications for them. Among them were Lloyd Egner, of NBC Radio-Recording, Charles Michelson, of the firm bearing his name, and John L. Sinn, of Frederic W. Ziv, Inc., and the latter was delegated to go to Washington and talk it over with Vincent Callahan, chief of the Treasury's radio section.

Sinn Outspoken

Sinn, it has been learned, put it straight to the Savings Bond radio director and found him sympathetic and cooperative, with no desire to hurt the transcription industry if it could possibly be helped. For his part, Sinn made it plain he was not there to complain, protest or attempt to dissuade the Treasury Dept. from going into competition against the commercial firms in the field. Rather, he explained, it was to find out what was what so production schedules and other phases of the ET business could be rearranged to suit the new situation.

In the syndicated transcription field, producers frequently must invest thousands of dollars in programs before any return begins to come in. It's the nature of the business that sponsors are no longer content with "sample" episodes, but want to see an entire 13-, 26-, or 52-week series before investing in the program. This is in order that the sponsor will be sure that the series will not deteriorate in quality after the contract is signed.

See Sked Cut Necessary

Should the Treasury Department and other Government radio sections—for if one goes in the others will follow—offer free transcriptions of quality programs, produced with free talent, music, etc., to stations for local sponsorship, commercial recording companies would of necessity have to cut their own schedules to a more conservative pattern. They would have to think twice before putting any new series into production.

Another problem for the ET men, should the Government go into the syndicated transcription business, would be their salesmen. If stations can get first quality programs from the U. S. at a minimum cost, the field for the commercial firms would be greatly restricted and sales forces and budgets would have to be trimmed accordingly.

Motives Admittedly High

It was with these thoughts in mind that the transcription producers approached Callahan, albeit hesitantly because of the fear of being called "Unpatriotic." That any such accusation would be most improper has been amply demonstrated by these

WORDS AND MUSIC

By Sid Weiss

WELL FOR TYPING OUT LOUD: People will tell you that Jack Benny's early airings set the style for variety radio programs—but I remember best the songs and sayings of Billy Jones and Ernie Hare. Ask for the tops in baritones and you're sure to hear somebody salaam Nelson Eddy or Paul Robeson. How about Reinold Werrenrath giving out on the old Atwater Kent concerts way back so many years B.C. (before Crossley). Mention Lucky Strike programs and the "Hit Parade" comes into the conversation. But who remembers the "magic carpet" series which came smacking into your loud speaker sparked by the staccato slams and scoops of a guy named Walter Winchell and featuring the music of Herb Gordon, now ace talent scout for Frederick Bros.? "Style" bands have without question won altitude records in public acceptance, from the six-man saxes of Glenn Miller to the slide trombones and singing song titles of Kyser and Barron—but the tops in cute combinations was and probably will be for a long time, the rippling rhythm affected by Shep Fields.

★ ★ ★

Someday I'd like to pioneer in a campaign that would result in certain people doing only certain things. Like having Milton Berger around with his contagious high-pitched laugh and stomach shimmering like an eighth Jell-O flavor. Or press agent Lee Meyers telling fabulous tales of the carnivals in which he spent several years as a "flat" man. Or having Bernie Green and Eli Lloyd Hoffman pun each other until they both reach the screaming point. Or have Vladimir Selinsky make magic with his violin, either forcing his fingers to fly in "Dance of the Hours" or making his "G" string take a deep breath with a drawn out glissendo in "Dark Eyes." I'd like to have Dinah Shore singing anything she likes as long as the end of it finds her voice traveling some uncharted course for just a wee while until she returns to a keynote and lets you return to normalcy.

★ ★ ★

Nelson Eddy and either Jeanette MacDonald or Rise Stevens are top duetists—but give me Bing and Connee Boswell. Nearest approach to a commercial hepster's dream record, by the way, is the platter made by Bing with Johnny Mercer of "Mr. Gallagher & Mr. Shean." I think that one of the best descriptions of Fred Allen's halting delivery is that he speaks slowly because by the time the gag comes out of his mouth, he has already given it a second re-write.

★ ★ ★

With some radio announcers generally adopting an "all-shout" order for their commercials, it's a relief to listen to CBS' Arthur Godfrey, who talks to his audience as if they were people in the same room. I don't think there is anything as unfeminine as a tuba player in a girls' band and wonder at any girl wanting to play either the trumpet or trombone, come to think of it. I hate people who sit next to you when a magician is performing and insist upon telling you which hand to watch to defeat the prestidigitator's attempts at misdirection. I never met a man yet who could make a gal fall for him unless she had already half-sold herself. Everytime I see a stout girl wearing slacks I am reminded of somebody's rhyme that goes: "Gals that wear slacks should not turn their backs."

★ ★ ★

—Remember Pearl Harbor—

firms in the past in their complete cooperation with the many Government agencies and their pledges of continued support. In fact, Sinn is understood to have offered the Treasury Department any and all cooperation no matter what was decided in the matter of making available disks for local sponsorship.

As one transcription executive put it, "this is war and businesses are

falling by the wayside right and left. If we're next that's okay with us. Maybe we can convert to something more directly tied in with the war effort."

Meanwhile, however, the industry is on the uneasy seat, unable to plan for the future and uncertain even of the present, with no decision yet on the part of the Treasury Department as to its intentions.

Tele Decision Soon Seen In FCC's Move

(Continued from Page 1)

be submitted immediately and reports need not be extensive. Special action along lines requested tele permittees will be taken according to the findings from the reports. Some of the licensees sought a lowering of the 15-hour per week broadcast rule and others wanted suspension entirely for the duration. It appears that some of the most active tele operators are not required to fill out a report.

Information Needed Listed

Each report as required by the FCC should include the following information:

1. Per cent of completion of station construction.
2. Dollars expended for construction of station, including equipment and land purchased for station, miscellaneous materials, etc.
3. Man hours expended on construction of station during the past six months.
4. Equipment and materials on hand and where located.
5. Equipment and materials necessary for completion of station and approximate cost thereof.
6. Personnel required for completion of station, and an estimate of number of man hours necessary for completion of the projected construction.
7. Personnel presently employed on station construction and work being done.
8. Date station construction can be completed.

Each of the following permittees is required to furnish the program report called for above:

Earl C. Anthony, Inc., Los Angeles (KSEE); Balaban & Katz Corp., Chicago, (W9XBK); Bamberg Broadcasting Service, Inc., New York (W2XBB); CBS, Inc., Cincinnati, (W9XCB); The Crosley Corp., Cincinnati, (W8XCT); Allen B. DuMont Laboratories, Inc., New York (WABD); Allen B. DuMont Laboratories, Inc., Washington, D. C. (W3XWT); Hughes Tool Co., Los Angeles, (W6XHH); Hughes Tool Co., San Francisco, (W6XHT); Journal Co., Milwaukee, (WMLJ); Kansas State College of Agriculture and Applied Science, Manhattan, Kansas, (W9XAK).

Don Lee Included

Also Don Lee Broadcasting System, Los Angeles, (KTSL); Don Lee Broadcasting System, San Francisco, (W6XDL); Metropolitan Television, Inc., New York, (W2XMT); NBC, Inc., Washington, D. C., (WNEB); NBC, Inc., Philadelphia, (W3XPH); Philco Radio & Television Co., Philadelphia, (WPTZ); Purdue University, West Lafayette, Indiana, (W9XG); Television Production, Inc., Los Angeles, (W6XYZ); Western Broadcasting Co., Philadelphia, (W3XAU), and Zenith Radio Co., Chicago, (WTZR).

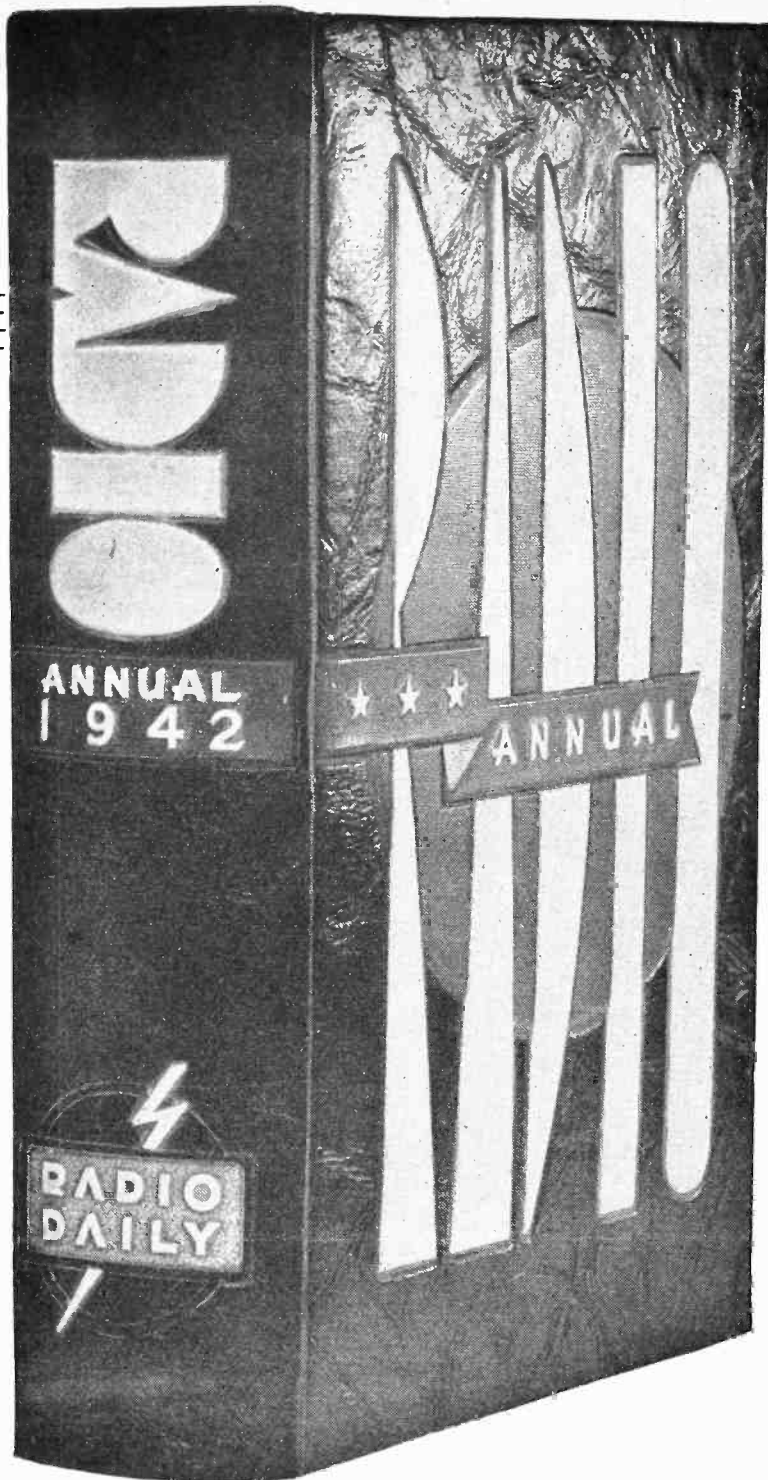
MORE
THAN
1000
PAGES



HARD
COVER
CLOTH
BOUND



NOW
BEING
DISTRIBUTED



The
**MOST
COMPLETE
REFERENCE
BOOK**
in the
**ENTIRE
RADIO
INDUSTRY**

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1942 RADIO ANNUAL plus the next 260 issues
of RADIO DAILY (full year's subscription)

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→
ADDRESS: Radio Daily, 1501 Broadway, New York City

Send me the **1942 RADIO ANNUAL** and the next **260**
issues of Radio Daily (full year's subscription). I will pay you
\$10 on receipt of bill.

U. S. and Canada, \$10 per year. Foreign, \$15 per year.

NAME

TITLE

COMPANY

STREET ADDRESS

CITY AND STATE

★ ★ Coast-to-Coast ★ ★

TWO new Greater Hartford accounts are using WDRC, Hartford, to plug opening of new establishments. Woolworth's Department Store is using considerable time to announce opening of an East Hartford store, and the Webb Theater is calling attention to opening of a new theater at Wethersfield, Conn. Curt Peterson of Marschalk & Pratt and Don O'Brien of Esso Marketers visited the WDRC studios last week, while returning from a trip to Maine.

Sam Cuff, staff commentator on the Blue Network, spoke at the monthly meeting of the Schoolmasters Club on Saturday at the Hotel McAlpin, New York. Topic of his talk was "The Face of the War," which is the title of one of his regular airings.

Dick Granville, formerly of WHBI, Newark, N. J., is now spinning his recorded show six days weekly over WTTM, Trenton, N. J.

Robert G. Soule, vice-president of WFBL, Syracuse, has again been selected as chairman of the National Skeet Shoot to be held in Syracuse this August. He has headed the committee for the national event for the last three years. Charles Batters and Leo Bolley have joined together in a new 15-minute sports review aired nightly over WFBL under the title, "Batters Up." Batters, formerly of WBRY, Waterbury, Conn., is expected to take over the show when Bolley gets an anticipated call to the U. S. Army.

Charles Oppenheim, III, has resigned as the director of publicity for Jay Thorpe, Inc., to join the press department of WOR, New York. He fills the spot vacated by Richard Pack, who has been appointed director of publicity for the station. Another newcomer to the WOR staff is John D. Whitmore, who takes the place of Alvin Josephy on the news and special features staff. Whitmore comes to the outlet from the Compton advertising agency and previous to that was connected with WLOF, Orlando, and WJHP, Jacksonville, Fla.

Knowing that the life blood of a radio station is the ideas generated

by its personnel, WOWO-WGL, Fort Wayne, have inaugurated a new contest open to all members of the staff. A \$10.00 prize will be paid for the best idea that will enable the stations to improve their service to the community. Contest runs until July 1st.

Major Edney Ridge, director of WBIG, in Greenboro, N. C., has been appointed radio chairman of the North Carolina War Savings Staff. Robert W. Madry, publicity director for the University of North Carolina at Chapel Hill, has been appointed director of press and publicity for North Carolina and will also be a member of the State Committee.

Gren Rand, ballcaster for WABY, Albany, N. Y., and Wheaties for the fifth consecutive year, was in New York over the week-end to attend the annual meeting of Wheaties announcers held at the Hotel Ambassador. Bob Devaney of General Mills conducted the pep meetings Saturday and Sunday.

Lonnie Lucas, chief of the Golden West Ramblers, heard every morning at 6:30 over WSAZ, Huntington, W. Va., has returned to his troupe after an appendectomy at a local hospital.

George A. Provol, production manager of KDYL, Salt Lake City, has been named chairman of the Radio Publicity Committee for the Navy Relief Society drive in Utah. David N. Simmons, KDYL promotion manager, recently addressed the Salt Lake Round Table Club on the subject of "News and the War." Talk was one of a series being carried by the station at luncheon clubs, schools, church wards and other gatherings.

Hal Moon, former announcer for KLO and KDYL, has joined the announcing staff of KUTA, Salt Lake City, Utah.

Graham "Larry" W. Sellars has been added to the announcing staff of KFRO, Texas. His previous radio experience includes work on KFPW, Fort Smith, Ark.; KWOC, Poplar Bluff, Mo., and WRSL at Dyersburg, Tenn. Bob Ferrie who joined KLRA, Little Rock, Ark., was succeeded by Sellars.

KMBC, Kansas City, is originating a new daily quarter-hour musical variety series to the Columbia Broadcasting System. Daily strip is titled "Down Brush Creek Way" and all members of the "Brush Creek Follies," another KMBC origination to CBS, participate in the new series.

Two announcers at WDRC, Hartford, observe their seventh anniversaries with the station this month. They are Bob Provan, Jr., who joined WDRC on April 1, 1935, and Harvey Olson, who came to the station on April 22, of the same year.

Jerry Wigley, commercial manager of WSUN, St. Petersburg, has been elected president of the St. Petersburg Advertising Club for the ensuing year.

In spite of a considerable loss of automotive and appliance advertising, KPRO, Riverside, Calif., showed an increase of thirty-three and a third per cent in its sales figures between March and April 1st, according to John Jessup, commercial manager of the outlet.

WKZO, Kalamazoo, broadcast the Army Day program from Fort Custer. This broadcast featured address by Governor Van Wagener, music by the Reception Center Band and a guest appearance of Major Eldon Stenjem, one of the originators of the Army Day idea in America. Arthur Zapel, editor "Let's Talk About Dogs" on WKZO, received deluge of dog food samples this past week in reply to a passing comment concerning an undernourished canine.

Ronald Dawson, production manager of the West Virginia Network, has resigned effective April 1st, but will complete his duties at WSAZ, Huntington, W. Va., before leaving. So far he has not revealed his plans for the future, but it is understood that he expects to join a major network shortly.

Front page personalities selected for citations by the American Newspaper Guild were interviewed by Ed Sullivan, columnist for the New York "Daily News," in a special broadcast from the Hotel Astor over WMCA, New York, on Friday. Among the ten award winners to be interviewed was Hazel Scott, colored swing pianist heard on WMCA each Friday.

Jay Wesley is to broadcast a blow by blow description of the National Amateur Athletic Union Boxing Championships from the ring side of the Boston Garden on WEEI, Boston, today, and tomorrow. On April 17, Ted Husing, ace CBS sports announcer, comes to Boston to give a description of the final matches which will be broadcast by the Columbia network.

Harry Bright, for the past two and a half years, program-producer and manager of WGBR, Goldsboro, has joined WEIM, Mutual's station Fitchburg, Mass., as program manager. He will also be heard in several news features each day as well as his nightly sports summary "Bright-lights of Sport." He succeeded Sid Miller, who leaves to join armed forces. Bright is well known in Carolina radio as a sports commentator and broadcaster of reports.

Stanley Altschuler, director of foreign language programs for WDET, Detroit, has announced that Dewey Wemmer-Gilbert of Detroit has signed a 13-week contract to sponsor WJBK's Polish Quiz, from 6-6:30 Sundays, in behalf of R. G. Cigars. The program, on which Eugene Konstantynowicz is master of ceremonies, has a large Polish American following. It was formerly sponsored by the same firm for its San Felice brand.

KGW, Portland, Ore., has been chosen to produce and broadcast state's official program for the education of civilians on air raid protection. Weekly half-hour show has been planned by Robert Smith, author of Oregon's official air raid instruction manual; Jerrold Owen, state deputy coordinator; and Arden X. Pangle, KGW managing director. Ed Edson, formerly with KWIL, Astoria, Ore., has joined the KGW-KEX announcing staff.

Procter & Gamble Spots Added To Beasley Staff

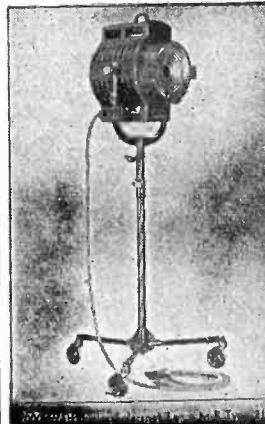
Irene Beasley has been signed to do two additional singing spots weekly by Compton Advertising, Inc. Procter & Gamble's Ivory Soap Contract is for 13 weeks and calls for two 40-second singing spots on Saturday nights, following early and repeat broadcasts of "The Irish Rose" which air-plugs DeWitt and Teal, both P & G products. Beasley will continue her daily time singing spots.

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

BIRTHDAYS

April 13

A. L. Ashby Cecil H. Hackett
 Arthur W. Ingoldsby
 Lily Pons Bob Stanley



★ TELEVISION ★

Equipment for Radio Stations

Charles Ross, Inc., carries the most complete line of MOLE-RICHARDSON Co. Incandescent and High Intensity Arc Lamps in the East.

LIGHTING EQUIPMENT

Any Purpose Anytime Anywhere

333 W. 52nd St., New York City
 Circle 6-5470-1

CHARLES ROSS, Inc.



Open Sanders Hearing

NAB Promotion Group Sets Contest Details

Cincinnati—Details of the annual promotion competition, held in conjunction with the NAB convention which opens here May 11, were announced yesterday by F. M. Allison, chairman of the committee. It is the case with the whole NAB convention this year, the war theme completely dominates the promotion competition, details of which were worked out with the Office of War Reliefs and Figures. "The display," Al-

(Continued on Page 7)

Normal Debut For WHIT Scheduled For April 20

New Berne, N. C.—With the completion of its completely modern transmitting plant, WHIT of this city is scheduled to go on the air regularly April 20. New station is housed in a modern white stucco structure of modernistic design and interior arrangement and facilities conform with every technical and modern convenience. It is equipped with a Gates American transmitter, General Radio monitors and Presto turntables. WHIT was granted a construction permit.

(Continued on Page 2)

Private Radio Schools To Train Naval Personnel

Washington Bureau, RADIO DAILY
Washington—Signing of contracts for 20 privately operated radio schools to train enlisted men for special assignments was announced yesterday by the Navy. Total of 1000 enlisted men are expected to be trained annually under the present program.

Open Letter

Edward E. Hill, managing director, station WTAG, Worcester, Mass. Dear Mr. Hill: You no doubt have read that WTAG is going various places and at various times. Truth of the matter is, according to Herb Akerberg, WTAG joins CBS April 5, 1943. Typographically speaking, you can't believe everything you read in the papers. Warmest Regards, (signed) Radio Daily.

Still Punching!

Fort Worth—His new position as private in public relations at Randolph Field by no means puts radio out of the picture for Hal Thompson, former chief announcer and special events man for WFAA-WBAP. Each week he records and ships to his old station a quarter hour show, "This Private Reports," featuring news about the Field and an interview.

Study Shows Audience Setting All-Time High

Indication that wartime conditions are sending radio listening to new all-time highs was given added documentation yesterday with issuance of preliminary results of the March report of the Continuing Study of Radio Listening in Greater New York. In corroboration of various national surveys, including Crossley and Hooper, the WOR Study shows seasonal listening trends, normally moving

(Continued on Page 5)

Brown-Williamson Buy Flannery On Coast Net

West Coast Bureau, RADIO DAILY
Los Angeles—Effective today, Brown & Williamson Tobacco Corp., for Avalon cigarettes, begins sponsorship of Harry Flannery, news analyst, over six CBS Pacific Coast stations. Series is aired Tuesdays, Thursdays and

(Continued on Page 2)

Radio More Fair Than Press Is Decision Of CIO Editors

"Big Town" Safety Plaque Awarded To Providence

Hollywood, Calif.—Edward G. Robinson, star of "Big Town" on CBS, will formally notify Providence, R. I., that the city has been named winner of his "Big Town" Traffic Safety Award on his Thursday broadcast this week. Award, in the form of a plaque, goes to the Rhode Island city, as the American community of 250,000

(Continued on Page 2)

Measure Planned To Reorganize FCC Will Be Thrashed Out By House; Bar Association First On Stand

Gen. Mills Completes Nat. Baseball Sked

Minneapolis—Covering the home schedules of some 39 teams in nine leagues, General Mills, for Wheaties, has completed its lineup for the baseball season using 82 stations throughout the country, including two FM outlets. Largest co-sponsors with General Mills are Atlantic Refining, Lever Bros. and Socony Vacuum. Other co-sponsors, mostly local ac-

(Continued on Page 5)

Lever Bros., Celanese Corp. Join Short-Wave Sponsors

Lever Bros. and Celanese Corp. have joined Texas Co. and American Tobacco in shortwaving via delayed broadcast their CBS network programs to U. S. military forces overseas. Lever Bros. (J. Walter Thomp-

(Continued on Page 2)

Coast Theater Usher First In WGN Contest

Chicago—Ross Hastings, 27-year-old Los Angeles theater usher and upholstery salesman, won the \$5,000 first prize in the WGN-Mutual \$10,500

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Hearings on the Sanders Bill to reorganize the FCC will begin today with representatives of the Federal Communications Bar Association to be the first witnesses called by House Interstate Commerce Committee Chairman Lea (D., Cal.) while the final witness calendar will not be finished by the committee clerical staff until just before the session is called to order. It is thought likely that former FCC Chairman Eugene O. Sykes, Bar Assoc. president, and Herbert L. Bingham, former-

(Continued on Page 7)

Canada Begins Survey Of Wartime Radio Use

Ottawa—Survey is under way in the Dominion for the purpose of gearing Canadian broadcasting to the needs of wartime propaganda and morale and to effect a closer tie-up between the United States and Canada insofar as radio is concerned. Project is being undertaken

(Continued on Page 2)

KFI Marking 20th Anni. With Special Show Thurs.

Hollywood, Calif.—Two decades of broadcasting will be observed by KFI of this city, when the station observes its 20th birthday on Thursday. Spe-

(Continued on Page 2)

Reminder!

Minneapolis—With Minnesota the most heavily populated Norwegian and Danish state in the nation, KSTP went overboard with a special show recently commemorating the second anniversary of the Nazi invasion of these two countries. Station obtained Commander Per Akim, hero of the Battle of Narvik, for a personal appearance on the show.

The general attitude of the CIO

(Continued on Page 2)



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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, April 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	116	115 3/8	115 3/8	- 1/8
CBS A	9	9	9	- 1/4
CBS B	9	9	9	- 1/4
Gen. Electric	24	23 3/4	23 7/8	+ 1/8
RCA Common	27 1/2	23 1/4	23 1/4	- 1/2
RCA First Pfd.	47 1/2	47 1/2	47 1/2	- 1/2
Westinghouse	67 3/4	67	67 1/2	+ 1/2
Zenith Radio	12 1/8	12	12 1/8	+ 1/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	17 1/4	17 1/4
Farnsworth Tel. & Rad.	15 1/8	17 1/8
Stromberg-Carlson	4 1/2	5 1/2
WCAO (Baltimore)	16	19
WJR (Detroit)	17	19 1/2

Canada Begins Survey Of Wartime Radio Use

(Continued from Page 1)

by Eric Estorick, head of the British Empire division of foreign broadcasting monitoring service of the FCC in the States. Estorick is on leave and here at the request of Major Gladstone Murray of the CBC board of governors and will spend at least five weeks traveling over Canadian territory in completing his study.

In 1941 Estorick was engaged in research study of totalitarian communications, sponsored by the Rockefeller Foundation. He is the author of the book "Stafford Cripps-Prophetic Rebel."

BLUE IS YOUR BEST BUY IN KANSAS CITY

1000 WATTS

KCMO

John Pearson REPRESENTATIVE

Basic Blue Network

Lever Bros., Celanese Corp. Join Short-Wave Sponsors

(Continued from Page 1)

son) will sponsor transcribed rebroadcast of the "Lux Radio Theater" program on Columbia's International stations, WCBX and WCRC, every Tuesday, beginning April 21, from 7-8 a.m., EWT. Celanese's "Great Moments in Music" will be short-waved Saturdays, beginning this week, from 7:30-8 a.m. Account is handled by Young & Rubicam.

The Texaco Fred Allen show tees off for the AEF tomorrow from 7-8 a.m., deal having been set by Buchanan & Co., and will be aired thereafter Wednesdays at that hour. Rebroadcast time has yet to be set for the Lucky Strike "Hit Parade" disks, according to Lord & Thomas, the American Tobacco agency.

KFI Marking 20th Anni. With Special Show Thurs.

(Continued from Page 1)

cial program has been planned relating the successful history of the station which started on Easter Sunday in 1922 as a 100-watter. The history will be told by Don Wilson and Ken Carpenter, network announcers, who began their careers at KFI; they will be assisted by Pat Bishop of the KFI staff as well as Claude Sweeten and the outlet's staff orchestra, Emily Hardy, vocalist, and the Sportsmen Quartet.

Formal Debut For WHIT Scheduled For April 20

(Continued from Page 1)

permit in November and is headed by Louis N. Howard, president and general manager; J. Allen Brown, formerly general manager of WHMA, Anniston, Ala., is commercial manager; Robert E. Liverance, former chief engineer of WMVA, Martinsville, Va., will be in charge of the transmitter and Ed. W. Burwell, formerly with WPID, Petersburg, Va., is program director.

Joe Hasel To WJZ

G. W. Johnstone, director of news and special features of the Blue Network, has appointed Joe Hasel, heard in the past on a number of local stations, as sports reporter for WJZ. Hasel yesterday took over the 6:15-6:30 p.m., EWT., Monday through Saturday spot.

WJBK

250 WATTS

Detroit's Leading Independent Station

24 HOURS A DAY

WJBK

CIO Finds Radio Fair On Disputed Issues

(Continued from Page 1)

men was that radio has been more impartial on labor and has a cleaner slate than the press in the matter of war treatment. No statement was issued on this latter aspect, but the discussion dealt greatly with support of the national war program. The "termites sheets" and sixth columnists of the press, such as those mentioned in the current issue of "Life" magazine are not entirely unknown to radio but the air carries far less of their utterances than the press, it was decided.

Chairman Fly Urges Unity

Atlanta—Matter of internal unity was dwelt upon by FCC Chairman James Lawrence Fly yesterday, speaking at the National Convention of the American Communication Association (CIO), here. He declared that, "There are American forces which seek to disrupt our unity." Chairman Fly urged that unions resist all such attempts. He warned against replying to attacks from other groups with similar attacks, and emphasized the importance of "keeping your eye on the ball" for the duration.

Chairman Fly also discussed the role of the FCC in aiding the War Production Board to decide what expansion of communications facilities should be allowed. He made it clear that priority responsibility rests with the War Production Board, but said "we act as sort of expert advisory body to the WPB on communication matters to the end that, while no facilities essential to the prosecution of this war shall be hampered not an ounce of aluminum or copper shall be wasted elsewhere."

Lumberman's Insur. Co. Off Kaltenborn Sun. Show

Lumberman's Mutual Casualty Co. has passed up its option for the Sunday broadcasts of H. V. Kaltenborn on five NBC Red stations and the commentator will discontinue this weekly 15-minute stint (3:15-3:30 p.m., EWT) following the May 3 broadcast. On May 11, Kaltenborn begins his five-a-week stint for Pure Oil in the weekday 7:45-8 p.m. spot. Leo Burnett Co., Inc., Chicago, handles both accounts.

Lumberman's sponsors Kaltenborn on a spot basis on five New York State stations, WEAJ, WSYR, WHAM, WGY and WBEN. Effective with the change to daily sponsorship, the Kaltenborn network for Pure Oil will be reduced from the present 41 stations to about 35. Kaltenborn's comments are available to the entire Red network on a sustaining basis, cut-in announcements being made locally where he is sponsored.

WANTED

COMBINATION ENGINEER-ANNOUNCER IMMEDIATELY NEW STATION \$35 WEEKLY. WHIT NEW BERN, N. C.

COMING and GOING

DAN S. TUTHILL, director of the popular division of National Concert & Artists Corp. due in San Francisco tomorrow from Chicago on trip to various branch offices. He'll be joined later in Los Angeles by ALFRED H. MORTON, NCAC president.

E. C. MILLS, chairman of the Ascap administrative committee, leaves tomorrow for Cuba on a business trip.

COL. RAYBURN ROSE, manager of WLB, Bowling Green, Kentucky, is back at his desk following a 10-day vacation at Hot Springs, Arkansas.

ABE DORIS, of the Katz Agency, New York, back over the week-end from Cincinnati where he attended a breakfast meeting on Saturday with officials and members of the WKRC sales staff.

CECIL K. CARMICHAEL, formerly of WLW, expected in town today preparatory to taking up his new post tomorrow with NBC, doing special exploitation work.

P. K. EWING, president of WDSU, New Orleans, in New York to confer on station business.

TOMY KOELKER, Blue Network publicity head in Chicago, returns today after a brief visit at Blue headquarters here.

LINCOLN DELLAR, general manager of KSFO, San Francisco, in town on business trip.

MRS. SCOTT HOWE BOWEN, president of WIBX in Utica, and ELLIOTT STEWART, vice-president and general manager, were in town Friday for the Peabody Awards.

CHARLES DAVIS, president, and HAL WILSON, general manager of WWPG, Lakewood, Florida, in the city on a business trip.

ARCHIE GRINALDS, station manager of WSA, Cincinnati, arrived here Sunday night.

DON SEARLE, general manager of KOIL, arrived in New York from Omaha yesterday.

C. L. MCCARTHY, general manager of KQW, San Jose, arrived here yesterday.

Brown-Williamson Buy Flannery On Coast Net

(Continued from Page 1)

Saturdays from 5:30-5:45 p.m., PWT, on KNX, KARM, KOIN, KROY, KQW and KIRO. Russel M. Seeds Co., Inc., Chicago, handles.

"Big Town" Safety Plaque Awarded To Providence

(Continued from Page 1)

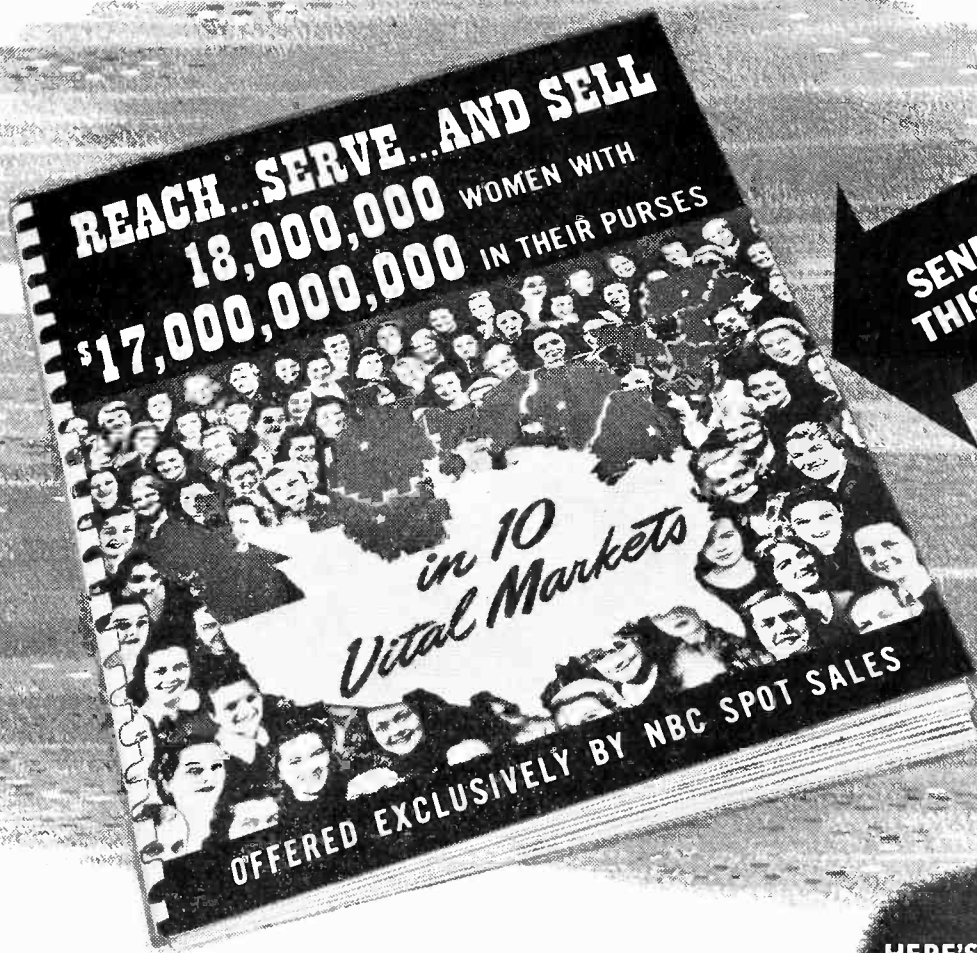
or more population, which, during the past five years, has had the lowest average traffic death rate. National Safety Council selected the winning city at the request of Robinson.

What about **WOL?**

...its Washington's ORIGINAL and ONLY 24 Hour Station!

Get the facts from WOL—WASHINGTON, D. C. Affiliated with MUTUAL BROADCASTING SYSTEM

1260 ON YOUR DIAL



ACCENT ON NUTRITION to accent food sales!

What's the big news in food—? The importance of *nutrition!* Today, more than ever, women are nutrition-minded . . . and here are 10 great nutrition-minded *programs* to sell your product!

Open to a limited number of non-competing participating sponsors, this radio sales "package" reaches women in 10 great markets—18 million women spending 17 billion dollars a year. And you can put your message across in *all ten* areas for only \$1989.75 a week*!

But that's not all: Tying-in with the tremendous current interest in nutrition, NBC has prepared a special Nu-

trition *Chart*, free to each station's listeners. These charts will have a wide distribution throughout each market area . . . constant reminders of the programs and sponsors . . . a sales-building *plus* for you.

Where else can you buy so much for so little—in coverage, timeliness and *established* listening interest—? Write today for the 60-page presentation that tells the whole story of this modern, hard-hitting food seller!

*For a 13-week campaign. Even less if you sign for 26 or 52 weeks. And, of course, you need not buy all ten stations—buy from one to ten, to fit *your* distribution!

HERE'S THE "PACKAGE"
10 grand shows on
10 great stations!

- WBZ—A . . . Boston & Springfield
Mildred Carlson's "Home Forum"
- WGY . . . Schenectady
Martha Brook's "Market Basket"
- WEAF . . . New York
Mary Margaret McBride
- KYW . . . Philadelphia
Ruth Wells' Woman's Home Counselor
- WRC . . . Washington
Mary Mason's "The WRC Home Forum"
- KDKA . . . Pittsburgh
Evelyn Gardiner's "Home Forum"
- WTAM . . . Cleveland
Jane Weaver's "Women's Club of the Air"
- WOWO . . . Fort Wayne
Jane Weston's "The Modern Home Forum"
- KOA . . . Denver
Lora Price's "The KOA Home Forum"
- KPO . . . San Francisco
Gladys Cronkhite's "International Kitchen"

NBC SPOT and LOCAL SALES

New York • Boston • Washington • Cleveland • Chicago • Denver • Hollywood • San Francisco

Los Angeles

By JAC WILLEN

BUDDY DeSYLVA, who should know, is doing a rave over the Frank Loesser-Jimmy McHugh score for Paramount's "Happy Go Lucky."

John B. Hughes is leaving for San Francisco to attend the "gang" dinner for the San Francisco Press Club of which he is a member.

Myrna Loy made her appearance on the Don Lee network, Sunday, in a dramatic sketch entitled "Stars on the Sea." La Loy would make a swell star for a regular radio feature.

"When You're With Me," written by Harry Glick and Jimmy Lambert, will be sung by Dennis Day on the Jack Benny program, April 26. Tune sounds like hit parade caliber. The two boys have written several other songs, among them "When You Said Good-Bye."

Ever since Ona Munson of "Big Town" announced the purchase of a new home in secluded Hollywood Canyon, fans from all over the country have been mailing the Rinso actress plans for complete interior decorating of the manse.

Universal Microphone Co., Inglewood, out of production for radio station mikes for the duration but busy on war orders, has added Godfrey C. Gebhardt, for 10 years with eastern radio, as production supervisor. Louis Westphal has been elevated to head of the testing department.

Wayne Steffner, who has been manager of the San Francisco Radio Sales Office, now becomes account executive in the S. F.-CBS network offices.

The one-time cancellation of her "Speaking of Glamour" program, Sunday, April 12, gave Frances Scully a five-day holiday—and she is making the most of it—at Palm Springs.

It's a 13-week renewal for the Ransom Sherman cast.

Look for several new feminine singing voices on the Al Pearce show in the immediate future. Pearce has been holding auditions for the past ten days, seeking new vocal talent.

The Question Is: Did George L. Moskovics ever sail before the mast? If he did it's a deep dark secret around Columbia Square in Hollywood. Nevertheless, this congenial sales promotion manager of CBS-CPN has spent a fortune in both time and money on his hobby—the building of clipper ship models (not airplanes). He's an authority on old ships that sailed.

RADIO ARTIST?

Call

LExington 2-1100

FIRST AND FOREMOST



Cavalcade of Mercy!

● ● ● One of the strongest appeals to be made via the medium of radio happened Saturday nite via the Blue Network in behalf of the United China Relief. . . . This stanza had more than a message and guestars. It went out to the public and laid it "on the line" . . . "Look, bud. For one dollar you do this and for ten dollars you feed 100 refugees for one month!" This was the tenor used. It reached into the hearts and pockets of the rich man and poor man. Propaganda aimed at the masses, it presented stories by well-known writers with well-known players. Its purpose was simple—to present the facts of war-torn China. It told how a little contribution helps so much. . . . We believe that this was the first time an appeal was broadcast that didn't demand you send hundreds or thousands of dollars if you would like to help. (This excludes the March of Dimes, naturally!) . . . Let's talk about the program for a moment. . . . Alfred Lunt was the narrator. . . . His wife, Lynn Fontanne, was presented in a well-acted, well-directed Pearl Buck story. . . . Then the show was switched to Washington where Archibald MacLeish, of the Office of Facts and Figures, read a letter from President Roosevelt. . . . Mr. MacLeish then introduced the Chinese Ambassador who read a letter from the President of the China Republic. (Don't think for a moment this letter-reading brought down the level of the show in the way of entertainment—because it didn't.) . . . Frank Black's music in the background always served as a high spot during the dramatic airings. . . . A dramatic monologue by Pearl Buck and starring John Garfield brought sweat to one's brow—it was that tingling with emotion. . . . More facts about the value of a single dollar to the people in China. . . . Then came the "First to Go" by Charles Martin and featuring House Jameson and William Hargrave. . . . Another subdued thriller-diller that told the story of Chinese courage in the face of death. . . . Following this epic the program switched to Hollywood where Mickey Rooney emceed that portion of the program.

● ● ● At the start of the Hollywood portion, this space-filler got a thrill hearing David Broeckman and his orchestra and chorus. Not in two years have we heard such brilliant music from the west coast. It seems that Broeckman is the master of west coast music for Benefits—but can't get a commercial of his own. ("Deep in the Heart of Texas" was played like it's never been aired before.) . . . Then Mickey Rooney did a take-off on Clem McCarthy followed by "nit-wit" humor by Burns & Allen—talking about the Chinese people. This was followed by Loretta Young and Elliott Lewis in "The Ideal Man" by John O'Hara; very amusing and well-done—but we couldn't see where this script was in keeping with the United China Relief. It would've been better on Silver Theater or Gulf Screen Guild show. . . . Then Mickey Rooney introduced Bob Hope, who did a short monologue. . . . Program switched back to N.Y. and Wendell Willkie made an appeal for donations. . . . Lunt then introduced Lynn Fontanne again, who starred in Charles Martin's original of "China Is Courage" . . . Miss Fontanne's performance and the script were great contributions to radio and helped the cause of China. . . . Hollywood portion was directed by Alfred Scalpone of Young & Rubicam while the New York show which featured fine performances and good material, was directed by Biow's Charles Martin.

● ● ● What impressed this space-filler during this "Cavalcade of Mercy" was that the guestars and material used during the program served two purposes: It entertained while being great propaganda. Usually, on benefit broadcasts, one hears a parade of stars stepping before the microphones, stating that they were so thrilled to be asked to appear, plug their stage shows, radio sponsors or screen efforts and leave to make room for another star who will do the same as his predecessor. . . . On this United China Relief show, each star had something to do or else he wasn't given air time. . . . We didn't hear one plug for a stage, screen or radio show! . . . It was for China and the plugs were for China Relief!

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

THE advisory committee of the School Broadcast Conference will meet in the SBC Radio Council suite of the Deshler-Wallick Hotel, Columbus, Sunday evening, May 3, to discuss program plans for the sixth annual meeting which this year will be held in the Morrison Hotel, Chicago, Nov. 11, 12 and 13. George Jennings, acting director of the School Broadcast Conference, is already making plans for the 1942 meeting.

Henry Kingston, radio director of the Central YMCA College, is doing some volunteer writing and producing for the Office of Price Administration and Office of Emergency Management. On Friday, April 17, 2 p.m., Kingston will interview John C. Weigel, regional director of OPA, over WAAF, on a program "OPA Answers." He is also conducting a "News From OEM" show on WCFL on Saturdays at 12:45 p.m.

Kay Kyser and his "College of Musical Knowledge" will do their NBC-Red broadcast from the Naval Training Station at Great Lakes, Ill., tomorrow, and the following week will broadcast their show from the NBC Chicago studios.

Margaret Speaks, "Voice of Firestone" soprano, will be a guest soloist with the Chicago Women's Symphony orchestra during an appearance in St. Paul, the last week in April.

Six personal appearances in four days will highlight the Spring tour of the Blue Network's "Breakfast Club" show, featuring Don McNeill, emcee; Nancy Martin, songstress; Jack Baker, tenor; Walter Blaufuss, conductor, and the Escorts and Betty. Three broadcasts will originate at KCMO, Kansas City, where the Breakfast Clubbers will appear at the Victory Fair, and the Municipal Auditorium on April 15 and 16; on the night of the 16th they will appear under the auspices of KGBX at the Shrine Mosque Auditorium, Springfield, Mo.; April 17, over KFBI, Wichita, for the Forum Auditorium's "All Out For Victory" drive; Saturday, April 18, over KOMA, Tulsa, Okla., where they will appear at a war rally at the Coliseum.

When you buy time—
BUY AN AUDIENCE

WTAG WORCESTER

QUEST-ING

N BRODERICK, on Bob show, today (CBS, 8:30 p.m.).

HERBERT, on Dorothy Kil-"Voice of Broadway" pro-day (WABC-CBS, 6:15 p.m.).

LF FIRKUSNY, on CBS Re-program, tomorrow (WABC-10 p.m.).

NICHOLS, on "Nellie Re-sents" program, tomorrow (NBC, 12:30 p.m.).

ORIE MOFFETT, author and list, on Mary Margaret Mc-program, Thursday, April 16, (NBC Red, 1-1:45 p.m.).

MAY OLIVER, on Rudy Sealtest program, April 16 (10 p.m.).

CES CHANEY, DAVID KER-ARTHUR ALLEN and E ALLEN, on "Grand Cen-tion" program, April 17 (NBC, 11 a.m.).

NTLAND RICE, on "Informa-tion" program, April 17 (NBC, 11 a.m.).

EANT JIMMY CANNON, on "for Marching Men" program, April 17 (MBS, 8:30 p.m.).

World-Tele" Sports Writers Joining WNEW

Daniels and Tim Cohane, both sports staff of the "World-Tele," have been signed by WNEW to fill the station's sports program Tuesday and Saturday from 7:50-8 p.m. Daniels and Cohane will split the assignment.

Daniels is on the road covering the games of the New York Yankees for his newspaper, the sports writing assignment will be filled by Cohane, who reports the doings of the Brooklyn Dodgers for his newspaper. When Cohane is traveling with the Dodgers, Daniels will fill the radio role at WNEW.

His set-up will be inaugurated by Cohane today at 7:50 p.m. WNEW's sports caster, Bob Considine, is on Mondays, Wednesdays and Saturdays from 7:50-8 p.m.

Krolik Joins Up

Edward Krolik, former member of the publicity department of Mutual, has left the network to join a U. S. Army Cadet unit in Scott Field, Ill. Krolik will train as a Communications Officer.

REEVES

Sound Recording Studios Inc.
Broadway New York City
35mm. 16mm.
Acetate and Wax Recording Facilities.
Complete Location Equipment for Film, Business
and Specialty Recordings.

NEW PROGRAMS—IDEAS

War Dramatizations

WFAA-WBAP recently produced the third in a series of dramatizations of America at war. All are half-hour shows, authored and narrated by Orval Anderson, the first two being general aspects of a warring nation, called, simply "Document Number One," and "Document Number Two." The third was the initial production in a "Trilogy of Triumph," an exposition of the war in terms of reading, writing, and arithmetic. The first took the elements of battle through the alphabet; the second will be a dramatization of great war-literature, and the third is to be based on the statistics of war. All will originate in the Dallas studios of WFAA-WBAP for the Texas Quality Network.

Rural Camaraderie

"Soonerville Trolley" is a new quarter-hour variety program now heard on KVOO, Tulsa, Okla., three nights weekly. Theme of the program is built around the joviality and camaraderie found among the towns-folk gathered around the depot stove to wait for the train to go by. John Johnson is heard as the station agent, and music is furnished by a staff vocal trio and instrumentalists.

Draftee's Cheerup

The serviceman's early morning laugh got under way yesterday morning April 13, when "Devy Edwards" the doughboy's sweetheart started a new daily feature directed to servicemen from the studios of WLAW, Lawrence, Mass. As a result of a survey conducted among officers and enlisted men at the major camps in their coverage area, WLAW will, through their mistress of ceremonies, keep the program running at high level designed to get the men in the armed forces off to their hard day's work with a cheerful and genuine smile.

Victory And Agriculture

Northern California farmers and business men are coordinating their mutual wartime interests through the newest agricultural program feature on KPO, San Francisco, entitled "Victory and Agriculture," which debuted Saturday, April 11, at 6 a.m. Sponsored jointly by the California Farm Bureau and the Agriculture committee of the San Francisco Chamber of Commerce, the new program presents interviews and open forum discussions every Saturday at the 6 a.m. hour. Stan Livingston, of the United States Department of Agriculture War Board conducted the April 11 broadcast.

Gen. Mills Completes Nat. Baseball Sked

(Continued from Page 1)

counts, include Cities Service, Seven-Up Bottling Co., Sperry Pancake & Waffle Flour, Lundquist Lilly and Wilson Packing Co.

Home, and in many cases the away games have been set by General Mills for six National and six American League teams, one Eastern League team, three in the International League, two in the Southern Association, seven in American Association, two in Northern League, four in Texas, and six in Pacific Coast League.

Following stations, many in regional networks, will be used by General Mills: Eastern Division—WABY, WGR, WKBW, WNAC, WAAB, WEAN, WLBZ, WLLH, WTHT, WNLC, WHAI, WLNH, WSAR, WFEA, WNBH, WATR, WRDO, WCOU, WSYB, WELM, WBRK, W43B, W39B, WAAT, WIBG, WWSW, WMBS, WISR, WKST, WJAC, WFBG, WAGE, WOR, WNEW, WJSV, WINX.

Central Division—WDEF, WSAI, WCLE, WHK, WCOL, WHIO, WWJ, WXYZ, WBCM, WOOD, WFDF, WHLS, WJIM, WELL, WIBM, KILO, WIBC, KSO, KOWH, WNAX, KMA, KCKN, WREN, WNOX, WISN, WLWL, WDGY, KROC, KYSM, KFAM, KXOK, KWK, WTCN, WTOL, KVOX.

Southwestern Division—KABC, WRR, KFJZ, KOCY. Western Division—KWJJ, KROW, KRSC, KEVE, KFAC, KFMB.

Knox-Reeves Advertising, Inc., handles the General Mills account.

Study Shows Audience Setting All-Time High

(Continued from Page 1)

downwards from December highs, completely reversed, with audience volume still climbing.

"March listening in the evening, by all of New York's population, will show an increase even above the January-February bulge over pre-war levels," WOR declared in making the preliminary results public. The study, conducted via the personal interview method, "found March listening maintaining a mid-Winter level above preceding months."

Daytime levels, while not yet available for March, show January and February maintaining a consistent 7-10 per cent increase above pre-December levels in the metropolitan area, it was pointed out.

AGENCIES

KEN R. DYKE, director of advertising and sales promotion for NBC, will take leave of absence to become director of the advertising division of the Office of Facts and Figures, effective April 27. Working closely with the Advertising Council, Dyke will coordinate all Government wartime advertising activities.

BRUCE BARTON yesterday was named to head up the program committee and deliver the keynote address at the War-time Advertising Conference, sponsored by the Advertising Federation of America at its 28th annual meeting, which will be held at the Hotel Commodore, here, June 21-24.

FLETCHER U. UDALL and Associates, San Francisco advertising firm, has turned over its business to D'Evelyn & Wadsworth for the duration, Udall having joined the Navy.

TERMINAL Barber Shop and Beauty Salon chain yesterday announced renewal of its time on the Adelaide Hawley "Woman's Page of the Air" program on WABC and expansion of sponsorship to three times weekly. Maxon, Inc., handles.

LOWELL THOMAS will address the Advertising Club luncheon tomorrow.

A. W. LEWIN CO., INC., has been elected to membership in the American Association of Advertising Agencies.

THE 'FRISCO OFFICE of BBD&O has occupied new offices in the Russ Building there.

Moylan Sisters Renewed

Hecker Products Corp. has renewed the Moylan Sisters for another 13 weeks, effective May 17. In behalf of H-O Quick and Old-Fashioned Oats, the young singers are aired Sunday from 5-5:15 p.m., EWT, over 15 stations of the Blue Network. Clements Co., Philadelphia, is the agency.

920 CLUB
WORL BOSTON, MASS.
One of America's Greatest Local Radio Programs

WSGN
Alabama
610 Kc.
BIRMINGHAM
Headley-Reed Company, Reps.
BLUE NETWORK and Mutual

★ ★ Words And Music ★ ★

Ascaph Pays Kentucky \$10,328 Back Taxes

Frankfort, Ky.—As per agreed judgment, American Society of Composers, Authors and Publishers, has paid the state \$10,328 for income taxes and accrued interest. Suit filed against the Society by Smith and Leary, State back tax collectors, was for "rentals and royalties" received by Ascaph from radio stations in Kentucky dating back to 1936 when the State income tax was imposed.

Original total was \$8,606 and approximately \$2,000 was due for interest and penalties. Understood that no appeal from the judgment was made by Ascaph attorneys.

Coast Theater Usher First In WGN Contest

(Continued from Page 1)

Great American Operetta Quest, his work, "Mister Mozart," topping 2,231 other entries from 46 states and Canada. The operetta was performed last Saturday night over Mutual from Chicago's Civic Opera House with Marion Claire and Allan Jones in the leading roles.

In a separate \$2,500 public naming contest, \$1,000 first prize went to Mrs. Ethel M. Rigg of Wichita, Kans., for the title "Mister Mozart" given to the Hastings operetta.

Hastings and his wife and collaborator, Louise, were present at the broadcast. "This could happen only in America," the composer said when he received the \$5,000 check. "Now I don't have to sell upholstery and chop up theater tickets any more." He plans to write a musical comedy next.

Deals With Backstage Life

"Mister Mozart" was judged the listening audience favorite after a committee of musicians picked it and two other entries as eligible for the finals and public vote. Percy Faith and Jim Pease, Lee Armentrout and Fenton Lee, collaborated on the runners-up. These three operettas were originally performed on March 14, 21 and 28. The contest was launched in November, 1941.

"Mister Mozart" deals with backstage life at a Broadway revue and the efforts of a serious composer to win fame. The operetta has a number of hit tunes but standout number is "America Loves a Melody." The song will be used by Henry Weber, WGN musical director, as theme melody and title for a series of programs to be broadcast over Mutual every Saturday from 8:30-9:30 p.m., EWT, beginning April 18. "America Loves a Melody" replaces the operetta programs through Spring and Summer and stars soprano Marion Claire. Thomas Thomas guest stars on the first broadcast.

NETWORK SONG FAVORITES

The following two alphabetical lists of songs obtained sufficiently high Audience Coverage Index ratings for the week ending April 11, to appear in the weekly Audience Coverage Index Report of the Office of Research-Radio Division, under the direction of Dr. John G. Peatman of the Department of Psychology, The City College. The first list includes titles with 50 or more ACI points. The second list includes titles with from 25 to 50 ACI points.

The Audience Coverage Index is a national rating of popular song performances heard over the radio networks. This rating for a song is based on (1) the number of performances heard in New York City during the week over WEA, WJZ, WABC, and WOR for the daily period from 8 a.m. to 1 a.m.; (2) the number of performances on other stations of network programs for Audience Coverage beyond the New York area; and (3) the estimated relative size of listening audiences for each day of the week and different time periods of the day. Partial choruses and signatures are not included in the tabulations.

The number of performances heard in the New York area both for network stations and three local stations (the latter for 5 p.m. to 1 a.m. only) are indicated. These are based on compilations of the Accurate Reporting Service and of the Office of Research-Radio Division.

SONGS WITH AN ACI RATING OF 50 OR MORE POINTS (alphabetically arranged):

TITLE	PUBLISHER	N. Y. City Performances	
		Network Stations WEAF, WJZ, WABC, WOR	Local Stations WMCA, WHN, WNEW
Always In My Heart (Remick Music Corp.)		24	4
Deep In The Heart of Texas (Melody Lane)		35	12
Don't Sit Under The Apple Tree (Robbins Music Corp.)		27	3
How Do I Know It's Real? (Chappell & Company)		23	16
I Don't Want To Walk Without You (Paramount Music Corp.)		30	19
I Remember You (Paramount Music Corp.)		25	12
I Threw A Kiss In The Ocean (Irving Berlin, Inc.)		15	3
I'll Pray For You (Harms, Inc.)		35	11
Jersey Bounce (Lewis Music Co.)		25	12
Johnny Doughboy Found A Rose In Ireland (Crawford Music Co.)		16	5
Miss You (Santly-Joy-Select)		22	9
Moonlight Cocktail (Jewel Music Co.)		22	9
Skylark (Morris Music Co.)		45	14
Somebody Else Is Taking My Place (Shapiro-Bernstein, Inc.)		37	13
String Of Pearls (Mutual Music Co.)		26	10
Tangerine (Famous Music Corp.)		34	10
We'll Meet Again (Dash, Connelly, Inc.)		22	6

SONGS WITH AN ACI RATING OF 25 TO 50 POINTS

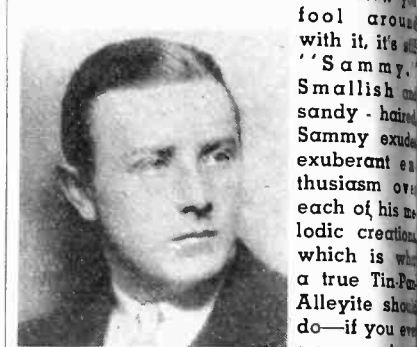
A Zoot Suit (Greene-Revel, Inc.)	17	4
As The Caissons Go Rolling Along (Shapiro-Bernstein, Inc.)	8	9
Blue Skies (Irving Berlin, Inc.)	10	3
Blues In The Night (Remick Music Corp.)	11	8
Breathless (Campbell, Loft & Porgie)	20	2
Dear Mom (Republic Music Corp.)	11	0
Easter Parade (Irving Berlin, Inc.)	12	7
Full Moon (Southern Music Co.)	12	1
Great Day (Miller Music Co.)	6	10
Happy In Love (Leo Feist, Inc.)	21	5
How About You? (Leo Feist, Inc.)	9	12
Marines' Hymn (E. B. Marks Music Corp.)	11	3
Me And My Melinda (Irving Berlin, Inc.)	36	2
My Blue Heaven (Leo Feist, Inc.)	6	0
Not Mine (Paramount Music Corp.)	8	3
On The Street Of Regret (Loeb-Lissauer, Inc.)	10	2
One Dozen Roses (Famous Music Corp.)	8	1
Over There (Leo Feist, Inc.)	5	3
Pack Up Your Troubles (Harms, Inc.)	5	0

(Continued on Page 7)

Men in Music

By SID WEISS

SAM E. FAIN doesn't know what his middle initial "E" stands for. It could be "excellence"—but no matter how you



Sammy Fain

er, is a product of the New York East Side, and attained the zenith of zong success the very hard way. Son of a cantor, he never really aspired to the religious groove but headed for the melody man as soon as he could distinguish a ball from a lead sheet. Though no band greeted him at his Alley "preem," he made a most auspicious debut with a little thing labelled "Nobody Knows Who a Red-Headed Mama Can Do." A noteworthy achievement for a youngster just out of his teens.

Sammy has chalked up many accomplishments since. His outstanding money-maker was "That Old Fashioned Way," although he'll tell you his favorite is "I Can Dream, Can't I?" He's appeared in shorts and could have told us much more about his very full career if he could have had access to his scrap-books—but they were washed away in a California flood. (The press agent who filled them probably committed suicide.)

Sammy wrote Chevalier's first picture for which he provided "You Brought A New Kind of Love to Me," which has practically become a standard. Returning to New York, he wrote the "Hello, Poppin'" score, following that with the melodies of "Sons o' Fun." In between these accomplishments he wrote such Paraders as "Let a Smile Be Your Umbrella," "Wedding Bells Are Breaking Up That Old Gang of Mine," "Was That the Human Thing to Do?," "By a Waterfall," "When I Take My Sugar to Tea," "Are You Having Any Fun?" and, oh yes, a little detail like the scores of "Boys and Girls Together," the recent Ed Wynn operetta, the latest Geo. White "Scandals," the music for the Dallas and Ft. Worth affairs, and the scores of scores of other films.

He's married to a charming little red-head named Sally and celebrated the arrival of a baby last week named Franklin after guess-who. Maybe that's why he just wrote what Harry Linn at Feist believes will be his next big hit, "Happy in Love." It's the No. 1 plug on the Feist list now.

House Opens Hearing On Sanders Measure

(Continued from Page 1)

... will be the first to appear. The committee plans to hold hearings daily in the mornings, it is understood, and thus it will probably save time before all witnesses appear. Representatives of the broadcasting industry, probably headed by Bill Miller, NAB president, will be the Bar Association spokesman to stand with the FCC winding up the hearings. The first two groups permitted rebuttal appearances after the Commission presentation, they desire.

Rep. Cox Postpones Attack

At the same time Rep. Eugene Cox (R., N. C.) declared that he will not renew his attack on the Commission, particularly Chairman Fly, on the House floor until after the Rules Committee resumes its hearings on resolution to investigate the FCC. The Georgia Democrat, not commenting directly on the reports that the Justice Department is investigating the alleged representation of an Atlanta Ga., station before the FCC, which he alleged exchange of \$2,500 stock giving him 25 shares of stock in the station—except to reiterate that he did not act as the station's counsel and pointed that he might confine his speech to address largely to the resolution itself, touching only briefly on the Justice Department probe.

Commissioners May Testify

Rep. Cox declared that he will postpone his reply on the floor until the Rules Committee sessions to give the benefit of the testimony of other witnesses. While it is not known definitely who will be called to stand when the rules body recommends consideration of the proposed inquiry, probably sometime next week, it has been reported that the FCC Commissioners may be expected to follow Chairman Fly to the end.

Music Publishers Tie Up With Lyric Magazine

... Publishing Co., publishers of a host of lyric magazines, has signed an agreement with Chappell & Co. and its subsidiaries, T. B. Harms and Award Music, for lyric rights under a long term contract. Other music publishers who have contracted with the S. Publishing Co. are Santly-Joy-Select, Irving Berlin, Inc., Latino Music Co., ABC Music Co. and Edward B. Marks Music Corp. D. S. Publishing Co. publishes "Song Parade," Star Songs, Super Song Book and National Song Magazine and is headed by Richard Davis, president of the firm.

Get New Sports ETs

... innati—Recently released transcribed series, "One for the Book," featuring Sam Balter and produced by Frederic W. Ziv, Inc., has already been scheduled by 47 stations. Series consists of 260 five-minute sports episodes.



TO THE COLORS!



HARRY BROWN and SOL TEPER, instrumentalists in the staff orchestra at WINS, New York, have enlisted in the U. S. Coast Guard. They left for duty last week.

ESTIL WILLS, control room operator of WJLS, Beckley, W. Va., who enlisted in the U. S. Marines recently, has been assigned to the communication division of that branch of the service.

FRANK ATKINSON, formerly a member of the sales service staff of the Blue Network, is now a private in the U. S. Army.

GEORGE HEUTHER, former transmitter engineer of WWRL, Woodside, N. Y., and more recently with the engineering department of CBS, has been assigned to the Army Radio Operating School at Camp Croft, S. C.

HOWARD O. PETERSON, local sales manager of WOW, Omaha, Nebr., expects to enter the Army on April 15 as a Major. He will be engaged in public relations work.

DERMOTT MacDONNELL, transmitter engineer at WLAW, Lawrence, Mass., has resigned to enter the armed forces as a Staff Sergeant in the Marine Corps.

BEN BOTKISS, of WRVA, Richmond, Va., is now in the U. S. Army and is stationed at Camp Lee in Virginia.

CHARLES F. PHELPS, member of the Blue Network's sales staff, has been commissioned a lieutenant in the U. S. Naval Reserve. Phelps is a veteran in radio having been with NBC and the Blue Network for more than 10 years.

WILSON SIGAFOOS, former member of the transmitter crew at WIP, Philadelphia, has enlisted in the U. S. Navy. He is the fifth member of the WIP staff to enter the armed forces of the country.

JOE FIELDS of WTOL, Toledo, O., has gone to Camp Grant, Ill. as a first lieutenant in the Dental Corps.

ROGER ADAMS, announcer at WADC, Akron, Ohio, has received his 1-A classification and is expecting momentarily to be called into the army.

JIM MALEY, who was in charge of the East Liverpool studios of WSTV, Steubenville, Ohio, has joined the army and has been replaced by Paul Fisher.

600 War Spots-Programs By WDRC In Past Month

Hartford, Conn.—WDRC, Hartford, has just notified the NAB that during the past four weeks more than 600 spots and programs were put on the air relating to the national war effort, and that this average was increasing with each passing day. The figure is an all-time record over WDRC for a concentrated campaign for any one purpose, and is reaping rich rewards in public reaction, and winning commitments from all agencies concerned, it was stated.

Lowell Thomas To Get Honorary F&M Degree

Lowell Thomas, news commentator, will be awarded an honorary degree of Doctor of Letters by Franklin and Marshall College, Lancaster, Pa., on Monday, May 18, when he will deliver the commencement address. A regular Blue Network feature since 1930, Thomas has been a news commentator for 20th Century-Fox Movietone News since 1935. Under sponsorship of Sunoco gas and oil, he is heard on the Blue Monday through Friday from 6:45-7 p.m., EWT.

NETWORK SONG FAVORITES

(Continued from Page 6)

TITLE	PUBLISHER	Network Stations		Local Stations
		WEAF, WJZ, WABC, WOR	WABC, WOR	WMCA, WHN, WNEW
She'll Always Remember (Witmark & Son)		21		5
Sing Me A Song Of The Islands (Bregman, Vocco & Conn)		21		9
Sleepy Lagoon (Chappell & Co.)		18		10
Somebody Nobody Loves (Robbins Music Corp.)		10		6
Three Little Sisters (Santly-Joy-Select)		13		0
When The Roses Bloom Again (Shapiro-Bernstein, Inc.)		12		13
White Cliffs of Dover (Shapiro-Bernstein, Inc.)		8		3
You Made Me Love You (Broadway Music Co.)		11		1

The copyrighted Audience Coverage Index report issued weekly by the Office of Research—Radio Division, 3470 Broadway, is available to subscribers at a nominal charge. The complete report includes not only the Audience Coverage Index for the fifty songs with the highest ratings of the week, but also the ACI rating change from the preceding week, the number of weeks each title has appeared on the ACI report, and the average number of additional station broadcasts during the week.

NAB Promotion Group Sets Contest Details

(Continued from Page 1)

Allison stated, "will take on added significance because it should be a show case of the intensive activities carried on by radio stations in their attempt to cooperate with the war effort." He urged as many stations as possible to contribute.

Five Judges Invited

Invited to judge the competition, which will be divided into four groups, are the following: Douglas Meservey, OFF; Frederic R. Gamble, American Association of Advertising Agencies; Paul B. West, Association of National Advertisers; Paul Garrett, vice-president and director of public relations, General Motors, and Miller McClintock, The Advertising Council.

Following are the four groups of awards:

1. Certificate of Award to the station which has most effectively educated its audience concerning the war effort.
2. Certificate of Award to the station which has most effectively inspired its audience to continue its support of the war effort.
3. Certificate of Award to the station which has distinguished itself in the conduct of Civilian Defense activity.
4. Certificate of Award to the station which has made important contributions to progress in the art of broadcast advertising.

Competition Rules

1. There is no limit to the number of individual display panels any station can enter.
2. All panels must be received at the Hotel Statler in Cleveland, Ohio, by Friday, May 8.
3. If you wish displays returned, be sure to pack in a carton or crate which can be opened without dismantling. All shipments will be returned freight collect following the close of the convention.
4. Panels are to be uniform 28 inches wide by 44 inches high and, due to the method of displaying, must be composed vertically. Panels must be constructed with flat backs so they can be displayed on the special easel-type frames being constructed specially for them. There are no other restrictions in the manner in which panels are to be made. Imagination and ingenuity have full play.
5. Each panel must bear somewhere on its face the station call letters and the competition class number in which it is being entered—1, 2, 3, or 4.
6. Address all shipments to: M. F. Allison, NAB Promotion Display, Hotel Statler, Cleveland, Ohio.

Committee Members

Besides Allison, Committee members are: Charles Newcomb, WGAR, Cleveland; Robert Greenberg, WHK-WCLE, Cleveland; Howard Barton, WTAM, Cleveland; Harry Buckendahl, KALE, Portland, Ore.; King Park, WBBM, Chicago; Frank Barrydt, KMBC, Kansas City, Mo.; Irvin Gross, WFAA, Dallas; and Holly Moyer, KFEL, Denver.

Los Angeles

By JAC WILLEN

BILL DEMLING, member of the radio comedy team of Gill and Demling, now part of the Rudy Vallee program as a comedy writer. He and Gill still have their radio production offices in Hollywood.

George Harshberger has joined the local CBS staff as trade news contact in the offices of George Moskovics.

The Sons of the Pioneers have been signed by Republic Studios for eight pictures a year.

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Specializing in the profitable disposition of station program time—now on sustained through the medium of a skilled, high type sales organization!

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Renewal contracts from practically every station using our service. Your inquiry, obligating you in no way, will bring immediate details.

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INDIANAPOLIS

House Committee Hears Testimony On Proposed FCC Reorganization

(Continued from Page 1)

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Major Points

The major points brought out in the testimony of Bingham, head of the Bar Assn. committee which studied several Senate bills to revise Commission administrative procedure and which, he said, "came to the definite conclusion that certain amendments of the Communications Act of 1934 were required," were the conditions that the Commissioners under the present system, are unable to become familiar with the myriad of problems presented them, and that the existing law grants the Commission too broad powers while restricting its authority in too narrow and vaguely defined provisions.

The Bar Association presentation included five reasons why it feels the Commission should be split into two divisions; one to handle public communications (largely broadcasting) and one to have authority over private communications (record and wire).

Basic Conclusions

The basic conclusions included the opinion that the legislative, judicial and executive functions of the Commission should be exercised, as far as possible, by different persons; that the volume and variety of the Commission's duties are such that it is impossible for the entire body to intelligently pass on all matters over which it is responsible; that a separation of administrative and regulatory duties should be made on the basis of the persons for whom the communications are intended (i.e., public and private) rather than on the method used in transmitting the message; that certain matters of policy and general interest require the attention of the FCC as a whole; and that the variety of the Chairman's duties are such that he cannot give

consideration to matters of a "judicial or quasi-judicial" nature.

Value of FCC's Rules

In answer to Rep. Holmes (R., Mass.) on the volume of FCC duties, Bingham asked FCC General Counsel Telford Taylor, in the audience, to answer the question. Taylor replied that there are 40 sub-sections of the Commission rulings. He said on Chairman Lea's request, that he would furnish the Committee with a bound volume of the rules.

Bingham, discussing the administrative and regulatory practices of the Commission, emphasized that "while grants of power to the Commission are given in broad and general terms, limitations placed upon the exercise of that power by the terms of the act are stated in narrow and restrictive language."

He contended that the result of the Act's provision has been doubt and confusion in the meaning of most of the statutory provisions. And "what we believe to be an outright avoidance of the legislative intent in certain important respects."

Legal Confusion

Referring to the FCC's use of its own discretion, he stated that attorneys now are in no position to correctly advise their clients on their rights before the Commission, or remedies for FCC actions which they believe detrimental, "unless the Act in detail and particularly spells out a certain course of conduct."

The reasons for making the entire Commission responsible for all matters brought to its attention, except where specific members of the body are appointed for duties like acting on motions, he said, were a desire on the part of all Commissioners to deal with broadcast matters, an unwillingness of practically all the Commissioners to devote most of their time to matters other than broadcasting and "a resulting intermeddling by those members not assigned to broadcast matters with the work and functions of those members who were."

The existing practice of full Commission action on virtually all matters has been generally unsatisfactory to persons having business with the FCC, Bingham contended.

Asking that the Chairmanship of the Commission be made an administrative post, he would be outside the two proposed sections of the FCC under the bill—Bingham recalled Chairman Fly's testimony on the bill that he had, even before Pearl Harbor, devoted about 90 per cent of his time to Defense Communications matters. He pointed out that FCC chairmen have seldom been able to attend hearings before the full body, and declared, "we regard it as fundamental that one who decides a controversy hear or at least have the opportunity to advise himself concerning the issues which he must determine."

Proposed Legislation

Bingham offered the House Inter-

state Commerce Committee his association's proposals:

The proposed legislation makes the division of the Commission mandatory, with two permanent bodies of three members each set up. The Chairman would be the administrative officer, but would not be a member of either division. The President would designate members of the Commission at the time of the effective date of the act to be members of one division or other, and all Commissioners subsequently appointed would be placed in a specific division.

The divisions would have no rule or policy-making powers, but would have the power to make "adjudications." "The final disposition of particular cases, controversies, applications, complaints of proceedings involving named persons or a named respondent." The whole Commission would have the power to adopt and promulgate rules of general application. The present provision of the Communications Act requiring that no more than four Commissioners be members of one political party, be expanded so that no more than two members of either division would have the same political connections.

The Department of Public Communications of the FCC would have jurisdiction over broadcasting, television, facsimile and kindred services intended for public reception while the Department of Private Communications would be placed over common carriers and communications intended for a specific addressee.

The revisions would include two new definitions in the Communications Act, Construction Permit and License. Bingham pointed out that while Congress apparently thought that these terms were self-explanatory, controversies have arisen over their meaning.

The Bar Assoc.'s recommendations would provide that the Commission may grant licenses only upon specific application. It would require the FCC to allow any parties who might be affected by the grant of an application, either for economic reasons or electrical disturbances, permission to appear at hearings on the subject. The Commission's present contention, Bingham said, set forth in court action, is that it can permit parties other than the applicant to appear at hearings only at its own pleasure.

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* In fact, from 7:00 to 8:15 A.M. WOR has more listeners than all other New York stations combined. From dawn to 8:45 A.M. WOR stands a consistent first.

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NO JUST MONROE COUNTY
but WHAMland

900,000 radio homes make it a better buy.

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Not! Rep. George P. Hollingbery Co.
50,000 Watts... Clear Channel... Full
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Los Angeles

By JAC WILLEN

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NO JUST MONROE COUNTY
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900,000 radio homes make it a better buy.
WHAM
Natl. Rep. George P. Hollingbery Co.
50,000 Watts... Clear Channel... Full
Time... NBC Blue and Red Networks
RHEMSTER, N. Y. "THE STROMBERG-CARLSON STATION"

Canada Arranges Tour For U.S. Radio Group

(Continued from Page 1)

public information. Members of the party will include representatives of NBC, the Blue Network, CBS and Mutual.

On the first day of their trip the radio men will visit industrial plants in the Montreal area and will be luncheon guests of the Royal Air Force Ferry Command. On Tuesday they will inspect the officers' training school at Brockville, Ont. in the morning, and be guests at the Royal Canadian Air Force station at Trenton, Ont. in the afternoon and evening.

Industrial Plants

Industrial plants in Hamilton and Toronto and the industrial trade school in Hamilton will be visited Wednesday and the final day will be spent in Ottawa where the visitors will have an opportunity to interview key government officials.

Networks here had not fully completed their list of personnel who would make the Canadian trip, but it was indicated that among those accepting the hospitality of Canada would be Clay Morgan and A. A. Schechter of NBC; Lawrence Lowman, Bill Slocum and Dan Russell of CBS; G. W. Johnstone and H. R. Baukhage of the Blue Network and Lester Gottlieb and Dave Driscoll of Mutual.

"The Call Of The West" Headed By Movie Star

Hollywood, Calif.—Roy Rogers, motion picture star, will be featured in "The Call of the West," special Blue Network broadcast to be aired April 25 from 6-6:30 PWT. Show is written and directed by Myron Dutton of the network and will have in the cast, in addition to Rogers, Sally Payne, Gabby Hayes, Bob Nolan and the Sons of the Pioneers and an orchestra directed by Marlin Skyles.

"Cheshire" Series In South

New Orleans, La.—Pappy Cheshire's transcribed series, "The Old Corral," following a brief test on WWL, for the American Brewing Company (Regal Beer), has been acquired for additional markets in the South. Program has been scheduled three times weekly on WALA, Mobile, and KTBS, Shreveport. Agency is Walker Sausey, Advertising, and the discs were produced by the Disco Recording Co. of St. Louis.

Want **ZIP** in your radio productions?

• PRODUCER-WRITER with 14 years experience in radio and theatre wants to join an advertising agency or network. Originals and adaptations that sparkle—with listener and client appeal. Draft deferred. Write Box 530, RADIO DAILY, 1501 Broadway, New York City.

WORDS AND MUSIC

By Sid Weiss

RADIOITES ARE GABBING ABOUT: The cutting down at major agencies which will put them on a war footing... The build-up being handed young Vera Barton... Maxine Keith's throat operation which now makes her sound more like Tallulah Bankhead than ever... The "anticipation" at the Ralph Edwardses and the Arnold Mosses... Arthur Tracy's consistent delivery on his Blue Network show... Barry Wood's one-niters with brother Barney Rapp's crew—proving radio names can draw on the road... Don (Telephone Exchange) Molitor's offer of free service "for the duration" to all radioites in the army—keeping their names alive on all his lists and publicity releases!... Bob Coe's secret blending with a Carolina beauty some two months ago... Vicki Vickee's sexy singing voice... Eddie Pola's offer to take over radio entertainment for all the mid-east forces in Cairo... Claire Grenville's terrific job as the school-teacher on "Joe & Mabel"... Allen Best's new tune, "Don't Steal the Sweetheart of a Soldier," penned by Lew Brown and Fred Coats... The loveliness of Jean McCoy. (The real McCoy)... Diane Courtney's being selected by the State of Vermont to crown the Maple Sugar Queen up there.

★ ★ ★

I'D RATHER BE RIGHT: From the column of April 2nd: "If I were the Mr. Big of radio, Michael Fitzmaurice, one of radio's top actors, would be given a chance to show he is just as capable in the vocal and emceeing line." Last Sunday, Mike made his debut as a vocalist on the Blue Theater... From the column of April 9th: "Lawson Zerbe (he could sell us anything) now announcing CBS' 'Harvey & Dell.'" This week, Lawson started announcing another new series.

★ ★ ★

BETWEEN US: Fred Steele: Miriam LaVelle, the dancer, is set for some NBC television dates plus a guest shot with Martha Deane... Alton Alexander: That was a swell show you put on with Blue Barron Sunday... Ivan Black: Too bad other press agents haven't got your spirit of cooperation. Of course, I'm referring to the way you set up "Susan Miller" nite at the Cafe Society Monday and the Woody Herman blow-out some time ago... Arnold Stang: Was sorry to hear you missed out on the part of "Mac" on "Tillie, the Toiler." You'd have been a "natural" for it... Otto A. Harbach: Thanx very much for the note and invitation. Will be looking forward to it... Earl George: I see you've abandoned your auto and taken to the bicycle as your part in the present drive for rubber conservation... Ted Collins: Thought "The Smoothies" turned in a bang-up performance on the "Kate Smith Show"... Ed East: Congrats on the new sponsor, "Noxon".

★ ★ ★

SCENE AND HEARD: Carole Landis with a 185-lb. Great Dane on a leash, collecting contris for Bundles for Bluejackets. When asked why the dog, she replied: "I'm helping defend America—and the dog is helping defend me"... Sign on broken-down flivver on 6th Ave.: "All This And Tires Too!"... When Ann Rutherford visited Our Town recently, her sister, Judy, asked her what the toughest part of her job was. "Trying to convince people I'm grown up," was her reply... Sign on gas station: "Don't smoke around here. If your life isn't worth anything—gasoline is!"... Charlie Winninger was raving about his new cook. "She's terrific," he said. "I only hope she doesn't turn out to be a flash in the pantry!"

★ ★ ★

SMALL TALK: Joyce Lovell (she's Geo. Hogan's sister) gets a break on the Vallee show next month... Mickey Addy has left Santly-Joy-Select to go with Al Lewis. Right now he's working on a new double-talk song called, "Ooch, Ooch, Agoona Attach"—which, if you're interested, is "Chattanooga Choo Choo" spelled backwards... Hal Davis, K. K. Hansen and Fred Spiros slated for the army... Bob Chester booked into the Sherman in Chi... Betty Winkler now doing "Joyce Jordan"... Eddie Forman writing "Hi, Neighbor" for CBS... Tip to young announcers: Get in touch with Mort Nusbaum at WSAY in Rochester if you're interested in an announcing post up there... Joan Brooks planes to Jacksonville, Fla., on the 20th for

—Remember Pearl Harbor—

1942 USO-Fund Drive Backed By Radio Org.

(Continued from Page 1)

efforts last year, Bush said, contributed notably to the success of the campaign which was oversubscribed by \$3,600,000. Also serving on the committee will be Cadwell S. Swanson, of J. Walter Thompson, and Hubbell Robinson, of Young & Rubicam.

OFF Aid

Bush also revealed that aid for the impending campaign had been assured by the Office of Facts and Figures. Busk and Jesse Butcher, USO radio director, secured a pledge of complete cooperation, Bush said, from William B. Lewis, OFF radio chief, who assigned May 11 to July 4 as period of greatest radio emphasis for the USO drive for \$32,000,000. The campaign will be integrated into the general overall allocation plan worked out by the OFF and radio industry for maximum utilization of the industry's facilities in the war effort.

As was the case in last year's drive spot announcements, gag situations and speeches by stars will be employed in the new drive. Once again, Bush said, the story of USO will be incorporated in the the scripts of dramatic serials. He said this technique, employed for the first time in last year's USO campaign, proved "extraordinarily successful."

"Grand Ole Opry" Back From Trip To Panama

Nashville, Tenn.—Members of WSM's "Grand Ole Opry" unit of the "Cameo Caravan" have returned from a personal appearance tour during which they travelled more than 50,000 miles in 18 states and Panama and entertained more than 500,000 officers and men in the U.S. armed forces. Troupe headed by Ford Rush, singing emcee, will resume shows in the United States beginning in West Texas.

KDKA Appoints Corey War Show Coordinator

Pittsburgh, Pa.—Establishment of a new department, headed by Victoria Corey, to coordinate all KDKA programs relating to the war was announced by James B. Rock, general manager of the station. As coordinator of war programs, Mrs. Corey will write scripts in behalf of Civilian Defense as well as do continuity for special programs.

RAY WINTERS ANNOUNCER

5 Years With Paramount Newsreel
2½ Years With Manufacturers Trust Co.

LA 4-1200

GUEST-ING

PATY CAMPBELL, on "Manhattan at Midnight," today (WJZ-Blue, 10 p.m.).

HELEN O'CONNELL, on Lanny Ross program, today (CBS, 7:15 a.m.).

EDWARD McCLUSKEY, on children "Also Are People" program, today (CBS, 4:15 p.m.).

MASBEARD, on "Thus We Live" program, tomorrow (CBS, 9:45 p.m.); **LE LONG**, tomorrow.

RONALD REAGAN, SABU and **FRANK ADLER**, on Bing Crosby's "Crosby Music Hall" program, tomorrow (CBS, 9:00 p.m.).

KRISHNALAL SHRIDHARANT, VENKATTIMORE and **MR. MENG**, on "People's Platform" program, tomorrow (CBS, 8:30 p.m.).

BLADE THORNHILL'S ORCHESTRA, on "Spotlight Bands" program, tonight (MBS, 9:30 p.m.).

DONALD CRISP and **TOMMY DONOVAN**, on Kate Smith Hour program, April 17 (CBS, 8:00 p.m.).

E. D. SEYMOUR, on Tom Williams' "Garden Gate" program, April 17 (CBS, 9:30 a.m.).

WTAG Business Up

Worcester, Mass.—Broadcast advertising on WTAG during the first half of 1942 has shown a marked increase over the corresponding period in 1941, it was disclosed by George J. Javert, commercial manager of WTAG in a report on station business. Local contracts particularly have been on the upswing. Boom in local business includes two new programs sponsored by Sears, Roebuck and Company and Burwick Furniture Company. Sears show, "The Music Show," is a twenty-minute stanza broadcast three times weekly at 9:30 a.m. Present contract runs for 8 weeks. "Wickbur House," sponsored by the Burwick Furniture Company, a history of America as interpreted by furniture trends. Show, a thrice-weekly 15-minute feature, has been contracted for 17 weeks.

"HARD-TO-GET-TO" PEOPLE ARE EASY TO GET TO BY

Postal Telegraph

CHARGES FOR TELEGRAMS 'PHONED IN APPEAR ON YOUR TELEPHONE BILL.

NAB and Trade Unions Join In Fighting Proposed Taxes

(Continued from Page 1)

crimination after Haggerty advanced it to the Committee, and the International Brotherhood of Electrical Workers (AFL) also flayed the plan in a pronouncement which Rep. Wesley Disney (D., Okla.) had inserted in the record while the hearings were still going on.

The Haggerty proposal, almost identical to the one passed by the House last year but defeated in Senate Finance Committee sessions, calls for the graduated income tax based on the size of stations and networks. He said that the tax should be from 5 to 15 per cent "or more." The printing union head stated to the Committee that the broadcasting industry derives "unusually high annual net profits" because it holds "government franchises obtained without cost."

IBEW Against Haggerty

Haggerty went on to charge that these "unusual profits are derived through the displacement of the jobs of some 25,000 skilled printing trades workers, through the diversion of advertising from the printed page to radio broadcasting." This contention was rapped by the IBEW statement, issued by President Ed. J. Brown which retorted that the Haggerty proposal would "forestall progress," and that the AFL union would present data to show that printing trades workers have not suffered loss of employment because of broadcast advertising.

The NAB, as well as the IBEW, asked time to appear before the Committee in answer to the Haggerty proposal. Because the sessions are scheduled to end Friday, the prospects of their obtaining the opportunity to reply on the witness stand are doubtful. The groups plan, however, to submit written findings to the Committee answering in full the printing union head's contentions, as well as citing the obvious discrimination of the proposed levy. Ellsworth C. Allvord, NAB tax attorney will prepare that group's presentation. The American Federation of Radio Artists and the American Federation of Musicians are expected to join the IBEW protest.

Disney Carries The Ball

Rep. Disney, who carried the ball against the Haggerty plan from the Committee bench, recalled that the AFL opposed the levy last year. He forced Haggerty to admit that he was attempting to shift employment from a new industry to an old one, for the benefit of one group of unions to the detriment of the other.

The Oklahoma Democrat asked what were termed by observers as "embarrassing," questions regarding the actual number of printing trades employees represented by Haggerty. Apparently, Haggerty's replies did not impress the Committee to any appreciable extent.

Haggerty contended that the spe-

cial taxes "would equalize in part the competitive advantages radio broadcasters have due to the small taxes, if any, they pay to local communities as compared to the heavy taxes paid by those who make possible job opportunities for printing trades workers."

Chances Slim

The chances of the proposal's success, in light of the united front presented against it, the fact that it is on the surface largely Haggerty's baby, with little other expressed support, and its previous rejection, are regarded as slim. The levy was defeated last year largely on its discrimination aspects, and against contention that broadcasters enjoy trade advantages over other advertising media, it is pointed out that millions of dollars in virtual subsidies is received by newspapers and magazines annually from their second class mailing privileges.

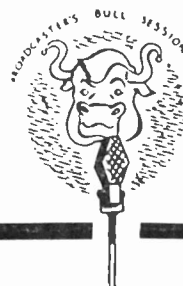
AGENCIES

RAYMOND GRAM SWING, WOR-Mutual news analyst, will be the recipient on May 5, of a special citation merit awarded by the Poor Richard's Club of Philadelphia at a luncheon to be given in his honor. The citation, which pays tribute to Swing's interpretation of the world situation for radio listeners, is the fourth to be conferred by the club. Previous recipients were Henry C. Luce, publisher; novelist Pearl Buck, and columnist Westbrook Pegler.

LORD & THOMAS yesterday announced that John del Cardayre, formerly copy chief and account executive of the Leon Livingston Agency of San Francisco, has joined the creative staff of its New York office.

PAPERS of incorporation have been filed with the Secretary of State, Albany, for the Franklin Advertising and Service Co., Inc., Manhattan, 100 shares, no par value, by George Franklin, Jacob Goldman and Lee Black, New York.

TODAY!



TODAY!

WEDNESDAY - 12:30

Luncheon of the

RADIO EXECUTIVES' CLUB OF NEW YORK

At the Empire Room of the Hotel Lexington, 48th Street at Lexington Ave., New York City

ARMY DAY

COLONEL JOHN P. WELCH, 2nd Corps Area Quartermaster, Governors Island, N. Y.

and

LIEUTENANT VICTORY L. CARY, of the public relations branch, office of the Quartermaster General, Washington, will be guest speakers today, and will discuss "The Army Behind the Army."

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



Coast-to-Coast



WCED, DuBois, Pa., has been added to the Atlantic Refining Co.-General Mills Western Pennsylvania Network, which has been set up to broadcast the baseball games of the Pittsburgh Pirates during the 1942 season. Rosie Roswell and Jack Craddock handle the play-by-play descriptions of the games.

Land O' Lakes Creameries, makers of Land O' Lakes butter and cheese, will add WOR, New York, to its schedule of Mutual stations carrying its Boake Carter program beginning on Monday, April 20. The three-a-week series will be heard on Monday, Wednesday and Friday from 12 to 12:15 p.m. Twenty-one Mutual stations already carry the sponsored program, and it is available to the rest of the network with commercial credits cut. Campbell-Mithun is the agency handling the account.

Rainier Brewing Co. has contracted for the late sports review, which is handled by Bill Welch on KFEL, Denver. Contract is for 26 weeks and calls for broadcasts three times weekly. It was placed by Buchanan & Co., Los Angeles. Herb Trackman, chief announcer at KFEL, is now Private Trackman located at Flight B Tech. S. S. Jefferson Barracks, Missouri.

Woody Herman, whose dance orchestra is featured nightly on CBS and Mutual networks, will be inducted into the Advertising Club of New York's "Order of the Rake" at a special luncheon of the Club in New York City, April 22nd. The "Order" honors men who have achieved outstanding success before reaching the age of 31. Ralph Edwards, "Truth or Consequences" taskmaster, will be inducted into the select group at the same time.

Omer Ames, character actor who until recently was known as Allen Drake, appeared on Mort Lewis' program "Behind the Mike," on Sunday on the Blue Network in the role of a German. Ames has been specializing in character work for almost twenty years and his repertoire includes more than 35 different types. He is currently heard as "Pop Smith," the Oakie character, on CBS' "Bright Horizons."

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

April 15

Dave Alber Earl Ferris
Marian Jordan Oliver W. Nicoll
Philip Porterfield

Robert L. Thompson, chief engineer of The Turner Co., manufacturers of microphones and microphone equipment, is serving as an instructor in the government training program for radio technicians now being conducted at Coe College in Cedar Rapids, Ia. Course is given once a week and consists of three hours of instruction. It will continue for eight months.

Bill Baldwin, former director of special events for KFVB, Hollywood, and "roving reporter" on many pickups from the San Francisco Fair, has joined the announcing staff of KPO, San Francisco. Previous to coming to the West Coast, he worked at KDYL, Salt Lake City, and WOW and KOIL in Omaha.

WAAT, Jersey City, found a new way of aiding the war effort last week when it was called upon to provide entertainment for some 300 inductees into Uncle Sam's Army, delayed for three hours in the Armory Induction Station at Newark. The station cleared the entire time between 2:30 and 5:30 and put on a show for the boys, dedicating numbers to them, by name, and otherwise helping to build up good old fashioned morale. Capt. Eugene Firth, commanding officer at the Induction Station, tagged the experiment a distinct success.

"The Kansas Roundup," regular remote broadcast on WIBW, Topeka, will stay at home from now on. Tire rationing for cross-country buses has meant the cancellation of all but regular trips, so WIBW's staff of 40 artists will not be able to make out-of-town appearances over the state. Since the Spring of 1939, the staff has visited approximately 85 different towns in Kansas, Nebraska and Missouri. Many towns have had as many as three return appearances of the "Roundup," which has been a regular Saturday night feature of the station for the past seven years. Each out-of-town broadcast has been relayed by telephone line back to the Topeka, Kan., transmitter. Maudie Shreffler, music director, has been in charge of production; Gene Shipley, market reporter, has been booker. The broadcasts will go on as before, but from the local studios.

In an audition for representatives of more than 150 women's clubs of the metropolitan area, Phyllis Moir, director of the lecture division of the National Concert and Artists Corp., will present the following at Town Hall, New York, today: Sam Cuff, Alexander Drier, Helen Hiatt, Frazier Hunt, Lisa Sergio, John W. Vandercook, Elizabeth Cobb, Bosley Crowther, Ely Culbertson, Laurie York Erskine, Adelaide Hawley, Ted Malone, Marjorie Moffett, Sarita and Sue Read. The program will begin at 10 o'clock and continue until 5, with luncheon served at the Town Hall Club.

Dr. Arthur Meyers, "Radio's Unseen Advisor," returns to WIBG, Philadelphia, after a year's absence, under the sponsorship of Dr. Shor, Philadelphia dentist, this week for a daily 15-minute show. The 26-week contract was placed by the Philip Klein Agency of Philadelphia. WIBG broadcast a special program on Monday to welcome back the Phillies baseball aggregation of the National League. Byrum Saam, assisted by Bill Phillips, interviewed members of the team.

First Interceptor Command, division of aircraft warning, has congratulated WDRC, Hartford, for its work in securing civilians for aircraft warning duty in Connecticut. In a special campaign continuing on various programs, WDRC has secured

scores of applicants for watch posts. They write in to the station, which, in turn, transmits the names and addresses to the government.

A recent visitor to Dayton, Ohio, and the WING studios was Sid Ten Eyck, now of the United States Navy. From 1935 until 1939 Ten Eyck conducted the "Coca-Cola on the Street" program on the Dayton station and was one of the most popular entertainers ever to appear in this area. Ten Eyck will be recalled by old-timers for his classic series of Tar Baby Ten Eyck Shows that ran on WLW in the early 1930s.

Wallie Dunlap, chief announcer WMOB, Mobile, Ala., has been promoted to program director of the outlet. He replaces Ross Smith.

'IT IS NOT INCONVENIENCE — BUT UNEXPLAINED INCONVENIENCE — THAT WILL BREAK DOWN PUBLIC CONFIDENCE'



PAUL GARRETT, Vice President and Director of Public Relations
GENERAL MOTORS CORPORATION

"Advertising's task of smoothing the way all along the channels of distribution between factory and market will become infinitely more intricate as defense requirements extend the area of dislocation. "Many familiar products, familiar packages, accustomed buying habits are likely to be-

come disturbed. Advertising must lead the advertiser through this labyrinth of change by careful and continuous explanation of why and wherefore.

"It is not inconvenience but unexplained inconvenience that will break down public confidence."

(May 26, 1941, at AFA Convention)

★ To the great names in American business whose continued advertising is a flaming symbol of faith in America's future . . . whose fortitude in total war adds another shout of defiance to the enemies of free American enterprise and democracy . . . this space is dedicated by The Nation's Station.



THE NATION'S MOST MERCHANDISE-ABLE STATION

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



19, NO. 12

NEW YORK, N. Y., THURSDAY, APRIL 16, 1942

LIBRARY
APR 18 1942

TEN CENTS

Quiz FCC On Procedure

Local Club Prevents Major League Pickup

Springfield, Mass.—Exercising its right under baseball broadcasting rules, the new management of the Springfield Baseball Club refused to let WSPR broadcast the opening game of the American League at Springfield Tuesday, between the Red Sox and the Philadelphia Athletics. City A. Brackett, president of WSPR, said negotiations have been under way for some weeks so that the game might carry the Boston market, but there has been little co-

(Continued on Page 2)

Canada Plans Busy Time for U.S. Radio Visitors

Ottawa, Ont.—The 20 American radio officials invited on a goodwill visit to Canadian war industries and Army and Air Force camps on Monday through Thursday will have a scheduled program full of activities. In Montreal Monday visitors will be welcomed by E. L. Bushnell, CBC program supervisor; Herbert A. Smith, director of public information, Department of National War Services; John Clark, director of public

(Continued on Page 6)

April-Quarter Survey Shows Fibber McGee First

Favorites hold their places for the top part in the April Hooper list, showing the first quarter of 1942, released yesterday. "Fibber McGee," with a rating of 32.3 continued in first place during March for the third consecutive month, followed by Bob

(Continued on Page 2)

They Did It!

Atlanta, Ga.—Major ambition of the show people "to bring down the house" was realized recently by the Swanee River Boys, quartet of WSB of this city. At a personal appearance the turnout was so great that a "demolition crew" was organized to remove a large section of the wall of the hall in which the boys were to sing so that overflow could be admitted.

Baker for Cantor

Phil Baker batted for Eddie Cantor last night while the latter was occasionally plugged via the phone, from the hospital where he is being treated for a minor throat ailment. Laughs were plentiful, particularly on the quiz-show travesty. Tommy Dorsey was the guest star and Harry Von Zell clicked in the straight-man role.

Blue Ad. Campaign—Institutional Theme

First concentrated, large-scale ad campaign stressing the value of institutional radio advertising will be launched in trade papers this week by the Blue Network. Taking as its symbol a capering elephant, the campaign will remind advertisers that people, unlike the lumbering pachyderm, forget not only faces and appointments but also brand names. Plugging both the Blue Network and

(Continued on Page 6)

Camels "How'm I Doin'" Renewed On CBS Network

R. J. Reynolds Tobacco Co. yesterday renewed the Bob Hawk "How'm I Doin'?" program, marking the company's seventh consecutive year on CBS. Aired in behalf of Camel Cigarettes and Prince Albert Smoking Tobacco the program features Hawk as quizmaster and the music of Vaughn Monroe's Orchestra, Friday

(Continued on Page 3)

Army Officers Stress Desire For Continued Radio Co-Op

WMCA 'Repeats' Program To Help War Bond Sales

To make sure that Hitler's birthday is appropriately celebrated by all Americans, through the purchase of War Savings Bonds and Stamps for conversion to war materials, WMCA will hold a "Hitler's Birthday Party" broadcast tonight, from 8:05-8:30 p.m.

(Continued on Page 2)

Sanders Measure Hearing Brings Out Testimony That Renewal Pressure Aided The Commission Policies

Forward Assignments In OFF Stagger Plan

Washington Bureau, RADIO DAILY
Washington—The broadcasting industry's contribution to the war effort through the dissemination of government messages was given a blueprint of operation yesterday when the Office of Facts and Figures completed its allocation plan to assign specific messages to network programs at

(Continued on Page 6)

New Pepperell Show For 20 MBS Stations

Pepperell Manufacturing Co., sheets and fabrics, on Thursday, April 23, will begin sponsorship of a new weekly women's series on 20 Mutual stations. Featuring Eleanor Early, Washington home economist, the programs will be aired Thursdays from 12:15-12:30 p.m., EWT, and will be

(Continued on Page 2)

Producers Get Break To Show Wares On Blue

Indie producers have been given the green light by the Blue Network for a new series of broadcast auditions to be inaugurated by the net-

(Continued on Page 5)

Washington Bureau, RADIO DAILY
Washington—The FCC was indirectly accused of using its broadcast station licensing powers to force compliance with its general policies as well as technical regulations by Herbert M. Bingham, former Federal Communications Bar Association president, and Duke Patrick, Washington broadcast attorney, in hearings before the Interstate Commerce Committee on the Sanders Bill to reorganize the Commission and revise the Communications Act of 1934. The charges came after Rep.

(Continued on Page 7)

NRC Calls Meeting—Marks First Birthday

Steering Committee of the Newspaper Radio Committee, through its chairman Harold V. Hough of Fort Worth, has called a meeting here for Sunday at 4 p.m. at which time various aspects of the pending decision by the FCC re Order No. 79 will be discussed, also other pertinent

(Continued on Page 5)

Night Audience Study Finds Trend Seasonal

Radio's night-time listening audience, which began a sharp upward climb in December, hit its peak in February and now has entered the usual Spring decline to mid-Summer

(Continued on Page 2)

Sabotage!

Phoenix, Ariz.—What is believed to be the first "war casualty" in this area occurred recently to Jimmy Creasman, KTAR newscaster, who has been using a bicycle in his daily comings and goings to conserve gas, etc. While parked outside the studios, the two-wheeler was practically demolished when a large truck ran over it.

(Continued on Page 7)



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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

(Wednesday, April 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	116 1/4	115	115 1/2	+ 1/2
CBS A	9 1/8	9 1/8	9 1/8	
Gen. Electric	23 3/8	23	23 1/8	- 1/4
RCA Common	27 1/8	23 1/4	27 1/8	
RCA First Pfd.	47 5/8	47 5/8	47 5/8	+ 3/8
Stewart-Warner	5 1/2	5 1/2	5 1/2	- 1/8
Westinghouse	120 7/8	120 1/2	120 7/8	- 1/8
Zenith Radio	113 1/4	111 1/2	113 1/4	+ 1/4

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	1 5/8	1 7/8
Stromberg-Carlson	4 1/2	5 1/2
WCAO (Baltimore)	16	20
WJR (Detroit)	18	20

WWNY Appoints Rep.

Radio Advertising Corp. has been appointed to act as exclusive representative for WWNY, Watertown, N. Y. Paul S. Wilson of the rep. firm's New York City office is the contact.

April-Quarter Survey Puts Fibber McGee First

(Continued from Page 1)

Hope, 30.9, "Aldrich Family," 25.8, Charlie McCarthy, 24.5 and "Lux Radio Theater," 24.0. This was the same ranking as during February, with the exception that Walter Winchell, now in sixth place with 23.7, was ahead of the Lux show.

Fred Allen's move to Sunday night boosted him into the "first fifteen" on the Hooper list. He rated a 16.5 to finish in 14th place as compared with his 13.7 in January, last available rating for his program.

Generally, as reflected in the drop of Fibber McGee from 38.1 for February to 32.3 last month, the March ratings were off along seasonal listening lines.

Night Audience Study Finds Trend Seasonal

(Continued from Page 1)

lows, the CAB (Crossley) Monthly Index of Listening revealed yesterday. However, the night-time audience in March remained slightly higher than during the same month last year. From the record-high seasonal Winter peak of 33.2 for February, 1942, listening declined to 30.5 for March.

Daytime listening volume in March was exactly the same as for the same month of 1941, the Index found.

Maurice Rappel

Maurice Rappel, announcer and producer of Jewish radio programs for the past 10 years and recently named director of Jewish programs at WWRL, died at his home in Sunnyside, L. I., on April 11. Formerly director of Yiddish programs at WLTH and WARD, now consolidated with WVFV and WBBC to form WBYN, Rappel had prior to the time of his death produced the "American-Jewish Hour" on WHN and a quarter-hour Sunday program on WEVD.

Ill for the past several months, Rappel had been forced to drop all radio activities. He was buried at Mt. Zion Cemetery, Maspeth, L. I.

Local Club Prevents Major League Pickup

(Continued from Page 1)

operation from the local ball club, even though that team's games will not be broadcast this season.

Sponsor of the broadcasts from Pynchon Park here in previous seasons, Atlantic Refining Co., cut out two cities in its schedule of games this year, namely Hartford and Springfield. Under ordinary circumstances, this would leave WSPR the opportunity to carry the Boston games. The former management of the local team let the station do this when no game was scheduled here, but through last Tuesday the present management had refused permission and the opener was not heard here over WSPR.

Station officials said it was hoped that the broadcasts would be heard later, but that for the present "the Boston games would not be heard." Brackett pointed out that there is little profit for the station in carrying the games, but that because of the interest in baseball the station will be glad to carry them whenever possible.

New Pepperell Show For 20 MBS Stations

(Continued from Page 1)

available to the rest of the Mutual web with commercial credits deleted. Miss Early will offer practical suggestions for meeting household problems arising from the war effort. H. B. Humphrey Co. is the agency.

Commercial station list is made up of WOL, the originating station, and the 19 outlets of Colonial network.

Meanwhile, Mutual yesterday announced that Sterling Products would use a 90-station hookup for its new thrice weekly, 5-minute Associated Press news spots. In behalf of Aspertane, the 1:30-1:35 p.m., EWT, periods will be aired Monday, Wednesday and Friday under sponsorship of Aspertane and carried sustaining on Tuesdays and Thursdays. Blackett-Sample-Hummert is the Sterling-American Home Products agency.

CBS Sets Special Show To Aid Book Campaign

Responding to President Roosevelt's plea for a final, all-out effort in behalf of the Victory Book Campaign, CBS today will broadcast a round table discussion of the drive presided over by Norman Cousins, editor of the "Saturday Review of Literature." To be aired from 4:30-4:45 p.m., EWT, the program will include Bennett Cerf, Ludwig Bemelmans and Mary Margaret McBride. Cousins is chairman of the special committee of the American Library Association, Red Cross and USO for the Victory Book Campaign.

At his press conference in Washington Tuesday, FDR commended the broadcasters and newspapers for their efforts in behalf of the campaign, and called for a renewal of their endeavors in order to top the goal of 10,000,000 volumes sought by "Victory Book Day" tomorrow.

COMING and GOING

SHELDON HICKOX and JAMES GAINES of NBC station relations returned yesterday from Hollywood.

WALTER DAMM, general manager of WTUH, Milwaukee, arrived in town yesterday.

EARL C. HULL, general manager, and RICHARD G. ROBBINS, commercial manager of WHLD, Niagara Falls, in the city on business.

JOHN E. FETZER, president and general manager of WKZO, Kalamazoo, back at his desk after three days in Washington, preceded by five weeks convalescence in Florida.

STANLEY E. HUBBARD, president and general manager of KSTP, St. Paul-Minneapolis, in Washington on business.

BILL LANE, station manager of WAGE, returned to Syracuse after a business trip to New York.

ARTHUR SIMON, general manager of WPMR Philadelphia, leaving New York today after two-day business trip.

ELMER PETERSON, news analyst at WCCO, in town from Minneapolis.

TOM LEWIS, Hollywood executive of Young & Rubicam radio department arrived in town yesterday with the missus (Loretta Young).

HARRY MAIZLISH, general manager of KFWB, Los Angeles, plans to return to the Coast today.

WMCA 'Repeats' Program To Help War Bond Sales

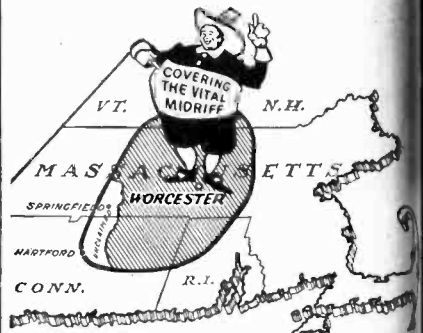
(Continued from Page 1)

with an all-star cast. Hildegard will head the talent, supported by Danny Kaye, Vincent Price, Sydney Mosely and Allen Reed, with Helen Twelvetrees as mistress of ceremonies.

Idea of the birthday party was suggested by Miss Twelvetrees, one of WMCA's artists, as a "birthday gift least likely to receive Hitler approval and appreciation."

The Treasury Department okayed the idea and the birthday party presented in cooperation with the War Stamps and Bonds staff. This is the second "Hitler's Birthday Party" to be featured by Miss Twelvetrees on WMCA. The first was presented last Thursday, likewise with an all-star cast, and resulted in several thousand dollars worth of Bonds from veterans organizations.

When you buy time BUY AN AUDIENCE



WTAG WORCESTER

AT YOUR SERVICE

The Brilliant Sales Magic of

MANDRAKE the MAGICIAN

A successfully tested transcribed quarter hour series three times weekly. Available regionally and locally. Write for copy of novel booklet describing exciting and sure-fire merchandising plans.

The Transcription Dept.

HENRY SOUVAIN, INC.

30 ROCKEFELLER PLAZA, N. Y. C. CI 7-5666

Copyright 1934 King Features Syndicate, Inc.

PROMOTION ☆

"40 For Victory"

Distributing red, white and blue windshield stickers, WCAR, Pontiac, Mich. has launched a "Forty for Victory Club" five-minute educational program urging motorists to cooperate with the Government's request to conserve gasoline and wear and tear on cars and tires by driving at recommended speeds. Windshield emblems are free to Club members pledging their support to the cause. Barclay Label Auto Co. sponsors.

Bab-O Giveaway

B. Babbitt, Inc., has instituted a premium offer for Bab-O on its "Harum" programs on NBC and CBS, through Duane Jones Co. Called "Aunt Polly's Double-Entry Book," premium consists of a reminder ledger plus an assortment of greeting cards for all occasions. It's available for a wrapper and 2¢.

Hecker Revamps Setup; News With Capt. Healey

Dropping five stations currently carrying transcriptions of the Capt. Healey juvenile program aired on WHN, here, Hecker Products revamped the show into a type of news commentary. Capt. Healey, a World War I veteran of World War I, will select three headlines each day, giving the "news behind the news" angle. Show runs Monday through Friday from 6-6:15 p.m. on WHN with Duane Jones Co. the general handling.

Days of the Capt. Healey juvenile program have already been discontinued on WFIL and will have their last airing tomorrow on WBZ, WTRY, WAGE and WGR. Sponsor will remain out of these markets for the time being, according to Duane Jones Co.

Follow Up Plug

Tying in with its "Millions hear their first editions via Columbia" theme, which was exploited in trade press ads recently, CBS sales promotion department has sent copies of Norman Corwin's "Thirteen by Corwin" to a special list of agencies and clients. Accompanying folder, "9 by CBS," gives details on the eight other books recently published taking CBS sustaining programs as their texts.

Condensed Version

For the benefit of prospective advertisers unable (or unwilling) to stay up to listen to WJZ's 1-7 a.m. "Say It With Music" show, station has prepared a 12-minute recorded version following show's format and including time signals, station breaks, etc. Entire program produced by Kent-Johnson, Inc., is completely recorded and all-musical, eschewing the spoken word entirely.

Camels "How'm I Doin' " Renewed On CBS Network

(Continued from Page 1)

days from 7:30-8 p.m., EWT, with rebroadcast at 10:30 p.m. Show is carried over a network of 99 CBS stations.

Since Reynolds started on CBS in October, 1935, they have aired such programs as Jack Oakie, "Camel Caravan," Eddie Cantor and "Penthouse Party." In addition to the Hawk program, Reynolds currently sponsors the "Blondie" program, Mondays, 7:30-8 p.m. on 79 CBS stations.

Account is handled by William Esty & Co., Inc.

"Neighbors of Woodcraft" Renews Blue Net On Coast

"Neighbors of Woodcraft," Portland, Ore., will begin its second year on the Blue Network May 3 with the renewal of its musical program for 52 weeks. In behalf of the company's life insurance, the program is broadcast on 24 stations of the Blue's Pacific and Mountain groups on Sunday from 9-9:30 p.m., PWT. MacWilkins & Cole, Portland, is the agency. Formerly entitled "Grandpappy and His Pals," the show will be aired under a new name effective with the date of the renewal.

News From Iceland

A new series of news comments from Reykjavik, Iceland, was launched this week by the Blue Network. Bjorn Bjornson, American newspaperman who predicted the occupation of Iceland and who has been stationed there for several months, will air the latest news on alternate Monday evenings from 6-6:10 p.m., EWT. Bjornson was formerly an editorial writer on the "Minneapolis Tribune."

IF YOU SELL TO WOMEN* this program was made for you!

"Let's Take a Look in Your Mirror!"

with STELLA UNGER



"Charm is a Woman's Business"—Stella Unger

★Department Stores, for instance—or Apparel and Fur Stores. Bakeries. Dairies. Home Furnishing Stores. Food Stores. Utilities. Drug and Cosmetic Retailers; Beauty Shops, or what-have-you—? Stella can get results for you!

HER "HOLLYWOOD HEADLINERS" was a tremendous success—sponsored by over 100 advertisers during 1941. And here's a show destined to be more successful still! Stella Unger aims at women through the most effective of all feminine appeals: the desire for beauty and charm. She tells each woman how to discover her own type

of charm—how to find the key to her own personality—how to attain self-confidence, poise and happiness.

There are 156 five-minute programs in the series—can be broadcast 3 to 6 times weekly. Produced and recorded by NBC—headquarters for sales-building syndicated shows. Write for presentation, rates and availability.



NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Building, Radio City, New York

Merchandise Mart, Chicago • Trans-Lux Building, Washington, D. C. • Sunset & Vine, Hollywood

50,000 WATT
STATION COVERS BOTH
RICHMOND
AND NORFOLK
DOWN IN VIRGINIA!

WRVA
AULL RAYMER CO. NATIONAL REPRESENTATIVE

Los Angeles

By JAC WILLEN

THE demand for tickets for the Al Pearce broadcasts has become so great that they are becoming tougher to get all the time. The reason is the great after-show that Al puts on, usually running almost an hour after the regular broadcast. He has Sara Berner and Mel Blanc on his show and with them and Ray Erlenborn, his sound man, Al could satisfy the most discerning audience for hours.

The Bob Hope airshow has taken on an added touch of glamour when the comedian moved the crew to the new United States Air Force Replacement Center at Santa Ana, California, for the Tuesday broadcast. It was provided by Rita Hayworth, making one of her infrequent airplane appearances. Also along with Hope were Frances Langford, Jerry Colonna, Skinnay Ennis and his orchestra, and the Six Hits and a Miss.

During Hedda Hopper's fortnight in the East, her thrice-weekly airings will originate in the New York CBS studios, with one broadcast tomorrow from Washington, D. C. She leaves for Hollywood via American Air Lines following the program from the nation's capital.

"Soundies," the new game for radio listeners and audiences at KNX-CBS, as part of Al Span's "Look Who's Here" airshow, is bringing in loads of mail from listeners who are forwarding the producer "soundie" outlines-of their own design.

Radio's Royal Family, the Barbour's, start their eleventh year on the NBC Red network Sunday, April 26th.... Created by Carleton E. Morse as an experiment in 1932, "One Man's Family" rapidly became a radio institution.

Bob Hope has been awarded a life membership in the Professional Golfers Association for being the "amateur who did most for golf" this year. Olin Dutra and Joe Novak made the presentation.

Monte Woolley, noted stage actor, guests on "Chase and Sanborn" airshow April 19th.

Margaret Lenhardt, singer of popular songs on the Al Pearce show, is aiming for a career in grand opera.

It'll soon be moving day for two members of the "Great Gildersleeve" radio show. On April 20th, Lurene Tuttle (Marjorie, the niece) moves into her new Toluca Lake home, and May 15 the Leonard Levinson's (scripter) move into their new Laurel Canyon home.

Radio Receivers To USO

United Electrical, Radio and Machine Workers of America, union in the radio industry, has voted to give \$5,000 worth of radios to USO clubhouses. Union, fourth largest in the country with a membership of more than 400,000, voted the gift by unanimous resolution at its annual convention. Sets are being bought from several companies and will be sent directly from the factories to USO clubhouses.



The Blue Booklet!

● ● ● One of the classic stories concerns the head of a N.Y. station, who was taking a visitor through the offices and studios of his station while painting and other alterations were in progress....The head man and the visitor were walking down a corridor when they encountered a wire hanging loosely overhead....The radio executive quickly apologized for the awkward appearance and instructed an employee to cut that wire down. The employee followed instructions of the boss—and the wire was cut down....Because of the alterations and painting going on at the studio, the engineering department had to hang a telegraph wire in that fashion. Severing the wire, caused heck with broadcasting—since the telegraph wire was feeding information to a commentator doing a show via the telegraph ticker!

● ● ● Jean Collins gives the first performance of Josef Cherniavsky's new song, "The Moon Is Down" inspired by the John Steinbeck play and book, via WEEL, Boston, today at 5 p.m....Eleven-year-old Skippy Homeier who has been cast almost exclusively in typical American boy parts since entering radio a year ago, has now been chosen to play the role of a German boy on the "Treasury Star Parade" transcriptions....Jack Burnett, account executive of KUTA, Salt Lake City, fell heir to a live duck the other day which was presented to him during a ceremony at the studios—because he failed to attend a Lions Club meeting.

● ● ● Josef Stalin does not like Tschaikowsky's Sixth Symphony!.... George Sebastian thinks it's one of the greatest pieces of music ever written. These two facts account for the use of an excerpt from Tschaikowsky's last great work as identifying theme music on Sebastian's radio series....Early in Sebastian's term as General Music Director in charge of all music broadcast in the Soviet Union, Stalin summoned him and asked him to stop playing Tschaikowsky's Sixth...."I don't like it," he explained. So, for five years Sebastian crossed it off his list....Now, with Stalin no longer listening, Sebastian is satisfying his long-submerged desire to conduct the work by performing his favorite portion of it twice each Wednesday night, as theme signature of the "Great Moments in Music" tabloid opera series on the CBS network.

● ● ● When KSTP's newsmen localized the Washington story on the bicycle freezing order they played up the story of a Twin Cities automobile dealer who, after 102 new cars had been frozen, used his remaining cash reserve to stock up with 200 bicycles and found himself with 150 about to be frozen by the new government order....The story mentioned that he was going to stay open until the order went into effect in order to deliver cycles on which down payments had been made. In less than 10 minutes after the story was broadcast on Brooks Henderson's "Tomorrow's Headlines" at 10 o'clock, the dealer's establishment was filled with prospective customers....Said the dealer: "I wish I'd used radio advertising when I was in the automobile business"....Many other business people feel the same today about radio advertising!

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

LESLIE J. WALKER and Duke Watson, former CBS actors of the "Romance of Helen Trent" show, are cast for the Chicago premiere of the Kaufman-Ferber show, "The Land Is Bright," which opens at the Civic Theater, tomorrow.

Ted Weems opening at the Blackhawk restaurant the other night with a WGN-Mutual network was the signal for a 100 per cent turnout of the "who's who" in Chicago's radio and music world. Ted is a local favorite who never has been bested by Old Man Ego and retains a huge following of friends.

Chuck Ostler, WLS production department, has transferred to the engineering staff, with Vernon Fulton of Illinois State Police radio, joining station's engineering staff.

Shortage of topflight radio time salesmen in Chicago has commercial managers stepping to develop new hard hitting salesmen with creative ideas for local programs. Station sales staffs are concentrating more on smaller accounts and agencies with the hope of developing new business. Consensus of opinion is that enough new local program sales can be made to offset decrease in network commercial business.

Dave King is pinch-hitting for Jack Drees on WIND's "Sports Edition" while Drees takes a vacation. Don Ward, Northwestern University student, has taken over the mike on the WIND "Nite Watch."

WBBM song bird Vera Lane currently heard with Buddy Franklin's orchestra at the Chez Paree.

Ashton Stevens, "Herald-American" columnist and champion of the banjo as a native American instrument, has enlisted NBC's Eddie Peabody, and other banjo enthusiasts in his campaign to glorify the instrument. Mike Pingitore, Paul Whiteman's veteran plunker, was nearly forgotten in Ashton's chronicling of the great and near great banjoists until Mike's friends nominated him for recognition. Eddie Peabody, now a lieutenant-commander in the Navy, stationed at Great Lakes, features banjo solos on all the Navy broadcasts.

Bob Thomas, who sings the theme song of the "Fitch Bandwagon" programs when they originate at NBC in Chicago, is a private in the Medical Replacement Center at Camp Grant, Ill., and commutes to Chicago for the broadcasts.

Cab Calloway will originate his Blue Network "Quizzicale" show from Chicago during the engagement of his orchestra at the Hotel Sherman here.

YOUR SALES TARGET . . .



WCOL
COLUMBUS
NBC

in Central Ohio
Richest Market

WRITE OR WIRE
DIRECT FOR
STATION DATA

NRC Calls Meeting— Marks First Birthday

(Continued from Page 1)
 On Monday, when the NRC is exactly one year old, a meeting of the NRC Group will be held at the Waldorf-Astoria Hotel directly following the luncheon of the Associated Press which is holding its annual membership meeting in connection with the annual activities of national organizations.
 It was pointed out by Hough that during a meeting of the general membership there was no intention of "blowing" nor was there to be any "fanfare." The members would be on hand anyway and they saw this as unethical in holding a closed session even though the case before the FCC is not concluded. Rather, Hough stated, the meeting would be the signature of the NRC's first birthday party.

Personnel of Committee
 Steering Committee of the NRC headed by Hough comprises: Walter Damm, vice-chairman; Tennant Ryan, treasurer; Gardner Cowles, James M. Cox, Jr., Guy C. Hamilton, Chuck Howard, John E. Person and Nelson P. Poynter.

American Newspaper Publishers Association will hold its sessions at the Waldorf next Tuesday, Wednesday and Thursday, while the American Society of Newspaper Editors will meet their meeting today. Promotion men will get together on Sunday probably part of the following

Join Blue Scripters

Ira Marion, free-lance writer, and Donald MacDougall, formerly with NBC have been added to the script staff of the Blue Network. Marion replaces Elizabeth Todd, who has taken a leave of absence, and MacDougall will join the Blue script division, headed by Ron Ferguson, on May 15 when the resignation of Charles Newton becomes effective.

Desmond As Allen Aide

"Connie" Desmond, veteran of eight years of baseball broadcasting in Columbus and Toledo, Ohio, will be the "number two" announcer with Mel Miller in WOR's broadcasts of the New York Yankee and Giant ball games.

One of America's Greatest Local Radio Programs

WORL BOSTON, MASS.

NEW PROGRAMS—IDEAS

Tribute To Hero

KWK, St. Louis, presented a record of the voice of Lieutenant Edward H. O'Hare, American Naval Ace who shot down six Japanese bombers, to his mother, Mrs. Selma O'Hare, of St. Louis, on "The M. J. B. Show" daily variety airing recently. The presentation was made by Lieutenant-Commander John W. Geppert, Senior Officer of the Naval Aviation Cadet Selection Board, on behalf of the station. The recording, which will play on a standard phonograph, was made from a transcription of an interview with the young flying hero at Pearl Harbor, Hawaii, which was carried over the Mutual network. The interview had been broadcast twice over KWK due to the widespread interest it attracted on its first airing.

KSD Defense Shows

Defense activities are the subject of two series of new programs on KSD, St. Louis. At 5 p.m., on Mondays, Frank Eschen, KSD program director, is interviewing St. Louis Assistant Coordinator of the Office of Civilian Defense. Each of these interviews brings out the facts on what has been done and what citizens can do in the Civilian Defense pro-

WOR Sees New York Area Good Radio Marketing

Summer radio selling in the New York area still presents great opportunities despite the war, according to a report released yesterday by WOR. "This Summer may be the most crucial period ever faced by many an advertiser and advertising agency," the report states. "It may mean a Summer of greatly reduced stocks and a shifting of local and national markets. It will be a Summer in which many new products and services will be introduced, and old products will have new packages. It is also a period that has a vital story of an opportunity which may spell the future existence and post-war popularity of many a commodity."

The report, a war edition of "Five Months Make A Year," a booklet by the WOR promotion department first issued last Spring, is devoted to an analysis of the changes brought about in the metropolitan area by the war and the opportunity the area presents to a Summer advertiser.

Replete with market and other statistics, the promotion piece also tells the story of WOR's competitive position in the local radio picture during the Summer period.

Hausman Visits OFF

Louis Hausman, in charge of the presentation division of the CBS sales promotion department, is spending his two weeks vacation as a special writer for the Office of Facts and Figures in Washington. He is working in the radio division under William B. Lewis, former CBS vice-president.

gram. Tuesdays at 5 p.m., a new series entitled "Let's Talk It Over" with Peggy Cave is scheduled. Director of women's activities for KSD, Peggy Cave has recently completed several special series on Red Cross Services, Civilian Defense, and Navy Relief. Her new program is designed to describe and explain the activities of St. Louis and vicinity in the whole defense set-up, and will feature the parts women are taking in this field.

Collegiate Baseball Series

WNYC, New York City, which has always concentrated its sports-world programs on the amateur and college fields, opens a new series "Play Ball," devoted to inter-collegiate baseball this Saturday evening at 6:30 p.m. The broadcasts will be a particularly timely feature of the city station's schedules, since this is the first season in which a Metropolitan Inter-collegiate Baseball Conference has been set up including Brooklyn and City College. During the fifteen-minute spots scheduled, the college sports schedule will be summarized by Arnold Cohen and Ed MacDougal, who will report the latest intercollegiate diamond scores and interview campus sports celebrities.

Producers Get Break For Series On Blue

(Continued from Page 1)

work Wednesdays from 5-5:30 p.m., EWT, beginning next week. In addition to broadcasting the sample shows, the Blue will record them and peddle the disks to agencies and advertisers, according to Phillips Carlin, vice-president in charge of programs. New audition period, which will have a studio audience, also will be utilized to try out house-developed productions.

As steady diet, the spot will have Joe Rines orchestra with Jimmie Blair and Joan Brooks, soloists, to take up portions of the half-hour not filled by the auditions.

Lt. Dempsey To Referee Boxing Bouts On Tele

Ex-World Heavyweight Boxing Champion Jack Dempsey, now a lieutenant in the New York State Guard, will referee the opening bouts of the inter-service boxing tournament to be televised by CBS starting tomorrow, at 8:25 p.m. from its television studios here. U. S. Navy, Marine, Coast Guard, and N. Y. State Guard boxing teams are contestants in the morale-building tournament.

* BMI * BMI * BMI * BMI * BMI * BMI * BMI * BMI *

AUDIENCE BUILDERS

from BMI

✓ THE MEM'RY OF THIS DANCE

by Ben Selvin and Bob Effros

Already recorded by

- | | | |
|---------------------------|----------------------------|--------------------------|
| Glen Gray
(Decca) | Horace Heidt
(Columbia) | Hal McIntyre
(Victor) |
| Tony Pastor
(Bluebird) | Ginny Simms
(Okeh) | |

✓ A LITTLE BELL RANG

by Joan Whitney and Alex Kramer

Co-writers of *My Sister and I*

✓ SWEET TALK

by Robert Sour and Una Mae Carlisle

Just released

Already recorded by

- | | |
|--------------------------------|----------------------------|
| Una Mae Carlisle
(Bluebird) | Sonny Dunham
(Bluebird) |
|--------------------------------|----------------------------|

Coming! **STARLIGHT SONATA**
—by Helen Bliss and Henry Manners

Broadcast Music, Inc.

580 Fifth Avenue

New York City

* BMI * BMI * BMI * BMI * BMI * BMI * BMI * BMI *

Blue Ad. Campaign— Institutional Theme

(Continued from Page 1)

the industry as a whole, the promotion will hold up radio as the prime medium for maintaining public good-will during wartime and will point to the disappearance of brands which failed to continue advertising during World War I.

Under the slogan "Keep 'em Remembering," the Blue will advise advertisers whose production is curtailed or diverted to war purposes to use radio to build up a backlog of good-will for after the conclusion of the war.

E. P. H. James is director of publicity and promotion for the Blue Network.

Canada Plans Busy Time For U.S. Radio Visitors

(Continued from Page 1)

relations for Army & Air Force; Riel Thompson, director of public information, Department of Munitions and Supply, and Dan McArthur, chief editor, CBC news bureau. Peter Aylen, CBC program liaison officer, will accompany the visitors from New York City.

Set Visit to Plant

First day's program includes visits to plants where tanks, seaplanes and twenty-five pounder guns are made, as well as luncheon at the R.A.F. Ferry Command where Sir Frederick Bowhill, Ferry Commander, is expected to be on hand. Canadian National Railways will be host at dinner Monday night.

At Canadian Army Officers Training Center, Brockville, Col. Milton F. Gregg, V.C., Sergeant at Arms in the Canadian House of Commons and Camp Commander, who returned from Britain about two weeks ago, will receive the visitors. Both this and the visit Tuesday afternoon and evening to the Trenton, R.C.A.F. base will be exploratory, showing the manner of training officers and fliers. At Trenton the guests will dine with officers in the evening.

CBC Dinner Scheduled

In the Toronto and Hamilton areas on Wednesday, the John Inglis Bren-Gun plant, will be one of the main spots to be visited. Other industries will include anti-aircraft gun factories, marine boiler and engine plants and a plant making optical glass, detectors and other scientific instruments. A visit to the Hamilton Army Trade School also is included and in the evening CBC will be host at a Toronto dinner.

Thursday, visitors will interview at Ottawa officials of the Departments of Finance, Labor and War-time Prices and the Trade Board and attend a Government luncheon at which Prime Minister King may be present. A broadcast interview from Ottawa, probably with Donald Gordon, Canadian price ceiling czar, is being arranged by Mutual, while other chains also are likely to broadcast spot programs during the trip.

WORDS AND MUSIC

By Sid Weiss

IF I WERE THE MR. BIG OF RADIO: I'd effect a definite understanding regarding what war news may be broadcast. Though some sort of agreement exists at present, still news which has been shunned because broadcasters feared the airing might result in trouble has turned up in the papers the same day—and vice versa....I'd adopt the baseball farm system to discover and build new talent and program ideas....I'd put on more shows like "This Is War!" and "They Live Forever" and pay no attention at all to those who complain because the programs deal with the horror and brutality of war. After all, this IS war!...I would reach out and steal Adrienne Ames away from WHN—because if I ever saw Big Time stamped on a person, this is it. She's got a solid delivery and puts over a first-rate gossip show....I'd look into the matter of the First Piano Quartet and see for myself what there is about the show that lures such faithful fan mail... And I'd ask Mildred Murray why she wastes her time doing dramatic work when she possesses such a glorious singing voice.

☆ ☆ ☆

THE MORNING MAIL: "Some time ago," writes Allen Drake, "you devoted a paragraph to the similarity of names among radio artists with its resulting confusion. After losing three jobs recently because of that very thing, I decided to change my tag to Omer Ames, which I have now done. I'll admit I consulted a numerologist and that's what he figured out for me. So from now on, Allen Drake who is 'Pop Smith' on 'Bright Horizons,' will be officially known as Omer Ames."

☆ ☆ ☆

NOTES TO MYSELF: Dear Mugg (and I do mean me): I hope you thanked Len Smith for that swell table he set aside for you at the Front Page Ball at the Astor. It was a slick affair and Ed Sullivan turned in a very Big Time job as emcee. How'd they ever let a guy like that get away from radio anyhow?...How's about a nod also to Charlie Martin for the terrific job he did on the United China Relief show? And Ralph Edwards for letting you in to see "Truth or Consequences" every week. Don't blame you for never tiring of it. Ralph is in a class by himself as an emcee and the pre-broadcast antics are almost as good as the show itself. Funny thing about Ralph. He's so expert in his line that none of the other announcers are jealous of his success. When you mention his name to any of them, they merely shake their heads and murmur: 'Oh, that guy? He's out of the world!' No envy. Just sheer admiration for a great guy. And he's got a great pair of running mates in Mel Allen and Herb Moss, too. I know the committee won't mind if I turn in my vote now for "Truth or Consequences" as the air's most entertaining show.

☆ ☆ ☆

FUN FILLERS: Overhearing a gal crack about the "peculiarity" of a certain agent's hat, Al (Daily News) Lawrence cracked: "That's no hat. That's his office!"...Ivan Black points out that John Brown, the original, worked to free Negroes from slavery. Now John Brown, the actor, works to free AFRA members from "drudgery"....Asked how he felt about being made a sergeant, Ezra Stone cracked: "I'll know better when I learn how to spell it!"...Jackson Beck's definition of a Broadway shylock: "The Loan Ranger"....Patty Andrews observes that when you start getting dirty looks, it's time to use a little soft soap.

☆ ☆ ☆

OUR TOWN: Martin Block adds another chapter to his fabulous career this week when he steps into the Kay Kyser and "Hit Parade" shows as cigarette super-salesman for the Geo. Washington Hill brand of smokes, giving him three network shows in all. And he owes it all to WNEW, which gave him his start—and more specifically to the terrific publicity job the station's astute press agents handed him....Kathryn Cravens dances nitely with the soldier lads at the Theater Wing Canteen—not a bad break for the boys, because Kathryn is a tall, blonde and glamorous dish....Two of the town's better sports scribes, Daniel and Tim Cohane, of the "World-Telly," have been signed by WNEW....Joe Rines taking over seven shows on the Blue—among them "Basin St.," "Swop Nite," "Review in Miniature" and "Behind the Mike."

Forward Assignments In OFF Stagger Plan

(Continued from Page 1)

definite times and advised the networks' advertising agencies and sponsors by telegram. At the same time OFF sent assignments of subject matter and time to the sponsors of 64 commercial shows and 55 network sustaining programs. The allocation plan prepared under the supervision of William Lewis, former CBS vice-president and now head of the OFF radio section, provides assignments on a weekly basis in four-week units. It was prepared in conferences with advertisers and is based on the Crossley ratings of the programs concerned.

The plan will operate so that the most important message gets the benefit of the widest listening audience possible by staggering the announcements between the four networks. The OFF expects to reach the maximum group of listeners by reducing duplication to the smallest possible extent. Allocations for the week of April 27 were sent out yesterday and those for the week of May 4 probably will be mailed by the end of this week. The OFF plans to mail the assignments so that they will reach sponsors two weeks before the Monday of the broadcast week concerned.

See Special Problem

Pointing out that the network were a special problem in the formation of an assignment plan because unless the allocations were coordinated one sponsor would not know what the contiguous show was putting out, OFF officials pointed out that the assignments will be staggered so that approximately the same Crossley mark would be obtained in each week of the four-week unit. To achieve the maximum Crossley audience through a well scattered selection of shows, all sponsored programs on NBC, Blue Network, Columbia and Mutual will be incorporated into the arrangement and 55 sustaining programs will also be included. Sixty-four sponsored programs and all the sustaining shows will be included the first week. No sample copy will be sent to the sponsors but merely a fact sheet. The OFF in its assignment letters asked that the material be incorporated in the script to receive the most effective presentation either in the entertainment material, the commercials or as a special announcement. Red Cross and USO messages will be included.

New McDonald Series

Blue Network will present James G. McDonald in a five-minute analysis of the news at 9:55 p.m., EWTV nightly except Friday and Sunday beginning Tuesday, April 21. The program will be aired coast-to-coast.

KPQ To 1,000 Watts

KPQ, of the Pacific Coast group of the Blue Network, has begun operating with 1,000 watts daytime and 500 watts night-time power on 560 kc. Outlet formerly operated with 250 watts full time on 1,490 kilocycles.

Sanders Bill Hearing Tests FCC Procedure

(Continued from Page 1)

...nds (D., La.) sponsor of the ... ease, questioned Bingham, ap- ... ant; to present the Bar Associa- ... n's recommendations that the Bill ... ected, and Patrick, who assisted ... ngm at the hearing, in an am- ... ification of the Bar Association's ... sition that the Commission should ... stitute revocation proceedings if it ... elts rules and regulations have ... eniolated by a broadcast station, ... than call a hearing on license ... evel application.

Burden of Proof on Operator

The Bar Association spokesman ... ind out that in a renewal hearing ... e station operator must assume the ... rde of proof that he has been ... ering in the public interest, while ... a revocation action the Commission ... ush show that a violation of its ... les has occurred.

Rep. Sanders, following Bingham's ... tement that "it has become the ... le rather than the exception for ... e Commission to employ renewal ... oodings as a means of compelling ... mpliance with its regulations or ... nking a licensee for his failure ... do asked the former Bar Associa- ... on head if he did not feel that the ... CC had used its licensing powers ... r any other purpose than to en- ... ree its rules. Bingham and Patrick ... plied that their personal opinions ... ere that the Commission has done ... is. He replies, however, came only ... ter Rep. Sanders had pressed this ... nee questioning, and the attorneys ... a warning reiterated their conten- ... on that the Commission had in- ... ituted renewal actions in several ... tances where Bingham and Patrick ... l that revocation proceedings ... ould have been the proper course ... de the circumstances.

The Commission Members Present

Yesterday's hearing, conducted be- ... re three members of the commit- ... e, was devoted largely to Bingham's ... plication of the procedural revisions ... of the Communications Act which the ... Sanders Bill proposed and the Bar ... ssociation recommends. The repre- ... ntatives appeared particularly in- ... terested in the rights of appeal which ... n applicant for broadcast services ... as from Commission action. The ... ar association spokesmen empha- ... sed that station operations now must ... o be on the air when they no longer ... ave Commission sanction and asked ... hat the status quo be maintained ... uring the pendency of an appeal.

Asks Department Restoration

At the outset of his testimony ... ingham asked that the examiners ... ependent of the FCC which was ... oothed in 1939 be restored. He ... nacterized the present system of ... e Commission filing proposed find- ... ings and conclusions after hearings ... s unsatisfactory." He said, mem- ... bers of the Commission staff who do ... ot appear at hearings help prepare ... e proposed reports, in this way, he ... id they are not subject to cross- ... amination at the hearing.

It was pointed out that the hear- ... ing officer under the present policy

WHO'S WHO IN RADIO

STANLEY E. HUBBARD

KSTP's president, general manager and co-founder, Stanley E. Hubbard, has the distinction of getting in on the ground floor of the two fastest growing industries of modern times, radio and aviation.

Hubbard was born June 26, 1896 in Red Wing, Minnesota, where his father was superintendent of schools. His education consisted of St. Paul public schools, the Sheldon School in New York and the University of Minnesota. While going to school he built, in 1912, the first amateur radio transmitter in Minnesota. So when America declared war in 1917 it was not unusual that he immediately enlisted in the signal corps, joining the 1st New York battalion. He served overseas and was not discharged until March, 1919, at which time he immediately established Hubbard Field in Louisville, Ky. Then in a few months he organized the first commercial air line in the United States, the Ohio Valley Aero-Transport Company which operated daily air service with five passenger planes between Louisville and Cincinnati.



Air-minded.

Hubbard was associated with the air transport industry for three years, during which time he organized the Seaboard Consolidated Air Lines and laid out air routes still used by air lines today. In 1922 he was appointed chief of the Internal Revenue Bureau air service and organized the patrols which played such an important part in apprehending rum smugglers. In 1923, he quit the government post to return to the home of his parents in Minneapolis and resume his radio experiments which were interrupted by the war. In a few months he entered the field of radio broadcasting with WAMD, which was enlarged to 1,000 watts by 1925. When fire destroyed this station in 1927 he erected KSTP, then 10,000 watts and later expanded this to 25,000 watts. Today KSTP is one of the state's two 50,000 watt transmitters.

The KSTP prexy is active in civic affairs, and is a state aeronautic commissioner and one of the leaders in the drive to prevent the flying of unlicensed planes in Minnesota. He is a member of the Junior Association of Commerce, the Town and Country Club, Athletic Club, American Legion and St. Paul Aviation Club.

"may or may not have responsibility for the preparation of the Commission's proposed findings and conclusions" and that this has served to create the disintegration of the hearing itself. He also declared that the proposed report becomes "anonymous" and that the intermediate report may be a vastly different document than one which might have been compiled by an examiner who had definite responsibility for the preliminary decision.

Lists Proposal's Points

Bingham declared that the salient points of the Bar Association proposal are that provision is made for a "full and fair hearing" in all cases where a hearing is required, that hearings may be conducted by the Commission, one of its divisions or a designated employee, that the person conducting any hearing may issue subpoenas, receive evidence and otherwise have defined power, that the persons conducting a hearing file the intermediate report, that oral argument on the intermediate report or other issues shall be opened at the request of any party to the proceeding and that the final decision be accompanied by a full written statement of the relevant facts and legal conclusions.

The Bar Association representative recommended that the statute be made mandatory to require the automatic staying of a Commission order

by the filing of a petition for rehearing. This, Bingham said, would clear up confusing portions of the present law. He added that the Bar groups' recommendations would make clear that a petition for rehearing can be made on any decision order or requirement made by the FCC and can be filed by either a party to the proceeding or a person who might be aggrieved by it, that such petitions be considered by the division of the Commission which made the original decision, that petitions for rehearing be filed within 30 days after entry of the decision in question and the petition would automatically stay the FCC order.

Cites Crosley Case

Discussing the definition of the courts to which the appeals must be made, Bingham declared that in a Crosley Corporation case "the Commission has called an application for a license by a different name to avoid judicial review by appeal." He said the effect of the Sanders Bill provisions would be to retain the jurisdiction in the U. S. Court of Appeals for the District of Columbia to hear all cases arising on appeal from the FCC where it now has that jurisdiction, to give the District of Columbia Court jurisdiction where it is now doubtful under the law and to confer on other Courts of Appeal the authority to determine the same cases at the choice of the Appellant.

Bingham cited the recent Supreme Court decision in the Scripps-Howard

Army Officers Stress Uses Of Radio Co-Op

(Continued from Page 1)

the listeners by instilling confidence in the government and its tremendous job in housing, feeding and clothing the service men to the best of its ability. Col. Welch is a veteran of considerable overseas service and currently is 2nd Corps Area Quartermaster. Lieut. Cary is attached to the Public Relations Branch Office of the Quartermaster General, in Washington.

Lt. Cary Speaks

Following Col. Welch's unusually interesting talk, Lt. Cary told the Radio Execs and guests of the work his branch of the service is doing and reminded them that there is plenty of material available for use by either male or female commentators, etc., and all the broadcaster has to do is inform his office what type of service he required or wanted and it would be quickly supplied. He said it was preferable to fill specific orders rather than send out a considerable quantity of handouts which may not be used. Other army officers were on hand from nearby posts but did not speak.

John Hymes, president of the REC, revealed that the one-hour program staged by the organization in behalf of the United China Relief fund over the Blue Network last Saturday night was broadcast by some 500 additional outlets via transcription and that the drive got off to a terrific start as a result. He thanked the members of the REC committee who handled the job so well.

Nominating Group to Meet

Hymes also said that the Nominating Committee had set the tentative date of April 22 for its meeting. Committee is comprised of Arthur Sinsheimer, Bill Wilson, Al Taranto and Art Tolchin. It will select nominees from whom next season's officers will be elected. April 29 has been set as WHOM Day. On May 6, nominees will be submitted, while the following week, Wednesday May 13, will be NAB Day at the Cleveland Convention. On May 20, election of officers will be held in accordance with the by-laws. Final luncheon meeting of the season and installation of officers will be held May 27.

Among the out-of-town visitors introduced was Elmer Peterson, CBS foreign correspondent now attached with one of the CBS affiliates.

radio case as removing all doubt of the District of Columbia Court of Appeals authority to grant interim relief in certain types of cases. Rep. Sanders asked if there is no judicial process by which a license applicant can obtain the authorization if the Commission approved it and Bingham explained that the court could reverse the Commission but that it would not assume the authority of a licensing body. The courts' order, he said, would not determine whether the applicant is entitled to a license but could establish an error in FCC action, thus remanding the case to it for further consideration.

★ ★ Coast-to-Coast ★ ★

DOYAL PENNY, sales manager of WBT, Charlotte, N. C., has been appointed to the Auxiliary Fire Service of the local Civilian Defense Council. . . . Mother of Ann Dichtmuller of the WBT program department supplied the cake which was cut to celebrate the station's recent birthday.

Mischa Elman, world-renowned violinist, will act as commentator on a preview program of as yet unreleased Russian records over WNYC, New York, on Friday. He will introduce and discuss eight new recordings including one from his native Ukraine.

Dan Daniel, veteran baseball reporter, and Tim Cohane, both on the staff of the "New York World-Telegram," have been signed by WNEW, New York, to cover the station sports periods three times weekly in the evenings. They will split the assignment.

WTAG, Worcester, Mass., has offered its full facilities to stimulate the signing of voluntary pledges for the purchases of U. S. War Bonds and Stamps. Initial plans in the station's radio campaign call for announcements at every station break asking listeners, "Have you signed your bond pledge?"

In addition to the promotion of Wallie Dunlap from chief announcer to program director, WMOB, Mobile, has announced the addition of Mrs. William Peavy to its sales staff and the resignation of Eleanor Boyd, continuity writer, who has joined KMOX, St. Louis.

With the cooperation of the city fathers, KTKC of that city, is arranging monthly dances at the Civic Auditorium for the some 5,000 soldiers stationed in the vicinity. Local musician's union is contributing a ten-piece band and KTKC is planning to publicize the event in addition to broadcasting a full hour show from the dance each month.

Bob Fleming, ex-announcer of WELL, New Haven, Conn., has informed the station that he has graduated from officer's training school and has received his commission as a Second Lieutenant in the U. S. Army.

1	9	4	2
5	7	11	13
17	18	19	20
21	22	23	25
26	27	28	29
30			

April 16

Milton I. Cross W. Wright Esch
Lou Goldberg George Ludlam
Jack Negley Lester Tremayne
Norman Weill

"Blessed Eventer," aired on WWSW, Pittsburgh, recently celebrated its seventh birthday. Program was created by Walt Framer, who has conducted the daily half-hour show since its inauguration.

Tom Tully, who is currently appearing in the Broadway play, "Jason," took off last week to inaugurate the fishing season at West Point, N. Y. Tully, in addition to playing on Broadway, was heard on recent broadcasts of the "School of the Air," "Death Valley Days" and "Maudie's Diary."

On Tuesday, WWSW, Pittsburgh, joined the ranks of over 100 radio stations now featuring the 15-minute transcriptions prepared by the Radio Division of the U. S. Chamber of Commerce telling of the vital role American business and industry is playing in the war effort. The series of six quarter-hour shows takes the form of interviews between Hardy Burt, Washington commentator, and selected nationally-known business and industrial leaders. The scripts concern themselves with the progress and achievement of business and industry in aiding the war effort, and will be heard every Tuesday evening from 9:15-9:30 over WWSW.

Jimmy Scribner, the voice behind those 22 indomitable members of "The Johnson Family," moves to an evening spot on Mutual Broadcasting System beginning April 20, and will be heard Mondays through Fridays at 7:15 p.m., EWT, the time currently occupied by Henry Morgan. "The Johnson Family," locally sponsored, is available to the remainder of the network with commercial credits deleted. The one-man variety show is heard from WKRC, Cincinnati.

WDRC, Hartford, following out the President's request, is asking listeners to write in suggestions of names to call this war. Requests are being made on the "Heard and Overheard" program, and already several score different names have come in. They will be dispatched to the White House soon.

What goes into the making of a top-flight radio announcer? The master of them all, Milton Cross, will tell all the answers on "Stars Are Made" program on WQXR, New York, next Sunday. This will be the second in a new series of programs by the School of Radio Technique, illustrating the factors which go to make radio stars in various fields. Dinah Shore, the singing sensation of radio this year, participated in the first program of the series last Thursday.

T. R. Putnam, commercial manager of KFRO, Longview, Texas, is in the Veterans Hospital at Alexandria, La. He is expected to be in the hospital for approximately 30 days.

Ray Dady, station director; Carol Gay, women's commentator, and Myron J. Bennett, conductor of "The M. J. B. Show," at KWK, St. Louis, were made honorary members of the United States Marine Corps during the celebration of "Marine Corps Week," April 9 to 16. Each was presented with a special Marine Corps insignia and invited to be a guest of the Marine recruiting office at the opening night performance of the motion picture, "To the Shores of Tripoli," technicolor film which has been dedicated to the Marines at Wake Island.

William T. Hardin has joined the sales staff at WSAZ, Huntington, W. Va. Hardin was formerly with WSYR, Syracuse.

Additional display cases for promotional material have been installed in the newly remodeled foyer of KOY, Phoenix, for the merchandising of products advertised over the station, according to A. D. Johnson, business manager of the station. . . . Carlos Montano, announcer for KOY's Mexican program, is conducting a popularity contest in connection with the program. Merchandise prizes and a trip to Hollywood will be awarded the winner.

Roy Dent, of the Blue's news and special features staff, has taken a new job as assistant to Edward Tomlinson, Blue news commentator and expert on Latin-American affairs. He left the Blue yesterday and in midsummer will accompany Tomlinson on a tour of Mexico and South America. Tomlinson's broadcasts, heard Saturdays from 6:45-7 p.m., EWT, will be aired by short wave facilities throughout his travels.

Joseph Mikolajczak, who has been airing "Polish Varieties" on WHLD, Niagara Falls-Buffalo, has inaugurated a new series, "The Polish Swap Program." Broadcasts are aired six times weekly and are conducted by Stanley Jasinski.

Preliminary to this week's blackout throughout northern New Jersey, WAAT, Jersey City, aired a round-table discussion during which mayors of the principal municipalities concerned convened for a regional conference. Broadcast originated in the offices of Mayor Vincent Murphy of Newark.

Jim Douglass, former CBS production man and now a Lieutenant, Junior Grade, in the U. S. Navy, is the assistant producer and writer of the new series, "Sons of the Seas," aired via KXOK, St. Louis, Mo. Program features talent from the St. Louis Naval Training School. . . . Jerry Burns, formerly a staff writer at WLW, Cincinnati, has joined the KXOK sports staff and will assist France Laux on play-by-play descriptions of St. Louis baseball games.

WWNY, Watertown, N. Y., in line with its public service policy, has made arrangements with the British Broadcasting Corp. to rebroadcast through its shortwave facilities, programs of special interest. First program regularly scheduled is the daily war commentary.

For the eighth consecutive year KFJZ, Fort Worth, and its sportscaster, Zack Hurt, will handle play-by-play descriptions of the Texas League baseball games of the Fort Worth "Cats." Both in and out of town games will be aired. General Mills, manufacturers of "Wheaties," will sponsor alternate games, remaining games aired by local firms. KFJZ broadcasts were inaugurated April 12.

New farm service, the announcement of public sales, has been added to the "Farm House" program aired at noontime on WOWO, Fort Wayne. Program is conducted by Tom Wheeler, WOWO farm director.

Because WWRL, Woodside, N. Y. has lost 4 engineers in the past six weeks, Edith Dick, the station's assistant general manager, is studying radio engineering in view of the threatened shortage of radio engineers. WWRL, this week, inaugurates a new series, presented by the American Women's Volunteer Service. News of interest to the 62,000 AWWV members will be aired along with appeals for additional volunteers and the latest announcements of new available courses of instruction.

WINS, New York, will inaugurate a new series next week to be sponsored by Dr. A. U. Michelson, founder and minister of the First Hebrew Christian Synagogue of Los Angeles. New program is titled "Hebrew Christian Hour" and is aired seven days weekly.

Jeanne Carter, receptionist at KOA Denver, leaves May 2 for Fort Meyers, Fla., to be married to Eldon Kessler, who is in training there for the U. S. Army Air Corps. She will remain on the job at KOA for the duration, following her return from the East. . . . Bill Kumpfer, KOA studio engineer, is enjoying the first of the station's 1942 summer vacation. . . . Cottrell's, men's clothing store, has renewed its early morning newscast on KOA for the balance of the year. Berry Long, account executive, signed up the renewal with the Robertson Advertising Agency.

Kruger-Morgan Skit For Greater N. Y. Fund

Otto Kruger and Ralph Morgan will appear in a dramatic skit during a special program in support of the Greater New York Fund over WABN today, from 6:30-6:45 p.m. Both actors are appearing in "The Model Is Down" at the Martin Beck Theater.



RADIO DAILY
The National Daily Newspaper of Commercial Radio and Television

VOL. 19, NO. 13

NEW YORK, N. Y., FRIDAY, APRIL 17, 1942

TEN CENTS

NAB At Sanders Hearing

Blue Gave 49 Hours To 'War' During Mar.

Total of 49 hours and 13 minutes of sponsored and sustaining time was devoted to the war effort by the Blue Network (including local programs on WJZ) during the month of March, the network revealed yesterday. Total of network time alone, excluding WJZ, was 36 hours, 56 minutes while WJZ's total amounted to 12 hours, 17 minutes.

Figures were made public in conjunction with release of the second (Continued on Page 2)

15 Airing Speakers From ANPA Ad Dinner

Red Beaverbrook, British Lend-Lease Coordinator, and the Hon. Francis Sayre, U. S. High Commissioner in the Philippines, will be heard over WOR-Mutual next Thursday from 11:20-11:50 p.m. when they speak before the Bureau of Advertising dinner of the American Newspaper Publisher's Association convention in the grand ball room of the Waldorf-Astoria.

Blue Net And Mutual Start Canada 'Tour' Shows

Only the Blue Network and Mutual have made definite plans yesterday for broadcasts to the U. S. while on the Canadian Government-sponsored tour of war industries and military establishments which gets under way at Toronto Monday. H. R. Baukhage, Washington commentator of the Blue, will broadcast his regular daily 1-1:15 p.m. EWT, commentary each day of (Continued on Page 2)

Long Distance Host
Distinguished Britishers will "join" Lyman Bryson at CBS's "People's Platform" dinner forum next Thursday, but they and Bryson will dine and debate 3,000 miles apart. The English guests will sit around a table in an underground London studio for this first trans-Atlantic airing of the program, while Bryson will dine alone high in the network's local quarters.

DCB Advises Freezing All Radio Materials

Washington Bureau, RADIO DAILY
Washington—In a drastic move which came as a complete surprise even to most FCC officials the Defense Communications Board yesterday recommended a complete freezing of radio broadcasting facilities. The DCB recommendation, directed to the FCC and the WPB, urged that "no future authorizations involving the use of (Continued on Page 2)

Derby On 94-Station Web With Gillette Paying Bill

Gillette Safety Razor Co. has lined up a CBS network of 94 stations for its broadcast of the Kentucky Derby, Saturday, May 2, 6:15-6:45 p.m., EWT. With Ted Husing, Clem McCarthy and Jimmy Dolan handling, the broadcast will reach such outlying points as Hawaii and Puerto Rico. Maxon, Inc., handles the account.

Miller Quotes Supreme Court In Offering FCC Revisions

Wrote Recruiting Anns.; Took Own Copy Advice

Selling power of radio once more has been conclusively demonstrated, but this time in a manner considerably out of the ordinary. Martin Hoade has been Defense News editor for NBC for the past year. Now, however, he has enlisted in the Army Air Corps and is awaiting assignment. Seems that as part of his job at (Continued on Page 2)

Neville Miller Endorses Bar Association Proposals And Adds Three Points; Recess Ordered Until May 5

3 More CBS Sponsors Buy Short-Wave Time

Three more CBS network commercials will be added to the short-wave schedules of WCBX and WCRC next week, raising to six the total of Columbia sponsored programs to be rebroadcast to U. S. armed forces abroad. Additions are "Melody Ranch" and "The First Line," both sponsored by William Wrigley, Jr., (Continued on Page 2)

Trade Lawyer To Answer Haggerty Tax Proposals

Washington Bureau, RADIO DAILY
Washington—Ellsworth C. Allvord, NAB tax attorney, will appear before the House Ways and Means Committee today to present the association's refutation of the Haggerty proposal (Continued on Page 5)

"Young People's Church" Renewed For 26 Weeks

"Young People's Church of the Air" series, featuring talks by the Rev. Percy Crawford, and broadcast under sponsorship of the "Young People's (Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Proposed amendments to the Communications Act of 1934, designed to spell out the FCC's authority and place definite restrictions on its jurisdiction over broadcast matters, were presented to the House Interstate Commerce Committee yesterday by Neville Miller, president of the National Association of Broadcasters. At the same time, Miller endorsed in principle the provision of the Sanders Bill to reorganize the Commission and revise its procedural (Continued on Page 7)

House Gets Measure To Cut 'Radio Groups'

Washington Bureau, RADIO DAILY
Washington—A bill to do away with all government publicity agencies, except the War and Navy Department press sections, has been introduced in the House by Rep. Robert F. Jones (R. Ohio). Jones would have his bill take effect at once to recall "\$20,000,000 of the (Continued on Page 2)

R. R. Holland Appointed To CBC Governor Board

Montreal—R. Rowe Holland, Vancouver lawyer, has been named to fill the balance of Major-General Victor W. Odlum's term as a member of the board of governors of the Canadian (Continued on Page 2)

In Code
Hartford—WDRC is featuring a spot drive without the use of a single word. Unique station break campaign, on behalf of the U. S. Marine Corps, consists of a series of dots and dashes in code. Translated, the spots read: "Marine Corps needs operators." Designed to enlist "ham" radio operators, it was the idea of Chief Engineer I. A. Martino.

Broken Record
Boston—First broadcast in seventeen years was missed by E. B. Rideout, WEEI weather expert whose "World Weather Chats" program was switched from 11:15 to 10:55 p.m. "I've missed forecasting the weather correctly before," said Rideout, commenting on the situation, "but this is the first time I've missed a broadcast."



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

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FINANCIAL

(Thursday, April 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	115 ³ / ₈	115	115	— 1/2
Gen. Electric	23 ³ / ₈	22 ⁷ / ₈	23 ¹ / ₄	+ 1/8
RCA Common	27 ³ / ₈	23 ³ / ₄	27 ³ / ₈	—
RCA First Pfd.	47 ¹ / ₂	47 ¹ / ₂	47 ¹ / ₂	— 1/8
Westinghouse	66 ³ / ₈	65 ¹ / ₄	65 ³ / ₈	— 1/4
Zenith Radio	11 ³ / ₄	11 ³ / ₈	11 ³ / ₄	—
NEW YORK CURB EXCHANGE				
Nat. Union Radio	9-16	9-16	9-16
OVER THE COUNTER				
Farnsworth Tel. & Rad.		Bid 15 ⁷ / ₈	Asked 17 ⁷ / ₈	
Stromberg-Carlson		4 ¹ / ₂	5 ¹ / ₂	
WCAO (Baltimore)		16	20	
WJR (Detroit)		18	19 ¹ / ₂	

Blue Net And Mutual List Canada 'Tour' Shows

(Continued from Page 1)

the four-day tour utilizing as origin-ation points Canadian stations along the route.

Dave Driscoll, head of WOR special events, will broadcast for Mutual on the trek, three airings having been definitely set under the general title, "Canadian War Front." On Tuesday from 9:45-10 p.m., EWT, Driscoll will report from a Royal Canadian Air Force station, Trenton, Ont.; Wednesday, 11:15-11:30 p.m., Hamilton, Ont., and Thursday, 1:15-1:30 p.m., Ottawa.

THE PENTHOUSE

SERENADE

with
Latin American Tunes

Does
A SELLING JOB

IN PHILADELPHIA

WPEN

5000 WATTS 950 KC

Blue Gave 49 Hours To 'War' During March

(Continued from Page 1)

bi-monthly analysis of war time on the network, compiled for the Office of Facts and Figures by the Blue's research staff. Figures for the second half of March, from 16th through 31st, were 18 hours, 50 minutes of purely network time, 6 hours and 37 minutes on WJZ. During the first half of March the figures were 18:06 and 5:40 respectively.

Simultaneously, WJZ announced yesterday a new recorded program, "March On Marines," which will be launched on the station April 25. To be aired in behalf of Marine recruiting efforts, the show will feature Marine Band records with Charles Nobles as emcee. Program will be aired Fridays from 7:45-8 a.m., EWT, and "Strike Up the Band" will continue in the same period Monday through Thursday.

3 More CBS Sponsors Buy Short-Wave Time

(Continued from Page 1)

Co., and "Gay Nineties Revue," the U. S. Tobacco Co. program. Previously announced for doing abroad were Texaco's Fred Allen show, Lever Bros.' "Lux Radio Theater" and Celanese Corp.'s "Great Moments in Music." American Tobacco, which had planned to short-wave the "Hit Parade," has dropped the idea.

All due to start next week, following is the broadcast time for the Wrigley (J. Walter Thompson and Arthur Meyerhoff) and U. S. Tobacco (Arthur Kudner) programs: "The First Line," Wednesdays, 7:30-8 a.m., EWT; "Melody Ranch," Thursdays, 7-7:45 a.m.; "Gay Nineties Revue," Fridays, 7:30-7:55 a.m.

House Gets Measure To Cut 'Radio Groups'

(Continued from Page 1)

\$27,000,000 propaganda payroll for useless manpower."

Jones would eliminate all government press services, radio broadcast groups, motion picture groups, photographic groups, etc. Dwelling briefly on the paper shortage, and quoting Leon Henderson to effect that government publicity offices are not cooperating in conservation, Jones said his bill would cut \$1,500,000 from the government's \$2,400,000 paper bill and would cut in half the \$50,000,000 federal postage bill.

"Ever since Pearl Harbor this country has had a united people," he said, "ever since Pearl Harbor these publicity experts continue the effort to set class against class; continue a struggle that tends to destroy national unity; a class struggle of selfishness which they wish to promote in order to get control of the government on a social philosophy that represents the republican or the democratic parties."

Chances for passage of any bill extreme as this are thought here to be very poor, even though many Congressmen are upset over the growth of Government press activities.

DCB Advises Freezing All Radio Materials

(Continued from Page 1)

any materials shall be issued by the FCC nor shall further materials be allocated by the War Production Board, to construct or to change the transmitting facilities of any standard, television, facsimile, relay or high-frequency, 'FM', non-commercial educational, or experimental broadcast station."

Few people in Washington were expecting such a recommendation, especially in view of last week's WPB order clamping down on broadcasting construction along with all other construction and high officials of the FCC were advised of the move only a few minutes before their employees read of it in the Washington press.

Transportation a Factor

For some time there has been a feeling in some circles that the FCC was too free in granting licenses, even though the licensees have been having considerable difficulty in getting priority assistance for the materials they have needed. Nine new stations, one revoked since it was granted, have been licensed since Pearl Harbor as well as a number of major changes of facilities.

The shortage of critical materials was said to be only one of three considerations, however, leading to the DCB action. The heavy load on transportation facilities and the great demand for skilled labor were probably of equal importance to the members of the Board.

Commission Silent

The Commission itself has issued no statement but it seems likely the recommendation will be accepted as written. It will put the entire industry on an equal footing for the duration, eliminating allocation of materials to some stations and denial to others. The Commission's next regular meeting is Tuesday, but it is possible that a special meeting may be called, or that the Commissioners may be circularized for signatures to a statement that the FCC accepts the recommendation offered.

R. R. Holland Appointed To CBC Governor Board

(Continued from Page 1)

an Broadcasting Corp., according to an announcement made yesterday by J. T. Thorson, Canadian War Services Minister. General Odlum, until recently commanding officer of the 2nd Division Overseas and now Canadian High Commissioner, has resigned. Term expires November 2, 1943.

"Young People's Church" Renewed For 26 Weeks

(Continued from Page 1)

Church of the Air," has been renewed for an additional 26 weeks, effective Sunday. The programs, originating at WIP, Philadelphia, are broadcast coast-to-coast on 85 Mutual stations, every Sunday from 4:30-5 p.m., EWT. Ivey & Ellington, Philadelphia, is the agency on the account.

COMING and GOING

A. S. GRINALDS, general manager of WSAI returning to Cincinnati following a week here on business.

LESLIE F. SMITH, manager of WMUR, Manchester, N. H., in town for conferences with the station's New York representatives.

KATHRYN RIDDICK, of WJLS, Beckley, West Va., spending some time in New York.

LEONARD D. CALLAHAN, general counsel of SESAC, expected back today from a short trip to Washington.

JOHN PARSONS, commercial manager of WBRK, Pittsfield, back at his Massachusetts headquarters after completing a business trip which included New York.

BOB EVANS, of WSPD, Toledo, vacationing in Chicago.

EDDIE KASPER and AARON BLOOM, of the Kasper-Gordon organization in Boston, have arrived in New York in the course of a business trip.

FULTON LEWIS, JR., is in Louisville, Ky., from where he aired last night's stanza of his "Production for Victory" program.

P. K. EWING, president of WDSU, New Orleans, left for home yesterday after a short stay in town.

ILKA CHASE is in Hollywood and will broadcast four of her "Luncheon Date" programs from that point. She will appear in the Warner film, "Now, Voyager."

GENE AUTRY, VIRGINIA VASS, "SHORTY" MURPHY and the rest of the "Melody Ranch" group are en route to New York for the broadcasting of Sunday night's program from the CBS studios.

Wrote Recruiting Anns.; Took Own Copy Advice

(Continued from Page 1)

NBC, Hoade wrote hundreds of recruiting announcements. Wrote so many in fact that he was won over himself. "The more I wrote about the Air Corps the more it appealed to me," Hoade said yesterday, "so finally I decided to act on my own sales talk."

Hoade, who is married, has been with NBC since June, 1933, as a member of the news and special events divisions since 1939.

COVER
THE
DETROIT
AREA
OVER
CKLW

5000 WATTS
(Day and Night)
Mutual Broadcasting System



FRANKLYN HOBBS

**NOW AVAILABLE for
SPONSORSHIP !!**

"HOW'S BUSINESS?"

Featuring

***FRANKLYN HOBBS as**

"The Voice of Business"

HERE'S A SHOW THAT MEANS BUSINESS...

- A complete, live talent program package designed to produce an audience, mail response, and results. All types of questions concerned with trends in business and conditions are answered by Franklyn Hobbs, who, probably is the best informed person in his field. Top questions receive savings defense bonds as prizes.
- Here's a show that means business . . . it is current, entertaining, appealing and informative. Conditions being as unstable as they seem to be at present, the American people are anxious to know the solution to their personal business problems — they want and need advice . . . and they'll listen to "HOW'S BUSINESS" in order to get authoritative information.
- Here IS really something different in radio. If you want a network show that will perk up business for you . . .

WRITE, WIRE or PHONE for DETAILS TODAY!

* Dean of Chicago's La Salle Street Economists. Economic Advisor to the Business Foundation, Fellow of the Royal Economic Society. Author of "The Secret of Wealth," etc. Mr. Hobbs has issued over 25,000,000 reports on business; he was the compiling statistician on business conditions for 101 leading banks for 25 years; now operating the most comprehensive business library in America.

(Copyright, 1942)

HAL R. MAKELIM PRODUCTIONS

Radio Programs

360 NORTH MICHIGAN AVE. CHICAGO

*We have
THE
VERY*



**Originators and producers
of radio programs that
entertain and sell.**

Los Angeles

By JAC WILLEN

HARLAN HOBBS and Cliff Lewis celebrated their first anniversary of the opening of their publicity offices in Hollywood (April 15th) hard at work on the reams of good publicity for their many clients including Bob Burns, Virginia Sale, Gail Patrick, Amos and Andy, Ann Gillis, Groucho Marx and other motion picture and radio clients, forgetting the event until the little "Bee-in-the-office," secretary Miss Weinberg, presented them with a creditable vocalization of a popular number—titled "Happy Birthday to You."

Another birthdate event of note was that of KECA commentator Jose Rodriguez, whose co-commentator of their nightly 9:45 p.m. airing, Sid Sutherland, presented Jose with a large diamond. Thrilled beyond speech at the gift, it was not until later that Jose turned over the box to read the inscription upon it. It read—"Happy birthday between my two best friends. You, Jose, have one of his rings—he has one of your scripts." P.S. The friend is the owner of the five-and-dime stores whose label was on the box.

Fredric March and Martha Scott visit the "Lux Radio Theater" April 20, when C. B. DeMille's presentation of "One Foot in Heaven" will be aired over the CBS network.

Another "Blondie" cast member joined the motion picture colony last week when Bill Goodwin (he of the catching-smile), was signed to a long-term contract by Paramount Pictures.

Pinky Tomlin, song writer and singer, will guest on the Al Pearce show of April 23. He will introduce a new tune on the broadcast.

Cleverest and most simple of recent promotional ideas is that put out this week for the Frank Bull-Wheaties KFAC baseball airings. 12,000 "draft citations" from an asserted "Board of Baseball" was delivered to as many persons summoning them to attend ball games. Tag line on the citation read: "Let's be Frank about this draft business. And this is no Bull!"

Ona Munson, who enacts the role of "Lorelei Kilbourne," girl reporter on the "Big Town" series starring Edward G. Robinson and heard over CBS on Thursday evenings, frequently receives letters from fans who come across her poetry in various magazines. Latest one comes from a fan in San Francisco who also encloses a clipping of a poem by her entitled "An Actress' Dilemma," which appeared in the July, 1937 issue of "Stage" magazine.

WBNX NEW YORK
WITH THE MOST INTIMATE AND
EFFECTIVE PROGRAM APPROACH
TO AMERICA'S LARGEST MARKET

5000 WATTS Directional
OVER METROPOLITAN NEW YORK

MAIN STREET

OL' SCOOPS DAILY

Personal Postcards To:—

● ● ● MILTON BIOW: Understand that Reggie Schuebel's trek to the coast for three weeks is a forerunner to moving all Philip Morris programs out there for a while!... JEROME KERN: A well-known songwriter will shortly be placed in charge of ALL army entertainment! Guess who? ... AL JOLSON: A check is on its way to you from Sherman & Marquette, forfeiting a large sum of money because they were unable to exercise the option on your services for an air series! The proposed client would astound you!... JACK PEARL: The success Cliff "Sharlie" Hall and you as Baron Munchausen enjoyed during your three-week trek of army camps, should've put the dramatic "bug" out of your system for the duration! Of all the noted stars who have contributed their services at various bases, none received such response as you had showered upon you! Even the officials behind the tour sent rave reports. This may bring about an air series for the Baron and Sharlie... ALAN REED: You'd be surprised the number of rubbernecks you had gazing over at that table in Toots' when you lunched with that certain director!... SECTY KNOX: The Marines have won the honor of placing the first male singer on Phil Spitalny's "Hour of Charm" show, April 26th, when First Class Private G. M. O'Keefe starts a series of six appearances by as many service men competing for a prize of \$500 for their camp base!... EDDIE CANTOR: Jeffery Lynn may appear on your show wearing his uniform... SHIRLEY TEMPLE: Jane Withers' appearance with Charlie McCarthy next week will serve as an audition for a proposed air series... DONALD NELSON: Your WPB is going in for much radio, it appears. What with "Two-Thirds of a Nation," which starts on the Blue April 22nd, fifteen minutes to be lopped off the Lux show Monday and another fifteen minutes off the Crosby hour Thursday, as the opening of a campaign... B. A. ROLFE: "Daughters of Uncle Sam" will now move on the Blue to an 8 p.m. spot starting Sunday... CONNEE BOSWELL: Dinah Shore enters the Kate Smith and your class when she makes a second appearance on "Hit Parade" next week.

● ● ● E. A. ELLINGTON: "Your Blind Date," formerly a west coast feature, starts on the Blue chain April 27th at 9:30 p.m. with Connie Haines and Tizzie Lish as stars!... C. L. MENSER: "Freedom's People" ends on the Red Sunday... JACQUES RENARD: "Spotlight Bands" moves to Mexico City Wednesday to pick up Alfredo Gonzales' band from there... LT. COMDR. WINCHELL: The Cleveland Navy Ball will be aired next Saturday from that city, commemorating the opening of Navy Week there... BING CROSBY: Proceeds from Eddie Cantor's latest Decca record will be turned over to Army and Navy Relief... RED SKELTON: Your wife, Edna, does a bit of radio herself on Ilka Chase's show tomorrow... ROCHESTER: Percy Kilbride, who went to Hollywood to appear in the Jack Benny flicker, has now been made a regular member of the air show... KEN DYKE: Martin Hoade, NBC's Defense News Editor, goes into the Army Air Corps... HARRY SALTER: The Budapest String Quartet starts a new CBS series from five to six p.m. on Saturdays... FRANK BLACK: The Red's "Music for Neighbors" will be moved back an hour on Sundays... MILDRED FENTON: Carly Smith, playing the title role in "Tillie the Toiler," is now doubling into "Maudie's Diary"... WALTER PEARSON: Thanks a million, bud... GABRIEL HEATTER: It's exactly six weeks to the day that you said it would happen... BILL LEWIS: "God's Country" on CBS Saturdays becomes a twenty-five minute stanza... MERLE JONES: Did you see that party?... SGT. HAL KANTER: Nothing has been released here regarding that Mutual show. Perhaps Gene O'Fallon will get N. Y. to ship the story around. It should make a great series for the network and the nation!

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

QUIZ KIDS," Richard William, Gerard Darrow, Harvey Fischman, Claude Brenner and Rita Lauzon, were guests of Pat Flannigan in the WJJD broadcast booth at the opening of the Chicago-Cincinnati baseball series at Cubs park the other day. Young Fischman helped Pat in his play-by-play account of the game and Richard William, who plays on the Roosevelt Junior High baseball team, also took part in the broadcast.

Bill Mogle's new recorded show on WHIP catching on and getting some nice newspaper publicity breaks.

Marion Claire, soprano prima donna of the "Chicago Theater of the Air," was selected honorary president of the national "Theater of the Air" clubs as the result of balloting among 8,000 members in 400 chapters throughout the country.

Music publishers are wailing about the lack of interest in patriotic tunes—some wartime ditties—at the music counters. Only number which is enjoying a sheet music sale to any great extent is the Navy tune, "Anchors Aweigh."

WLS Artists Bureau endeavoring to work out a deal with Gene Autry and his rodeo for a June appearance at Chicago's Soldier's Field. Autry heard on CBS's "Melody Ranch," opened at Cleveland last week and WLS officials met him there.

Nanette Sargent and Lucille Dodge added to the cast of the "Romance of Helen Trent" show.

Olan Soule, WBBM-CBS actor, has returned from a Florida vacation to resume roles in serial shows.

OCD hastens to correct a WBBM publicity release that 1,500 block captains will be sworn in at a rally April 19 at the Coliseum. The number should have been "15,000 block captains."

Judith Waller, who started on WMAQ twenty years ago, confessed the other night that she still gets mike fright every time she goes on the air.

Going to NEW YORK?

Stay "Where Radio City Meets Times Square"

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

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

Reasonable All-expense Tours. Write for details.

HOTEL VICTORIA

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

GUEST-ING

ON JANUARY, on Elsa Max-
's Party Line" program, today
ue Network, 10 p.m.).

ENTOR ROBERT F. WAGNER,
"Wat Price Victory" program,
ay MBS, 8:15 p.m.).

AYMOND MASSEY, on "Philip
ri Playhouse" program, today
AB-CBS, 9 p.m.).

ARO MORELLI, on "America
erd" program, tomorrow (MBS,
5 p.m.).

AMS T. FARRELL, on "Of Men
Bks" program, tomorrow (CBS,
p.m.).

TT KRUGER, on "Theater of
ay program, tomorrow (CBS, 12
n).

AF MARTIN, on "Your Hit
ad" program, tomorrow (CBS, 9
).

HT HARRIS, on "Stars Over
yod" program, tomorrow (CBS,
0 p.m.).

ATER P. REUTHER, on "F. O.
Deoit" program, tomorrow
AB-CBS, 3:30 p.m.).

**LANE CARRINGTON and HAR-
Y GARDING**, on "Hobby Lobby"
era, tomorrow (WABC-CBS,
p.m.).

**AS PITTS and HUGH HER-
RT** on "Lincoln Highway" pro-
n, tomorrow (NBC Red, 11 a.m.).

**EOCOBB, MRS. BOB HOPE and
NAD NOVIS**, on "Penthouse
y" program, tomorrow (NBC
1:30 p.m.).

OLD CRISP, on "This Is War"
gra, tomorrow (Blue, CBS, MBS
NC, 7 p.m.).

ECGE W. BAILEY, on "Adven-
s Science" program, tomorrow
AB-CBS, 1:30 p.m.).

ENCLAUDE PEPPER of Florida,
N. JOSEPH G. O'MAHONEY of
ong, **REP. LEROY D. DOWNS**
onnecticut and **REP. LEON**
CK of Pennsylvania, discussing
ou We Freeze All Prices and
ges for the Duration," on Theo-
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A," Sunday (WOR-Mutual, 8
).

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Program Reviews and Comments

"Truth or Consequences"

Plugging Ivory for P&G, Ralph Edwards' entertaining session via WEAf and Red network Saturday nights at 8:30 p.m. continues to create as much fun for the listener as for the visible audience. Shows of this type often serve better for the studio audience than the listener at home. However, Edwards has struck a happy medium of creating consequences which are simple to picture mentally while being executed in the studio. The other night he had a woman taken for a ride around town in a cab while blindfolded on the ruse that she's to have the honor of launching a ship with a bottle of champagne. Instead she was brought back to the studio, still blindfolded and conked her husband over the head.

Nothing difficult to visualize a situation of this kind while at home listening, is there? Edwards still remains the easy-going, not too fresh quiz-master, who kides the contestant into joining the fun. Commercials are light and musical now and then.

"Gay Nineties"

Program heard on CBS Monday nights from 8:30-8:55 has been an entertaining show since the days it was around as a sustainer. Plugging Model tobacco, the program has had but few changes in cast since the debut a few seasons back. Joe E. Howard as singing master of ceremonies, Beatrice Kaye as the featured singer and comedienne with "Danny Donovan" as straight man, The Elm City Four, Jenny Lind (who is Genevieve Rowe), John Reed King as announcer and Ray Block's band, which is unannounced, compose a combination of real troupers certain to give a listener a run for the twen-

ty-five minutes of air time, and the sponsor a bang-up job of merchandising the low-priced pipe tobacco.

On Monday's show Beatrice Kaye sang "Robert E. Lee" as only she can perform this number and then with "Danny" did a corny mind-reading bit which got laughs even though it is a routine considered as a relic in every gag-writer's file. Howard sang one of his own compositions, "How'd You Like to Be the Umpire," dedicated to the baseball season opening. "Jenny Lind" sang "When I Was on the Stage" with an interpolation of another old-time song. Good, clean entertainment from start to end, is this "Gay Nineties" show.

Jack Benny

Still selling Jell-O on Sunday nights via the Red, Jack Benny and Co. haven't had much success recently while entertaining the boys at army, navy or air corps bases. In the past Benny has even been forced to ad-lib comments regarding the lack of response from the uniformed men. This was not the situation during the last show when Benny, Mary Livingstone, Dennis Day, Phil Harris, Rochester and Virgil, created gales of laughter from start to finish. Benny has been in the tough spot of being the nation's No. One comic for a long while and he's expected to come through each time at bat. However, one must expect a lull now and then even from Benny. True, his "lull" has been regular of late but more shows like last week, establishes the guy once more. He did a travesty on "Try and Get It" which tickled the men at the camp. Rochester got the big laffs and Dennis Day earned his share along with the others. Phil Harris' music was also heard.

Trade Lawyer To Answer Haggerty Tax Proposals

(Continued from Page 1)

to levy a special income tax on broadcasting stations and networks.

At the same time the International Brotherhood of Electrical Workers will insert in the record of the hearings a statement replying to the contentions of the International Allied Printing Trades Association head that broadcast advertising has thrown 25,000 printers out of work in all sections of the country.

Allvord is expected to emphasize particularly the discriminatory aspects of the proposed levy. The IBEW declared that when the Haggerty plan is offered again to the committee, it would present data to show that printers do not lose employment opportunities because of advertising diverted from publications to broadcast stations.

The American Federation of Radio Artists and the American Federation of Musicians may join the IBEW protest, but officials of the latter union had heard nothing definite along this line late yesterday.

Dept. Store Renews Time After Airing Four Years

Charlottesville, Va.—Value of radio advertising to department stores has been graphically demonstrated here through the action of Leggett's in renewing for the fifth successive year its schedule on WCHV. In business for four years, Leggett's Department Store has used radio continuously without missing a single week's broadcast.

"I feel that radio advertising plays as important a part in our advertising as any other medium, and war or no war, we intend to look to radio to help us merchandise our goods," J. H. Wimbish, manager of Leggett's told WCHV upon signing the renewal. A veteran of over 20 years experience in the department store field, Wimbish stated that, "We feel that radio is flexible, effective and pleasant to deal with and I think any department store that overlooks this medium is making a mistake."

Currently, Leggett's sponsors a 15-minute musical program, "Morning Melodies," Monday through Saturday at 8:15 a.m.

AGENCIES

GENERAL ELECTRIC CO. is supplementing its Frazier Hunt news program on CBS by a schedule of ads in national magazines through N. W. Ayer & Son and Maxon, Inc. Ayer is placing what is said to be the first campaign addressed to the general public on the science of electronics, this also being the theme of the Hunt commercials. Maxon ads stress GE's service policy, but both campaigns tie in with the Hunt commentaries.

NINETTE JOSEPH, wife of Al Taranto, time buyer of Ted Bates, Inc., has taken a two-month furlough from her job in the radio department of BBD&O here. They are expecting their first child.

ROBERT S. LARKIN, assistant manager of the merchandising department of Compton Advertising, Inc., has been upped to manager of the department succeeding S. E. Conger, now a Major in the Army.

DOROTHY SHAVER, first vice-president of Lord & Taylor, has been appointed a member of the board of directors of the Advertising Federation of America.

RETA POOLE, previously on the copy staff of Hengerers and Hens & Kelly of Buffalo, has been named to head the copy department of Ellis Advertising Co., Buffalo office.

CBS WON the award for advertising campaigns employing black and white photographs at the 21st annual exhibition of the Art Directors Club of New York which opened at the Metropolitan Museum of Art here Wednesday night.

INDIANAPOLIS BROADCASTING, INC., operator of WIRE, has been elected to membership in the Advertising Federation of America.

Wedding Bells

Chicago—Anna Mae Dorney, secretary to William Ray, manager of the press department, NBC central division, will be married tomorrow to James Griffin, Chicago attorney. The ceremony will take place in St. Rita's Church. Miss Dorney was tendered a luncheon yesterday by her fellow workers in NBC.

★ ★ ★
920 CLUB
★ ★ ★
One of
America's Greatest
Local Radio Programs
WORL BOSTON, MASS.

MAPS 1940
A. OR MV. CENSUS
AIR P. BURN DATA
WT 44 NEW YORK & ASSOCIATES, Inc.

NEW BUSINESS

KFRC, San Francisco: Fels & Co. (soap), "The Breakfast Club" participation, through S. E. Roberts Adv. Agcy.; Clara-Cal Dairy Assoc. (milk products), "The Book Exchange," through Theo. H. Segall Agcy.; Fred Benioff (furs), "Housewives' Protective League," through Theo. H. Segall Agcy.; Transport Motor Co. (Willys, used cars), anns., through Stack-Gobel Adv.; Tilton's (men's clothing), anns., through Theo. H. Segall Agcy.; Railway Express Agency, anns. ETs, through The Caples Co.; Quaker Oats (Aunt Jemima Pancake Flour), "Aunt Jemima" dramas, through Sherman K. Ellis Agcy.; North American Accident Insurance Co. (accident insurance), anns., through Franklin Bruck Adv.; Fashion Frocks, Inc. (dresses), anns., through Franklin Bruck Adv.; American Cigar & Cigarette Co. (Pall Mall), anns. ETs, through Ruthrauff & Ryan agcy.

WKRC, Cincinnati: Rubel Baking Co., through Frederic W. Ziv, 15-minute period preceding each play-by-play baseball broadcast and 15 minute period between double headers. Show undetermined; Cooperative Training Assn., 10-minute period Mondays and Wednesdays at 5 p.m., placed through Hirsch Agency; W. E. Falk Book Store, 15-minute feature entitled "Stepping Stones"; Washington State Apples, 100-word anns., through J. Walter Thompson.

KROW, Oakland: Anderson Airplane School (airplane building), anns. ETs; Dr. A. E. Euler (optometrist), anns.; Ernest C. Ferguson (Polar frosted foods), "Friendly Homemaker" participations, through Sidney Garfinkel Agcy.; Gardner Nursery (plants by mail), talk ETs, through Northwest Radio Adv. Agcy.; H. C. Capwell Co. (dept. store), Barbara Lee, comments; Sports Trails (comments), Lanz & Co. (women's wear); Kay Jewelers, "In His Steps," ETs; Cocomalt, participation in "Friendly Homemaker" series; Sunday Vitamins, news.

Orson Welles From Rio

A special program produced by Orson Welles in honor of the 58th birthday of President Getulio Vargas of Brazil will be aired on the Blue Network tomorrow from 10:30-11 p.m., EWT. Originating in the Urca Casino, Rio de Janeiro, the dramatic and musical show will feature Welles and leading stars of the Brazilian music world. The program, to be heard on the Blue via RCA Communications, was built especially for the network by Welles, who is in South America on a good-will tour.

Newbold Noyes

Washington—Newbold Noyes, vice-president of WMAL, Blue Network outlet for the Capital area, died yesterday at his home following a long illness. Noyes 50, was also associate editor of the "Washington Star" for 23 years.

WORDS AND MUSIC

By Sid Weiss

OUR TOWN: Eddie Cantor's illness will keep "Banjo Eyes" dark for two weeks, at least... Don't be surprised if Tallulah Bankhead's option isn't picked up by Philip Morris. Has five weeks to go... Geo. Duning (he's Kay Kyser's arranger) is in the fresh heir market... Archie Braunfeld, the radio accountant, also expecting an heir raid... Sam Geisen, crack publicist, out of Hansen-Williams... Warren Pearl opening his own management offices in the RKO Bldg... Arthur Vinton will probably be "drafted" to run for Congress. Lots of action being steamed up in his home territory upstate... Jo Janis signed as the lead on "The Andersons." She's Pete Donald's bride-to-be... Lew White doing the music on Mort Lewis' "Celebrity Theater"... Jim Boles, a former Texan cowboy himself, "riding" with Gene Autry this Sunday... Art Mooney at the Boulevard in Elmhurst, L. I., looking for a femme vocalist... Tommy Dorsey, Joan Edwards, Dick Stabile and Gracie Barrie all guested on Dick Gilbert's WHN show this week. Not bad, Dick!

★ ★ ★

Back in Nov., a major soap company decided to concentrate its entire live radio campaign in one songstress. They put her on the air twice a day, coast to coast, with a total daily air time of two and a half minutes to get over a sales message that is customarily told in from three to eight minutes with a story plot thrown in. The gal sold so much soap that she's been signed to a separate contract covering two Sat. nite spots in addition to her daily schedule. The gal is Irene Beasley. The product. Ivory Flakes.

★ ★ ★

BETWEEN US: B. A. Rolfe: Those 30 lbs. you shed sure turned out expensive. Understand you gotta get an entirely new wardrobe now!... Goodman Ace: That Jessie Fordyce, who does all those trick voices on one-minute spot announcements, would be a "natural" for your show. She's also one of the "Three X Sisters." Remember them?... Blue Barron: How come in all this fuss about looking for a gal singer on your new show you completely overlooked Anita Boyer, who's merely terrific?... Jack Hurdle: Understand you got a new writer, Harry Kronman, on "Junior Miss" and that most of the trouble has been ironed out... Geo. F. Putnam: Is it true that you're the same Geo. F. Putnam who used to be a rodeo rider?

★ ★ ★

Bing Crosby and Bob Hope will repeat their famous patty-cake routine in their new pix, "Road to Morocco"—but this time with disastrous results. They go into their routine and just as they're about to slug a guard, he grabs them and cracks their heads together. When they regain consciousness, Bing turns to Hope and moans: "My, my, but that gag sure gets around!"

★ ★ ★

BLUE RIBBONS: To Edward Trevor's portrayal of "The Sheik" via CBS... To the warbling of Lila Barbour... To Arnold Moss' new announcer-style on "Light of the World"... To Allen A. Funt's "Funny Money Man" which has been sold to 36 stations, including WEA, and which has already established itself as one of the top mail draws on the air. (Funt is now readying another terrific idea called "Army-Navy Game" which the three networks are bidding for—a competitive idea among men of the service with entire proceeds—including Funt's salary—going to the Army & Navy Relief Funds).

★ ★ ★

FILLER-DILLERS: An NBC page boy who was drafted into the army talked in his sleep—so they sent him home to mutter. (Blame that one on Tim Marks)... Bob Welch sez that the army hates flat feet because they're an arch enemy... Sudden thought (of Jackson Beck's): "Roses are red, violets are blue; sugar is sweet but where are you gonna get it!"... Announcer David Ross is such a loyal Veronica Lake fan that he's gonna let one side of his mustache droop over his lip.

★ ★ ★

—Remember Pearl Harbor—

NEW PROGRAMS IDEAS

Variety For Defense Workers

To those starting out for work to others returning after work, sound of the ringing alarm means it's 6:15 a.m. and "Looie's Time Klub" is on the air via KIRO, Seattle, in a program newly planned for workers in our wartime industry. Our great "army at home" in a varied one-man show, Ted Baughman master-of-ceremonies of the Klub flips the records, rings the alarm, sings, tells jokes, and chats to members at large. To this usual schedule of Klub "activities" has now been added a far-flung collection of items, humorous incidents, personalities and names indiscriminately plucked from the work-life of non-west ship yards, plane factories and other industries with their fingers in the war-production pie.

"Sneak Preview"

Two shows have received "Sneak Previews," a new practice recently inaugurated on WINS, New York. Idea definitely follows the Hollywood technique in that shows, which have been auditioned by the station and which have been found acceptable, are thrown on the air during either a Friday or Saturday evening or sometime during the opera hours on Sunday. "Sneak Previews" are substituted for sustaining programs and listeners' reactions are requested. The two shows which have been given this treatment on WINS already are: "Ralph Bernier Jazz University," now being aired regularly every evening; and "Corn and His Corn Crib Kids," a half-hour show which debuted as a regular weekly feature this week.

WWRL 'Defense Bureau'

Faced with an increasing number of requests for time and free talent for benefits, WWRL, Washington, D.C., has established a Defense Bureau to serve as clearing house for all such requests. Under the direction of Walter Kaner, WWRL publicity director, new bureau will ordinate all requests for time for public service organizations as well as arrange for special broadcasts on behalf of Government and private agencies.

Station also has asked for the use of its talent in putting over a project and has organized a unit to put on one-hour variety shows for various benefits. Already booked are Red Cross and AWVS meetings.

New Canadian Show

Montreal—Arranged by the Bureau of Public Information for the French Network of the Canadian Broadcasting Corp. and some independent stations, a new series was inaugurated last night by Judge T. Rinfret of the Supreme Court of Canada. Entitled "Pour Plus Ample Information," programs are aired twice weekly from 7:30-7:45 p.m. and are aimed principally at informing Canadians on the facts of the war and putting them on guard against propaganda.

Miller Asks Com. Act Amendment At Hearing On Sanders Measure

Quotes Supreme Court For FCC Revisions

(Continued from Page 1)
on which the Committee is
using hearings.

Miller's appearance, the hear-
ing recessed by Chairman Lea
May 5. At that time, repre-
sentatives of the broadcasting indus-
try resume their appearances,
as by FCC spokesmen.

The AB president was accorded
priority reception by the largest
committee members to ap-
pear at the hearings to date. His
remarks encountered no vocal op-
position on the part of the Congress-
men, several of whom indicated sup-
port for his proposals.

Judge Sykes Heard
The House body had heard
Judge Eugene O. Sykes, former FCC
Federal Radio Commission Chair-
man, appear in support of the Sanders
measure. Herbert M. Bingham, for-
mer FCC Bar Association president,
closed his presentation of the
Commission recommendations at the
beginning of yesterday's session.

The amendments proposed by
Miller would:

(1) Specifically forbid the FCC
to interfere with radio programs
of business management.

(2) Forbid the Commission to
impose various penalties not au-
thorized by law. This would stop
the FCC, for instance, from forcing
the owner of two stations in a
community to dispose of one
before he could get authoriza-
tion for a power increase for the
other.

(3) Provide for declaratory rul-
ings by the FCC which could be
appealed to courts. This would per-
mit station owners to appeal FCC
regulations and orders to the
courts before they became
effective. It would prevent the
Commission from taking away
radio licenses for failure to com-
ply with its rules before the courts
pass upon its validity.

In the morning session, Judge
Sykes, who is a former FCC Chair-
man and president of the Federal
Broadcasting Bar Assoc., endorsed the
recommendations of the associa-
tion's committee, presented by
Herbert M. Bingham, in substance.
The former FCC head, however, sug-
gested that the number of broad-
cast stations owned by the networks
should be limited to a few key sta-
tions originating points, particu-
larly in the 50 kw. class.

"Danger" Long Apparent
Judge Sykes stated that for some
time during the early days of his
chairmanship of the old Federal
Radio Commission, he had seen a
"danger" of network domination of
the broadcasting industry through
the acquisition of individual stations.
He said that, in his opinion, a net-
work needs only a few originating
stations for effective operation, and
that the committee might, in its
consideration of revisions of the

Communications Act of 1934, think
over the possibility of limiting to
two or three the number of high-
powered stations a network should
own wholly or in part.

Questioned by McGranery
His proposal did not seem to strike
the immediate fancy of the committee
members. Rep. McGranery (D. Penn.)
asked the former FCC chairman if
he saw any way to arrest the alleged
approach of monopoly, and Judge
Sykes replied that it is a "difficult
problem." He advanced the numeri-
cal limitation proposal, however, and
declared that the networks could
still operate effectively, in response
to another question.

At the outset of his testimony,
Judge Sykes recommended that the
chairmanships of the Commission and
the two departments have a tenure
of one year, with a provision that
the chairmen could not succeed them-
selves. In this manner, he said, along
with rotating the memberships of
the two departments, each Commis-
sioner would have an opportunity
to be chairman for one year during
his seven-year term, and could be-
come familiar with every aspect of
Commission work.

Defends Crosley Action
He added that the authority of the
Commission to grant experimental
authorizations should be altered, but
agreed with Bingham's contentions
that the FCC should not issue spe-
cial temporary authorizations, which
can be revoked at will by the Com-
mission. In response to questioning
by Rep. Sanders, Judge Sykes de-
clared that he saw no need of the
temporary authorizations, and stated
that the FCC should grant licenses
in such cases.

He defended the Commission's ac-
tion in the Crosley case, however,
in which WLW was given experi-
mental authority to operate at 500 kw.
because the FCC wanted to see what
effect such super-powered stations
would have. The time came when
the FCC decided that clear channel
stations should not have more than
50 kw., he declared, and this resulted
in the action revoking the experi-
mental sanction of WLW.

Wants Penalties Softened
Judge Sykes, drawing on his 12-
year experience as a member of the
FCC and its predecessor, suggested
further a revamping of the revoca-
tion provisions of the Communica-
tions Act to permit the Commission
to invoke some less stringent penalty
on a station in the event of an in-
fraction of its rules. Recalling the
Bar Association contention that the
FCC in many cases designates re-
newal applications for hearing, rather
than bringing a revocation action
where the burden of proof would
be on it, Judge Sykes declared that
the Commission does this because
the revocation provision is "very
drastic."

This proposal aroused questioning

from both Rep. McGranery and Rep.
Halleck (R. Ind.). McGranery asked
if a 30-day suspension would not be
tantamount to license revocation, be-
cause of the break in contractual re-
lations the station would be forced
to make, and Judge Sykes replied
that it would be difficult for the sta-
tion but would not necessarily break
it. The Pennsylvania Democrat then
asked whether in Judge Sykes' opin-
ion the station would be liable to
litigation by advertisers if it were
forced to go off the air for a 30-day
period. Judge Sykes said, in his
opinion, the station would be liable
to breach of contract suits. Rep.
McGranery then asked if the former
FCC chairman thought the networks
could survive if all of a chain's
affiliates were suspended for some-
thing occurring in a network broad-
cast, and Judge Sykes replied that
in his opinion "it would not break
them."

Sees No Censorship

Rep. Halleck, pointing to the fact
that the Communications Act does
not specifically include penalties for
common carriers who violate FCC
regulations, asked why a broadcast
station should be open to such pen-
alties. Judge Sykes repeated his con-
tention that this would be better
than license revocations. Rep. Halleck
then asked if granting the Commis-
sion such authority would not lead
to dangers of censorship, and the
former FCC chieftain said he felt
that the permission to take action
after a particular program has been
broadcast does not constitute cen-
sorship in the usual meaning of the
term.

Newspaper Ownership

In response to questioning by Rep.
Sanders, Judge Sykes said he felt
that the determination of the news-
paper ownership controversy is a
matter for Congress to decide.

Chairman Lea asked if Judge
Sykes thought the FCC has sufficient
information on hand at present to
report to Congress, as asked in Sec-
tion 7 of the Sanders Bill, its opinion
on the various controversial broad-
cast matters now before it, particu-
larly the newspaper ownership case.
The former FCC chairman said that
it probably has, in view of the hear-
ings already conducted on the sub-
jects.

Lauds Examiner Department

Judge Sykes said that, in his opin-
ion, the FCC "had made a mistake"
during his chairmanship in its aboli-
tion of the examiners' department.
He said he agreed with Bingham's
contention that the examiner who
hears a case should make the report
of the hearings, and that present
policy of issuing "anonymous" pro-
posed reports, sometimes prepared
by members of the Commission staff
who did not appear at the hearings,
was not the best administrative
policy.

(Continued from Page 1)
does not essay to regulate the busi-
ness of the licensee. The Commission
is given no supervisory control of
the programs, of business manage-
ment or of policy. In short, the
broadcasting field is open to anyone
provided there be an available fre-
quency over which he can broadcast
without interference to others, if he
shows his competency, the adequacy
of his equipment and financial ability
to make good use of the assigned
channel."

Miller further told the Committee:
"Notwithstanding this pronouncement
of the Supreme Court and notwith-
standing the fact that no language
can be found in the act which con-
fers any right upon the Commission
to concern itself with the business
phase of the operation of radio broad-
cast stations we find the Commission
concerning itself more and more with
such matters."

Fears Program Domination

"This has been done by requiring
all licensees to file with the Commis-
sion voluminous reports showing in
the minutest detail practically every
phase of their financial operations. It
has also, by regulation, required the
filing of practically all contracts re-
lating to the acquisition and broad-
cast of various types of program ma-
terial. But further than this, it has
attempted by regulation to control
the source and consequently the
character, of program material and
the contractual or other arrangements
made by the licensee for the acquisi-
tion of such material."

FCC discrimination against news-
paper owners of radio stations was
cited by Miller as another reason for
the need of an amendment to pre-
vent unauthorized penalties.

Cites Discrimination

"For a period of time applicants
for broadcast facilities who were all
identified with newspapers or news-
paper activities have been discrimi-
nated against by the Commission,"
he said. "In some cases this dis-
crimination may have been justified
by the facts of a particular case but
that is not the point at issue. The
point at issue is that notwithstanding
the fact that the act contains no
authority for such action and not-
withstanding the further fact that
the United States Court of Appeals
for the District of Columbia twice
has pointed this out, the Commis-
sion has nevertheless continued to
discriminate against newspapers' ap-
plicants as a class and has withheld
facilities from such applicants to
which they were otherwise entitled."

KVOD To McGillvra

Joseph Hershey McGillvra, station
representative, have been appointed
to represent KVOD, Denver, on a
national basis. Station is the Blue
Network's outlet in Denver and is
expected to increase its power to
5,000 watts full time on 630 kilocycles
on June 1.



Coast-to-Coast



HARRY W. BUTLER, formerly with WCBS, Springfield, Ill., has joined the announcing staff of WHIO, Dayton, Ohio. For the sixth consecutive year, WHIO is carrying the Cincinnati Reds baseball games under the sponsorship of General Mills and Socony-Vacuum Oil Co.

Bill Day, former Colorado University athletic publicity director, has joined the newsroom staff of KOA, Denver. He replaces **Ed Sproul**, assistant news editor, who started training for a yeomanship in the U. S. Navy. **Faye Roswell**, well-known local pianist and organist, is a new member of the KOA ensemble replacing **Norm Sorenson**, called to the Army recently.

Walt Dennis, merchandising and promotion manager of KVOO, Tulsa, and **J. Robert York**, sales development manager of the Newspaper Printing Corp. of Tulsa, are making a series of talks before Chambers of Commerce and civic groups of northeastern Oklahoma towns. Subject of their talks is "Tulsa Magic Empire Market."

Captain Tim Healy, who has been entertaining kiddies for more than 12 years over the airwaves, has switched his type of program and is directing his appeal to adults via a news broadcast over WHN, New York. He is heard five times weekly from 6-6:10.

In line with the defense effort, KTKC, Visalia, Calif., is instituting a group of sustainers covering the various nationwide defense campaigns. Titles of regular series of this type are: "Victory Gardening"; "Economy Shopping"; "Bikes 'n' Bonds." Other shows recently inaugurated on KTKC are: "A School in Citizenship," weekly quarter-hour series, handled by **Gustavo Simas**, Portuguese news commentator; and "Bachelor Shopper," a five-day-a-week morning show to sell food stuffs.

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

April 17

Lawton Campbell **Howard Claney**
Margaret Espy **Jack Nedell**

April 18

Page Gilman **Muriel Haynes**
Oscar Kronenberg
Leopold Stokowski
Dr. L. D. H. Weld **Chas. LaTorre**

April 19

Sylvia Froos **Louis Katzman**
Ronny Sherwood Liss
Vivienne Segal **Ann Shelley**
Betty Winkler

Men in the armed forces who receive the hospitality of the Milwaukee County USO aren't going to lack for music. Over 2,000 records, most of them of the popular type, have been given the organization by the musical library of WTMJ-W55M, Milwaukee, following a disc inventory. Many of the records are valuable as collectors' items in that the master record has been destroyed.

Joseph B. Schusser, president of the Terminal Barber Shop chain, announces its sponsorship starting April 20th of a 15-minute radio program featuring **Johannes Steel**, news commentator. The broadcasts will be heard over WMCA, New York, on Mondays, Wednesdays and Fridays from 7:30-7:45 p.m. Maxon, Inc., is the agency.

William J. Adams, program director of WCHS, Charleston, W. Va., is back at his desk after an attack of the flu. Another victim of the flu is **Odes Robinson**, chief engineer of the West Virginia Network. **Gene Kelly**, WCHS sportscaster, was one of the guest speakers at a banquet given to honor the Marsh Fork High School basketball team, winner of the state championship for class B schools.

Bettie McCall, who conducts the woman's program, "Your Friendly Neighbor" on week-days over WCAO, Baltimore, has been named to head the exhibit committee of the Women's Advertising Club of Baltimore, which holds its annual joint luncheon meeting with the men's organization on April 29.

Week-long celebration is being arranged by KFBI, Wichita, to commemorate its second anniversary as a Wichita station. Over 75 members of the KFBI staff are cooperating in the preparations. Keynote of the week will be "Victory," according to **Ray Linton**, station manager, who has set the week of April 26 to May 2 for the drive.

Virginia Davis, director of women's programs on KXOK in St. Louis, and **Harry K. Renfro**, KXOK news editor, have been appointed honorary members of the United States Marine Corps by **Captain John A. Tebbs**, Commandant of the St. Louis Office of the Marine Corps. Both **Miss Davis** and **Renfro** were presented with miniature Marine emblem pins designating their honorary appointment to the corps. In connection with "Marine Week" in St. Louis, KXOK is making plans to further publicize the Marines in order to secure a greater number of enlistments.

In cooperation with the **Keith Albee Theater**, WSAZ, Huntington, has been broadcasting name bands that frequently appear on the theater's stage. Most recently, WSAZ aired music by **Ted Weems** and **Charlie Spivak**.

Radio has a fair share of representation among men undergoing basic training at the Cavalry Replacement Training Center at Fort Riley, Kans. Former radio rowers located here at the present time include **Winston O'Keefe**, former actor on "Amanda of Honeymoon Hill," "Mary Marlin" and "David Harum"; **Robert Earle** who acted on KMOX, St. Louis, and also participated in the Orson Welles "Invasion from Mars" bit in 1938 and on the **Henry Aldrich** series; **Gerald Preshaw**, formerly with the "Six Hits and a Miss" vocal group; **Seymour Steinhardt** and **Ira Grossel**, ex-writers and actors; **Eddie "Duke" Herzog**, former **Claude Thornhill** and **Jimmy Dorsey** arranger, and **Seymour Magenheim** who played with **Alvino Rey's** orchestra. All of the men are privates.

Marshall W. Bruner, former program director, sports announcer and newscaster for WOMI, Owensboro, Ky., is currently learning the ABC's of soldiering in **Colonel George S. Wear's** 327th Infantry Regiment at Camp Claiborne, La. The 327th is an integral unit of the 82nd "All-American" Division in which **Sgt. York** served during the last war.

Youngest announcer in Connecticut is 16-year-old **Jack Lennhoff**, who has joined WDRC, Hartford, as a part-time junior announcer. **Lennhoff**, who used to sing on educational director **Sterling V. Couch's** children's program, will go into training over W65H, the FM unit of WDRC. WDRC has adopted a new policy to make it easier for listeners to answer appeals by war agencies. Whenever an announcement is made which requires an audience reply, WDRC now always gives its telephone number, asking people to call or to write to the station for information. Policy has reaped huge dividends in goodwill, especially when station turns over big list of names to agencies.

Special events crew at **KOY, Phoenix**, spent most of Army Day "in the field," doing broadcasts of the local parade, coverage of the regular army's demonstration of motorized and mounted equipment and remotes of the taking of the oath of enlistment by a massed group of selectees and volunteers at the **Phoenix District Recruiting Office**. In line with recent conservation policies for tube and maintenance at **KOY, John A. Reilly**, manager, has announced the lopping off of 55 minutes nightly from the **KOY** schedule. New signoff is at 11:05 p.m. instead of midnight.

Emery Deutsch celebrates his ninth anniversary as a CBS musical director this week. He has been with the network since 1929, having taken time out on several occasions to follow the dance band field. **Deutsch** is now concentrating on his new string orchestra and is heard on 12 network shows per week.

Skippy Homeier, 11-year-old character actor, has been cast to portray the role of a young German on the "Treasury Star Theater" transmissions.

More than 100 radios, two domino card tables, parlor games, playing cards, boxing gloves and other athletic equipment was collected as result of an hour and a half jamboree conducted by the Salt Lake City Lions Club recently. Entire affair was broadcast by KUTA of that city with **Jack Burnett**, station manager, acting as emcee.

The **Belgian Information Center**, New York, news agency for the Belgian Government in this country has taken the sponsorship of "Music All the World Loves" on W71NY, WOR's FM station in New York City. The series, beginning today, will be heard once a week from 5:45-6 p.m. for 13 weeks, and is the first long term contract for a regular program on W71NY. W71NY will be the originating point for 4 FM stations carrying the program. "Music All the World Loves" will feature well-known semi-classical pieces and will have guest speakers later on in the series.

Successful spot campaign by **Seymour Roebuck** on WTAG, Worcester, Mass., Fall has resulted in sponsorship of a twenty-minute program by the local **Sears**. Show, "The Music Show," is a thrice-weekly morning selection featuring organ and guitar selections. Continuity is written by **Mitzi Knell** of the WTAG staff.

Special air raid warning signal has been installed in the reception room of **WBT, Charlotte**. It is connected with a similar signal located in the local telegraph offices. **WBT** news editor, **Jack Knell**, is back on the job and at his typewriter after a few weeks of serious illness.

To the Colors!

DR. EMANUEL R. PIORE, engineer in the CBS television department, has reported to the Bureau of Ships, Washington, D. C., as a sea physicist.

BAYLISS CORBETT, staff member in the news department of **KXOK**, Louisville, is scheduled for early induction in the Army.

WALLACE LAMBOURNE, color room operator at **KDYL**, Salt Lake City, for the past two years, joined the United States Navy for schooling in radio aircraft detection maintenance.

ARAM REJEBIAN, program director of **KVEC**, San Luis Obispo, Calif., has left for Marine Officer's Training School. His successor has not been named.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 19, No. 14

NEW YORK, N. Y., MONDAY, APRIL 20, 1942

TEN CENTS

NAB Convention Plans

Radio Presents Case Against Proposed Tax

Washington Bureau, RADIO DAILY
Washington—The NAB and a principal union in the broadcast field, the International Brotherhood of Electrical Workers, cracked back hard Friday at the Haggerty proposal to impose a graduated tax on time sales, statements presented to the House Ways and Means Committee, considering the new Revenue Act.

Both statements stressed the obvious discrimination of the proposed law, while the NAB emphasized the tremendous job the broadcasting industry is doing in the war effort and the BEW stressed its presentation of showing the rise in membership.

(Continued on Page 6)

Dramatic Co-Op Show Being Launched On Blue

Having launched two news programs on a cooperative basis, with considerable success, the Blue Network beginning May 1 will offer a dramatic show for sponsorship locally on its affiliated stations. Program is "Gig Busters," sponsored during the winter season by Sloan's Lini-

(Continued on Page 7)

WCAU Institutes Awards For War Production

Philadelphia—"Award of Merit for War Production" was awarded to the Aircraft Products & Equipment Corp. by WCAU of this city at the inaugural broadcast of a new series titled "Industry Goes to War." Designed to awaken local community pride in the honored and to stimulate others

(Continued on Page 2)

AFRA Spring Meet

Discussion of the new War Production Training Program initiated by the American Theater Wing War Service and okayed by the parent union will be the principal item on the agenda of the Spring membership meeting of the American Federation of Radio Artists to be held Thursday evening, April 23 at the Hotel Astor. Plan is to train artists for war production jobs.

Fly Invited

Washington—Neville Miller, president of the NAB, personally extended to FCC Chairman James Lawrence Fly, an invitation to address the forthcoming NAB Convention in Cleveland. Invite had no strings as to time, subject or particular session to be addressed.

Rubber Heel Account Back On 18 Outlets

Forced to cancel a spot campaign last Fall because of uncertainty of obtaining future raw materials, O'Sullivan Rubber Co., Inc. returns to the medium this week with a national campaign on 18 stations. Having obtained a priority rating from the War Production Board making possible further manufacture of heels, the sponsor opens a 10-week campaign using 1-minute transcribed announcements and participations in major markets. Spots range from 5 to 48

(Continued on Page 2)

WPB Tube Curtailment Not To Affect Industry

Washington Bureau, RADIO DAILY
Washington—The WPB order of Friday, prohibiting manufacture after April 24 of 349 of 710 types of radio tubes, does not mean great hardship either for the trade or for listeners. The tubes forbidden are absolute duplications of other types still in production or tubes for which the

(Continued on Page 7)

Advance Registration Is Going Strong As Tentative Agenda Is Lined Up; Effect Of War, General Theme

BMI Board Meeting; 650 Stations Signed

Recapitulation of the number of stations taking out BMI licenses and the resignation from the board of Edward Klauber, vice-president and chairman of the executive committee of CBS, highlighted Friday's BMI board of directors' meeting here. Total of 650 stations have signed BMI long-term contracts to date, with another 62 pledged, the board was told. Mefford R. Runyon, CBS v.-p., was

(Continued on Page 7)

Musical Scholarship In Name Of Dr. Damrosch

Creation of a musical scholarship in the name of Dr. Walter Damrosch was announced Friday by the Blue Network. Details will be outlined at the 13th Institute for Education

(Continued on Page 6)

Canada Church Unit Asks Sunday Commercial Ban

Montreal—Elimination of all "spot" advertising and sales talks from programs broadcast over Canadian stations on Sundays was urged by a

(Continued on Page 7)

Washington Bureau, RADIO DAILY
Washington—Plans for the 20th annual convention of the National Association of Broadcasters at the Hotel Statler, Cleveland, May 11-14 have been virtually completed, with advance reservations indicating a record attendance. A number of NAB committees and the board of directors will meet Sunday, May 10, the day preceding the formal opening of the sessions, with the first

(Continued on Page 5)

Soft-Drink Clients Far From Giving Up

Although Coca-Cola and a few others in the field have curtailed advertising to a degree, most soft drink and bottled beverage companies are continuing their radio plans despite wartime restrictions on sugar. Latest to enter the field with a Summer spot campaign is Cliquot Club (ginger ale), while Canada Dry is mulling a spot splurge for Spur.

Cliquot Club, through N. W. Ayer

(Continued on Page 7)

Van Horn Gets Assignment For MBS News Series

Arthur Van Horn, newscaster and member of the staff of news editors of WOR, Mutual's New York affiliate, has been selected to conduct the new series of daily news reports over 90

(Continued on Page 2)

★ THE WEEK IN RADIO ★

Sanders Bill Hearings

By BOB LITZBERG

ALL eyes in the industry were focused on the hearings of the House Interstate Commerce Committee on the Sanders Bill to reorganize the FCC. Starting on Tuesday, chief witness was Herbert M. Bingham, Washington attorney and former president of the FCC Bar Association, who represented the bar group at the hearings. Recommendation for a complete reorganization of the present FCC was made and corroborated by NAB president Neville Miller, who was the last to be heard

before the committee recessed until May 5.

That radio transcriptions would not be affected by the long-expected order of the War Production Board restricting the use of shellac was the general consensus. Transcription men contradicted interpretation of the order by newspaper wire services, stating that the only part of the industry to feel the effects of the curtailment would be the popular record field and that a sufficient supply of vinylite, a

(Continued on Page 2)

Well Sold!

DuBois, Pa.—New barn program aired over WCED of this city claims some sort of a distinction. Two local sponsors bid for the show, each wanting to take the full time following first program. Show however had a sponsor before it was ever rehearsed or even heard by the advertiser. It is emceed by a 19-year-old girl, Erma Mae Reed.



★ THE WEEK IN RADIO ★

Sanders Bill Hearings

(Continued from Page 1)

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FINANCIAL

(April 17)

NEW YORK STOCK EXCHANGE

Table with columns: Stock Name, High, Low, Close, Net Chg. Includes Am. Tel. & Tel., CBS A, CBS B, Gen. Electric, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

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

Wilfred Roberts Resigns To Join Donovan Comm.

Resignation of Wilfred S. Roberts, NBC Eastern production manager, to accept a civilian position with the Donovan Committee, as Intl News broadcasting coordinator, was announced Friday. He is succeeded by Ray Nelson, NBC staff announcer, who has a wide background in all phases of broadcasting. Nelson takes over immediately.

Advertisement for WPEN THE STATION THAT SELLS. Includes 'In Philadelphia Its' and '5000 WATTS 950 KC'.

plastic used by most radio transcription companies, was available at the present time.

Television came in for its share of the week's spotlight with the announcement that the FCC is following through its evaluation of television during wartime and is seeking to safeguard its future. Progress reports giving detailed information concerning the status of their operations to date have been asked by the Commission from holders of experimental and commercial licenses. In this connection the American Television Society postponed its next general meeting until the FCC takes a definite stand on television's status due to the war.

War continued to be the hub around which the entire industry revolved. Early in the week, in an effort to relieve the shortage of technicians, the Domestic Broadcasting Committee of the Defense Communications Board asked the FCC to relax its operators' rules and at the same time the NAB sent to its members a series of suggestions on obtaining qualified men as broadcast engineers... President Roosevelt, at his press conference on Tuesday, commended the efforts of stations throughout the country in promoting the contribution of books to the armed forces and asked for continued effort... On the same day formation of a National Advertising Radio Committee to assist the USO 1942 Far Fund campaign was announced; Joseph R. Busk of Ruthrauff & Ryan and Maurice Bent of Blackett - Sample - Hummert were

Rubber Heel Account Back On 18 Outlets

(Continued from Page 1)

per week depending on the station, with Birmingham, Castleman & Pierce, Inc., the agency on the account.

Locally, O'Sullivan today begins participations on the Arthur Godfrey early morning program on WABC; participations on "Morning in Manhattan" begin on WEAJ, April 26, and spots will be placed on WMCA and WOV.

Out of town stations getting the business are: WORL, WPEN, WCAE, WJSV, WRC, WBAL, KMBC, KSD, WBIG, WCFL, KHJ, KFRC, KALE and KIRO.

The Spring campaign compares favorably with last year's spot drive at this time, according to the agency, but is concentrated into a shorter period of time. Last year it was a 13-week drive.

"Crime Doctor" Renewed

Marking start of the sponsor's sixth consecutive year on CBS, Philip Morris & Co., Ltd., on Friday renewed the "Crime Doctor" program aired Sundays from 8:30-8:55 p.m., EWT, on 70 Columbia stations.

Biow Co. is the agency controlling the account.

named to head the radio activities of the drive.

War industries and military training centers of Canada will be inspected, this week, by a group of 20 U. S. radio officials representing the four networks, it was announced. Canada also began a survey for the purpose of gearing its broadcasting to the needs of wartime propaganda and to effect a closer tie-in with the United States insofar as radio is concerned... Despite radio's continued cooperation with the various war agencies, further clamping down on the industry was indicated by the recommendation of the Defense Communications Board to the FCC and the WPB for a complete freezing of radio broadcasting facilities.

Developments of lesser import: Bill was introduced into the House of Representatives to do away with all government publicity agencies except the War and Navy Department... Three more sponsors on CBS were added to the network's short wave schedules... The Blue Network released a report showing a total of 49 hours and 13 minutes devoted to the war effort during the month of March... Results of a station performance survey released by the NAB showed broadcast stations in a favorable light as a most accurate advertising medium... Trade association also released details of its annual station promotion competition held in conjunction with the convention... Radio also received bouquets from a conference of CIO editors and ad directors held in Washington.

Van Horn Gets Assignment For MBS News Series

(Continued from Page 1)

stations of the coast-to-coast Mutual network to be aired Monday through Friday, 1:30-1:35 p.m., EWT, beginning today. The Monday, Wednesday and Friday periods are under the sponsorship of Sterling Products' Aspertane. Blackett - Sample - Hummert is the advertising agency.

Van Horn, heard daily on the 11 a.m., EWT, broadcasts from WOR, has been with the station for three months. Previously he was with Mutual's San Francisco outlet, KFRC, where he edited and announced the news.

WCAU Institutes Awards For War Production

(Continued from Page 1)

to follow in their footsteps, the award is a red, white and blue pennant bearing a seal which depicts iron and the anvil of industry with a shadowed WCAU microphone in the background. Broadcast was a recording of a luncheon at the plant of the first recipient of the award and a studio dramatization of the plant's success story with surrounding patriotic music by Joey Kearns' Orchestra. Award will be made weekly.

COMING and GOING

NEVILLE MILLER, president of the NAB back in Washington after attending BMI board meeting in New York.

DON SEARLE, general manager of KOIL, KFAB, KFOR and KMMJ, has returned to his Nebraska headquarters following a few days spent in conference here with his local representatives.

JAMES FINGER, of the American Economic Foundation of Cleveland, in New York and discussing the "Wake Up, America" program at the offices of the Blue Network.

JOHN D. EWING, president of KWKH, Shreveport, up from Louisiana and planning to spend the rest of the week in town.

KEN CHURCH, director of national sales and promotion for WKRC, Cincinnati, off on a short trip to Chicago.

CHARLES P. MANSHIP, JR., president of WJBO, Blue and Louisiana Network outlet in Baton Rouge, has arrived in New York on station and network business.

LESLIE F. SMITH, manager of WMUR, Manchester, returning to New Hampshire following a short visit here.

ROGER W. CLIPP, general manager of WFIL, Philadelphia, in New York for a few days of talks at Blue Network headquarters.

JUNE BAKER, of the Home Management program heard each week-day morning on WGM, coming east today on a combined vacation and idea seeking jaunt.

HUGH FELTIN, staff member of the Blue Network stations department, has returned from an extended trip through the south and southwest.

HULBERT TAFT, JR., general manager of WKRC, Cincinnati, has returned from Chicago where he attended the meeting of the MBS board.

T. J. McDERMOTT, chief time buyer of N. W. Ayer & Son, New York office, due back today from business trip to Baltimore.

Dinah Shore On 105

Same size network, consisting of 105 Blue stations, will be used by Bristol-Myers when the Dinah Shore program switches to 9:30-9:45 p.m., EWT, Fridays on May 1. Now aired Sundays at 9:45 p.m., show switches to Mum and Pedlar & Ryan takes over from Young & Rubicam which handles the program currently for Minit-Rub and Sal-Hepatica. Jerry Rice will write the program and Bill Lawrence will direct.

Advertisement for WTAG WORCESTER. Includes 'When you buy time - BUY AN AUDIENCE' and a map of Massachusetts with 'COVERING THE VITAL MIDRIFF' text.

How to keep 'em listening



WCAU's formula for keeping them tuned to WCAU is "all out", day in and day out promotion. In the first three months of 1942, WCAU used 51,000 lines of display advertising in Philadelphia's three leading newspapers; The Evening Bulletin, The Inquirer and The Record, whose combined circulation is 1,294,044. A total of 491 individual insertions were made, at least 3 for every commercial program and outstanding station feature broadcast by WCAU. And that, by the way, is just one illustration of how WCAU keeps working, to keep 'em listening—to WCAU!

WCAU

50,000 WATTS IN ALL DIRECTIONS

Philadelphia • WCAU Building, 1622 Chestnut Street . . . New York City • CBS Building, 485 Madison Avenue . . . Chicago, Ill. • Virgil Reiter, 400 N. Michigan Ave. . . Boston, Mass • Bertha Bannon, 538 Little Building . . . Pacific Coast • Paul H. Raymer Co.

Los Angeles

By JAC WILLEN

THOSE "Sons of the Pioneers" are listening better and still better on their "10-2-4 Ranch" airings on KECA, Fridays at 4:45 p.m. . . . Martha Mears and Dick Foran lend the additional punch to listeners.

The Merry Macs are wanted for a four-weeks' personal appearance tour of the principal West Indies, South and Central American cities starting in June. . . . the offer is for \$16,000 and expenses.

Winifred Wolfe's characterization of "Teddy" on Carleton E. Morse's "One Man's Family" program is earning her many calls for additional roles on other stanzas, due to the caliber of her portrayals.

Edmund L. Holden, famed as Frank Watanabe on radio, is back on the local radio Rialto turning in some swell performances as guest on the Al Pearce and other T.C. shows, emanating from Hollywood. His many-sided caricatures should make him one of West Coast radio's most called on guest stars.

CBS executives have equipped Bob Garred and other studio staffers whose special events assignments may take them out during Hollywood blackouts with motor scooters, which are regarded as the swiftest form of transportation on such an occasion.

Horace Heidt and his "Treasure Chest" crew plane out for Texas after the Hollywood broadcast of April 28, with appearances scheduled in San Antonio, Houston, Dallas and Fort Worth.

Harry Langdon has been signed as a permanent guest on the Al Span "Look Who's Here" program heard over the CBS-CPN network.

Edward G. Robinson has been invited to speak before the inmates of San Quentin Penitentiary, and is advising the pen's supervisor, Herman A. Buckner, the date upon which he will make the trip.

Fibber McGee cast members were glad to welcome back to the broadcasting studio last week the band-leader Billy Mills, Gladys Mills, who has just recovered from a three month hospitalization following a serious operation.

When 16-year-old Gloria Warren finished her aria from "La Traviata" on last week's Rudy Vallee program, the entire orchestra rose to its feet, an unusual tribute, since the majority of the musicians are symphonic and operatic men, and applauded her work.

Monroe Upton, Al Pearce writer, plans to join the United States Merchant Marine this summer as a wireless operator. He served in the same capacity in World War I.

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



Bulletin Board!

● ● ● An impending shake-up expected over at one of the nets! . . . "Abie's Irish Rose" reported leaving the air in May, departs after June 27th for a nine-week vacation. Ratings have been jumping upward right along! . . . "For America We Sing" won't be on the Blue tonight because of a special program and there's a possibility that this Treasury series will have a time change when it returns April 27th. . . . Lucille Meredith leaves for the coast this week for a month's stay during which she'll be screen-tested! . . . Bill Slocum is the new scripser on "Spirit of '42" on which Kate Smith is expected to limit her appearances to three shows. . . . The reason Frances Muir, NBC New Delhi commentator wasn't heard last Tuesday was due to Jap jamming with code! . . . Ted Straeter has named his two Scottie dogs—Porgy and Bess. . . . Ralph Edwards and Woody Herman will be honored by the Advertising Club of N.Y. Wednesday by being admitted to the "Order of the Rake"—for having achieved success before the age of 31. . . . Harry Maizlish went westward and arrives on the coast this a.m. for the first peek at his heir which arrived while he was here picking up contracts for KFVB.

● ● ● Laura Deane Dutton was called in to finish Dinah Shore's curtailed Waldorf engagement all last week and wowed the white-tie set. Management wanted to hold her there indefinitely—especially after her great rendition of one of our favorites, "Old Feeling" which she dramatized with plenty of schmaltz! . . . George Frey, super-dubber Red salesman and golfer extraordinaire, had to cancel a golf match with N. W. Ayer's Nick Keesely because the latter had his wrist in a sling from ju-jitsu practice! . . . Ken Dolan plans to close his N.Y. office at the end of the month and take Saul Reese to the coast. . . . Ezra Stone picked up ten sailors on the West Side Highway when they had a flat tire on their station wagon! . . . Initial microphone appearance of Paul Schubert was in an entirely different capacity from his current news commentary series sponsored on WOR by Benson & Hedges cigarettes, the naval expert revealed at a press luncheon here Friday. Seems that in August, 1939, a friend who had heard Paul's wife sing arranged an audition for her at WOR and Paul went along to accompany her—on the accordion. They didn't get the job, but several months later Paul was signed by the same station as Naval Affairs commentator. He is an Annapolis graduate with eight years background as foreign correspondent.

● ● ● Irving Berlin's latest tune is "Dress Up, Baby," intended to urge the fair sex to look their best as wartime morale builders. . . . Song-writers who think they're working hard might take a tip from Franz Schubert who habitually slept with his glasses on so that he could start composing as soon as he woke up with no time lost looking for his spectacles. . . . Shock of the week is the listing of Jack Benny in seventh place in the latest Hooper Survey—though he's still far ahead of his feuding partner, Fred Allen, who is fifteenth. . . . Shep Fields will take his entire orchestra to Stage Door Canteen tomorrow nite to entertain Army and Navy men.

● ● ● Gene Autry goes to Washington May 3rd after a couple of N.Y. airings. . . . Eugene List will be the first soloist when the CBSymphony returns April 26. (He is now a private in the Army but is getting a leave to play the piano on the opener. Oddly enuff, on Dec. 7th last—Pearl Harbor Day—he was a soloist on the Ford Hour!) . . . Walter Gross will also be given lines to read on "Duffy's Tavern" . . . Bob Farris resigned from the local Myron Selznick office because of deal-differences and Bruce Powell, formerly with MCA takes over this morning. . . . Barbara Stanwyck and Robert Taylor offer one of their rare husband and wife appearances on the air in "Penny Serenade" on the Lux show next Monday.

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

TWELVE Chicagoans who have completed three months of intensive training in ultra frequency radio will graduate from the new Navy Training School on Tuesday, April 21, which is operated by Lieutenant William C. Eddy, television expert, in quarters supplied by Balaban and Katz at the State Lake Building. The Chicago radio experts will be shipped immediately to an undisclosed secondary school for advanced training in Radar, the Navy's secret apparatus for the detection of enemy ships and aircraft.

Overheard at an NBC press dinner the other night: That Kay Kyser is the best all around guy in the music business. Wonder if many other orchestra leaders rate the same plaudit from the press?

Neil Bondshu, orchestra leader played an army benefit at Fort Sheridan, Ill., the other night and got an unprogrammed award. It was a summons to appear before the Musician's Union at Waukegan, Ill., who evidently don't recognize okays given by the Chicago local.

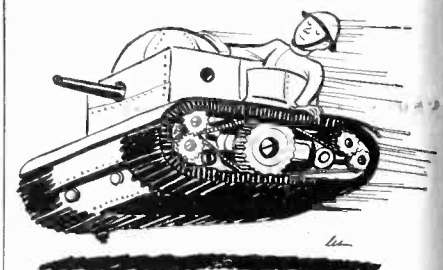
Mary Ann Mercer is the champion commuter of the Chicago radio colony. She flew back home from a visit to Florida aviation camps last Wednesday to appear on the NBC's "Uncle Walter's Dog House" show and left the next day by air for Kelly and Brooks Field in Texas. Raymond Jeffers, Seeds agency Boswell, accompanied her.

E. C. Carlson, manager of the NBC Central division sales promotion department, back at his desk after a siege of illness.

Rumored that Gus Edwards, manager of Clyde McCoy's orchestra, has bought an interest in "Down Beat," musicians' trade paper. Carl Cons, formerly partner to Glenn Burrs, "Down Beat" publisher, will now devote all his time to "Music and Rhythm," monthly, which will become competitive with "Down Beat." John Hammond of New York also interested in the Cons' publication.

John Rudolph, director of drug promotion at WLW, Cincy., was a Chicago visitor last week.

Sick Listers: J. D. Galbraith, NBC Red salesman, confined to his home; Ollie Morton, special Westinghouse representative of NBC, under observation at Evanston Hospital.



"Listening to WFDF Flint, Mich. sure improves my morale."

NAB Completing Its Agenda For 20th Annual Convention

(Continued from Page 1)

Business session slated for 10:30 a.m. Monday.

The Convention will be largely devoted to the effect of the war on industry, and Archibald MacLeish, Director of the Office of Facts and Figures, and Censorship Director Price will sound the keynote in a first session. An information session in which Major General Alexander D. Surles, War Department Public Relations Director, Captain Lovette, Office of Public Relations of the Navy, Major General Beaumont-Nesbitt, former director of War Information, and J. Harold Ryan, assistant director of War Information, will follow the opening sessions.

Dept. Store Men Scheduled

The noon luncheon speaker has not yet been selected, but in the afternoon a panel of sales managers will discuss "Radio Advertising for Department Stores." The discussion will be led by Richard G. Meyhom, manager of the sales promotion division of the National Retail Dry Goods Association. Also appearing will be Ray W. Newell, Wm. Taylor Sons Co., Cleveland; Edgar L. Rice, The Salsky Co., Akron, and James W. Pogue, Jr., H. & S. Pogue Co., Cincinnati. Coincident with this session has been set aside for the Independent Radio Network Affiliates, the National Independent Broadcasters, and Network Affiliates, Inc., to hold meetings.

Breakfast Round-Table Series

A series of Breakfast Round Tables covering wages and hours, the shortage of technicians and a program to help them, and procurement and priority problems is scheduled for Friday morning. The Sales Managers breakfast will feature the New York Times Buyers and John Hymes. News editors' breakfast will be presided over by J. Harold Ryan, General Surles, Captain Lovette and Major General Beaumont-Nesbitt expected to participate.

There will be an OFF breakfast, a portion of which will be devoted to the "Four Themes," discussion being led by William B. Lewis of the OFF and Philip Wylie. The Business Session at 10:30 a.m.

will be devoted to the theme, "Priorities; Men and Materials", Brigadier General Lewis B. Hersey will discuss the Selective Service Act. The afternoon session will be devoted to the music problem.

Sales Managers Meet Wednesday

On Wednesday there will be another series of breakfast round-tables, one on collective bargaining and another a sales manager's round-table with the NAB associate member station representatives leading the discussion. These include Edward Petry and Co., Inc., John Blair and Company, Free & Peters and Weed & Co.

A round-table on the work of the DCB, to be led by E. K. Jett, will also be held, and the second portion of that meeting will be on the protection of property from sabotage, fire and theft. There also will be a breakfast round-table for women program directors, presided over by Miss Jane Weaver, of WTAM.

The business session takes up at 10:30 a.m. and will be turned over to the sales managers. Arthur Horrocks, counsel of the public relations department, Goodyear Tire and Rubber Company, will deliver an address, "The Bridge to a New Democracy." He will be followed by Miller McClintock, director of the Advertising Council, who will speak on the work of that organization.

Alvord To Speak

The afternoon session will be the NAB business session. Ellsworth C. Alvord, tax counselor for NAB, will deliver a brief talk on pending tax legislation. This will be followed by the business session at which 13 proposed amendments to the by-laws will be considered, six directors-at-large will be elected and the 1943 convention site will be selected. This will be followed by resolutions. At 7:30 that evening the annual banquet will be held.

Thursday, the 14th, the NAB board of directors will convene in its initial session of the year, following election.

Women's Meeting Wednesday

Throughout Wednesday a special meeting for women has been arranged by Mrs. Dorothy Lewis, who is serving on a public service basis as NAB coordinator of listener activities.

The theme of the afternoon women's session is "Radio Abroad." Dr. Sterling Fisher of NBC will speak on "Radio's Latest Adventure in Education—The Inter-American University of the Air." Beatrice Belcourt, public relations officer of the CBC, will discuss the subject of "Radio in Canada," while Dr. Winifred C. Cullis, professor of psychology, London University, also will speak.

Lt. Commander Thomas J. Keane, U. S. N., will address the meeting on "The Navy, at Home and Abroad," and Edward M. Kirby, NAB public relations director now on leave of absence as chief of the radio branch, public relations division of the War Department, will speak on "Radio's Place in the War."

FULTON LEWIS, JR. SCOOPS START TWO CONGRESSIONAL INVESTIGATIONS SAME DAY



Washington, March 16—The broadcasts of Fulton Lewis, Jr., Mutual's famed Washington commentator, today resulted in two Congressional investigations.

The House Military Affairs Committee, meeting as a whole, started an investigation of the activities of Sidney Hillman, of the War Production Board, who, although he is a "dollar-a-year" man for the U. S. Government, continues to draw a yearly salary of \$12,000 from the Amalgamated Clothing Workers Union, of which he is still president.

It is alleged that Hillman's Union is monopolizing War Department contracts for service uniforms, and Lewis wanted to know "Why?" He described the existing situation on several of his broadcasts, and soon Capitol Hill found itself flooded with letters and telegrams of protest against

Hillman. The rest will soon be history.

The other probing is into the sugar shortage situation. Under the direction of Representative Wright Patman, of Texas, a special committee is studying Lewis' charges of January 27 that the sugar shortage can be averted by making the alcohol needed in the production of smokeless powder with grain, instead of with sugar.

Of interest locally is the fact that William B. Dolph, WOL General Manager, immediately after the Lewis-impeled investigations had taken form was reported by usually reliable sources to have stated, "No matter how many investigations Fulton Lewis, Jr., stirs up I'm still making him available for local sponsorship at a talent charge of the one-time quarter-hour rate per week."

Manila Round Convey Con

FRIENDLY SERVICE SAVES TIME AND MONEY

Postal Telegraph

CHARGES FOR TELEGRAMS PHONED IN APPEAR ON YOUR TELEPHONE BILL.



NEW BUSINESS

WFDF, Flint, Michigan: Altes Brewing Company, Detroit, 15 anns. weekly for 10 weeks, through McCann-Erickson, Detroit; Carter Medicine Company, New York, 5 anns. weekly for 52 weeks, through Street & Finney; Dodds-Dumanois (mortuary), 5 five-minute programs weekly for 52 weeks, through C. C. D. French Agency; Feminine Products, Inc., New York, 3 anns. weekly for 52 weeks, through Small & Seiffer; Flint Baking Company, 3 five-minute programs weekly for 13 weeks; Foster Milburn Company (Doans), 2 anns. weekly for 52 weeks, through Street & Finney; Jaques Mfg. Company (KC Baking Powder), six anns. weekly for 52 weeks, direct; Kellogg Company, 10 anns. weekly for 20 weeks, through J. Walter Thompson, Chicago; Kober Furniture Company, sponsor Baukhage, three times weekly for 13 weeks; Smith-Bridgmans (dept. store), six anns. weekly for 13 weeks;

WOL, Washington, D. C.: Gunther Brewing Co., through H. E. Hudgens Co., 30-minute program on Wednesdays; Liggett and Myers Tobacco Co., through Newell-Emmett Co., daily anns.; Lever Bros. (Swan Soap), through Young & Rubicam, daily anns.; Lever Bros. (Vimms), through BBD&O, daily evening anns.

Musical Scholarship In Name Of Dr. Damrosch

(Continued from Page 1)

by Radio at Columbus, O., Tuesday, May 5, when Ohio State University, sponsor of the Institute, will present Dr. Damrosch with a citation for his "distinguished career of public service in music, radio and education." Ceremonies will be broadcast by the Blue from 9:30-10:30 p.m., EWT.

To be announced by Edgar Kobak, executive vice-president of the Blue, to H. H. Davis, vice-president of Ohio State, the scholarship will be awarded to the most deserving student now studying music at the university, with particular emphasis on interest in radio.

Dr. Damrosch has conducted the "Music Appreciation Hour" on NBC, and now on the Blue, for 14 years.

"Famous Jury Trials" Added To Int'l Shows

Williamson Candy Co.'s "Famous Jury Trials" is now being aired on short wave, making a total of three Blue Network programs broadcast to American soldiers overseas via the NBC International stations, WRCA-WNBI. Other Blue programs are P. Ballantine & Sons' "Three Ring Time" and Wheeling Steel Corp.'s "Musical Steelmakers."

"Famous Jury Trials," broadcast Tuesday from 9-9:30 p.m., EWT, on 63 Blue stations, is shortwaved Thursday by transcription at 10 p.m. Aubrey, Moore & Wallace is the agency.

NAB and IBEW Present Case Against Proposed Radio Taxes

(Continued from Page 1)

of printing unions, despite the contention of John B. Haggerty, president of the International Allied Printing Trades Association and sponsor of the plan, that the diversion of advertising to radio has thrown 25,000 printers out of work.

The NAB statement was presented by Ellsworth C. Alvord, the Association's tax attorney. Alvord appeared only briefly before the Committee, summarizing his statement and inserting the full text in the record. Lawson Wimberly, representing the IBEW, was unable to secure time before the Committee, now winding up its lengthy hearings on the new tax bill, and merely had his remarks inserted in the hearing record.

Alvord Argument Detailed

Alvord pounded hard at every contention of the Haggerty proposal. He said NAB is opposed to the levy because it would imperil a vital public service; because it would be discriminatory, and because it would not benefit labor. He said that the nation's broadcasters realize the tremendous task of financing the war effort, and declared that "they will cheerfully pay their share of all general taxes which the Congress may see fit to impose." But, Alvord emphasized, "they are, however, vigorously opposed to special and discriminatory taxation, and especially to penal taxation which imperils an essential public service."

The NAB tax attorney pointed out that the broadcasting industry is devoting a very large percentage of its time and facilities to programs which are entirely given over to the war effort and bring station operators no income whatsoever. He recalled the resolution adopted last year by the NAB, providing that the industry make its facilities available at no cost to Government agencies engaged in promoting the war effort.

"All-Out War"

"Radio, in short, is engaged in all-out war," Alvord declared, pointing to the War Department communication to the industry informing it that the maintenance of normal broadcast activities is essential to public morale during the national emergency.

He cited programs such as "Report to the Nation" and "This Is War!" and also called the Committee's attention to the thousands of broadcast hours given to Government announcements promoting the sale of War Savings Bonds, recruiting for the armed services, etc.

Recalling that before the war about one-third of the average station's time on the air was devoted to revenue-producing programs, Alvord pointed out that proportion now has decreased, not only because of the granting of time to Government programs, but because of the decline in the production of consumer goods.

He declared that the competitive situation in advertising, plus its decreased necessity for many producers of civilian goods who now cannot fill

the demand for their products, makes it impossible to pass any tax like the one proposed along to the advertisers. He contended that the levy could not be met by obtaining additional advertising and added that for the broadcasters to slash expenses to pay it would mean a lessening of public service activities.

He cracked the contention of Haggerty that broadcast stations enjoy a competitive advantage over newspapers and magazines by pointing out that, while publications can drop pages when advertising becomes thin, stations must remain on the air during the hours specified in their licenses, and that, in fact, the Army has specially requested many major stations to remain on the air 24 hours a day.

Tax An "Intolerable Burden"

"It will be readily apparent that the addition of the proposed tax to the burden of direct expense which the industry already carries would inevitably do serious damage to the service which the American public expects and is entitled to receive from radio," he stressed. "This service, it must be remembered, is being performed today by all radio stations, not by the prosperous ones alone. The tax would be an intolerable burden on the losing stations (the number of which will inevitably be increased), and upon the marginal stations."

The NAB counsel remarked that Congress has always avoided excise taxes which cannot be passed along to the ultimate consumer, and emphasized that the broadcasting industry is in no position to do this. He quoted figures to show that radio by no means enjoys a monopoly of the advertising field, accounting for only about one-eighth the sum annually spent.

Pointing out that, while the proposed levy might benefit the printers, it would do serious harm to the hundreds of thousands of workers directly or indirectly dependent on radio for their livelihood, he declared that "from the standpoint of labor as a whole, the proposal is selfish and short-sighted."

Labor Aspects Treated

The labor aspects of the Haggerty proposal were covered at considerable length in the statement of Wimberly, the IBEW representative emphasizing again the discrimination of a tax which touches only one form of advertising. "A tax on radio advertising alone would have a seriously adverse effect upon the earning opportunities of the members of the IBEW employed in the broadcasting industry," he said. "We submit that there can be no justifiable reason for taxing radio times sales, unless there is an equal rate of taxation on all other advertising."

Wimberly replied at length to the Haggerty contention that 25,000 printing trades workers have been displaced, presenting statistics to prove

PROMOTION

Accent on Nutrition

War-time has brought home to American housewives, the importance of nutrition and has made them nutrition-minded, it is pointed out in a brochure prepared by the NBC and local sales division telling the story of 10 nutrition programs packaged to meet the radio advertisers' needs. The work of William C. Roux, promotion manager for NBC and local sales, the booklet tells of 18,000,000 women with \$1,000,000,000 a year to spend on products, within the areas served by 10 stations represented by NBC and local sales. A nutrition checklist also is provided to be given away each of the station's listeners. The package program now being made available by NBC spot and local sales over these ten stations is priced \$1989 weekly, and is open to a limited number of non-competing participating sponsors.

Radio Packs Resort

Advertised solely on KWK, Louis, the Shady Valley resort, twenty miles from St. Louis, opened Easter Sunday to a crowd of 15,000. Food and beer on sale ran out at 2:30 in the afternoon. Entertainment was furnished almost entirely by KWK entertainers. Among those who appeared were: The Shady Valley Folks, and Russell Kaiser, KY sound man, who organized his orchestra to play for dancing. The resort will be open on Saturday nights for a hillbilly show and ball dance, which will be aired on KWK.

Ripley Continues on Blue

Robert Ripley's "Believe It Or Not" program will begin its second week cycle on the Blue Network April 25. Presented by the Blue cooperation with the Coordinator Inter-American Affairs (Rockefeller Committee), the program is aired Saturday from 10-10:30 p.m., EWT.

that the membership of the Allied Printing Trades Association has increased steadily from 1925 to 1940, during the period of radio's greatest expansion.

"The printing industry workers' Wimberly pointed out, "also apparently ignore the fact that the radio broadcasting industry spends several million of dollars each year for printed promotional activities." He added that a large amount of additional advertising has been used by the radio manufacturing industry.

Hits Printers' Statement

Finally, the IBEW representative countering the printers' assertion that such a tax would be levied on entertainment, rather than advertising, pointed out that such a tax could not be levied on the beneficiaries of the entertainment. "The tax program would be imposed upon the broadcasting stations and the networks—upon the producer, not upon the consumer—and would have a detrimental effect directly upon employees in the broadcasting industry," he declared.

Soft-Drink Clients Far From Giving Up

(Continued from Page 1)

Inc., will launch a seasonal campaign on April 27 using 10 one-minute transcribed announcements per week on 14 New England stations. Expected that eventually Cliquot's use of radio will be nationwide, reaching upwards of 100 stations, but will follow launching of the New England campaign as local Cliquot buyers, in cooperation with the parent firm, set skeds on local stations. New England being home territory for Cliquot, the firm fully underwrites the campaign in this area each week. Following is the station list which will carry the Cliquot spots starting April 27: WLBZ, WBZ, WYLA, WEEI, WICC, WCAX, WDRC, WYAW, WNLC, WCSH, WESX, WYIO, WGAR, WSYB and WTAG.

Probability of a Canada Dry campaign for Spur, which is still in the conference stage, arises as a result of the recent court decision in Baltimore clearing that "cola" is a generic name and, hence, not the property of one cola drink manufacturer. Although J. M. Mathes, Inc., Canada Dry this week will launch a newspaper campaign for Spur, "the cola drink with Canada Dry quality" and plans are being studied.

Although Spur last Fall was promoted via network—"Michael & Sons" on 95 Blue stations—spot is expected to be the medium used, at least through the Summer.

WPB Tube Curtailment Not To Affect Industry

(Continued from Page 1)

Demand is extremely small. Present inventories, says the WPB, are sufficient for civilian needs for the next few years. Military rejects of these tubes will be added to the stock.

Radio tube manufacturers are already familiarizing their dealers and service men with tube types which may substitute for those discontinued under the order.

Elimination of these tubes will require 156,000 man-hours and 80,000 machine-hours annually, as well as large stores of critical materials, according to Robert C. Berner, chief of the WPB Radio Section. Sales on discontinued types amounted to 780,000 tubes last year, six-tenths one per cent of the 135,600,000 tubes sold in 1941.

Charge CBC Discrimination

Quebec—Charging that the CBC, obtained with the money of all Canadians, is being used to advocate "Reds" reply to the coming April 26 discussion seeking to release the Government from its pledge not to send agents abroad against their will, a strong protest was voiced in the legislature here Friday against the CBC policy of refusing free time to those carrying a "no" vote. CBC entered a denial, saying that only the Prime Minister and Cabinet members are accorded free time.

WHO'S WHO IN RADIO

SIMON GOLDMAN

If not the youngest station manager in radio, 28-year-old Simon Goldman, who guides the destinies of WJTN, Jamestown, N. Y., can at least claim distinction as being one of the youngest executives in the business today. His background is sales, and WJTN's national and local bookings have reflected Goldman's speciality since he took over the station management in April, 1940.



Youthful Executive....

Born in Carthage, New York, on January 18, 1913, Goldman got his primary and high school education in that northern New York State town. He entered Syracuse University in 1931, majored in advertising, and graduated in '35 Magna Cum Laude. While at Syracuse, Goldman took a course in radio under Prof. K. G. Bartlett. This was his first taste of the industry he was later to choose as his life work.

After graduation, Goldman worked at various sales positions, including one at the Globe Store, Watertown, New York. April, 1936, saw him land his first radio job—and a mighty good one it was too for a fellow just breaking into the business. Colonel Wilder, owner of WSYR, Syracuse, was looking for a merchandising manager and saw in Simon Goldman the

man he wanted. When Colonel Wilder bought WJTN in October, 1936, he sent Goldman there as sales manager. In December, '37, Goldman returned to WSYR, but he went back to Jamestown the following year and has remained there since, being appointed manager in 1940, shortly after Colonel Wilder sold out his interests to Jay E. Mason of New York City.

Goldman's outside activities further prove his capabilities. He's vice-president of the Jamestown Advertising and Sales Club, a member of Kiwanis, a snipe skipper in the Chautauqua Lake Yacht Club, and a member of Maplehurst Country Club. As far as sports are concerned, next to sailing, it's golf in the Summer and ice skating and skiing in the Winter. And he still enjoys single blessedness.

Since his appointment as general manager of WJTN, Goldman has inaugurated the first promotion department in the history of the station. He has completely reorganized the sales department with the result that WJTN has substantially increased its local business and doubled regional bookings. One of his outstanding "policy" accomplishments recently has been the setting up of extremely friendly relations with the Jamestown newspapers. Since the Goldman regime at WJTN, radio-newspaper cooperation in Jamestown has hit a new high. At the present time WJTN has both Jamestown newspapers on the air with programs and spot announcements—a situation unusual even in a small city. Another development since Goldman took over the station management is the addition of WHDL, Olean, as a bonus to WJTN on the Blue Network. This move helped WJTN's network business and thus completed an all-around boost in the station's sales.

Dramatic Co-Op Show Being Launched On Blue

(Continued from Page 1)

ment, and it will be available on a co-op basis only during the period May 1 to Sept. 18. On the latter date, the program will again revert to Sloan's for another 30-week period. Warwick & Legler handles the Sloan account.

According to the Blue, seven local sponsors already have signed up for the "Gang Busters" show, which will move into the Friday 8-8:30 p.m., EWT, spot being vacated by removal of the P. Lorillard "New Old Gold Show" to CBS. Other Blue co-op shows currently are the daily news stunts of Baukhage and of Hillman and Lindley.

Produced by Phillips H. Lord, Inc., "Gang Busters" has been on the air since Jan. 15, 1935, and has been sponsored on the Blue by Sloan's since the Fall of 1940. Under the 1941-42 contract which ended April 3, the program was aired Friday from 9-9:30 p.m., EWT, over 63 stations.

Canada Church Unit Asks Sunday Commercial Ban

(Continued from Page 1)

Lord's Day Alliance of Canada delegation which met with the CBC board of governors on Friday. The Alliance suggested that commercial announcements on Sundays should be limited to a brief statement mentioning the name of the sponsor.

The board of governors, in reply, told the delegation that the whole matter of commercial advertising on week-days as well as Sundays is being reviewed and that the suggestion of the Alliance will receive sympathetic consideration.

Lifebuoy Spots To WJZ

Lever Bros. has contracted for a series of one-minute recorded announcements on WJZ in behalf of Lifebuoy soap. The transcriptions will be aired twice daily, Monday through Friday, for nine weeks beginning April 27. Ruthrauff & Ryan is the agency.

BMI Board Meeting; 650 Stations Signed

(Continued from Page 1)

elected to the board in Klauber's place.

Carl Haverlin, head of station relations for BMI, told the board he confidentially expected a final total of between 730 and 740 licensees. The 650 actually signed to date, he pointed out, represented 84 per cent of last year's licensee group and, with the 62 pledges, these figures would be boosted to 712, or 92 per cent of last year. Of the remaining 68 members last year, Haverlin commented that this as yet unpledged group nevertheless was continuing to send in contracts belatedly, and most could be counted on in the end. He said the 712 figure would be reached by convention time in May, at the latest.

Full Board Attends

Full BMI board was on hand Friday for what was termed a routine session, with the exception of Niles Trammell, away due to recent illness, who was represented by Robert Myers, of the NBC legal department. Neville Miller, NAB and BMI president, presided.

In accepting the resignation of Klauber, the BMI board adopted the following resolution:

"The board of directors of BMI accept with profound regret the resignation from its board of Mr. Edward Klauber. The board believes that the vision and courage of Mr. Klauber were indispensable to the success of BMI. In acknowledging the resignation of Mr. Klauber, which is incidental to his laying aside of a large number of other tasks in order to free himself for duties of a broader scope, the board is, however, pleased to announce the election to membership of Mefford R. Runyon, vice-president of the Columbia Broadcasting System, Inc., to fill Mr. Klauber's place on the board."

WQXR Adds Accounts

Ruppert's beer, Quaker Oats "Sparkies," Franklin Simon, and the A. B. Campbell Carpet Cleaning Company are new spot advertisers on WQXR, New York. The Jacob Ruppert Brewery returns to WQXR with twelve spots per week, beginning today, through Ruthrauff & Ryan. Quaker Oats Co., through the same agency, has contracted for six spots per week for eight weeks, as promotion for "Sparkies."

Franklin Simon & Co., department store, will use 24 spots per week for a two-week campaign in behalf of its fur storage department. Hirshon-Garfield, Inc., placed the account. A. B. Campbell Carpet Cleaning Co., through Weiss & Geller, Inc., will use twenty-one spots per week for the thirteen weeks, also beginning today.

Adam Bouts On WFCI

Providence, R. I.—WFCI has been added to the list of stations carrying the Adam Hats "Sport Parade" on the Blue Network. Announcement of the new contract was made by Ted Allen, WFCI commercial manager.



Coast-to-Coast



WSAZ, Huntington, W. Va., recently took part in promoting a new name for the Huntington Baseball Club. The contest was worked with the local Sunday "Herald-Advertiser." For submitting the name "Jewels" a lucky listener received a complimentary pass to all games played by the Huntington "Jewels."

Ezra McIntosh, program director of WWNC, Asheville, N. C., is giving a series of 10 lectures on radio at the exclusive Asheville School for Boys. The purpose of these lectures is to prepare the students for a full time radio course at this Prep School next semester. **Frances Nelson**, one of radio's first female control operators, is reason for WWNC's announcers spending so much time around the studios recently. **Miss Nelson**, a graduate of Biltmore College, is a veteran of three months at the station.

Isabel Manning Hewson, who conducts "Morning Market Basketeer," on WEA, New York, repeated her most popular broadcast of recent weeks in the First Reformed Church of Jamaica, L. I., on Sunday. The program deals with the story of the "V" for Victory symbol from the days of James II to the present.

The inside story of America's battle of production is dramatized on WPAT, Paterson, N. J., every Sunday afternoon at 5:45, when the station airs a new series of programs entitled "Todd Grant Gets the Story." The series will feature weekly news dispatches, with interpretations, from the nation's battlefield of production.

Recent three-hour broadcast on WPID, Petersburg, Va., netted a total of \$28,500 in additional purchases of U. S. Savings Bonds and Stamps. WPID staff writers, **Stewart Spencer** and **Ray Leslie** produced the three-hour dramatic feature, which was styled along the lines of the "This Is War" series. Pledges were phoned to the station and read over the air during the broadcast, which, in addition to the dramatic portions, featured brief talks by civic leaders.

The Deep River Boys, on a Southern tour, gave two 15-minute programs

over WPTF, Raleigh, recently. **Opal Knowles**, purchasing agent and secretary to manager **Richard Mason**, observed her ninth anniversary in the employ of WPTF on April 7.

New voice on WBIG, Greensboro, N. C., is **Charles Cummins, Jr.**, who has taken over the sports department editorship vacated by **Tom Fleet**, who is awaiting a call from the Army Air Corps.

Nick Kenny, radio editor of the New York Daily Mirror, inaugurates new 15-minute series, titled "Military Parade" on WINS, New York. Programs will feature the playing of military marches and war songs interspersed with "jingoisms," patriotic appeals set to rhymes by **Kenny**.

New WGAC, Augusta, Ga., staffers are **Laurens Moore**, announcer who comes to the station from NBC guest relations, and **Preston Holland** who has been added to the sales department. **Bill Strauss**, WGAC engineer, has been classified 1-A and is expecting an early call from **Uncle Sam**. **Ben Miller** has gone with the public relations office of the War Department in Washington. **Steve Manderson** replaces him.

WISN, Milwaukee, is broadcasting all the 1942 baseball games of the Milwaukee Brewers, of the American Association, beginning with the season's opener played on Thursday, it was announced last week by **Bill Veeck**, president of the Milwaukee club, and **Gaston W. Grignon**, general manager of WISN. Announcers for these broadcasts are **Mickey Heath**, popular Milwaukee Brewer coach and well-known sportscaster, who will describe the play-by-play, and **Dutch Underhill**, chief of the WISN sports department, who will cover the highlights, scores of other games, and between innings comment. **Lever Brothers** and **General Mills** are sharing sponsorship of these broadcasts.

Following through on President Roosevelt's request for a name for the war, **WEBR**, Buffalo, conducted a prize contest to determine a suitable title for the conflict. First prize was given to the listener who suggested "Dictators' War."

Forrest Clough is now being aired six half-hours weekly on **KFJZ**, Fort Worth, in a new program titled "Shopping Reporter." Sponsored by local merchants, the series presents items of interest to housewives and menfolk. Record music by **Bob Wills** and **His Texas Playboys** furnishes the musical background. **Clough** also presents the "KFJZ Church Calendar" with **Frances Kay** at the organ on Saturday afternoons. **L. Roy Duffy** is the account executive on the "Shopping Reporter" and handles production of the "KFJZ Church Calendar."

Announcers at **WDAS**, Philadelphia are undergoing a course in target practice being given by the chief guard of one of local bank rifle teams. Station has started the practice in the belief that familiarity with firearms will be useful in combatting sabotage. **Lanse McCurley**, sports editor of the Philadelphia Daily "News" and **WDAS** sports commentator, is now back at the microphone after being out for several weeks due to illness.

New production manager of **WDZ**, Tuscola, Ill., is "Dippy" **Johnston**, veteran member of the staff. Addition to the **WDZ** engineering staff is **Gordon Miller** of Eau Claire, Wis., who replaces **Bob Williams**, now in the army. **Bob McCracken**, newcomer to **WDZ**, has just had a new tune published under the title of "Hullabaloo." **McCracken**, in collaboration with "Dippy" **Johnston**, also wrote a tune to introduce the baseball games on **WDZ**.

Bob Peebles, formerly of **WJTN**, Jamestown, N. Y., is the latest addition to the announcing staff of **WCAE**, Pittsburgh. **John Ott** of **WCAE** technical department has re-enlisted in the United States Navy. He will return to the service as a third class radio man in the submarine division.

For the dealers and distributors of **General Mills Products**, assembled in meeting at the **Keystone Hotel**, Thursday evening, **WWSW**, Pittsburgh, presented a half-hour jamboree that featured **Bill Benschwanger**, **Sam Watters**, **Jack Craddock**, plus a musical program supplied by **Brad Hunt's Orchestra** and **Two Queens** and a **Jack**, a novelty yodelin' act. The program, broadcast from 8-8:30, acted as a welcome-home gesture to the **Pirates** who arrived in Pittsburgh Friday for the season's local opener.

KMOX, St. Louis, will stage a demonstration of "classroom technique" before apprentice teachers and seniors of the **Harris Teachers College** of St. Louis on April 24. **Elizabeth Ann Campbell**, director of educational activities for the station, will supervise the demonstration.

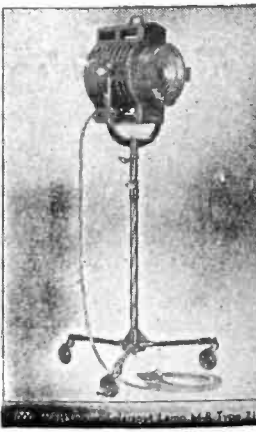
Ray Gondek, newest member of the engineering staff at **WILM**, Rochester, N. Y., underwent a secret operation last week. Latest reports are that he is doing very well and will be back on the job in a few weeks. **WHAM** is producing a new show called "America Keeps Fighting." **Weekly** program is fed to the station's FM outlet, **W51R**, and presented by a concert orchestra under the direction of **Charles Siverson** and other artists every Tuesday night.

WIP, Philadelphia, Pa., will broadcast the highlight events of the Relay Carnival on April 24 and 25. **Milton Gottlieb**, assistant pilot of **WIP's** "Dawn Patrol," received a pencil set from his fellow workers as gift recently. He has been cast to the colors and will be replaced by **Walter Wilson**. **Mort Law**, **WIP** "Dawn Patrolter," is taking over all his request mail to the paper conservation corps as one of his contributions to the war effort.

Arden X. Pangborn, managing director of **KGW-KEX** in Portland, Oregon, announced this week the change of the **Baukhage** news program to the **Fisher Flouring Mills Company** of Seattle, and of the "News Here and Abroad" series to the **Stevens Company** of Portland, on **KEX**, the Blue outlet. Previously, the **Firm** had sponsored on a trial basis a two-a-week of the **Baukhage** programs and three-a-week of "Here and Abroad." They chose to drop the latter and increase **Baukhage** airings to the complete five-a-week. The **Hillman** and **Lley** shows were immediately bought by **Stevens**.

William S. Gailmor, news analyst heard on **WHN**, New York, on Monday, 1:30-1:45 p.m., has been renewed by his sponsor, the **Sturck Baking Company**, for another three nine weeks during the same period. **Gailmor**, who has been heard on the same sponsorship for the past year, on **WHN**, is a widely traveled lecturer and foreign correspondent formerly stationed in the Near East. Earlier this year he was presenting a series of news analyses on **W71 WOR's** FM station.

1942													
BIRTHDAYS													
17	18	19	20	21	22	23	24	25	26	27	28	29	30
April 20													
Merritt W. Barnum													
Betty Lou Gerson													
Wilfred Glenn			Bud Linn			Arthur Pine							



★ TELEVISION ★

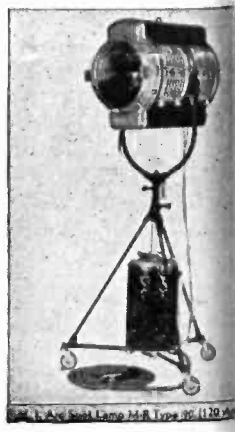
Equipment for Radio Stations

Charles Ross, Inc., carries the most complete line of **MOLE-RICHARDSON Co.** Incandescent and High Intensity Arc Lamps in the East.

LIGHTING EQUIPMENT
Any Purpose Anytime Anywhere

333 W 52nd St., New York City
Circle 6-5470-1

CHARLES ROSS, Inc.





RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 19, NO. 15

NEW YORK, N. Y., TUESDAY, APRIL 21, 1942

TEN CENTS

New Equipment Doubtful

High Mexican Court Upholds Gov't Control

Mexico City—The government's right to regulate radio as a wartime measure was upheld here by the supreme court. The Ministry of Communications and Public Works ordered XENT to change its frequency. Station, owned and operated by the Compañia Industrial y Universal de Mexico, on a frequency of 1115 kc. with power of 10,000 watts was ordered to change to the 810 frequency channel, but refused to move and a fine of \$1,000 (Mex.) was levied against the station. The supreme court...

(Continued on Page 2)

Schafer Splitting Time To Two 15-Minute Periods

"Schafer Revue" will switch to two 15-minute programs a week. Monday and Wednesday at 7:30-7:45 p.m. on WJAF, New York, effective May 11. Program had been aired on a half-hour spot once weekly and under the new setup will be scheduled between two high-rating news programs on the New York outlet, "News of the World" with John W. Vandercook and "Kaltenborn Edits the News."

Soretone Radio Debut; Buys Anns. In 12 Markets

Using radio for the first time in behalf of Soretone, McKesson & Robbins on May 1 will launch a spot campaign on 12 stations in as many different markets. Live announcements will be used, varying from 5 to 10 per week, the campaign running 20 weeks. Station list was not disclosed. D. Tarcher & Co. handles the account.

Team-Work

Philadelphia — WIBC staffers Pete Roberts and Ray Glemser disproved the old saying, "Two wrongs do not make a right." Roberts, who recently joined the station from WHAM, Rochester, by force of habit, announced the call letters of his former station; Glemser simultaneously "cooperated" by throwing the wrong switch and error did not reach the airwaves.

Cagney on "War"

James Cagney has been set for the lead role in the four networks' tenth "This Is War!" program Saturday at 7 p.m., EWT. Titled "Smith Against the Axis," the script by Ronald M. MacDougall treats of the war's effect on the man in the street and his home life. Norman Corwin will direct the program.

Pierce Denies Report Of "Censorship" Bill

Washington Bureau, RADIO DAILY Washington—"I have absolutely no legislation in mind the curb the statements of radio commentators and newspaper columnists," Representative Walter F. Pierce (D., Ore.) declared here yesterday. Anxious to spike rumors circulating as the result of a story in the current issue of "Editor and Publisher," Rep. Pierce told RADIO DAILY that he thought irresponsible critics were best answered by a...

(Continued on Page 7)

Newspaper Radio Comm. Will Hold Meeting Today

Meeting of the Newspaper Radio Committee group planned for yesterday afternoon at the Waldorf-Astoria Hotel was postponed, and set for this afternoon at 2:30 p.m. in the West Foyer, on the third floor of the hotel. Reason for the postponement was the lengthy session of the AP meeting...

(Continued on Page 5)

Pepsi-Cola 5-Minute Program Clearing 171 Stations on Blue

Philco Mulls Dividend; Elects New Directors

Philadelphia—Prospects of a 25 cent dividend on common stock were indicated by James T. Buckley, president of the Philco Corp., following its recent annual meeting. At the meeting the board of directors whose terms expired were re-elected to serve during the ensuing year and the following...

(Continued on Page 2)

Both Fly and WPB Believe CP Holders Will Be Unable to Build Or Change Unless Material Is At Hand

U. S. Radio Men Busy On Canadian Junket

Montreal, Que.—Officials of the four American networks and individual stations accompanied by some of their ace news commentators and analysts yesterday commenced a tour of war industries in the Montreal district under the tutelage of H. Lash, director of the Department of Public Information. The U. S. visitors started on the first of what will be a four-day, more-or-less whirlwind trip taking...

(Continued on Page 7)

Chairman Fly Moderator Of "Town Meeting" Apr. 30

FCC Chairman James L. Fly will serve as moderator of the April 30 "America's Town Meeting of the Air" forum program on the Blue Network which will discuss "The Role of Criticism in Wartime." Panel will be...

(Continued on Page 7)

Firestone Tire Renews 15th Year On Red Net

Firestone Tire & Rubber Co., Akron, Ohio, has renewed for the 15th year the "Voice of Firestone" program on 61 NBC Red stations, Mondays from...

(Continued on Page 2)

Washington Bureau, RADIO DAILY Washington—Holders of construction permits for new broadcast stations or changes in the transmission facilities of existing stations will not be able to carry through the jobs unless they already have all the necessary material, it was indicated yesterday by two sources. A War Production Board spokesman unofficially indicated that, although a WPB order following the DCB construction freeze ruling has not yet been issued, it is almost certain that CP holders will be unable to obtain any additional materials. FCC-DCB Chairman James Lawrence Fly, at...

(Continued on Page 5)

Ohio "U" Sets Panels For War Discussion

Columbus, O.—Four panels have been completed for "Radio in Wartime," general theme of the 13th annual Institute for Education by Radio which opens May 3 at the Deshler-Wallick Hotel here, for a four-day convention. The Institute, under the leadership of W. W. Charters, hon...

(Continued on Page 3)

Wise & Co. Spot Campaign For Plane Spotter Guide

William H. Wise & Co., book publishers who have used spot radio extensively in the past to plug various inexpensive publications, has em...

(Continued on Page 2)

Tires First

Youngstown — Chief concern of Georgia Davidson, WKBN special events director, on return to consciousness in the hospital, following a motor accident, was rationing. Awakening, she was told that she was suffering a slight concussion. "Concussion, hell!" was the immediate rejoinder. "How are my tires?" All five tires and Miss Davidson are recovered, it is said.

Returning to network radio after an absence of about six months, Pepsi-Cola Co. is currently attempting to line up via the Blue Network what is believed to be the largest hookup of any regularly scheduled commercial series—171 stations, all U. S. outlets. To debut May 4, the program will be aired Monday thru Friday from 9:55-10 p.m., EWT, and will feature Ramona and the Tune Twisters. Show is a Kent-Johnson...

(Continued on Page 7)



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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, April 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	114 1/2	113 3/4	114 1/4	+ 3/4
CBS A	9	8 7/8	9	+ 1/8
CBS B	8 7/8	8 7/8	8 7/8	
Gen. Electric	23 1/8	22 7/8	23 1/8	+ 1/8
Philco	8 1/8	8 1/8	8 1/8	
RCA Common	2 7/8	2 3/4	2 7/8	+ 1/8
Zenith Radio	10 5/8	10 5/8	10 5/8	

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	15 3/8	17 1/8
Stromberg-Carlson	45 1/8	55 1/8
WCAO (Baltimore)	16	19
WJR (Detroit)	17 1/2	19 1/2

Philco Mulls Dividend; Elects New Directors

(Continued from Page 1)

ing new directors were elected: William Balderston, Raymond A. Boyce, Harold W. Butler, James H. Carmine, David Grimes, W. Paul Jones, William Fulton Kurtz, Frank H. Mancill and William R. Wilson.

Firestone Tire Renews 15th Year On Red Net

(Continued from Page 1)

8:30-9 p.m., EWT, effective June 1. Program is the second oldest network show, with "Cities Service Concert," another NBC Red program, having been on the air one year longer.

Renewal, which is for one year, was signed through Sweeney & James Co., Cleveland.

SAMUEL FRENCH
SINCE 1830
AUTHORS' REPRESENTATIVE
PLAYS FOR RADIO, STAGE & SCREEN
25 West 45th Street, New York
811 West 7th Street, Los Angeles
(Catalogue of Plays on Request)

COMING AND GOING

HENRY P. JOHNSTON, vice-president and general manager of WSGN, Birmingham, Ala., in town for conferences at the headquarters of the Blue Network.

CHARLES E. DENNY, general manager of WERC, Columbia's outlet in Erie, Pa., visiting briefly in New York for talks with the station's New York representatives.

HIDEGARD DIXON, of the William Esty New York office, has arrived in Hollywood to line up talent for the Camel Caravan Army shows.

J. LEONARD REINSCH, managing director of WSB, Atlanta, up from Georgia for a few days on station business.

WILLIAM F. MALO, commercial manager of WDR, Hartford, is spending a few days in Boston on station business.

JACK FIELD, JR., sales manager of WPTF, Raleigh, is on a business trip to Chicago with a stop scheduled for Chattanooga on the way.

CHARLES A. DAVIS, president, and H. W. WILSON, station manager and sales promotion director, of WWPC, have returned to their Lake Worth, Fla., headquarters after a visit here with the local reps.

CLAIR R. MCCOLLOUGH, general manager of the Mason-Dixon Radio Group, on a business trip to New York; visiting yesterday at the Blue Network.

WALTER KANER, conductor of the weekly stamp program on WWRL, has returned from Washington, D. C., where he was gathering broadcast material at the Pan-American Union, the Post Office Department and other federal agencies.

Mexican Supreme Court Backs Govt. Air Control

(Continued from Page 1)

court stated that the government was well within its rights to control radio. Court held that the tribunal was right in ordering station to the new frequency because evidence was shown proving the station was causing much public annoyance by interfering with United States and Canadian stations.

Pueblo City, Mexico—XEHR, a 10,000-watter has been shut down here because of its refusal to pay a claim against the management for wages. Station is owned and operated by Manuel R. Canale. This is the first case of its kind here in Mexico.

The Pueblo Board of Conciliation and Arbitration decreed that the station should be closed after listening to one of several claims against the station for failure to pay wages to its employees and artists.

Wise & Co. Spot Campaign For Plane Spotter Guide

(Continued from Page 1)

barked on a new radio campaign promoting a 25-cent edition of an "Air-craft Spotters' Guide." Currently on 12 stations, the Wise agency, Huber Hoge & Sons, here, is adding stations daily and expects to be on about 50 before long. One-minute transcriptions and participations are used.

Following are stations set thus far: WMEX, WPEN, WLAW, WOV, WITH, WFBK, WJBK, WIBW, KMJ, KPO, KNX and WJZ.

Pepsi-Cola 5-Min. Show Clearing 171 On Blue

(Continued from Page 1)

package built around the "Pepsi-Cola Hits the Spot" jingle and incorporating a jingle contest offering four \$25 War Savings Bonds as prizes. Newell-Emmett Co. is the agency.

As far as stations are concerned, only comparable network to the 171 sought for the new show is believed to be the Texas Co.'s hookup for the Metropolitan Opera broadcasts, which was also on the Blue and utilized about 160 stations, going as high as 169 on occasions. Gillette Safety Razor Co. uses over 200 stations, including Canadian, on some of its MBS prizefight broadcasts, but the lineup varies and it's not a regularly scheduled show.

Other extensive networks have been for the Mrs. Roosevelt show sponsored on 130 Blue stations by Pan American Coffee Bureau; the S. C. Johnson "Fibber McGee" program on the Red with 120 outlets, and Mutual's Coca-Cola lineup of over 120 for "Spotlight Bands." Largest CBS hookup is believed to be the "Philip Morris Playhouse" on 100.

If completed Pepsi-Cola's 171-station hookup will be composed of 125 Blue stations, plus "stations also available," these being Red affiliates. Question of whether these Red outlets will be recapturable by NBC upon the usual 28-day notice in the case of the Pepsi-Cola show still has to be determined, according to a Blue Network spokesman.

The Blue's forthcoming rate card, its first, will have a special section devoted to "stations also available," it was learned. These are Red stations available to Blue advertisers where time is not preempted by the Red. Understood that the question of 28-day cancellation clauses is one of the details unsettled as yet causing delay in release of the Blue's rate card.

Wedding Bells

Otis T. Wingo, WMCA's Washington correspondent, was married in the Nation's Capital on Friday to Eleanor Lemly Bunker. The ceremony was performed by the Rt. Rev. James E. Freeman, Bishop of Washington.

WEAF In three weeks WEAF drew 16,762 pieces of mail and over 32,000 FUNNY MONEY CLUB members.

\$\$\$ \$ \$ \$ \$ \$ \$ \$ \$ \$
FUNNY MONEY MAIL
\$ \$ \$ \$ \$ \$ \$ \$ \$ \$

WMAL Just started FUNNY MONEY for ONE AND ONE-HALF HOURS A DAY, six days a week. Going great!

\$\$\$ \$ \$ \$ \$ \$ \$ \$ \$ \$
FUNNY MONEY MAIL
\$ \$ \$ \$ \$ \$ \$ \$ \$ \$

WGR Says Mr. Keaton, "Mu as I hate to use the word 'sensational' that's the only way I can describe results of FUNNY MONEY. Mail is just pouring in!"

\$\$\$ \$ \$ \$ \$ \$ \$ \$ \$ \$
FUNNY MONEY MAIL
\$ \$ \$ \$ \$ \$ \$ \$ \$ \$

WCAR "Four thousand this ten FUNNY MONEY members the first month. Our client the Detroit Brewing Company delighted."

\$\$\$ \$ \$ \$ \$ \$ \$ \$ \$ \$
FUNNY MONEY MAIL
\$ \$ \$ \$ \$ \$ \$ \$ \$ \$

WWNY "FUNNY MONEY MAN is ideally suited to the emotional state of listener today... sells with a smile... client just took option on additional use of the show."

\$\$\$ \$ \$ \$ \$ \$ \$ \$ \$ \$
FUNNY MONEY MAIL
\$ \$ \$ \$ \$ \$ \$ \$ \$ \$

33 OTHERS FUNNY MONEY MAN has been adding stations at the rate of three a week. It has never been cancelled.

What about WOL?
...it reaches 1,430,000 people 24 hours a day!

Get the facts from WOL—WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM

1260 ON YOUR DIAL

Ohio "U" Sets Panels For War Discussion

(Continued from Page 1)

...y director; I. Keith Tyler, director and M. Margariete Ralls, secretary, brings together annually outstanding authorities and leaders in the field of education by radio. Four general sessions dealing with radio's part in wartime will be the feature of this Institute, together with a fifth session dealing with the effect of radio during the war.

V. Kaltenborn, NBC; Gregor Zner, WLW, and Morgan Beatty, Be Network, will discuss "Radio News Reports and Comments in Wartime." Following the talks by these commentators, a panel discussion of the issues raised will be led by Dean Ahur J. Klein, of the College of Education, Ohio State University.

"Is the Government Using Radio Effectively?" will be the problem discussed in another session after the one set by Mutual's "American Forum of the Air."

Corwin and Oboler Scheduled
"Radio Drama in Wartime" will present Norman Corwin and Arch Oboler. Their talks will also be followed by a panel discussion. H. B. McCarty, director of WHA, will preside.

...yman Bryson, educational director of CBS, will preside over the discussion of "Religious Broadcasting in Wartime."

The annual Institute dinner this

Long Feed

Presque Isle, Me. — WAGM of this city claims to be the recipient of the longest regular program feed in the country. Maine Radio News Service, originating at WLBZ in Bangor, is fed through 165 miles of open copper wire without the benefit of a booster amplifier.

... year will be given over to a testimonial for Walter Damrosch, among the first of the "big names" in radio to present an educational program to the children of the nation's schools. This citation will be presented to Damrosch by W. W. Charters. Speakers on this program will include Ohio's governor, John W. Bricker; John W. Studebaker, U. S. Commissioner of Education; Neville Miller, president of NAB; and Edward Johnson, general manager of the Metropolitan Opera Association.

Presentation By Mullen

Frank Mullen, vice-president of NBC, will present to Ohio State University the Walter Damrosch music scholarship during this testimonial dinner program.

Among the leaders of the Work-Study groups, which meet on Monday and Tuesday afternoons, will be Sidonie M. Gruenberg, director of the Child Study Association of America; Erik Barnouk, Columbia University; Earle McGill, CBS; G. E. Ferris, assistant editor of publications, department of agriculture, Ohio State University; and Paul Lazarsfeld, Columbia University.

FUNNY MONEY MAN



Fastest Selling Show Of The Year

CRAZY? THEY LOVE IT!

The idea of selling a moth ball for \$1.33 or a peanut-shell for 99c . . . that's what listeners love about FUNNY MONEY MAN. . . . One hundred thousand have joined FUNNY MONEY CLUBS and listen faithfully to FUNNY MONEY MAN programs.

STATIONS LOVE IT!

Here's a show that fits any time unit, from ten minutes, to two hours . . . once a week or every day. All it needs is one announcer and recordings.

SPONSORS LOVE IT!

Not only does FUNNY MONEY break mail-pull records. IT keeps listeners . . . and here's the proof . . . 75% of all money prizes offered have been claimed. That means that 75% of all those who ever joined FUNNY MONEY CLUBS have listened regularly.

YOU WILL LOVE IT!

FUNNY MONEY MAN is inexpensive . . . ideal for single or participating sponsorship, and every aspect of the show has been tested thoroughly.

IT'S SO SIMPLE!

Everything you need to put the show on the air can be in your hands in twenty-four hours. (1) Theme record. (2) Complete scripts. (3) Weekly Merchandising Bulletins. (4) A steady flow of publicity.

**Funny Money Man
Now In Comics!**
Starting this week Funny Money Cartoon strips will appear every day in the NEW YORK POST. It will soon be in your city's newspaper . . . to tie-in and boost the radio program.

WRITE NOW! START NOW!
Let FUNNY MONEY Make Real Money For YOU.

ALLEN A. FUNT

Radio Productions

52 VANDERBILT AVE. - - - NEW YORK CITY

CINCINNATI'S

Favorites



THE L. B. Wilson STATION

Los Angeles

By JAC WILLEN

TOO bad about those "two" censored spots in Thursdays "Coffee Time" broadcast. It withheld two terrific punch laughs from listeners—in on gags that are known to most everyone.

Larry Keating—Professor Puzzlewit to Sunday KFI dialers—celebrates his fifth anniversary as conductor of the popular quiz show this month.

Joe Santley, Republic Pictures director of the forthcoming Al Pearce film at that studio, had the roles reversed on himself when he visited the broadcast Thursday and was put on the air as a guest.

Billy Arzt, musical director for the Bob Burns CBS show, has composed a musical account of the adventures of "The Arkansas Traveler's" fabulous relatives. Title of the tune is "Arkansas Joe."

"Mr. Morse—why don't you write a mystery book?" That was the pertinent question which was received by Carleton E. Morse this week, accompanied by these figures. Carleton E. Morse: 91%; Edgar Allen Poe—4%; Ellery Queen—2%; Undecided—3%. These figures tell the story of how well-known mystery story writers rate with today's generation. The percentages are the result of a recent poll taken in the classroom of a Port Arthur, Texas, high school. They were forwarded to Morse by Frank Lee Wright, president of the "I Love A Mystery" Club of the Texas City.

Bert Lahr will guest star on the Rudy Vallee Sealtest Thursday program. Opus is entitled "Phlicker Phoney" and has Hollywood as its setting.

Ransom Sherman producers are talking "contract" to Shirley Mitchell, clever young actress, who plays "Mrs. Valveseat" on "Sherman's Wednesday CBS stanza.

If Bob Garred takes a vacation from his CBS newscasting chores this summer—which is unlikely because of the war—his Alma Mater, Stanford University, wants him to conduct an advanced course in radio reporting.

Ross Hastings, Los Angeles musician, was final winner of first prize in the "Chicago Theater of the Air" \$5,000 award. His operetta won out over 2,231 competitive entries.

Jack Benny starred in "The Amazing Mr. Williams" on "Silver Theater" Sunday. Musical settings were provided by Felix Mills and his orchestra.

Bob Burns says: "Tokyo's Chamber of Commerce has done some fine 'advertising' work. Every Yank you see wants to pay them a visit!"

RADIO ARTIST?

Call

LExington 2-1100

FIRST AND FOREMOST



Little Shots About Big Shots!

● ● ● Yes, it's finally true! Ralph Wonders arrived in town yesterday and immediately went into a business huddle!... "Abie's Irish Rose" which took a three point jump on the ratings released yesterday (over eighteen) returns on Sept. 5 after a nine-week hiatus... Pianos in taverns may be the next trend due to the curtailment of juke boxes and recordings... "Can You Top This" is slated for network with the agency making inquiries for time costs... "America Loves A Melody" with Marion Claire is a new MBSeries replacing "Chicago Theater of the Air"... Betty Winkler, one of the nicer people in radio, was given a surprise birthday party by her friends Sunday. Bob Jennings was in town for the event and then rushed to Washington for a contab with the Navy Dept... John B. Kennedy has endorsed a beer, his agents rush out to report with an extra-special press release... A group of non-union hillbillies selling a national smoke product, were hauled before the union. (Not Zeke Manners' crew!)... There's a great deal of talk around concerning the wax Howard and Shelton made kidding quiz shows—called "It Pays to Be Ignorant."

● ● ● The ether waves around Albuquerque, New Mexico, have taken on a new ring since Miss Marion Nichols of Las Vegas became radio station KOB's first regular woman announcer... Station officials said the use of a woman announcer was admittedly an experiment to see what public reaction would be, but they are also looking forward to the time when men announcers might be at a premium due to the call of the armed forces... No newcomer in radio announcing, the 23-year-old miss studied radio work at Ohio State University until last Spring and wrote and presented programs on several Columbus, Ohio, stations. Since Feb. 1 she has been employed in the KOB offices and has had charge of a special program each Saturday morning.

● ● ● Switchboard operator at WHBF, Rock Island became curious when a third call was received from a woman requesting exact time of next Pall Mall spot... In reply to the "Why?" the lady answered, "Oh, our 9-months-old baby is just crazy about the 'boop-boop-boop'."

● ● ● KSTP Salesmanager Ray C. Jenkins believes he has at last found the ideal radio sponsor... It is the Lakewood cemetery of Minneapolis which presents a 15-minute Sunday night studio program of patriotic music titled "My Country"... The only commercial identification is "Lakewood, truly a great mutual civic institution presents 'MY COUNTRY'." The program ends similarly, with a total of not more than ten seconds of the entire broadcast devoted to commercial identification.

● ● ● David N. Simmons, promotion manager of KDYL has been appointed radio coordinator for the War Bond Sales Committee of Salt Lake City by Paul F. Keyser, general chairman... The Park carpenter, turned steeplejack, was necessary to properly anchor the banner of WIBG, Philadelphia, on the press box atop of Shibe Park from where sportscaster Byrum Saam broadcast the General Mills-Atlantic Refining games. Only comment after being held by his feet, head down, was, "It's lucky I laced my shoes tight when I dressed this morning."

● ● ● Boris Karloff, entering on a new run as star of "Inner Sanctum Mystery" was on his way to rehearsal. Sitting next to him on the subway train were a little boy and his mother... The boy kept making all sorts of faces at Karloff. The radio-film bogeyman was just a little annoyed and wagged an admonishing finger at the youngster... "Don't mind him," said the child's mother. "He's just trying to scare you. He's making believe he's Boris Karloff."

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

SIGNS of Spring in Chicago: Fra Dane, "Tom Bryson" in "Backstage Wife," with pockets bulging with feathers for trout flies; Al Massey, one of the Westerners heard on "Reveille Roundup," talking fully about ridin' the range back home in New Mexico and Per Faith, "Carnation Contented" maestro, checking over his camera equipment. Army Guard at Municipal airport with one ear cocked to a portable radio broadcast of a Cubs game.

Ted Weems, orchestra leader, was keenly disappointed in the agency inability to clear the title on the "Be the Band" show for a sponsored summer show. Ted took an engagement at the Blackhawk Restaurant on the strength of the new summer commercial.

Myrna Dee Sergent, Chicago commentator, returned to the air after absence of eighteen months yesterday, when she inaugurated a new morning program on WJJD. Miss Sergent will be sponsored by Columbia Shoe Co., through Manhe Advertising Agency and will be heard on Mondays, Wednesdays and Fridays at 9:30 a.m.

Fort Pearson, NBC announcer, finishing in Florida. Gene Baker is pinning hitting for him on the "Right to Happiness" show.

Author Stanley Kauffmann will celebrate his birthday on April 24 date on which WBBM-CBS will broadcast his latest radio drama "Marry a Million." Dramatic presentation will co-star Barbara Ludlow and Les Tremayne.

Bill Irwin, "Times" radio editor regards Bill Ray's NBC invitation letter to the WMAQ twentieth anniversary celebration as the "letter of the month" and Nat Green, "Billboard" columnist, seconds the nomination. Letter revealed Boswell Ray as a humorist and rhymster as well.

Paper conservation or a fall off hands has resulted in a decided drop off in press releases from the networks and stations. However, current releases carry less puffs and more factual information about radio artists and activities.

New face in the music department at WBBM is Virginia Thelen, former receptionist, who takes over duties Patricia Kane. Miss Kane succeeds Isabelle Fairchild, who is one of the four newly appointed women student control engineers.

WBNX NEW YORK
WITH THE MOST INTIMATE AND EFFECTIVE PROGRAM APPROACH TO AMERICA'S LARGEST MARKET

5000 WATTS Directional
OVER METROPOLITAN NEW YORK

New Material Doubtful For Building-Changes

(Continued from Page 1)

his press conference stated that, while the Commission is not likely to rescind any existing authorization holders who do not have all the materials probably "will not be able to get much comfort out of Washington."

Sees Action "Very Promptly"

He indicated he thought the order announcing the WPB position on the DCB recommendation would come "very promptly," and added that he did not know whether the Commission would await it before making its formal announcement that no construction permits will be granted. The FCC had the matter under consideration at a meeting yesterday, with approval of the DCB policy suggestion regarded as assured.

The FCC Chairman said he thought holders of permits who already have all the necessary materials could go ahead with the construction as before. He emphasized, however, that this would apply only to those companies who do not need government assistance in obtaining their materials.

He declared, in response to a direct question, that he did not believe the Commission would rescind any action already taken, but pointed out that construction grants might "in effect be rescinded" simply because the stations do not have the full materials necessary to complete the work.

Permission for Minor Changes

It is not probable that the FCC will in the future permit, or the WPB give priority ratings, for any but the most minor changes in existing facilities. It is not thought that operators of existing stations will have any difficulty obtaining permission if necessary, and materials for necessary repair and maintenance, broadcast assignments and the structure of the existing transmission facilities are regarded as frozen for the duration of the order.

Newspaper Radio Comm. Will Hold Meeting Today

(Continued from Page 1)

Today. NRC had planned to hold its meeting directly after the AP bus session, which mulled changes in its by-laws, and which among other items would permit a franchise for the Chicago "Sun." Sunday meeting of the NRC Steering Committee, according to Harold Hough, chairman, was routine and concerned to great extent the plans for the general meeting.

Woods Feted in Chicago

Chicago—Mark Woods, president of the Blue Network, was guest of the executives of the organization yesterday at a luncheon held in the Grand Mart. Woods is en route to the West Coast.



Words and Weapons...

F.O.B. DETROIT

Big things are happening in and around Detroit. Michigan fields, last year green with corn, have sprouted huge armament plants—one of them *the largest building in the world*. Production lines that carried fancy autos now roll off mighty fighting tanks. Massive bombers from a single factory soon will be completed *one every hour, day and night*.

These are facts which perk the ears of Mr. and Mrs. American Citizen as they listen to the radio program called *F.O.B. Detroit*. Originated every Saturday by WJR for 92 CBS stations, this broadcast is Detroit's report to the nation—an

authentic account direct from the lips of those men who have converted the world's greatest automotive center into a mammoth Arsenal for Democracy.

There have been rumors that America cannot produce armaments fast enough to avert defeat, that Americans go into battle with empty hands. Radio can combat these Axis lies. Radio *does* combat them with word of weapons *F.O.B. Detroit*.



BASIC STATION... COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President... Leo J. Fitzpatrick, Vice President and General Manager

Edward Petry & Company, Inc.
National Representative

★ ★ Words And Music ★ ★

Notes on Music

By SID WEISS

ALTHOUGH MUSIC PUBLISHERS AND tunesmiths alike will take a "royalty" beating as a result of the Govt.'s cutdown on records, insiders are already looking for the silver lining to the move. In sum, it may turn out to be the antidote to cure the "payola" infection and other unethical procedures which have plagued the music industry for some time. One music man told us that of the first 10 most played songs during the past few months, at least half of them made the grade—not on their merits—but through the old pay-off. As proof, he pointed to the inconsistency of the "most played" songs as compared to actual best sellers. The decreased record production will mean concentration on name bands only. It also means that small firms whose pay-off income is derived from record royalties may be eliminated. Tin Pan Alley has long tried, unsuccessfully, to abandon the sheet. Since this seems impossible, there is a strong movement afoot to adopt Dr. Peatman's system—a weekly survey that not only lists performances, but also the number of stations each performance goes through on a network airing. The acceptance of this survey would give agencies and commercial programs a more accurate picture of song popularity throughout the length and breadth of the nation.

Baseball rivalry has flared up between the big-name bands. Woody Herman's crew trimmed J. Dorsey's outfit in Central Pk. the other day to the tune of 13 to 8....Dinah Shore's Sunday program switches to Friday nites starting May 1st....Leonard Feather, British jive authority, composer and press agent, has taken over the job of producing and emceeing WMCA's jazz quiz, "Platterbrains," formerly held down by Bob Bach. Latter has left for the army....Bea Wain will be interviewed by Nellie Revell tomorrow....Ink Spots due for a tour of the Army Camps—then another shot at the Paramount on May 16th....Battle of the music mags is on with Dave Dexter and John Hammond taking over "Music and Rhythm" to compete with "Downbeat."

WJBK
DETROIT'S LEADING
INDEPENDENT STATION

Carries more national
advertising than any
other station of its
power in the country.

250 WATTS . 24 HOURS A DAY

WJBK

NETWORK SONG FAVORITES

The following two alphabetical lists of songs obtained sufficiently high Audience Coverage Index ratings for the week ending April 18, to appear in the weekly Audience Coverage Index Report of the Office of Research-Radio Division, under the direction of Dr. John G. Peatman of the Department of Psychology, The City College. The first list includes titles with 50 or more ACI points. The second list includes titles with from 25 to 50 ACI points.

The Audience Coverage Index is a national rating of popular song performances heard over the radio networks. This rating for a song is based on (1) the number of performances heard in New York City during the week over WEA, WJZ, WABC, and WOR for the daily period from 8 a.m. to 1 a.m.; (2) the number of performances on other stations of network programs for Audience Coverage beyond the New York area; and (3) the estimated relative size of listening audiences for each day of the week and different time periods of the day. Partial choruses and signatures are not included in the tabulations.

The number of performances heard in the New York area both for network stations and three local stations (the latter for 5 p.m. to 1 a.m. only) are indicated. These are based on compilations of the Accurate Reporting Service and of the Office of Research-Radio Division.

SONGS WITH AN ACI RATING OF 50 OR MORE POINTS (alphabetically arranged):

TITLE	PUBLISHER	N. Y. City Performances	
		Network Stations WEAF, WJZ, WABC, WOR	Local Stations WMCA, WHN, WNEW
Deep In The Heart of Texas (Melody Lane, Inc.)		23	5
Don't Sit Under The Apple Tree (Robbins Music Corp.)		34	8
Happy In Love (Leo Feist, Inc.)		36	2
Heavenly, Isn't It? (Greene-Revel, Inc.)		31	4
How About You? (Leo Feist, Inc.)		17	11
I Don't Want To Walk Without You (Paramount Music Corp.)		27	14
I'll Pray For You (Harms, Inc.)		26	16
Me And My Melinda (Irving Berlin, Inc.)		25	4
Miss You (Santly-Joy-Select)		23	13
Moonlight Cocktail (Jewel Music Co.)		29	10
She'll Always Remember (Witmark & Son)		25	10
Skylark (Morris Music Co.)		46	18
Sleepy Lagoon (Chappell & Co.)		19	18
Somebody Else Is Taking My Place (Shapiro-Bernstein, Inc.)		36	12
String Of Pearls (Mutual Music Co.)		19	10
Tangerine (Famous)		37	15
We'll Meet Again (Dash, Connelly, Inc.)		19	7

SONGS WITH AN ACI RATING OF 25 TO 50 POINTS

A Zoot Suit (Greene-Revel, Inc.)	9	5
Always In My Heart (Remick Music Corp.)	20	9
Anchors Aweigh (Robbins Music Corp.)	8	1
Arthur Murray Taught Me Dancing (Famous Music Corp.)	8	5
Blues In The Night (Remick Music Corp.)	10	10
Breathless (Campbell, Loft & Porgie)	25	1
Embraceable You (New World)	12	3
Full Moon (Southern Music Co.)	19	6
How Do I Know It's Real (Chappell & Co.)	13	7
I Remember You (Paramount Music Corp.)	23	5
I Threw A Kiss In The Ocean (Irving Berlin, Inc.)	7	3
Jersey Bounce (Lewis Music Co.)	24	9
Johnny Doughboy Found A Rose In Ireland (Crawford Music Co.)	16	8

(Continued on Page 7)

New Pacts—Renewal Set By NBC Disk Division

Three new contracts and a renewal were signed last week for syndicated NBC Radio-Recording Division programs. WROL, Knoxville, Tenn., signed for the "Betty and Bob" series, while WPRO, Providence, renewed their contract for the same program. WENR, Chicago, signed for "Let's Take a Look in Your Mirror," and WFIL, Philadelphia, contracted for "Time Out With Ted Steele."

Actors' War Committee Forming Advisory Board

Currently in the process of forming an advisory board, a meeting of officials of the Actors War Activities Committee, formerly the Four Talent Coordinating Committee, will be held this afternoon at the new CBS studio building on East 52nd St. here. Change of name was made in order to expand the scope of the group so as to give representation all branches of the industry.

Purpose of the committee is to coordinate requests for free talent, as liaison with branches of the Government, facilitate obtaining of talent, and, at the same time, serve to protect actors, theater owners, network managers, etc., against unauthorized and unreasonable misuse.

Forming the nucleus of the Actors War Activities Committee are Ben Lytell, president of Actors' Equity; Frank Gillmore, president of 4-A's; Emily Holt, national executive secretary of AFRA; George Hell, associate secretary of AFRA; Florence Marston, executive secretary of the Screen Actors Guild; Lawrence Tibbett, president of AFRA, and Blanche Witherspoon, of A.G.M.A.

WDRRC

CONNECTICUT'S PIONEER BROADCASTER

NIGHT & DAY

Night and day, throughout the week, WDRRC carries a strong schedule of the country's leading advertisers. Here's the reason: They pick WDRRC for its winning combination of coverage, programs and rate. Basic CBS, Hartford.



Pierce Denies Report of "Censorship" Bill

(Continued from Page 1)

...ion of a recent Mutual broadcast by Raymond Gram Swing. Pierce had this transcript of the Swing broadcast inserted in the "Congressional Record" and on the floor of the House said, "One of the delicate questions now being discussed is how far we are going to allow the newspaper columnists to go in criticism and how far those who talk over the radio are going to be able to criticize and find fault." However, he had no intention, and has no intention, he said, of instituting legislation to silence the critics. Pierce is the author of a bill, still in committee to force the operators of public opinion polls to make public the methods by which they obtain their results.

Swing Script Detailed

The Swing script dealt at some length with the sending of troops to Australia, making the point that even when the Administration was being criticized by critics for not sending men to the Far East, troops were actually being sent that way but for military reasons the information could not be given out. He said it takes a good two months from the time a decision is made to send troops as far away as Australia before they can actually arrive there.

He continued that criticism of the Army, the Navy and the President during this period should cause a great many red faces in the country today among those who spoke most bravely.

Phone Hour Readies List of Guests for New Series

Final list of artists to appear on the "Telephone Hour" Great Artists Series which debuts April 27 was announced yesterday by N. W. Ayer & Co. agency on the Bell Telephone System account. Jascha Heifetz will be the first guest on the program, aired weekdays from 9-9:30 p.m., EWT, on April 27, with others set to follow being George Moore, Charles Kullman, Lanning Hatfield, Jose Iturbi, Helen Jepson, Lawrence Tibbett, Lily Pons, Paul Melton and John Charles Thomas. Others will be added, it was said, and many will appear four or five times throughout the year.

NETWORK SONG FAVORITES

(Continued from Page 6)

TITLE	PUBLISHER	Network Stations	Local Stations
		WEAF, WJZ, WABC, WOR	WMCA, WHN, WNEW
Lamplighter's Serenade (Robbins Music Corp.)		16	7
Lamp Of Memory (E. B. Marks Music Corp.)		10	5
Marines' Hymn (E. B. Marks Music Corp.)		10	1
Sing Me A Song Of The Islands (Bregman, Vocco & Conn)		22	3
Star Dust (Mills Music Company)		10	5
Three Little Sisters (Santly-Joy-Select, Inc.)		14	3
Where? (Mills Music Co.)		16	2
You Made Me Love You (Broadway Music Co.)		13	4

The copyrighted Audience Coverage Index report issued weekly by the Office of Research—Radio Division, 3470 Broadway, is available to subscribers at a nominal charge. The complete report includes not only the Audience Coverage Index for the fifty songs with the highest ratings of the week, but also the ACI rating change from the preceding week, the number of weeks each title has appeared on the ACI report, and the average number of additional station broadcasts during the week.

WSJS Revamps Staff; Harold Essex Director

Winston - Salem, N. C. — Complete reorganization of the staffs of WSJS and FM station, W41MM, with Harold Essex as director of operations, has been announced by Gordon Gray, president of the stations, prior to his entrance into officers' training school. In the direction of WSJS the following will continue as Essex's associates: Norris O'Neil, business manager; John E. Miller, program director; Philip Hedrick, chief engineer. Robert C. Estes of the WSJS announcing staff has been named production manager of W41MM, now in construction, and C. M. Smith will continue as chief engineer; O'Neil will serve as business manager of the FM station in addition to the standard-band transmitter.

Blast Furnace Workers On WMCA War Program

Four blast furnace workers from Rankin and Homestead, Pa., representing the crew that broke the world's record in pig iron production, will be brought to New York to appear on WMCA's "Friendship Bridge" program to be short-waved to English workers tomorrow from 4:15-4:30 p.m. The four will come as the guests of the Labor Division of the War Production Board under whose auspices the program is aired, the men being sent here by the Steel Workers Organizing Committee of the CIO.

"Black Satin Swing" Debut

"Black Satin Swing," a new WMCA musical program scored almost exclusively in the bass clef, will make its bow on Thursday and will be heard each Thursday thereafter from 8:03-8:30 p.m.

Joins WMAS Staff

Springfield, Mass. — Benjamin C. Sweet, formerly sports announcer at WKNE, Keene, N. H., has joined the announcing staff of WMAS, Springfield.

Chairman Fly Moderator Of "Town Meeting" Apr. 30

(Continued from Page 1)

made up of Norman Thomas, Socialist; Walker D. Fuller, president of Curtis Publishing Co., and George V. Denny, who usually serves as the program's moderator. The broadcast will originate via WOWO, Ft. Wayne, Ind.

"America's Town Meeting of the Air" is heard each Thursday evening at 9 p.m., EWT, over the Blue Network.

U. S. Radio Men Busy On Canadian Junket

(Continued from Page 1)

ing them to various parts of Eastern Canada to better acquaint themselves with what Canada is doing to win the war.

War industry factories, Army and Air Force training centers, shipbuilding yards, various government wartime control boards will be visited and inspected and the radio men will have every opportunity to comprehend the full nature and size of Canada's war effort.

Yesterday morning the large party left the Windsor Hotel headquarters at an early hour on the first leg of the itinerary that took them during the day to the Angus shops of the C. P. R. Fairchild Aircraft works, Dorval airport for luncheon with the Atlantic Ferry Command, and Sorel Industries in Sorel, Que.

Last evening, the visitors were entertained at a special dinner by the Canadian National Railways and then entrained for Brockville where they will be the guests of the Canadian Army at the Officers Training School today.

Among Americans here are Commissioner T. A. M. Craven, of the FCC; Lawrence W. Lowman, Bill Slocum and Dan Russell, CBS; G. W. Johnstone and H. R. Baukhage, Blue Network; Clay Morgan and A. A. Schechter, NBC; Lester Gottlieb and Dave Driscoll, MBS.



"COME ON-REDS!"

shouts Suzy our Steno. "This year, again, avid Redleg fans are tuning to the more complete and more interesting play-by-play description of the Reds' games broadcast by experts Roger Baker and Dick Bray, Cincinnati's favorite baseball broadcasters.

ALL WSAI advertisers benefit from Cincinnati's preference for WSAI's coverage of the Reds' games.

WSAI'S SALES AIDS

1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

IT SELLS FASTER IF IT'S

WSAI IDENTIFIED

CINCINNATI'S OWN STATION
NBC & BLUE NETWORKS • 5,000 WATTS DAY AND NIGHT

920 CLUB
One of America's Greatest Local Radio Programs
WORLD BOSTON, MASS.

★ ★ Coast-to-Coast ★ ★

CAMPBELL RITCHIE, traffic manager at CKLW, Windsor-Detroit, has inaugurated a new daily series, presented in conjunction with the "Detroit Times." Programs highlight various feature articles in the newspaper. Ritchie and Val Clare, CKLW news commentator, were among those present at the recent wedding of Budd Lynch, former CKLW sportscaster and publicity director, who is now in active service with the Canadian Army. Additional news service, five days weekly at 1:50-1:55 p.m., has been added to the CKLW schedule. It is sponsored three times weekly by Aspertane.

KTUC, Tucson, was without network services last week for seven hours as a result of a \$50,000 fire in Phoenix which destroyed the telephone company's major trunks between the two cities. "The Goldbergs" for Procter & Gamble's Duz, has been started five days weekly on KOY, Phoenix, and the Arizona Network. This is the sixth P & G strip originating with KOY for the regional net.

Jack Knell, news editor of WBT, Charlotte, N. C., is back on the job, after a serious illness. Betty Todd, WBT continuity department head, is visiting New York on a vacation holiday. New news schedule containing a complete list of news broadcasts heard over the station is being distributed to listeners by WBT.

WFMJ, Youngstown, has signed the local Blair Dry Cleaning Co. to a spot contract calling for 23 announcements weekly for a period of 9 weeks. Jack L. Barton Dry Cleaners are sponsoring a twice weekly fifteen minute ET show, titled "I Am An American." Latter contract is for 15 weeks. Other new business on WFMJ is Keystone Bakery of Youngstown, which is bankrolling 10 ET spots weekly until further notice.

Jerry Lee and his orchestra with the Cooper Twins, Charlotte and Shirley, who are heard regularly over KOB in Albuquerque, New Mexico, are doing their part for National Defense. Jerry and his gang often get up as early as 6:30 a.m., after having played all of the previous evening, to entertain soldiers and sailors who stop off troop trains to eat breakfast at Fred Harvey's Alvarado Hotel.

Jimmie Fidler, movie commentator on the Blue Network, has been invited by Governor Leon C. Phillips to be guest of honor at a two-day '89ers celebration at Okemah, Okla., on April 21 and 22. Fidler is sponsored by Carter Products, Inc., for Arrid in a 15-minute program of Hollywood news Monday nights on 34 Blue stations.

Regal Beer has just signed a long term contract for the baseball scores over WTSP, St. Petersburg, Florida, for the duration of the major league season. Scores will be given at 6:15 p.m. seven days a week. Another new contract for WTSP is Churngold with six 15-minute programs a week, Monday through Saturday, at 10:30 a.m. presented by the station's household advisor, Lucille Crossman. American Benefit Insurance Company of Orlando has signed up for a five-minute transcribed program daily on WTSP.

WNXY, Watertown, N. Y., has added another network feature to the list of sustaining programs. In cooperation with the War Department and the Columbia Broadcasting System, WNXY is carrying the weekly series of addresses by national figures on the background of the present war. These talks which will feature Shirer, Agar, Murrow, and such men, is part of the orientation program of the War Department.

The Belgium Information Bureau has signed with WQXR, New York, to sponsor the station's Associated Press news periods from 7:25-7:30 p.m. on Tuesdays, Thursdays and Saturdays for thirteen weeks. The Gotham Advertising Co. placed the account.

Ronald Dawson, former production director of the West Virginia network, has joined the program staff of WHBF, Rock Island, Moline and Davenport. "Stump the Staff," a half hour quiz show during which four members of the staff at WHBF, answer the listener, airs each Tuesday evening at 9:30 (CWT). When staff fails to answer the listener's written question, the sender receives a cash award. Show was originated by Jack Sherman of the WHBF program department.

"Fishing Bulletin," a prime favorite with Pacific Northwest fishermen, entered its 11th year when it returned to the air over KALE, Portland, Ore., recently with Bob Henderson at the microphone. As its name implies, "Fishing Bulletin," is a program which gives the angler the latest information on fishing conditions throughout Oregon and Southwest Washington. The reports are telephoned or wired to KALE each Friday evening just prior to broadcast time.

Recent happenings at WFBI Indianapolis, Ind.: Dave Milligan, continuity writer, is recovering from recent appendectomy. Sam Sironc, nouncer, became the father of a pound baby girl. Julia Rice, secretary to Harry Bitner and William general and commercial manager, respectively, is back at her post after a honeymoon. Gene Vaughn, former of WSPD, Toledo, is now on the staff of WFBI.

Lester E. Hughes, commercial manager of WAGM, Presque Isle, has taken over the duties of general manager of the station, with the resignation of R. W. MacIntosh, who entered the government service. Changes in the WAGM personnel include the appointment of Helmut Dillen, continuity director, as manager of the outlet and the appointment of Harold D. Glidden to former commercial manager's position vacated by Hughes.

WGAC, Augusta, Ga., had guests recently Bill Stern, Bob Tom, Tony Leader and John Dillon, NBC. Guests were in Augusta for the Masters Tournament. During their visit WGAC originated Stern's "Sports Newsreel" for Colgate over NE in addition to two and one-half hours of remote pickups of the tournament.

PULL THEM IN

HAGERSTOWN WJEJ

BALTIMORE WFBR

SALISBURY WJLB

WFBR
BALTIMORE

Mutual and National Coverage Network

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

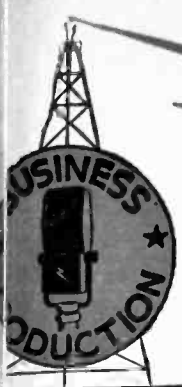
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BIRTHDAYS

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April 21

Lois Collier Arthur Hinett
Max Jordan Paula Nicoll
Ken Schon



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 19, NO. 16

NEW YORK, N. Y., WEDNESDAY, APRIL 22, 1942

TEN CENTS

National Talent Pool

FCC Acts To Relieve Technician Shortage

Washington Bureau, RADIO DAILY
Washington—The FCC moved to alleviate the severe shortage of broadcast technicians yesterday by relaxing its requirements to provide that holders of restricted radiotelephone and radiotelegraph licenses may operate stations if the station licensee obtains a first class permittee on call. The ruling was handed down on the recommendation of the Defense Communications Board, after the DCB Broadcast Industry Advisory Committee requested the relaxation two weeks ago.

The additional relaxation of the
(Continued on Page 3)

FRA Reiterates Stand Against Time Sales Tax

Aligning up with the NAB and the associated Broadcast Technicians Unit of the International Brotherhood of Electrical Workers, (AFL), the American Federation of Radio Artists yesterday went on record in opposition to the radio time sales tax. Hearings on the measure, which is sponsored by John B. Haggerty,
(Continued on Page 7)

Double Celebration Set By WEVD April 30

WEVD, New York, will celebrate its tenth anniversary of its "University of the Air" series and the dedication of a new 5,000-watt transmitter Thursday, April 30, with a patriotic program, "Radio At War." Invited personalities representing lead-
(Continued on Page 2)

Verbal Attitude

Portland, Ore.—KGW-KEX of this city will no longer refer to "Defense Workers," but to "War Production Workers," according to an announcement by Arden X. Pangborn, managing director of the stations. Instructions have been given to the continuity department as well as the news staff and the change will be put into effect immediately.

Real Money

"Are You a Missing Heir?" program sponsored by Ironized Yeast on CBS has passed the million dollar mark in passing out legacies. Show, which is the idea of James Waters, attorney, and Charles Shebal, advertising man, has located 204 legatees in 418 cases described on 124 broadcasts, funds involved totalling \$1,385,000. Ruthrauff & Ryan handles.

OFF Rushes Messages To Stations Re Oil

Washington Bureau, RADIO DAILY
Washington—The Office of Facts and Figures yesterday inaugurated what is thought may result in a general policy of sending requests to broadcast stations for emergency announcements which require special treatment outside the message allocation plan announced last week. The first move in this direction was a letter sent to station managers in 17 Eastern states, the District of Colum-
(Continued on Page 2)

Cabinet Officers On Tap For War Bond Quota Show

Secretary of the Treasury, Henry Morgenthau, Jr., Secretary of Agriculture, Claude R. Wickard and leaders of business and labor organizations will speak on a special broadcast Thursday night over the Blue
(Continued on Page 2)

Networks' 'Monopoly' Appeal Expected To Be Heard May 1

Wrigley's "First Line" Moving Up Time On CBS

Wrigley's "The First Line" program will move up 15 minutes to the Thursday 10-10:30 p.m., EWT, spot on CBS effective May 7 following removal of the Glenn Miller show to Tuesday, Wednesday, Thursday, 7:15-7:30 p.m., the spot being vacated by cancellation
(Continued on Page 2)

Organizations To Aid War Effort Set By Actor Unions; Will Centralize Source Of Services Given Gratis

NRC Members Meet; To Back Sanders Bill

Newspaper-Radio Committee, formed a year ago to take issue with the FCC's Order No. 79 pertaining to investigation of the question of newspaper ownership of stations, was yesterday instructed by 126 members at a general meeting to make a presentation and appear at the Sanders Bill hearing when they are resumed in Washington May 5. Meeting was
(Continued on Page 7)

Annual Program Awards By Chi. Advertising Clubs

Chicago—Annual Radio Awards of the Chicago Federation of Advertising Clubs, will be made tomorrow at a luncheon meeting. Awards will be made to "The National Farm and Home Hour" of the Blue Network,
(Continued on Page 2)

Official Red Cross Course Set On CBS Tele Outlet

First official Office of Civilian Defense-Red Cross first aid course via television will be inaugurated on CBS's WCBW April 28, it was announced.
(Continued on Page 2)

By TOD SWALM
Welcomed enthusiastically by representatives of all phases of the entertainment world, including the broadcasters, complete nation-wide coordination of use of free talent in behalf of the war effort was to go into effect today with opening of offices here of the United Theatrical War Activities Com-
(Continued on Page 3)

MacLeish Lauds Co-Op Of Radio Industry

Washington Bureau, RADIO DAILY
Washington—Unstinted praise for the radio industry has been voiced here by Archibald MacLeish, of the Office of Facts and Figures, in the official report of the allocation plan for government war messages previously announced April 16 in RADIO DAILY. "The broadcasting industry, the ad-
(Continued on Page 7)

St. Louis Radio Officials Tender Fr. Burk Luncheon

St. Louis—Representatives of broadcasting in this city tendered a testimonial to Rev. Wallace Burk, S. J., director of WEW since 1937, on the occasion of his retirement from all
(Continued on Page 2)

Whose Benefit?

Max Wessels, performer on WWRL, Woodside, N. Y., almost required a benefit in his own behalf after playing a Red Cross benefit rally for 500 volunteer workers. After singing, gagging and emceeding a one-hour variety show supplied by the station, Wessels came off stage to find his coat and auto keys gone and his car ticketed for over-parking.

Washington Bureau, RADIO DAILY

Washington—Argument on the appeal of NBC and CBS to the Supreme Court on the decision of the Federal Statutory Court in New York refusing jurisdiction in the networks' request for an injunction against the FCC monopoly regulations will begin before the court here April 30 or May 1, it was indicated yesterday. While the network case is on the
(Continued on Page 7)

RADIO DAILY



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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, April 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	114 1/2	113 1/2	113 1/2	- 3/4
CBS A	8 7/8	8 7/8	8 7/8	- 1/8
Gen. Electric	23	22 3/8	22 1/2	- 5/8
Philco	8 3/4	8 3/8	8 3/4	+ 1/4
RCA Common	2 7/8	2 3/4	2 3/4	- 1/8
RCA First Pfd.	47 1/2	47 1/2	47 1/2	+ 1/4
Stewart-Warner	5 1/2	5 1/2	5 1/2
Westinghouse	66 3/4	66	66	+ 1
Zenith Radio	10 3/4	10 5/8	10 5/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	15 5/8	17 1/8
Stromberg-Carlson	4 5/8	5 5/8
WCAO (Baltimore)	16	19
WJR (Detroit)	18	20

Annual Program Awards By Chi. Advertising Clubs

(Continued from Page 1)
as the best public service feature. "Vic and Sade," on NBC will get the award for the best daytime serial; "First Nighter," is chosen the best local nighttime dramatic show, while the Saks "Amateur Hour," heard over WENR, is held best daytime local entertainment program, and "The Northerners," singing ensemble over WGN is awarded best local night entertainment.

William B. Carr, president of the Chicago Federation of Advertising Clubs, will present the "National Farm and Home Hour" citation to William Drips, agricultural editor, during the broadcast tomorrow noon on WLS-Blue Network. Other citations are expected to follow, on the respective programs.

THE GOODWILL HOUR

Now On

5000 WATTS DAY AND NIGHT

WING

NBC RED AND THE BLUE NETWORK

THE DAYTON, O., STATION

Nat. Rep.: PAUL H. RAYMER CO.

HONOR ROLL

Employees of the following stations have signed up one hundred per cent with the Treasury Department Pay-Roll War Savings Plan. Additional stations will be listed from time to time as made known to the Treasury Department.



KSO and KRNT, Des Moines; WJDX, Jackson, Miss.; KRIC, Beaumont, Texas; KMAC, San Antonio; KGIW, Alamosa, Calif.; WAGM, Presque Isle, Maine; WHCU, Ithaca, N. Y.; WKIP, Poughkeepsie; WMMN, Fairmont, W. Va.; KPOW, Powell, Wyoming; WGL and WOWO, Fort Wayne; WHCF, Chicago; WISE, Asheville, N. C.; KPHO, Phoenix, Arizona; WCEL, Chicago; WGTM, Wilson, N. C.; WAYS, Charlotte, N. C. and WTMC, Ocala, Florida.

Official Red Cross Course Set On CBS Tele Outlet

(Continued from Page 1)
nounced last night on a CBS television broadcast by Capt. Charles B. Scully, head of the First Aid Service of the New York Chapter of the American Red Cross. To be presented Tuesdays and Thursdays at 9 p.m., the course will consist of 10 hours of official instruction as prescribed for members by the Medical Division of the OCD.

Regarded as an experiment to test the effectiveness of television as a medium for instruction in first aid, the course developed as a result of a trial series of Red Cross first aid demonstrations and general talks which have been televised bi-weekly on WCBW since last December. Post-card quizzes and questions and answer periods by telephone are being considered as methods of bringing televiewers in closer contact with their instructor via the series.

Scheduling of the courses on WCBW at 9 p.m., Tuesdays and Thursdays places the officially approved OCD first aid course in direct competition for the restricted television audience with NBC's officially approved OCD series of lectures for Raid Wardens.

St. Louis Radio Officials Tender Fr. Burk Luncheon

(Continued from Page 1)
radio activities due to ill health. Present at the luncheon held last week were Merle Jones of KMOX, Nicholas Pagliara of WEW, George M. Burbach of KSD, Clarence Cosby of KXOK, Robert Convey of KWK and Arthur Casey of KMOX. Father Burk had been with the St. Louis University station since 1937 and previous to that was with WWL, both stations being Jesuit institutions. He will continue as assistant pastor of Sacred Heart Church in Augusta.

Wrigley's "First Line" Moving Up Time On CBS

(Continued from Page 1)
of Campbell's Lanny Ross program. Miller show, sponsored by Liggett & Myers for Chesterfields, will use the same network of 97 stations at the new time, while the Wrigley show retains its 69-station hookup. Chesterfield switch is effective May 5.

Cabinet Officers On Tap For War Bond Quota Show

(Continued from Page 1)
Network from 10-10:30 EWT. The broadcast will be devoted to discussion of the national war bond quota system, and more or less be in the nature of an inaugural show for the quota campaign.

Special guest on the program will be Lieutenant Commander Edward Henry O'Hare who was promoted yesterday from the rank of Lieutenant in recognition of his exploit in shooting down six Japanese bombers in five minutes during naval warfare in the Pacific. Lieutenant Commander O'Hare, who is the Navy's Number One ace of World War Number Two, will be interviewed on the military man's viewpoint toward the war bond program and the quota system under discussion.

William Green to Speak

Other speakers on the broadcast will include William Green, President of the American Federation of Labor; Philip Murray, President of the Congress of Industrial Organizations; W. P. Witherow, President of the National Association of Manufacturers; John W. O'Leary, Chairman of the Executive Committee of the United States Chamber of Commerce and T. C. Cashen, Chairman of the Railway Executives Association. Music will be supplied by the United States Marine Band from the Marine Barracks in Washington.

The Treasury Department new quota campaign will begin on May 1, throughout the country.

Double Celebration Set By WEVD April 30

(Continued from Page 1)
ership in every phase of American life will participate in the special program. Among them will be Clifton Fadiman, Jan Masaryk, Elmer Davis, Conrad Thibault, Irving Berlin, Ella Logan, Dorothy Thompson, Herbert Agar, Dr. Frank Kingdon, Herbert Bayard Swope, Rex Stout, George S. Kaufman, Barry Wood, Eugene Lyons, Tex McCrary, Luise Rainer and others. Musical program, introductory speech by Dr. Kingdon and a round table discussion have already been scheduled as part of the program.

COMING and GOING

W. LEE COULSON, executive manager WHAS, CBS outlet in Louisville, is in New York for the AP meeting and for conferences with the station's local representatives.

HEDDA HOPPER, who extended her New York visit from two to three weeks, will leave for Hollywood by plane in time to broadcast her Friday program from the film capital.

HAROLD E. FELLOWS, station manager WEEI, left last night for Boston after a short stay here on station and network business.

A. W. GREBE, office manager of WBA is expected this morning from Wilkes Barre on a short business trip.

MRS. PHILIP STAHL, wife of the WQ announcer, leaving the Coast for New York to arrive here Saturday.

GRACIE FIELDS, English comedienne, here on the first leg of a lengthy tour for the benefit of British War Relief. She will appear this afternoon as guest on the Allen Presco program over WJZ.

MERLE S. JONES, general manager of KMOX, St. Louis, due in town today for week's stay on business.

OFF Rushes Messages To Stations Re O

(Continued from Page 1)
bia and Washington and Oregon. Message also went to 56 nationally known commentators warning that severe gasoline and oil shortage imminent in those areas and asking station operators to co-operate fully in asking their listeners to pool automobiles and save fuel in every way possible.

See Policy as General

It was indicated at OFF that the policy will be followed whenever an emergency announcement is necessary, or when messages require special treatment or are applicable to certain areas only. In this way, fast action, impossible under the allocation plan, will be secured.

OFF informed the station managers in the 19 states and the District that because of transportation difficulties the gas and oil shortages there are so severe that there will not be enough fuel left for war and essential civilian activities unless ordinary consumption is slashed drastically. A three-page background statement, explaining the cause of the oil shortage to enable broadcasters to prepare their announcements, was included with the letter.

Specializing in the profitable disposition of station program time—now on sustaining, through the medium of a skilled, high type sales organization!

THE PROOF??

Renewal contracts from practically every station using our service. Your inquiry, obligating you in no way, will bring immediate details.

WIRE OR WRITE

Ted Helft & Associates

6154 PARK AVENUE INDIANAPOLIS

Form War Activities Talent Pool; Ration Actors For Gratis Services

FCC Acts To Relieve Technician Shortage

(Continued from Page 1)

Committee at 2 West 45th Street. Patterned along lines of the Hollywood Victory Council, although more comprehensive in scope, the UTWAC will work closely with that West Coast talent clearing house to regulate gratis appearances in every town and village in the country.

War Effort Uppermost

Primary purpose of the Committee, which was approved and endorsed by 45 representatives of the talent unions, broadcasters, theaters, agents, managers, etc., at a meeting here yesterday afternoon, is to serve the war effort in an orderly manner. This was pointed out by Mrs. Blanche Witherspoon, executive secretary of the American Guild of Musical Artists, who is executive secretary of UTWAC. She said:

"We have not attempted to curtail the use of talent in our Government's war effort. We have only attempted to evolve a plan to conserve the time and energy of the profession; to eliminate the waste and to get the maximum results from the time which we all donate.... A well planned, systematically organized effort is worthy of our complete cooperation; an unsupervised, good-will effort shows neither results for our Government nor satisfaction to the participants."

Sauter Placed in Charge

Working full time in the Committee's New York office will be James Sauter, who will serve as executive vice-chairman under Bert Lytell, president of Actors' Equity, who is chairman of UTWAC. Sauter and Mrs. Witherspoon will handle most of the administrative detail. William Brandt, of the Brandt theaters circuit, who brought up the issue of finances at yesterday's meeting, was named treasurer. Initial working for the committee is being undertaken by 4-A unions, which include the American Federation of Radio Artists, Screen Actors Guild, Equity, Chorus Equity, American

Guild of Variety Artists and American Guild of Musical Artists.

On the dais at yesterday's meeting in the new CBS studio building here were Mrs. Witherspoon, Sauter, Lytell and Lawrence Tibbett, president of AFRA. Tibbett saw the project as essentially a "rationing plan" of the nation's talent resources, which should be put into effect to husband and direct the efforts of artists from the point of view of a long-term war effort.

As reasons for setting up such a coordination center, numerous "horrible examples" of attempted talent chiseling and "free rides" on the patriotic bandwagon were cited. It was pointed out that instances of well intentioned persons seeking \$5,000 worth of free talent to raise \$1,500 worth of War Savings Bonds were quite frequent. Also castigated was the "society matron who wanted three stars to entertain at a cocktail party where there were to be a hundred socialites—and three soldiers."

Similar to OFF Plan

It was to eliminate such requests and place all appeals for talent on a strict priorities basis, whereby those of greatest importance secure the finest talent, that UTWAC has developed, Mrs. Witherspoon said.

(Somewhat analogous to the artists' priorities plan is the system worked out by the broadcasters with the Office of Facts and Figures which goes into effect this week. In order to eliminate needless repetition and develop a centralized, planned overall use of the radio medium, all Government and quasi-Government appeals will be cleared through the OFF's radio section and distributed among top network commercial programs in a systematic, staggered manner.)

Yesterday's meeting, which was attended by such prominent persons in the entertainment world as Margaret Speaks, Dwight Deere Wiman, Brooks Atkinson, John Anderson, Willie Howard, Brock Pemberton, Danny Kaye and Paul Draper, was for the purpose of forming an Advisory Board for UTWAC. After the project had been outlined by Lytell, Tibbett, Sauter and Mrs. Witherspoon and thoroughly discussed from the floor, all present expressed enthusiasm and agreed to serve in an advisory capacity. From those in attendance, committees representing different phases of the entertainment world will be formed to consult with the active officials of the War Activities Committee.

Industry-wide Representation

Sauter outlined the scope of the Committee's work for the meeting. UTWAC's board of directors is composed of representatives from the following unions or theatrical fields: American Theater Wing, AGMA, Equity, AFRA, AGVA, SAG, agents, artists, writers, producers, night clubs

and theater owners. Activities which will be of immediate importance to the Committee will include USO, Camp Shows, Inc., American Theater Wing, Treasury Department, OFF, WPB, OCD, Army and Navy Relief, USO's fund drive and the Red Cross.

Invited to participate on the Advisory Board from the networks were Niles Trammell and Frank Mullen, NBC; William Paley and Lawrence Lowman, CBS; Mark Woods and Phillips Carlin, Blue Network; Alfred J. McCosker and Julius F. Seebach, Jr., WOR-Mutual. Of these only Seebach was present at yesterday's meeting, but it was indicated the others planned to participate. Among advertising agency men present was Arthur Pryor, Jr., vice-president and radio director of BBD&O.

Seek 100% Cooperation

An important aspect of the Advisory Board's work, Sauter emphasized, would be educational. He said that those present should explain fully the aims and activities of UTWAC among their own union members and associates in order that the centralized clearing plan would be 100 per cent effective. Unless all appeals "from now on" were referred directly to either the UTWAC in the East or the Hollywood Victory Council in the West, the free talent situation would revert to its present state of chaos, he said.

All requests for talent must be in writing, Sauter stated and added that complete machinery was being set up to handle the virtual avalanche of such pleas which the UTWAC anticipates.

Guest List Lengthy

Following were among those present yesterday, but not previously listed: Lawrence Phillips, Camp Shows, Inc.; Alan Corelli, executive secretary of Theater Authority; Abe Bluestone, executive secretary of the Committee for Human Rights; William Kent, president, Artists Representative Association; John Shubert, of the Shubert theaters; Ward French, concert manager; Marvin Schenck, Loew's, Inc.; William B. Murray, William Morris Agency; Sidney H. Piermont, Motion Picture Theater Owners of America; Antoinette Perry,

FCC requirements followed by slightly more than two months the Commission order permitting the operation of broadcast stations of any class by holders of radiotelephone second class licenses and radiotelegraph first and second class permits.

The restricted permittee, however, first must be examined for proficiency in radiotelephone theory and secure endorsement of his qualification on his license. This can be done through special examination at a field office of the Commission, a test that follows along the lines of questions in theory which a class "A" amateur licensee must answer.

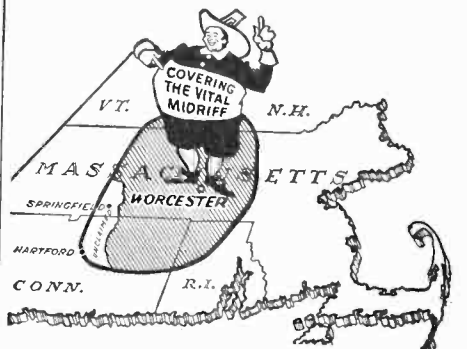
The endorsement can also be obtained by the presentation of the restricted radiotelephone permit and a class "A" amateur license to a Commission field office. An operator with either license may qualify by securing the other.

See Easing of Shortage

It is thought that the new order will go a considerable distance toward relieving the present severe shortage of operators. Broadcast stations have been almost universally hard hit by the lack of operators, occasioned by the draft, the enrollment of engineers for government and civilian service and commissions in the armed force communications organizations, also the inroads made by other industries which need technicians in their work. In some cases, the technical staffs of small stations have departed en masse, and all except the highest-paying stations have felt the shortage continually.

American Theater Wing; Abe Lastfogel, Camp Shows, Inc.; Al Rogers, of the Rogers agency; John Balaban, USO; Carlton M. Hub, theatrical manager; Emily Holt and George Heller, AFRA; Frank Gillmore, Henry Fisk Carlton and Henry Jaffe, 4-A's; Florence Marston and John B. Hyland, SAG; Alberta Pryme and Noble Sissle, Negro Actors Guild; Vincent Jacobi, IATSE; Jack Ali-coate, RADIO DAILY; and John F. Majeski, "Musical America."

When you buy time—
BUY AN AUDIENCE



WTAG WORCESTER

JUST MONROE COUNTY

WUT WHAMland

18 busy trading centers for 43 counties, at 1/3 the cost of localized coverage.

Not'l Rep. George P. Hallingbery Co.

50,000 Watts... Clear Channel... Full Time... NBC Blue and Red Networks

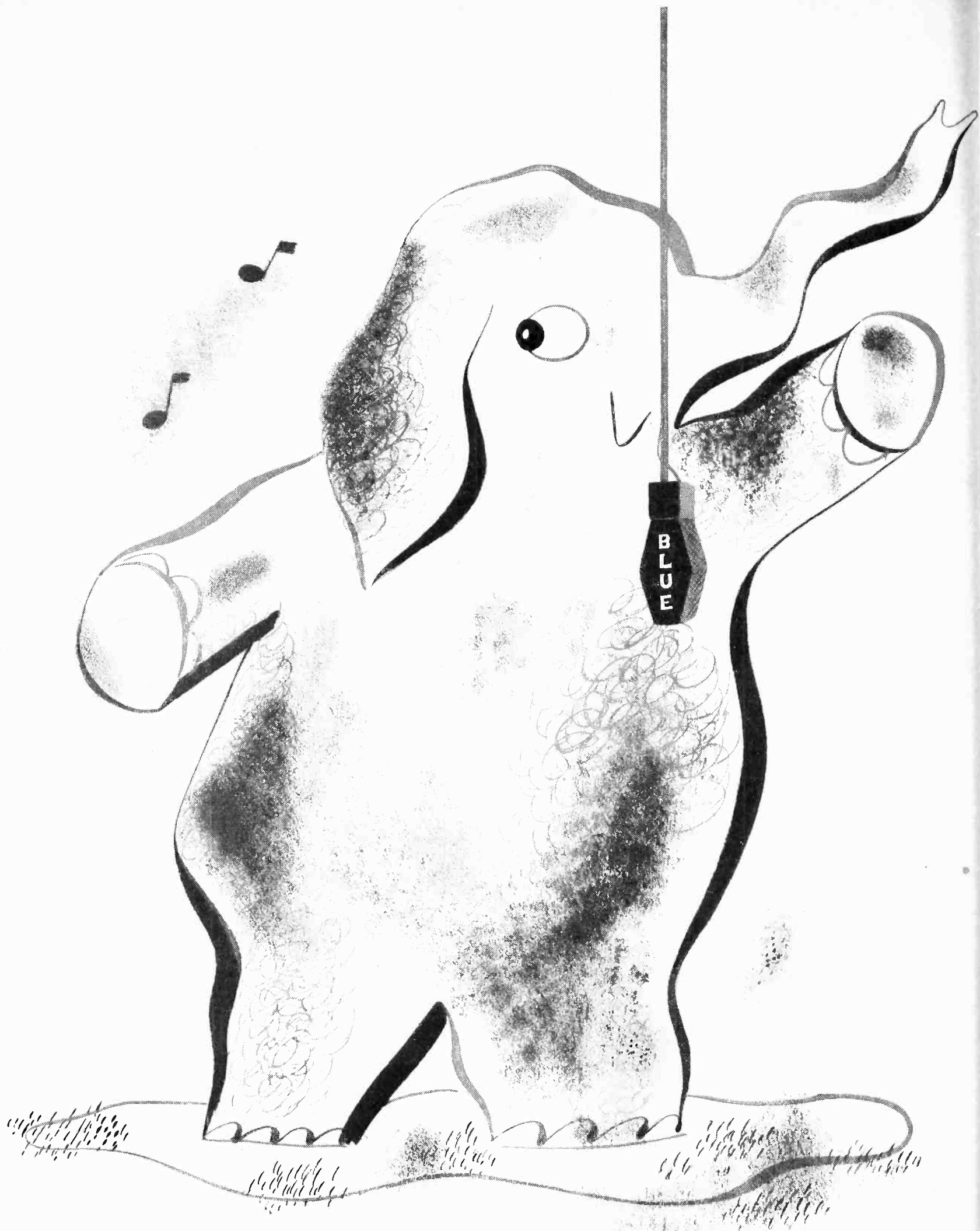
CHESTER, N. Y. "The STROMBERG-CARLSON STATION"

THE SMOOTHEST SHOW
ON RECORDS SHOW

SELLS
WOODS AND MUSIC
IN
PHILADELPHIA

5000 WATTS 950 KC

WPEN



People are different from elephants!

Unlike elephants, people *forget* better than they do most anything. They forget names and faces, telephone numbers and appointments. They forget *brand names* too. Just ask the manufacturers who stopped their advertising during the last war.

There's nothing like radio to keep the public mindful of your product. That's one of the big reasons why so many far-sighted advertisers, whose production is curtailed or diverted to war purposes, are staying on the air without interruption. They realize that while radio has *sold goods* with unequalled efficiency and economy in recent years, it has never lost its original virtue—that it *builds good will*.

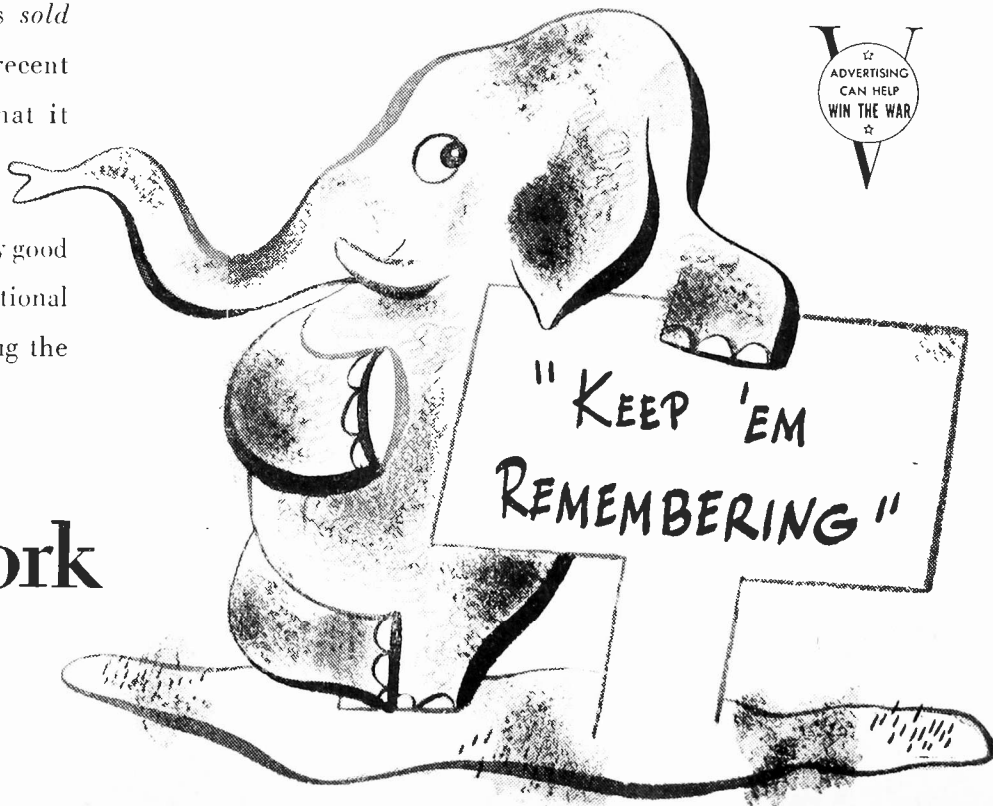
"Keeping 'em remembering" on the Blue makes mighty good sense in our wartime economy. The Blue gives you national coverage at the lowest price of any medium entering the

home—costs, in fact, from 11% to 35% less per thousand listeners than major network competition.

Whether you're after new markets, defending old ones, or merely protecting your brand name, talk over your problem with a Blue Network salesman. You'll find *it's easy to do business with the Blue!*

Blue Network Company, A Radio Corporation of America Service

the **blue** network



Los Angeles

By JAC WILLEN

MILT SAMUEL, head of Western Division Blue Network publicity, has made the suggestion that "Cavalcade of San Francisco Radio" would be the most appropriate of titles for the week of celebration in honor of the opening of the new NBC studios in San Francisco, which starts April 26, with a galaxy of top programs which usually emanate from Hollywood but will be heard from the new San Francisco studios during the festive week.

Most pertinent of reasons for the title seems to be the fact that most of the performers during the week have either started their radio careers in San Francisco, were born there or have emanated from the Northern California city at some time or other in the course of the careers which have brought them fame.

Further, it is suggested by the astute Samuel, if time could be cleared—why not have a complete round-up of all those San Franciscans who are now famous names in radio, and those who started their careers there, tied-in from key emanation points, such as Chicago and New York, for a real send-off—and a "good" T. C. show; or else why not transcribe some of the faraway artists and release their contributions throughout the week of celebration at intervals.

Such a program undertaking would undoubtedly cause more awareness and listening attention to the new stations than many a plan used heretofore.

Some of the former San Franciscans and those who started their radio careers there now famous in radio include Kay Kyser, discovered by Tom Gerun and Frank Martinelli, who first "aired" in San Francisco; Benay Venuta, Jean Ellington, Rush Hughes, Josephine Tuminia, Metropolitan opera star; Ralph Edwards, Nelson Case, Bob Waldrop, Annette Hastings, of the original Coquettes of Spotlight Review fame, Jean Dickenson, Ted Maxwell and Bobbe Dean, Vicki Vola—most all currently in New York.

Commentators Guests Of "Sons Of Indiana"

Elmer Davis and Edwin C. Hill, CBS news commentators, will be among the guests of honor at the annual reunion of the Sons of Indiana Friday night at the Essex House here. Brigadier General Lewis B. Hershey, Director of Selective Service, will be principal speaker and one of the toasts of the evening will be: "To the Radio and Newspapers for distinguished war-time services."

RAY WINTERS ANNOUNCER

5 Years With Paramount Newsreel
2½ Years With Manufacturers
Trust Co.

LA 4-1200



The Informer!

● ● ● The near-riot during the lunch hour yesterday at Toots Shor's was caused by the unexpected arrival of Ralph Wonders there. His first N.Y. appearance in five years prompted competitive agency men and even NBC personnel to flock to the table where Andy Weinberger was playing host!... The guesstar policy will be dropped from the "Hit Parade" as of May 2nd... Ray Erlenborn, sound effects man of the Thursday Camel show, will marry Margaret Lenhart, radio singer, in June... Muzak's Ben Selvin will write a song each week-end now that "Mem'ry of This Dance" is slated for the hit class... "Keep 'Em Rolling" will have Alfred Lunt and Lynn Fontanne... Philip Morris' Tuesday show may go into a weekly guesstar policy following La Bankhead's exit... "Life" has selected "Time To Smile" as the typical comedy show for a picture story survey of radio programs (that's what we've been saying here for two years!)... Kay Kyser's mother and relatives will travel from Rocky Mt. to Raleigh the 29th to attend his broadcast from there... Two N.Y. girls, Carol Werner and Fifi Garbat, both of whom never wrote for radio before, will have their "Looking for Susie" dramatized on the CBS "Workshop" Sunday... As predicted here a few days back, "For America We Sing" moves to a 10 p.m. spot on the Blue the 27th... Ed Murrow arrived in London safely this week and starts his sponsored series Sunday. There's the possibility that William L. Shirer, who'll precede him on CBS, will carry on transatlantic views with him by combining their broadcast time on occasions... One noted half-hour musical show is looking for a hypo—but quick!

● ● ● Dinah Shore will open her Friday nite series from Hollywood May 1st via the Blue and will miss the final Eddie Cantor program from Gotham. Cantor starts broadcasting his remaining airings from Hollywood May 6th... Carl Frank, announcer, is wearing dark glasses these days because he went to sleep under a sun lamp!... Agency director of daytime radio is slated for the heap because the head guy wants to bring a "friend" into the shop. Nize goin', eh?... Charles Green, head of Consolidated Radio Artists, left town for a few days... Pete Toyer still awaiting a call from the Army... Ilka Chase is slated for a Bob Burns appearance while her book is now listed as the fifth best seller in non-fiction division... Having spent an extra week in N.Y., Hedda Hopper finally does her first broadcast from Hollywood Friday... Mort Lewis is still tossing off scripts for Ben Lyon and Bebe Daniels to be aired on BBC... Kate Smith observes the start of her 12th radio anniversary May 1st... Cal Tinney, MBS newscaster who imitates the late Will Rogers, has been screen-tested and is awaiting results... Feature guest on the opening "We, The People" series Sunday will be 11-year-old Mary Ann Mayer, survivor of a bullet-riddled lifeboat off the Malay Peninsula, who was instrumental in saving her father's life... Mutual inaugurates a series from Lowry Field, Denver, which'll go westward for the present. Gene O'Fallon, KFEL, is slated to arrive in N.Y. to discuss details with Tom Slater, et al, here... Ted Straeter goes to Washington with Ted Collins, et al, for those "Spirit of '42" shows... Eileen Farrell, soprano, resumes radioing with Howard Barlow's orchestra on CBS April 29th... Raymond Scott and his new band will sign a picture deal this week.

● ● ● Horace Heidt, whose platter of "Deep in the Heart of Texas" is a best seller, will do all his "Treasure Chest" airings next month from deep in the heart of Texas... Jules Stein, MCA exec., was due in N.Y. yesterday but didn't arrive!... Jack Benny is in seventh place on one survey and second place on another!... Russ Thorson, who is radio's "Tom Mix," when that series is on, will mark time for the Summer as an actor in "Bachelor's Children"... John W. Vandercook, the dignified newscaster, will be an actor on "Celebrity Theater" Friday.

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

GOVERNOR DWIGHT H. GREEN of Illinois will become a radio narrator tomorrow, when he will be heard on WGN's "Americans at the Ramparts." Governor Green will rate a half-hour musical-drama salute to the Illinois Reserve Militia.

Monumental: Television tower of State Lake theater building since testimonial to Balaban & Katz's war television plans.

Versatility: Charlie Gardner, WBBM's assistant commercial manager, going over some sales pep notes as radio executive and text of a Lion's club speech as manager of Des Plaines, Ill., as he commutes on a suburban train.

Spring Sprint: Bill Ray, NBC publicity chief, dashing up stairs at Northwestern station as he catches the 6:15 to Evanston, Ill.

Truthful: Frank Smith, manager of the RKO Palace theater, pointing to a salutation identifying him as "Admiral of the Flagship Fleet" saying he's never been up in any of those things.

Disturbing: Inroads of women workers in radio to old male heads who said they never were able to stand women reporters around editorial rooms of newspapers.

Super-Patriot: Advertising agency executive who is gunning for draft evaders among radio artists.

Annoyed: Printing company executive who does all outdoor work for the circus reading that "big show" has upped its radio advertising budget.

Commercialism: Radio parasites who seek to inject plugs and points in programs designed for the effort.

Romance: The timid little agent who nervously greets a big work time salesman who seeks to woo some of the "small fry" business these days.

Success: Master of an opera formula that allows Lou Coward "Quiz Kids" fame to spend much of his time in war work in Washington and New York and still head a thriving radio and public relations office here.

Dunn Appointed Major

Ashton Dunn, director of personnel for NBC, has resigned and been appointed a Major on the staff of Lt. Gen. Brehon Somervell, who is in charge of the Army's new Service Supply. He will have charge of personnel matters in General Somervell's office.

Ernest de La Ossa, appointed several weeks ago as Dunn's assistant, has been named personnel director.

WGKV To McGillvray

WGKV, Charleston, W. Va., has appointed Joseph Hershey McGillvray as exclusive national representative. Station is a Blue and NBC affiliate and Worth Kramer and Robert V. Don are general and sales managers respectively.

McLeish Lauds Co-Op Of Radio Industry

(Continued from Page 1)
 McLeish and their agencies have been cooperating whole-heartedly with the government ever since the war effort started," the director of the OFF declared in formally announcing the program, and he added, "We have realized for some time that there is need for direction to the arrangements and information which the government must give to the public. The plan, which is to go into effect on April 27, will space government announcements in such a manner as not to fatigue the listener unduly by excessive repetition."

"Radio War Guide"
 At the same time, it was announced that allocation program is planned for local stations. The stations' program managers will, however, be programmed every two weeks with a "Radio War Guide" classifying Government messages in the order of their importance.

The radio division of the OFF, under the direction of William B. McLeish, cooperated with the following committees in the development of the program:

Network Program Idea Committee: James Barry, Blue Network; Madeiros, MBS; Clarence Menser, Mutual; Charles Vanda, Columbia.

Radio Committee of the Advertising Council: Heagen Bayles, Ruthrauff & Ryan; John Carter, Pedlar and Williams; William Fricke, American Association of Advertising Agencies; H. D. Hymes, Lord and Thomas; Mullen, Benton and Bowles; Pryor, Jr., BBD&O; R. J. Scott, Hammer and Scott; A. K. Spencer, Walter Thompson; Frederick W. McLeish, Jr., Young and Rubicam advertising agency.

Miller on Advisory Committee: National Advisory Committee: John McLeish, chairman of the Committee; Defense Information of the NAB; Miller, president of the NAB; Pulliam, Network Affiliates; John Shepard, chairman, Broadcasters' Victory Council; James D. Storer, Clear Channel Broadcasters; B. Storer, National Independent Broadcasters; O. L. Taylor, Broadcasters' Victory Council.

Government Committee: Shannon McLeish, Interior; Vincent Callahan, Navy; Philip Cohen, OFF; J. McLeish, Navy; Jesse Irvin, Federal Security Agency; Wallace McLeish, Agriculture; Edw. Kirby, Bernard Schoenfeld, War Production Board; E. A. Sheridan, Office of Civilian Defense; Major George Hoef, Marines; Sylvester L. McLeish, Jr., Coordinator of Inter-American Affairs.

Networks' 'Monopoly' Appeal Expected To Be Heard May 1

(Continued from Page 1)
 calendar for the week of April 27, it is not thought likely that it will be reached before the end of the week.

The FCC and Mutual, which has supported the Commission in the litigation on the network regulations, have not yet filed briefs with the court, which the two complaining chains did last week. It is expected that the former groups will formally present their contentions in the matter to the tribunal within a few days. WOW, Omaha, and WHAM, Rochester, joined NBC in its brief.

John T. Cahill is expected to argue the NBC case before the court, with John J. Burns and Charles Evans Hughes, Jr., representing CBS. General Counsel Telford Taylor and Louis G. Caldwell will probably appear for the FCC and Mutual Broadcasting System, respectively.

AFRA Reiterates Stand Against Time Sales Tax

(Continued from Page 1)
 president of the International Allied Printing Trades Association, AFL, opened last week before the House Ways and Means Committee in Washington, and it was to this body that AFRA directed a telegram outlining its views in opposition to the measure.

Emily Holt, national executive secretary of AFRA, wired Rep. Robert L. Doughton, chairman of the House committee, the union's "vigorous opposition" to the proposed time sales tax. She reiterated AFRA's stand of last year when a similar proposal received consideration by a Congressional committee. AFRA branded the proposed legislation as "discriminatory" and aided the industry in defeating the proposition.

In union circles the oft recurring attempt to fasten a tax on the radio industry has come to be known generally as "the Haggerty bill," regardless of its Congressional sponsor.

Blue Net Commended By Advisory Committee

Blue Network Advisory Committee, in two resolutions passed by the group commended the activities of the network's station relations and program departments. Representing 7 regions in the U. S., the committee was formed as an advisory body to assist the web in its operations. Members were elected by the independent affiliates of the network. Meeting of the advisory body was attended by all Blue Network officials.

Bill Stern For Penn Relays

Bill Stern, NBC sportscaster, will broadcast two reports on the finals of the Penn Relays, collegiate track classic, direct from Franklin Field, Philadelphia, on Saturday. They will be heard from 3:15-3:45 p.m., and from 4:30-4:45 p.m.

(Continued from Page 1)
 In their briefs, the two networks repeated their contentions brought out in previous court action that the monopoly rules will virtually kill network broadcasting as it is known today, pointing out the difficulties of negotiating with national advertisers if affiliation contracts and option time are revised in the manner ordered by the FCC. They asserted that the Statutory Court does have the authority to issue the desired injunction, and CBS asked whether it is confined to intervention only before the Commission when its affiliated stations ask license renewals.

The stay order granted by the New York tribunal when the chains filed notice of appeal expires May 1, but since the Supreme Court has already noted jurisdiction in the case, it is thought probable that the order will be extended.

Kate Smith Hour Joins Int'l Soldier Programs

"Kate Smith Hour" is to be short-waved every week to American soldiers abroad, General Foods Corp. announced yesterday. CBS' powerful twin 50,000-watt transmitters, WCBX and WCRC will carry the show every Monday from 7:00-7:55 a.m., EWT.

NRC Members Meet; To Back Sanders Bill

(Continued from Page 1)
 held at the Waldorf-Astoria Hotel where the members present voted unanimously to continue and maintain New York headquarters indefinitely.

Members also pledged to continue financial support but set no fixed quota to be attained. This will be left to the Steering Committee of which Harold V. Hough is chairman. Steering Committee was also empowered to fill vacancies, two members of this committee now being in government service. They are Tenant Bryan, treasurer, of the "Richmond New-Leader" and Nelson P. Poynter, of the "St. Petersburg Times."

Branham Company Thanked
 Resolution was adopted thanking The Branham Co., for lending the services of Carl H. Sundberg, who acted as executive secretary for the first four months of the NRC's existence.

According to Harold Hough, four stations not previously contributing to the NRC budget joined the fold during the past few days. Next meeting of the Steering Committee will be held sometime during the NAB Convention in Cleveland, May 11-14, at which time the Committee will announce names of the two new members elected to the body.

TODAY!

WEDNESDAY - 12:30

Luncheon of the

RADIO EXECUTIVES' CLUB

OF NEW YORK

At the Empire Room of the Hotel Lexington,
48th Street at Lexington Ave., New York City

— o —

MAJOR GEORGE FIELDING ELIOT
 Military News Analyst CBS

AND

HAROLD V. HOUGH
 of Fort Worth, Texas, Chairman, Steering Committee of
 Newspaper—Radio Committee

— o —

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

MIDDLE LINK IN COLUMBIA CHAIN
 FROM THE HUDSON TO THE GREAT LAKES

WIBX 270,000
 METRO M'K'Y

N. Y.'s ONLY RADIO STATION

GUEST-ING

RUTH WALLGREN, designer of turbines, on "Tune Up, America," tonight (WOR-Mutual, 11:30 p.m.).

BEA WAIN, on "Nellie Revell Presents," this afternoon (NBC Red, 12:30 p.m.).

SHEILA VOGELLE, soprano, on "Great Moments in Music," today (WABC-CBS, 10:15 p.m.).

OTTO KRUGER, on Stella Unger's "Your Hollywood Newsgirl," today (NBC Red, 6:30 p.m.).

JEFFREY LYNN, on Eddie Cantor's "Time to Smile," today (NBC Red, 9 p.m.).

SEN. JOSEPH O'MAHOONEY of Wyoming and DR. A. D. H. KAPLAN, director of Social Studies at the University of Denver, discussing "What Economic Sacrifices Must We Make for a Lasting Peace," on "America's Town Meeting of the Air," tomorrow (WJZ Blue Network, 9 p.m.).

W. E. LONGFELLOW, America's pioneer lifesaver, on the General Mills' "Thus We Live" program for the Red Cross, tomorrow (WBBM-CBS, 8:45 p.m., CWT).

CAROL BRUCE, on the Lanny Ross program, Friday (WABC-CBS, 7:15 p.m.).

CHRISTOPHER MORLEY and ERIC KNIGHT, on "Information Please," Friday (NBC Red, 8:30 p.m.).

RALPH MORGAN and OTTO KRUGER, in an adaptation of "The Moon Is Down," on the "Kate Smith Hour," Friday (WABC-CBS, 8 p.m.).

JARMILA NOVOTNA, Czech soprano, on "America Preferred," Saturday (WOR-Mutual, 10:15 p.m.).

MADELEINE CARROLL, on Bill Stern's "Sports Newsreel of the Air," Saturday (NBC Red, 10 p.m.).

DONALD CRISP, on the "Lincoln Highway" program, Saturday (NBC Red, 11 a.m.).

JAMES MELTON, on the Coca-Cola show, Sunday (WABC-CBS, 4:30 p.m.).

WORDS AND MUSIC

By Sid Weiss

RADIOITES ARE GABBING ABOUT: Danny Kaye's new contract with Warners calling for three pictures at a 100 G's apiece... Margaret Sullavan being the agency choice to follow Tallulah Bankhead on "Johnny Presents." She hasn't okayed the deal yet... Olsen & Johnson's new song, "Time's Awastin'," which Paul Laval introduces this week on "Basin St."... The thousands of musicians who will be seeing service with Uncle Sam—opening the gates for the femme tooters. (Such as Billie Rogers with the Woody Herman crew)... Alun Williams' weekly excursions to Philadelphia. It must be love—it's been going on for five years now... Don Cordray and his ex, one of Thornton's top models, who may reconsider... That phony who's been cashing checks in and around town by representing himself as CBSpieler Bill Rogers... The "Junior Miss" announcing plum which fell into the lap of Geo. A. Putnam... Warren Gerz's "squirring" of Diane Courtney up to Vermont... Ray Nelson's succeeding Wilfred S. Roberts in production... Catherine McCune's amazing resemblance to Hedy Lamarr. Not only that, she sings too!

★ ★ ★

THINGS I NEVER KNEW 'TIL I HEARD "BEHIND THE MIKE": That the idea of the Commandos was originated in the 1st World War by the Aussies... That a man could go without sleep for ten days and nights (as related by a refugee on a "Behind the Bond" spot)... That every singer who appears in the "Met. Auditions of the Air" receives hours of free coaching from Wilfred Pelletier, ork conductor of the Met... That the night Joe Louis was about to fight Schmeling, Bill Corum, the sports writer, wanted to get a statement out of him as to how a man feels before the biggest battle of his career—but the best he could get out of Joe was "which he liked best, Wimpy or Popeye?"

★ ★ ★

SIDELIGHTS OF RADIO AT WAR: Defense shows practically monopolizing the airwaves. "This Is War!" on four major networks—"They Live Forever" on CBS—"Keep 'em Rolling"—Navy, Army shows, etc.... Eddie Cantor appearing at dozens of benefits... Walter Winchell exposing fifth columnists... Bulletins... News analysts... Patriotic slogans used as tag endings to many high-priced commercial shows... Script serials with a war flavor... Jay Jostyn, who as Mr. D.A., now hunts down saboteurs in addition to racketeers... Programs originating from Army camps and Naval stations... Millions listening tensely to a "Fireside Chat"... Radio—invaded by Mars... But not of the Orson Welles type!

★ ★ ★

Walter Gross is an incurable quiz fan in his spare moments. The other day, between broadcasts, he made up a musical quiz of his own which we thought we'd pass along to you. Here are the questions: (1) Name five band leaders with colors in their names. (2) Name ten men who once played for Benny Goodman and are now band leaders themselves. (3) What instruments in a swing band would you be playing if the music called for (a) paradiddle, (b) slap-tongue, (c) subtone, (d) plunger, (e) arco passage? (4) Give three names by which swing music was previously known. (5) Name three cities that have given their names to different styles of jazz playing, and give an example of who plays each style. (6) Name three currently active bands composed of girl instrumentalists. (7) Name four men whose names or nicknames put them in the royalty, or nobility of jazz.

★ ★ ★

Answers to above questions: (1) Les Brown, Johnny Green, Frank Black, Red Norvo, Blue Barron. (2) Bunny Berigan, Pee-Wee Erwin, Bud Freeman, Frankie Froebia, Lionel Hampton, Harry James, Gene Krupa, Claude Thornhill, Cootie Williams, Teddy Wilson. (3) (a) drums, (b) sax, (c) clarinet, (d) trumpet or trombone, (e) string bass. (4) Ragtime, jazz, syncopation. (5) Chicago style—Pee-Wee Russell; Kansas City style—Andy Kirk; New Orleans style—Muggsy Spanier. (6) The International Sweethearts of Rhythm, Ada Leonard and Phil Spitalny. (7) Duke Ellington, Count Basie, King Cole, Earl Hines.

PROGRAM REVIEWS

"Alias John Freedom"

Blue Network debuted new taining show from the coast S at 7:30 p.m., EWT, based on a let Pimpernell" character opet in Nazi controlled countries. show dramatized a Gestapo ch Paris executing "John Freedom" to learn it wasn't the right "Freedom" kills Schultz a G agent and taunts the Nazi chie with his evasiveness. Boy, girl, American correspondent and are intermingled in this F Barnes epic of underground ac

Outstanding feature of the program wasn't the story or the sentation—but the wonderful m backgrounds and bridges su during the half-hour. This mus more than anything to give the ing that you're listening to som awfully important. When the was washed out by the actory heard words and sound effects. be next week when "John Fre operates on Czech grounds, F Barnes won't disconnect his and plot as he did the opening Maybe casting will also help. you couldn't distinguish the from the enemy.

Chase & Sanborn

Charlie McCarthy still comes Edgar Bergen's lips, Ray Noble a few numbers, Abbott and C take a few moments of air McCarthy insults a celebrity-time Monty Woolley, and the slinger tells you all about the of the Chase & Sanborn coffee This happens every Sunday n 8 p.m., EWT for a half-hour o Red. Most conspicuous spot of show was the Abbott & Costello ball routine which they intro some years back on the Kate show, revived it on their B Myers program, repeated it on & Sanborn last year and did it more the other nite.

FCC Mulls Registration Of Unlicensed Equipment

Washington Bureau, RADIO DAIL Washington—The registrati radio frequency equipment v might be used to transmit signa espionage purposes—a move v was recommended by the DC now being considered by the it has been stated by James Law Fly, chairman.

The registration of apparatus able of radio frequency emis other than those operated on licenses or authorizations, wa dered to provide Army, Navy FBI officials with the location equipment which might be use spies or saboteurs to transmit ages. The survey will cover cipally electrical diathermy ratus, it is understood. Such ement, is credited by some ex with the ability to send radio agers.

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					

BIRTHDAYS

April 22

Eddie Albert Edmund J. Holden
Jerry Kanner Marie Marks
Bert Roggen
G. Richard Shatto



RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

OL. 19, NO. 17

NEW YORK, N. Y., THURSDAY, APRIL 23, 1942

TEN CENTS

Save Equipment Warning

Web Sets War Themes As Selected By OFF

As part of its participation in the office of Facts and Figures' allocation plan, NBC yesterday announced its schedule of "War Theme Announcements" which will pertain for the April 27-May 24 period. Three themes selected by the OFF, salvage, war bonds and stamps and automobile pooling, will be promoted in staggered fashion. Similar skeds are being set by the other national networks.

NBC's schedule is as follows: Monday
(Continued on Page 2)

Camels Adding Outlets To "How'm I Doin'" List

Seven stations will be added to Bob Hawk's "How'm I Doin'?" program on CBS, effective April 24. Sponsored by R. J. Reynolds Tobacco Co., the program aired Fridays from 8-9 p.m., EWT, in behalf of Camel cigarettes and Prince Albert Smoking Tobacco. Stations being added are WGST, WKBN, WREC, WLAC, NOX, WCOB, and WTAD, making total network of 106 CBS stations. William Esty & Co., Inc., handles the account.

San Francisco Area Service Men Preview New NBC Studio

San Francisco—A first-hand view of radio "backstage," through the medium of a tour through the new San Francisco NBC Radio City as a feature of a three-day party in honor, was arranged by KPO-KGO San Francisco for top trainees from
(Continued on Page 2)

Timing

Station reps are talking about the recent incident when one of the larger ad agencies held up payment for over a month because its half-hour (non-network) program was 15 seconds short. Seems a new and over-conscious panelman noted the detail on his report and it caught the ad moguls' eyes. Couldn't fill with music, either; show was all talk.

War Conversion

Midnight, last night, marked virtually the end of civilian receiving set production by the 55 radio set manufacturers who are affected by the WPB order curtailing all but war production. Industry, which was estimated to have done nearly a quarter of a billion dollars business last year is the second largest being converted to war production since Pearl Harbor, the other being the automobile business.

RMA Adopting Plans To Fit Wartime Need

Washington Bureau, RADIO DAILY
Washington—Despite the fact that a limited amount of radios for civilian use are still being assembled as distinct from actual manufacture of parts, etc., and receivers generally, and that considerable inventories are on hand in stores throughout the country, the Radio Manufacturers Assn. will suspend sales promotion for the duration of the war. This
(Continued on Page 7)

"Continuing Study" Sees Most Active Summer

News programs since Dec. 7 have been hitting "new highs" locally, the "Continuing Study of Radio Listening in Greater New York" reported yesterday. Comment on the trend in news listening since June of 1941 was that: "Highest pre-war listening
(Continued on Page 2)

Additional Clients See Necessity To Keep Brand Names Alive

M-G-M Sets Chain Breaks For Showing Of GWTW

Metro-Goldwyn-Mayer is using a chain break campaign in conjunction with third national release showings of "Gone With the Wind." On opening day and day following in each of 32 cities, M-G-M is using up to five announcements per station on
(Continued on Page 2)

Freeze Order Standing For Duration Says BVC, Advising Conservation In Order To Continue Good Job

NBC Sums Up Result Of Affiliate Confabs

NBC's 134 affiliates from coast-to-coast are united as never before in the determination to serve the government and protect the public interest to the maximum of their facilities and abilities, William S. Hedges, NBC vice-president in charge of stations, said yesterday in summing up results of the recent nationwide tour of network executives
(Continued on Page 7)

Planters Buys Wm. Winter On CBS Pacific Network

West Coast Bureau, RADIO DAILY
Los Angeles—Planters Nut & Chocolate Co., effective Monday, May 4, will sponsor commentator William Winter over six stations of Columbia's Pacific Coast network. Sponsored for Planters Peanut Oil, the
(Continued on Page 2)

Radio Executives Club Hears Maj. Eliot-Hough

Unusually strong attendance at the weekly luncheon of the Radio Executives Club of New York, heard Major George Fielding Eliot, CBS military
(Continued on Page 6)

Warning that as a result of the Defense Communications Board's recommendations April 16 to the WPB and FCC the industry is definitely frozen for the duration, the Broadcasters Victory Council yesterday advised stations to take immediate steps to conserve and maintain existing facilities. Commenting on the DCB recommendation, BVC acknowledged the necessity of such an order in aiding the war effort and noted that it meant that "radio now must do its job with just exactly the facilities it had on April 16. And while
(Continued on Page 7)

Canadian Committee To Review CBC Setup

Montreal—CBC, its policy and its administrative operation will shortly come under review by a special committee of the House of Commons in the first inquiry of the kind in three years. Since the war started none
(Continued on Page 2)

G.E. 3-Month Sales Up; Net Profits Drop Off

Schenectady, N. Y.—General Electric Company's profit available for dividends for the first three months of this year amounted to \$10,329,774 or thirty-six cents a share of common stock compared with \$11,377,969
(Continued on Page 2)

Elephant Vs. Man

Philadelphia—Basing its action on the theory that humans are apt to stampede similarly to elephants when placed under great emotional strain, WDAS has scheduled a series of talks by Pat Cronin, elephant keeper at the local zoo. "Only time an elephant forgets is when he is stampeding," says Cronin. He is considered an expert in his field.



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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

(Wednesday, April 22)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, Crosley Corp., Gen. Electric, RCA Common, Westinghouse, Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit). Includes High, Low, Close, Net Chg., Bid, Asked columns.

'Frisco Area Service Men Preview New NBC Studio

(Continued from Page 1) the field artillery at Camp Roberts. Selected for the party because they ranked first in their respective field artillery training battalions, the men were dined at famous restaurants, dated with movie and radio starlets, danced in night spots, and taken to theaters during their visit in San Francisco. The tour was arranged in collaboration with the USO.

Planters Buys Wm. Winter On CBS Pacific Network

(Continued from Page 1) news program is to be aired Mondays through Fridays from 2:30-2:45 p.m., PWT, on KNX, KARM, KOIN, KROY, KQW, and KIRO. Account is handled by Raymond R. Morgan Co.

ALWAYS A GOOD SHOW SAN ANTONIO KONO Ask FOR JOE CHICAGO-NEW YORK.

Canadian Committee To Review CBC Setup

(Continued from Page 1) has been held, and now a committee has been constituted which will soon organize. Two main points of inquiry are indicated. One is the question of investigating balance sheets and accounts of the corporation and the other is whether and to what extent any control or influence may be exercised on the CBC by the government.

There have been controversies over broadcasts especially of a political character and something of that has occurred in the present plebiscite campaign. These will be brought up. The late Alan Plaunt who was a Governor of the CBC and one of the original sponsors of public ownership in broadcasting, resigned a year before he died and made certain criticisms of the corporation's policy and methods. The committee has never met since then and the questions brought up at that time have never been explored nor has the vacancy due to Plaunt's death been filled. In the early days of the corporation, committee inquiries indicated more or less conflict with private broadcasting interests but the relations now appear more harmonious.

The corporation has widened its service in many lines and is spending much money but it has each year a substantial surplus accruing from radio licenses and other revenue.

G.E. 3-Month Sales Up; Net Profits Drop Off

(Continued from Page 1) or thirty-nine cents a share for the same period last year, according to an announcement of Charles E. Wilson, G.E. president, at the annual meeting of stockholders. Net sales billed during the first quarter of this year amounted to \$190,861,108, an increase of 47 per cent over the same period a year ago. In presenting the financial picture, Wilson pointed out that the convention of appliance manufacturing facilities for war production has largely been completed by the company and that the output of war products from such facilities is increasing to the point where it should replace a large part, if not all, of the volume formerly represented by appliance sales. A dividend of thirty-five cents a share payable on April 25 was declared.

M-G-M Sets Chain Breaks For Showing Of GWTW

(Continued from Page 1) a total list of 58 outlets. Donahue & Coe, Inc., handles the account. Cities receiving the business are: Akron, Atlanta, Baltimore, Boston, Bridgeport, Canton, Columbus, Dayton, Evansville, Harrisburg, Hartford, Indianapolis, Kansas City, Mo.; Kansas City, Kan.; Louisville, Memphis, Nashville, New Haven, Norfolk, Pittsburgh, Providence, Reading, Richmond, Rochester, St. Louis, Springfield, Mass.; Syracuse, Toledo, Washington, D. C.; Waterbury, Wilmington and Worcester.

Web Sets War Themes As Selected By OFF

(Continued from Page 1) days, Apr. 27 through May 13. Salvage, "Words and Music," 12:15 p.m., EWT; War Bonds, "Music by Shrednik," 6 p.m. Tuesdays, Apr. 28 through May 19: War Bonds, "Do You Remember," 8:30 p.m.; Automobile Pooling, "Music for Everyone," 1:30 p.m. Wednesdays, Apr. 29 through May 20: War Bonds, "Happy Jack Turner," 9 a.m.; Wednesdays, Apr. 29 through May 6: Automobile Pooling, "Caribbean Nights," 7:30 p.m. and Wednesdays, May 13 and 20: "Caribbean Nights," 7:45 p.m. Thursdays, Apr. 30 through May 21: Automobile Pooling, "Hank Lawsen and his Knights of the Road," 9:15 a.m. and War Bonds, "Indiana Indigo," 6 p.m.

Saturdays, May 2 through 23: Salvage, "Richard Leibert," 8:30 a.m.; Automobile Pooling, "Luncheon Date With Ilka Chase," 12:30 p.m.; War Bonds, "Campus Capers," 3:30 p.m.; Salvage, "Air Youth of America," 3:15 p.m. Sundays, May 3 through 24: War Bonds, "Organ Recital by Charles M. Courboin," 8:05 a.m.; Automobile Pooling, "Rhapsody of Rockies," 11:05 a.m.; War Bonds, "Emma Otero," 12:30 p.m.; Salvage, "Plays for Americans," 5:30 p.m.

"Continuing Study" Sees Most Active Summer

(Continued from Page 1) to news shows was reached in Sept. 1941 when the sinking of American ships stirred the country to anger. The following few months showed a drop-off as war activity declined. But the stunning suddenness of the outbreak of war caused the index to skyrocket, and succeeding events have maintained it at these record levels.

"Continuing Study" made for WOR, also predicted that this Summer will "undoubtedly" be "the most radio-active season seen by the industry" and ascribed to the four-network "This Is War!" program a "record first" in topping the majority of well-established commercial programs during February and March. Series averaged 25.7 per cent locally, it was stated, this being several percentage points above its national rating. Popularity was said to be equally distributed among all of the income groups.

Benson to Lord & Thomas

Mitchell Benson has joined Lord & Thomas, New York, to assist Carl Stanton, radio director, and work on special accounts. Benson formerly was on the radio staff of J. M. Mathes, Inc., and prior to that commercial program manager of WOR.

To Broadcast Anzac Tribute

A tribute to the fighting forces in Australia and New Zealand will be presented by Mutual tomorrow from 9:45-10:15 p.m. when proceedings at the celebration of Anzac Day are broadcast direct from the Waldorf-Astoria Hotel, New York.

COMING and GOING

MARK WOODS, president of the Blue Network in San Francisco today visiting the Blue Net offices there. He will leave shortly for Hollywood and return to New York by way of Cleveland, arriving here about May 15.

HAROLD C. BURKE, station manager, a LESLIE H. PEARD, JR., commercial manager, WBAL, up from Baltimore for conferences with their local representatives.

COL ROBERT R. McCORMICK, president WGN; W. E. MacFARLANE, president of MB FRANK P. SCHREIBER, broadcasting manager of WGN, and E. M. ANTRIM, executive secretary-treasurer of MBS, head the Chicago contingent in New York for the AP and other press-radio conferences, etc.

HOWARD LANE, general manager of the California Radio System, in the city and visited yesterday at the headquarters of the Blue Network.

JAMES SAUTER, executive vice-chairman of the United Theatrical War Activities Committee and head of Air Features, Inc., is in Washington on UTWAC business; due back tomorrow.

MAJOR EDWARD A. DAVIES, vice-president in charge of sales at WIP, in town from Philadelphia for a few days on station and network business.

GEORGE H. JASPERT, commercial manager WTAG, Worcester, spending a few days here for talks with the local reps.

FRAN ALLISON, who does the "Sister Emma" Saturday morning monologues on WBBM, Chicago, in Hollywood for four guest appearances on the Ranson Sherman variety show broadcast over CBS Wednesday evenings.

A. E. MATHESON, president of WHDH, Boston, a visitor yesterday at the offices of the Blue Network.

H. V. KALTENBORN, back in New York following a trip to North Carolina where he was guest of Gov. J. M. Broughton and the commanding officers at Ft. Bragg.

DICK MARVIN, of the William Esty Agency New York office, arrived in Hollywood yesterday where he will join Bill Moore and Hildge Dixon in formulating plans for the Camel Cavalry Army programs.

NRR Adds 2 Agencies

Duane Jones Co. and Cecil & Prebrey, Inc., have become contributing members of National Radio Record. Additions raise to 53 the number of cooperating agencies, Fulton Denney, vice-president of NRR, stated.

First ON ALL PUERTO RICO DIALS IS STATION WIAC ON 580 KC. 5000 WATTS First IN NEWS SERVICES WITH ASSOCIATED PRESS First COMPLETELY AND MODERNLY EQUIPPED BY RCA WIAC BOX 4504 SAN JUAN, P. R.

A \$500.00 DEFENSE BOND

Will Be Presented to Anyone Providing Conclusive Proof
That Any Member of

THE MUSIC PUBLISHERS' CONTACT EMPLOYEES UNION

Has Violated That Section of Its Constitution Which Reads as Follows:

Article VII—Violations

Section 1. It shall be a breach of faith and detrimental to the welfare of this Union for a member to commit any one or more of the following acts, all of which are hereby prohibited:

a) To give any gratuity or make any promise of reward for the purpose of inducing any bandleader or other persons to permit the rendition of any published composition, whether to be sung or played, or to directly or indirectly participate in negotiations for such purpose, or to engage in any schemes or subterfuges for the purpose of committing this primary evil in our industry, or to make or arrange radio programs for leaders, singers, etc. The Executive Council in its discretion shall have authority to determine the facts concerning such alleged violation and complaint.

ALSO

A \$500.00 DEFENSE BOND

To Anyone Providing Information Acceptable to a Board
of Arbitration as Proof Conclusive That Any

MUSIC PUBLISHER, FIRM OR CORPORATION

Has Violated Either Section Eight or Nine of Their Fair
Trade Agreement with the Union Which Reads as Follows:

THE EMPLOYER AGREES

Eighth: That the employer will not give or offer any gratuity or make any promise of reward, or make any loans or engage in the wholesale purchase or distribution of commercial records, commonly known as transcriptions, paid for by the employer or to the cost of which said employer has directly or indirectly contributed (except that labeled commercial records purchased in stores or from the phonograph companies may be distributed), for the purpose of inducing any band leader or other person to permit the rendition of any composition, whether to be sung or played, or to directly or indirectly participate in negotiations for such purpose, or to engage in any schemes or subterfuges for the purpose of committing this practice, which is declared to be the primary evil in the music publishing industry.

THE EMPLOYER AGREES

Ninth: That the employer will not make or arrange radio programs for leaders, singers, managers of bands, etc., or back or support financially any band leader, singer, booking agent or manager of same, etc., in connection with the music publishing industry, or invest in or enter into any partnership or corporation relationship, directly or indirectly, with any such person or agencies, for the purpose or with the intention of securing advantage thereby in the exploitation of any songs of said employer, or of said partnership or corporation, or indulge in the practice commonly known and designated in the industry as cut-ins, or do or make special arrangements for band leaders, singers, booking agents, managers of bands, band representatives, or others, or make extractions from special arrangements or scores for such band leaders, singers, booking agents, managers of bands, band representatives or others, or directly or indirectly seek to induce the members of the union or any other persons to engage in the practices herein condemned.

★ *THERE IS NO PROPER REASON WHY FAIR TRADE PRACTICES AND DECENT RELATIONSHIPS SHOULD NOT EXIST IN OUR INDUSTRY; WE ARE ENGAGED IN LEGITIMATE ENTERPRISE; WE ARE MAKING A GENUINE CONTRIBUTION TO THE BUILDING AND MAINTENANCE OF BOTH CIVILIAN AND MILITARY MORALE, WHICH IS ESSENTIAL IN FORGING THAT NATIONAL UNITY WHICH ALONE CAN INSURE VICTORY TO OUR COUNTRY IN ARMS. THERE IS ROOM IN OUR INDUSTRY FOR THOSE WHO WANT TO CONDUCT THEMSELVES DECENTLY AND HONESTLY; FOR OTHERS OUR FIELD IS TOO SMALL.* ★

MUSIC PUBLISHERS' CONTACT EMPLOYEES UNION

Local 22102, 1270 Sixth Avenue, New York
Chartered By and Affiliated With

THE AMERICAN FEDERATION OF LABOR

Los Angeles

By JAC WILLEN

ON A HILLTOP," new symphonic tone poem, was given its world premiere last week by the symphony orchestra of Claude Sweeten at KFI. The work was written by John Rarig, member of the Sportsmen Quartet on the Rudy Vallee "Sealtest" program.

Ginny Simms gets a feature role in RKO's untitled Fibber McGee and Molly picture which rolls next month under the direction of Alan Dwan. Don Quinn, Paul Gerard Smith and Joe Bigelow are doing the script.

"Kraft Music Hall" will shorten today's program by fifteen minutes to allow for a talk by Leon Henderson, Director of Price Administration.

Paul Carson's "Bridge To Dreamland" started on the Blue April 19th, and will be heard weekly at 10:15 p.m. Sundays hereafter.

Vera Vague guested on the Bob Hope Tuesday broadcast from the U. S. Naval Receiving Station at San Pedro. Frances Langford, Skinnay Ennis and the rest of the Bob Hope crew made the trek.

Gale Gordon, anaemic professor of "Crestfallen Manor" on the Ransom Sherman CBS show, has named two additions to his home "The Crestfallen Kids." And why not?.... They're a pair of young goats!

Harry James seems destined to achieve the "Walk"-ing all time record on Mutual's "Spotlight Bands."—"I Don't Want To Walk Without You" recording by James, has placed the maestro in the honor slot for five weeks as top selling record for each week.

Mel Blanc, Al Pearce comedian, has just signed for a third year with Leon Schlesinger cartoons. Blanc has made more than 50 of the animated cartoons in the last two years, doing such characters as Bugs Bunny, Porky Pig and Tommy Tortoise.

Harlow Wilcox, NBC announcer, has completed commercial transcriptions for "Rexall Parade of Stars" which will be spotted on 250 to 300 stations throughout the country during the month.

Lum and Abner may do their program of Friday, May 1, from Louisville, Ky., where the stars are heading to witness the Kentucky Derby on May 2.

Harry Maizlish returned to the West Coast from his New York business trip this week.

WELI and WNAB To Blue

Effective June 15, WNAB, Bridgeport, and WELI, New Haven, Conn., will become basic outlets of the Blue Network, bringing the total number of Blue affiliates to 124, according to Keith Kiggins, vice-president in charge of stations.

WNAB, owned by Harold Thomas, operates full time with 250 watts day and night power on 1,450 kilocycles. Station rate is \$60. WELI, on full time, operates with 1,000 watts daytime and 500 watts nighttime power, on a frequency of 960 kilocycles.



Slug: OVERMATTER!

● ● ● Pope Pius will be heard from the Vatican on NBC May 13th—the occasion being the 25th anniversary of his consecration as a Bishop.... Dr. Frederick W. Stamm and "Highlites of the Bible" replaces "National Radio Pulpit" on the Red for the summer starting May 3.... Harry Von Zell travels to Hollywood with the E. Cantor troupe and will double to the new Dinah Shore Friday niters—giving up "Duffy's Tavern" and the Shirer shows here. Dinah heads westward following her Sunday show.... Appearance of Georgie Price on Fred Allen's show Sunday is in the nature of a test session for possible summer sponsorship for Price.... Latest alliterative name in radio is Vicki Vickee, singer on the Blue Network.... Basil Rathbone does Shakespeare on "Stars Over Hollywood" Sat.... "This Is the Truth" with Tim Healy will be dedicated to Frisco and that city's cultural contributions to the nation May 3rd.... Melvyn Douglas takes time out from his OCD chores to appear on the P.M. Playhouse tomorrow nite in "Sullivan's Travels".... Ted Husing hopes that CBS will let him out of his contract this year. (It's been Husing's wish for a couple of years now!).... 1,000 student fliers will attend the Province of Ontario broadcast tomorrow nite.... Pearson and Allen have received more than 50,000 entries in their radio slogan contest to find the battle cry of '42.... Ralph Wonders and Art Weems of GAC will be made vice-presidents by Tommy Rockwell before heading back to Hollywood and Chicago respectively.

● ● ● It's a five to one bet around radio row that Lanny Ross will be signed for the summer within a fortnight by another sponsor—because he did a great selling job—and was responsible for bringing back the daily fifteen minute musical strips to the airlines.... We'll wager that Bing Crosby and a small musical combination of John Scott Trotter's men could obtain a survey rating doing three songs nitely in a fifteen minute slot, equal to the current hour rating!.... Eve Arden of "Let's Face It" and the movies will be starred with the Blue Theater Players Sunday in "The Toast to the Post".... How a draftee is molded into officer material will be shown in "Joe American—Soldier" via March of Time tomorrow nite via Fort Benning, Ga.... The new "Gangbusters" series will buy scripts from newspaper reporters.... Bert Parks, who does many Camel shows, may be the announcer for Kay (Lucky Strike) Kyser during the latter's "Matinee From Meadowbrook" shows.

● ● ● Bob Hope will do at least seven broadcasts from the east before vacationing.... Robert Armbruster's orchestra and chorus will be heard with Nelson Eddy on CBS starting Wednesday for Old Golds.... J. Cagney will do "Smith Against the Axis" on "This Is War".... Rita Ascott, actress on "Ma Perkins," has been named Chief "Pretty" Officer by the sailors at the Great Lakes Naval Station.... Blue Barron's well represented in the armed forces of the nation. Trumpet-man Bill Ratzenbergere is in the army, Trumpeteer Bill Burkhardt is in the navy and Bob Schroeder of the Barron business staff is a marine.... Both Charita Bauer and Jackie Kelk of "Aldrich Family" are scheduled to double into "The Life of Reilly" on Bway. soon.... A wag describing the new San Francisco studio of NBC says the place is so big that the audience has to applaud twice to be heard once.... Jack Runyon and family head westward next Thursday to open a Hollywood office for the Inter-American Committee.... When Boris Karloff was first signed for the "Inner Sanctum" shows he asked if he should dress formally or informally for the broadcasts and Hi Brown, director, said "Just put on your black wings and come as a bat!".... An attempt will be made to co-ordinate all the recording companies to cope with the record edict of the WPB. Idea is to have the supplies on hand divided for the present and all future material split up in such a way that only a certain amount will reach the company having the largest PUBLIC demand—not company demand! A few records will be pressed for each release and the record getting the most calls from the public will be pressed in quantity!

Chicago

By FRANK BURKE

TWO prizes of \$25 each will be presented to listeners of the new "America Loves a Melody" program heard every Saturday on WGN, W54 and the Mutual network. Prizes will be awarded each week for the best two letters telling the true story behind the listener's favorite song. Ten letters will be dramatized on the show. "America Loves a Melody" theme song of the winning operetta written by Ross Hastings of Los Angeles and presented over WGN Mutual on April 11.

"Against the Storm," heard Monday to Friday on the NBC Red, which won the 1942 Peabody award, is written by Sandra Michael, who attended the Universities of Chicago and Illinois. Miss Michael also pens "Lo Journey," another popular NBC serial.

Ray Ferris, WLS production department, has been elected senior vice-commander of Post 1304, Veterans of Foreign Wars. Ferris was in naval aviation in World War I.

Arrangements have been completed with Gruen Watch Company to give a watch to each of the Navy recruits appearing on the WLS-Blue "Meet Your Navy" program which originates at Great Lakes Naval training stations. Presentations are subject to approval of the Navy and will probably be without benefit of a commercial air plug.

Officials of the Wade Advertising Agency are as busy as the dog catchers these days trying to round up 12 pedigreed cocker spaniel puppies weekly for giveaways on the Chicago "Sun's" program on WLS.

Add one more for WBBM Father Club: Berne Surrey, sound effect technician. The offspring—a daughter, Brianne, six pounds, eight ounces born last week.

Lavinia Schwartz, CBS Midwest Educational director, will take part in the panel survey and evaluation of the Conference on the Use of Radio For Young People at Columbus, Ohio, May 8th. Conference in conjunction with the Thirteenth Annual Institute for Education and Radio at Ohio State university.

Erwin Barg, music publisher's representative, doesn't mind having known that he was plugging son in Chicago when WMAQ was launched twenty years ago.

Phi Beta Honors CBS

CBS is this year's winner of the Annual Radio Award made by Phi Beta, national professional fraternity of music and speech. The trophy was voted to CBS for the network's broadcasts of the New York Philharmonic Symphony concerts and was presented by Rudolph Ganz, noted pianist, conductor and Phi Beta patron, during the intermission of the season's final Philharmonic-Symphony Sunday afternoon concert Sunday.

The honor goes annually to that radio organization selected by a poll of Phi Beta members which is considered to have contributed most to music and speech during the year.

GUEST-ING

CPT. FLOYD J. SWEET, U. S. Air Force glider expert, on the "Kraft Music Hall," tonight (NBC Red, 9 p.m.).

MARY L. DOUGLAS, in adaptation of Sullivan's "Travels," tomorrow (WABC-CBS, 9 p.m.).

MRS. BOB HOPE and ALEXIS SMITH, actress, on "A Luncheon with Ilka Chase," Saturday (NBC Red, 12:30 p.m.).

ESIL RATHBONE, on "Stars Over Hollywood," Saturday (WABC-CBS, 12:30 p.m.).

JAN MUIR and CLAYTON COLBY, on "Armstrong's Theater of Music," Saturday (WABC-CBS, 12:30 p.m.).

JOHN MEADE, jockey, on "Jack Dempsey's All-Sports Quiz," Saturday (WOR-Mutual, 8:30 p.m.).

MRS. WALES LATHAM, originator of "Bundles for Britain," on "Elman's 'Hobby Lobby,'" Saturday (WABC-CBS, 8:30 p.m.).

JOSEPH PADWAY, general counsel of the A. F. of L.; LEE PRESSMAN, general counsel of the CIO; SAM HOBBS of Alabama and EDMUND B. TOLAND, Counselor to the House Naval Affairs Committee, discussing "Shall We Register and Trade Organizations," on Theodore Granik's "American Forum of the Air," Sunday (WOR-Mutual, 8 p.m.).

Join Blue Production

"Cottonseed" Clark and Edwin Sulpaugh have been appointed to the Blue Network's production staff by Harry Frazee, production manager, who joins the Blue from WPTX, Beaumont, Tex., where he was production manager, was christened "Cottonseed" by Babe Ruth when he was broadcasting baseball games in Texas six years ago. During the Texas State semi-pro tournament, the games were co-sponsored by the Cottonseed Mill. The name "Cottonseed" stuck to Clark and he finally secured it legally.

Sulpaugh was formerly with Jam Handy Pictures as head director.

Drienne Ames' New Show

Drienne Ames started another production on WHN, New York, on Wednesday. New series consists of daily Monday through Friday beauty talks which will not interfere with her Hollywood broadcasts in the evenings.

FREE LANCE SONGWRITER

We write original words, music, themes and special material for radio, television, electrical attractions, sustaining, commercial, and sponsored programs for any product on radio needing individual musical background. Write RADIO LANCE, Box 533, 1501 Broadway, New York City.

NEW PROGRAMS—IDEAS

"Chicago Theater" Replacement

Taking its title from the hit tune of the prize-winning operetta of WGN's \$10,500 American Operetta Contest, "America Loves a Melody" made its debut on Sunday on the Mutual network. This series replaces "The Chicago Theater of the Air" operetta series and stars soprano Marion Claire, Henry Weber's symphony orchestra and chorus. Thomas L. Thomas, noted American baritone, was guest star on the April 19 broadcast. "America Loves a Melody" was written by Ross Hastings, 27-year-old Californian who wrote "Mister Mozart," the operetta winner that won out over 2,231 other entries. Colonel Robert R. McCormick, editor and publisher of the "Chicago Tribune," will speak during each program.

Impromptu Composing

WVL, New Orleans, has introduced a new series of programs for servicemen in the armed services. Heard weekly, the series consists of original tunes and lyrics, which are suggested by soldiers, sailors and marines via the mail and which are sung by Winifred Moore, young blind composer-pianist. Suggested song titles such as "Jeep Blues," "The Girl I Left," "My Friend, the Sergeant", etc., have been sent in to the composer, who does the impromptu composing.

Thrivo Returns On Blue; Solves Package Problem

Priorities has closed in on another Blue Network sponsor, but the web's billings remain status quo through the effort and ingenuity of another manufacturer who successfully licked his packaging problem. Latter is Modern Food Process Co., which was forced to relinquish the Moylan Sisters on the Blue in February because of lack of tin for canning Thrivo, and now is returning to take over sponsorship of Olivio Santoro. Hit by the same canning problem, F. G. Vogt & Sons, a Modern Food Process Co. subsidiary, relinquished the Santoro program as of April 12.

Thrivo, now converted to a dry form which can be packaged in cardboard, takes over the Sunday, 5:15-5:30 p.m., EWT, spot on 18 Blue stations next week.

Clements Co., Philadelphia, is the agency on both accounts.

Stahl With WDAS

Philadelphia, Pa. — Charles Stahl, former sales manager of WPEN of this city and before that general manager of WKNY, Kingston, N. Y., has been appointed sales manager of WDAS, according to a recent announcement by Alexander W. Dannenbaum, general manager of the Philadelphia station. He replaces A. W. Dannenbaum, Jr., who is on active duty as a lieutenant in the U. S. Signal Corps.

Short-Wave Anniversary

"Salute to Latin America," featuring the national anthems of the 20 republics, was given in a special program recently celebrating the 15th anniversary of the inauguration of regular broadcasting in Spanish to Latin America by General Electric's short-wave stations WGEO and WGEA in Schenectady. These stations, which were then known as W2XAF and W2XAD, were the first United States short-wave stations to send scheduled Spanish and Portuguese programs to Latin America.

Highlights of the stations' activities, both past and present, served as theme of the special one-hour program.

Afternoon Variety Show

WCAE, Pittsburgh, has inaugurated a new series of afternoon programs entitled "The Tune Factory." "The Tune Factory" is a continuous four hour show of music and news broadcast six days a week, Monday through Saturday, from 1 to 5. On-the-hour commentaries by Mutual newscasters, Cedric Foster and Richard Eaton—10 minutes of news at 3 compiled by the WCAE news staff—and two minutes of news reported on the half-hour highlight each afternoon's shift of "The Tune Factory." The musical portion is supplied by records; chatter and between records comment is held to a minimum.

WOV Sues Insurance Co. To Collect Strike Damage

Suit for \$36,738 damages to transmitter and studios allegedly caused by the WOV engineer strike on Nov. 3, 1940, was filed against the Norwich Union Fire Insurance Society, Ltd., in N. Y. Supreme Court here by Greater New York Broadcasting Corp. Although now known as Wodaam Corp. since its switch of facilities with WNEW, WOV's suit was filed under the old corporate name. Suit alleges failure on the part of the insurance company to live up to a contract insuring the station against malicious damages, sabotage, strikes, labor disturbances and civil commotions.

WOV engineers, members of the American Communications Association (CIO), walked out on Nov. 3, 1940, throwing the station off the air for a number of hours. Sabotage was charged by station officials at the time and the charge was denied by the union.

WNEW News To Navy Yard

WNEW 5-minute news summaries, prepared for the station by the New York "Daily News," will be heard by the 30,000 workers at the Brooklyn Navy Yard under arrangements completed with Rear Admiral J. Marquart, Commandant of the Third Naval District. News broadcast will be piped via loudspeaker system to employees during their lunch hour.

AGENCIES

MARKING first expansion in the radio medium since a test was instituted some months ago on WEEL, Boston, the DuBarry Success School has begun participating announcements on WJR, Detroit. Participations on the Caroline Cabot program on WEEL continue and should responses warrant, the client is expected to expand further in the spot field. G. Lynn Sumner Co., Inc., handles the account.

ANOTHER national magazine ups its price. Effective with the July issue, newsstand cost of "Cosmopolitan" advances from 25 to 35 cents, with yearly subscription rates increasing 50 cents to \$3.

GORDON BAKING CO., Detroit, and Barton A. Stebbins, Los Angeles, the Gordon agency, have stipulated with the FTC to discontinue certain representations in promoting sale of Silvercup Roman Meal Bread.

JOHN E. ROBERSON, formerly an executive with Chas. W. Hoyt and Federal Advertising, has joined the executive staff of Roy S. Durstine.

Ford Elected President Of Press News, Limited

Ottawa—Arthur R. Ford, editor of the "London Free Press," was elected president of Press News Limited, the company that lays down The Canadian Press news to radio broadcasting stations in Canada, at the annual meeting held at Toronto in conjunction with The Canadian Press annual. Ford, who is president of The Canadian Press, succeeds W. Rupert Davies, of Kingston "Whig-Standard," who was president of the two companies last year.

Roy R. Thomson of Toronto was elected vice-president, while the board of directors, which was re-elected, is: Emile Jean, Three Rivers, Que.; H. M. Hueston, Sarnia, Ont.; W. McCurdy, Winnipeg, and Messrs. Ford, Davies and Thomson.

The annual report showed the company supplies news to 26 stations. Sam G. Ross, manager of the company, was appointed secretary.

920 CLUB
One of America's Greatest Local Radio Programs
WORL BOSTON, MASS.

NEW BUSINESS

WGAR, Cleveland: Washington State Apples, three anns. weekly, through J. Walter Thompson; Sweets Co. of America, 12 anns. weekly, through Biow Company; Schumacher Co., five anns. weekly, through Anderson, Davis & Platte; National Biscuit Company, 7 anns. weekly, through McCann-Erickson; MacFadden Publications, 12 anns. weekly, through Arthur Kudner, Inc.; Lady Esther Sales Co., three anns. weekly, through Pedlar & Ryan, Inc.; I. J. Fox, 30 anns. weekly, through Foley Advertising; Wm. Edwards Co., five anns. weekly, handled direct; California Fruit Growers' Exchange, 10 anns. weekly, through Lord & Thomas; Quaker Oats Co., 6 five minute shows weekly, through Ruthrauff & Ryan; Irvin & Gormley, Inc., 11 half hours, handled direct; Hollywood Film Studios, 3 five minute shows weekly, through Raymond R. Morgan; General Foods, 1 thirty minute show weekly, through Benton & Bowles; H. Blonder Co., 2 ten-minute shows weekly, through Ohio Advertising; Webb C. Ball Co., 2 five-minute shows weekly, through Nesbitt Service; Food Research Corp., 3 fifteen minute shows weekly, through Gregory Adv.; Peter Paul, Inc., 3 quarter hours weekly, through Platt-Forbes.

KARM, Fresno: Folger Coffee Co., "Public Service Programs," through Raymond R. Morgan agcy.; McKesson & Robbins (drugs), news, through J. D. Tarcher & Co.; General Petroleum Corp., "I Was There," personal dramas, through Smith & Drum agcy.; Chamberlain Sales Corp. (hand lotion), Dave Lane's songs, through Gary-Ainsworth agcy.

Radio Executives Club Hears Maj. Eliot-Hough

(Continued from Page 1)

news analyst discuss the war situation as it confronts us today, and Harold V. Hough of Fort Worth, Chairman of the Steering Committee of the Newspaper-Radio Committee, give an insight into the progress of NRC in opposing the FCC order anent newspaper ownership of radio. Major Eliot answered numerous questions from the floor following his talk which was preceded by that of Hough's due to the former being detained. Hough held down the bag until the Major arrived. Several out-of-town broadcasters were introduced including Merle Jones of KMOX, George Lasker of WORL and others. President John Hymes presided.

Red Cross Class

Dallas—Over fifty staff members of WFAA, KGKO, and the "Dallas Morning News" make up a special Red Cross class in First Aid, given each Wednesday and Friday night in the auditorium studio of WFAA-KGKO, in Dallas. A majority of the class is also enrolled for training in air-raid wardening.

WORDS AND MUSIC

By Sid Weiss

RADIOITES ARE GABBING ABOUT: The rumors that Sid Strotz may come back from the coast permanently... The sudden leave-taking of John Elwood for the coast—a nice promotion, we understand... Phil Carlin's readiness to audition talent and program ideas on the Blue... The sincerity and thoroughness of Young & Rubicam's auditioning dept... Janet McCrory's leaving NBC... Alex Gruenberg's resignation as assistant Eastern production head of NBC following that of Wiff Roberts... The sudden splurge of red coats among the radio actresses... Sally O'Neil's strong comeback in radio... Bob Waldrop, NBC symphony announcer, who left for the army yesterday—on his birthday... Anita Boyer's forthcoming build-up at CBS... Evelyn Wyckoff's leaving "Johnny 2 x 4" and Rowland Brown's search for a fill-in... Joan Edwards' new white-fox coat—celebrating an option-lifting on the "Hit Parade"... The terrific transcription deal Herb (Frederick Bros.) Gordon set with Sinclair Oil calling for 75 15-minute shows. Herb also set Tiny Ruffner with the new Navy show over WHN starting this Monday... Warren Gerz's neat publicity stunt tying up Diane Courtney with the State of Vermont Military Ball. Gerz is going to town on Diane like he did with Dinah Shore, Yvette and the "Basin St." show. Coincidentally enough, both Dinah and Diane got their start on "Basin St."... Dick Mooney's being bedded at the Gotham Hosp. Nothing serious, thank Gahd.

☆ ☆ ☆

Seems every time we open our big mouth, we put our even bigger foot in it. Not long ago we penned that "nothing was as unfeminine as a tuba player in an all-girls' band." Here's what Alma Adams, tuba player with Phil Spitalny's band, has to say: "Women are driving tanks and are joining air-corps. Feminine taboos went out with suffrage. I like to play the bass with Phil Spitalny because the idea of an all-girl orchestra intrigues me. I believe I did something unusual when I aspired to my chosen career; any girl can play a piano, but those who have ambitions to play a flute, trombone, trumpet or bass are doing something unusual, don't you think? Of course, we're feminine. Just as feminine as any girl who wants to do the things she wants to do. We are part of something that makes people happy. You don't mind, do you?" As we said before, we're sorry we brought the whole thing up!

☆ ☆ ☆

OUR TOWN: Glamour in our midst—Loretta Young, Lana Turner, Myrna Loy, Carole Landis, Margaret Sullavan, Joyce Matthews and, oh yes, Hugh Herbert... Adele Jergens primping for a screen test... Vinton Freedley looking for comics... Len Smith of the "News" bedded with a broken leg... Michael Fitzmaurice a new addition on "Ellery Queen"... Bill (Pedlar & Ryan) Lawrence off for the coast with the Dinah Shore show... Bob Kerr Miamiing with Jules Alberti taking over meanwhile... Vivian Smolen made chairman of the Hostess committee at the Stage Door Canteen... Don Phillips signed by Para. newsreel... Spencer Bentley took over Joe Curtin's role on "John's Other Wife," when conflict with "Second Husband" came up... Kelly Rande new singer with Vince Lopez... Rockhill Productions readying a new transcribed series with Sigmund Spaeth... Ben Lipset celebrating his 20th wedding anniversary... John Griggs and Herb Little have been summoned to Washington to discuss their radio idea, "The Magnificent Malarkey"—a modernized version of "Old Bill"... Harry N. Blair, the exploiter, has penned a set of lyrics tagged "I Stole a Kiss From Miss Liberty"—a timely thing which is just crying out for a melody. Harry wants to get together with a music writer on it... It's another sponsor (National Aeronautic Council) for Ed East. Six times weekly... Plenty of interest being shown in Ray (Kermit-Raymond) Greene's recorded series, "Radio Theater of Famous Classics." WTMA, KFRC and KSL are the latest to grab it... Jack Eigen starts his 6th sponsored year on WMCA next week with a brand new sponsor—Crawford Clothes. Jack has brought some of the top names in show biz before the WMCA mike including Al Jolson, Geo. Raft, Tony Martin and others... Dave Kerman the new romantic lead on "My Daughter Beth."

—Remember Pearl Harbor—

PROGRAM REVIEW

"Inner Sanctum"

Carter's Little Liver Pills sure Blue listeners Sunday nites at 10 EWT for thirty minutes and then announcer asks how are your "gas juices working" and do you "feel tired and loggy." Brother, listener Boris Karloff asking a victim to push his head a little farther back in order to remove a cinder from the eye and then slash the guy's throat with a straight-edged razor—and you feel limp—not loggy! Hi Brown recommends these horror shows which are recommended to be heard while lights are out. "Raymond" is a host of murder and introduces the blood-curdling stanzas. Sound effects and organ music adds to the color of the murder mysteries. Recommended for Junior if he doesn't like his spinach!

* * *

"Great Gildersleeve"

Harold Peary as the "Great Gildersleeve" formerly with Fibber McGee and Molly, holds down the half-hour on Sundays for Kraft products on the Red at 6:30 p.m., EWT, assisted by a half dozen "voice stooges" in a situation comedy. Peary's stock trade is his laugh, extravagant and ability to cope with every situation. Of course, he manages to get into trouble and his smart-nephew, Leroy, is usually being Gildy's worry.

Situation aired other nite concerned itself with a seed-selling project planting on a particular plot which didn't belong to Gildy, et al. Because the close of the show, this was overcome by Gildersleeve purchasing property and at the conclusion was well.

WIS, Columbia, S. C. Increases Power May

WIS, Columbia, S. C., Red Southwestern Group outlet, has notified NRC that it expects to begin operation with increased power on May 1. It now operates on 560 kc. with 500 watts day and 1,000 watts night using a directional antenna at night. The FCC granted a permit to increase night power to 5,000 watts and reduce the same frequency.

KPRC, Southwestern Group outlet in Houston, Texas, has notified NRC that they expect to begin operation with 5,000 watts night power with a directional antenna within a month. The station now broadcasts with 500 watts day and 1,000 watts nights, 950 kc.

Fitzer NRC Treasurer

H. Dean Fitzer, station manager WDAF, Kansas City, Mo., has been named treasurer of the Newspaper Radio Committee to replace Tennant Bryan, who has resigned in order to enter the armed services.

Sum Up Result Of Affiliate Confabs

(Continued from Page 1)
 net with more than 500 station
 in a series of six regional
 "clinics." The NBC executives
 discussed all phases of network
 operation in the light of the war
 result, Hedges said, the affil-
 have been "welded securely
 consolidated plan of wartime
 operations outstripping
 all previous concerted efforts
 network to help America win
 war."

Tour Benefited NBC Execs
 Meeting with the affiliates in their
 districts, Hedges said, was "most
 beneficial" to the officers and depart-
 heads of NBC. "It is significant
 te," he said, "that the broad-
 casting problems of the affiliates dif-
 idely in each of the districts,
 all nature and extent of which
 not have been brought out
 early other than through these
 meetings. Dissimilar as the
 conditions and problems are in the
 various sections of the country we
 find, every station affiliated with
 the network is united in the common
 purpose to serve the Government and
 protect the public interest to the
 maximum of its facilities and abiliti-
 ties."

Ready for Any Emergency
 "unprecedented loyalty and
 work consolidation," Hedges said,
 achieved in the face of the exist-
 ing knowledge on the part of affiliates
 that might become necessary for
 sacrifice revenues in order
 to contribute the fullest possible ser-
 vice to the end that the United States
 bring to successful termination
 its war effort.
 "In no section did we find a dis-
 senting voice," the NBC official de-
 clared, adding that "because of this
 steadfast loyalty and determination
 on the part of our affiliates, the net-
 work today is ready and fully pre-
 pared to meet any emergency along a common, united front
 reaching across the nation, to meet
 any new emergencies as they arise as
 a result of the war."

Three Problems Paramount
 Through all phases of NBC opera-
 tion and station-network relation-
 ships were discussed at the series of
 meetings, chief problems covered,
 Hedges said, were:
 1. How best to serve the Govern-
 ment and the nation in time of war.
 2. How best to fulfill the moral
 obligation of entertaining the nation
 during the present emergency.
 3. How to retain revenue in order
 to insure continuation of the industry
 as a free enterprise, without govern-
 ment support and possible restric-
 tions.
 Meeting in New York on March 16,
 Hedges covered Cincinnati, Dallas,
 Chicago and San Francisco.
 The West Coast meeting April 1,
 the NBC executive group made a
 tour of affiliated stations in the North-

PROMOTION

Accent On War

WLOK-Sponsor Co-op

Taking a commanding place in the
 all-out publicity effort of the Allen
 County War Savings Committee,
 WLOK, Lima, Ohio, has inaugurated
 a policy that not only gives increased
 publicity to the sale of War Savings
 Securities, but also raises money to
 carry on the work of the Committee
 in charge. WLOK is selling programs
 for commercial sponsorship, adver-
 tising the sale of War Savings Bonds
 and Stamps, but at the conclusion of
 every such program, a representative
 of the station presents to a member
 of the Allen County Committee a
 check in full for the cost of the
 broadcast. All station-time, talent
 and other expense incident to the
 broadcast, is donated by WLOK, and
 the money received goes to defray
 the expense of the Allen County Com-
 mittee, which hitherto has had to
 raise by private subscription all funds
 used by the committee for the opera-
 tion of its campaign which has reach-
 ed into practically every home in the
 Lima area.

The only commercial mention
 allowed to sponsors of the broadcasts is
 identification by name at station-
 break time. There is no other com-
 mercial advertising. Sponsors pay
 cash in advance for the programs.
 Sponsor identification corresponds to
 listing in "signature pages" of news-
 paper advertising. The patriotic atti-
 tude of WLOK has received great
 praise from all interested in the War
 Savings Bond effort especially be-
 cause of the fact that the local news-
 paper is promoting the War Savings
 campaign by selling subscription
 pages, and all money received is re-
 tained by the newspaper, instead of
 being donated to the War Savings
 Committee.

RMA Adopting Plans To Fit Wartime Need

(Continued from Page 1)
 is in line with the war situation of
 the industry, according to the RMA,
 which has decided to make its con-
 vention in Chicago a strictly busi-
 ness affair. Meet is scheduled for the
 Stevens Hotel, June 9.
 RMA has cancelled its annual ban-
 quet and a special series of addresses
 and forums on wartime matters and
 problems has been set. Some civilian
 business services have also been sus-
 pended along with sales promotion.
 It was indicated here that some
 small firms making radio receivers
 have received no war orders because
 they are not geared for such work.
 Most of the orders for specialized
 communications and related equip-
 ment for the armed forces have of
 necessity gone to the large producers.
 A new order is expected to be issued
 soon, and a few manufacturers who
 have received extensions may con-
 tinue until the middle of June to
 assemble chassis with cabinets and
 phonograph mechanisms. New order
 is expected to call a complete halt
 even to this work.

Personalized War Copy

What radio stations can do on their
 own initiative to aid the nation's war
 effort is demonstrated by WOR
 through a special copy technique it
 has developed for certain war an-
 nouncements. "Words for War," a
 small pamphlet containing typical ex-
 amples of this copy, is being made
 available this week by the WOR pro-
 motion and research department to
 the broadcasting industry. Theory
 behind the WOR war copy is that
 the effectiveness of various war an-
 nouncements is increased consider-
 ably when the continuity is person-
 alized in the style of a personality or
 program. These specialized announce-
 ments are written by the WOR con-
 tinuity department to fit virtually
 every type of broadcast, woman's
 hour, sports review, children's show,
 light musical, morning matinee, farm
 period, quiz program, concert music.
 WOR's experience has demonstrated
 that personalized copy, closely in-
 tegrated to program content, auto-
 matically commands a larger, more
 receptive audience than generalized
 routine announcements. Specialized
 copy, WOR believes, has a greater hu-
 man appeal and tends to acquire ad-
 ditional authority with listeners be-
 cause it is delivered by accepted personali-
 ties.

WHN Wartime Maps

In response to listeners' requests
 for a map on which they can trace
 daily war moves, WHN, New York,
 is offering listeners a War Map of
 the world, measuring 20 by 27 inches
 in four colors. Persons wishing the
 map may receive one by enclosing a
 dime to cover cost of handling and
 mailing and addressing the News
 Map Department of the station.

BVC Advises Stations To Guard Equipment

(Continued from Page 1)
 there can't be any further improve-
 ment of those facilities, there must
 be a steady improvement of the job
 performed."
 Specific recommendations were as
 follows: "Now's the time to hold
 inventory. See that steps are taken
 to conserve your equipment. Re-
 placements, of course, will probably
 be available. But why count on
 them when a little foresight, better
 maintenance, more commonsense care
 will keep your station on the air,
 healthy and ready to do a job for the
 country with the freest kilocycles in
 the world?"
 BVC also issued a pointed warn-
 ing that radio stations of no matter
 how little power should provide im-
 pregnable protection of transmitter
 facilities. After building up a hypo-
 theoretical case of a foreign spy who
 overpowered a lone and unarmed
 transmitter engineer on Long Island
 in order to radio a convoy location
 to Nazi submarines offshore, BVC
 observed, concerning the conse-

Clients Realize Need Of Plugging Brands

(Continued from Page 1)
 the same situation also exists. Among
 firms in the spot field who are con-
 tinuing their campaigns although hit
 by priorities and threatened with
 possible eventual serious curtail-
 ment of business is Sweets Co. of
 America, Hoboken, N. J.

Sweets Puts It in Writing

Currently using announcements for
 Tootsie Rolls on 13 stations in nine
 major markets, Sweets Co. recently
 sent letters to all of its dealers in
 these areas reaffirming its advertis-
 ing policy although unable, in some
 cases, to fill orders and make deliv-
 eries. In companion letters sent by
 managers of stations airing the Toot-
 sie Roll blurbs, candy dealers were
 advised that:

"We know that the Sweets Com-
 pany is doing their level best to sup-
 ply all the Tootsie Rolls to meet your
 demands this year. But capacity busi-
 ness doesn't mean advertising cuts to
 them. Sweets Company knows that
 nationally branded items are the
 backbone of your business and will
 be doubly so in the mad scramble for
 business in post-war years. They know
 that the name Tootsie Rolls must al-
 ways mean 'sure fire' to you because
 of instant public acceptance."

Commenting on continuation of
 radio advertising despite wartime
 conditions, Richard C. Bouton of the
 Sweets Co. promotion department,
 told RADIO DAILY:

Uses 15 Anns. Weekly

"As a confectionery manufacturer
 sugar rationing is naturally causing
 us difficulties in making prompt deliv-
 eries, a condition which is height-
 ened by the fact that demand for all
 Tootsie Candies is at the highest
 point in our history, and still accel-
 erating. We feel that neither of these
 factors is cause for advertising reduc-
 tion this year, since we regard our
 advertising as a weapon to achieve
 a long range objective."

Using approximately 15 announce-
 ments per week in each market, Toot-
 sie Roll spots are aired on the follow-
 ing stations: WJZ and WOR, New
 York; WBBM, Chicago; WJR and
 CKLW, Detroit; WGAR, Cleveland;
 WCAU and WFIL, Philadelphia;
 WEEI, Boston; WCAE and KQV,
 Pittsburgh; WHAM, Rochester, and
 WFAA, Dallas.
 Biow Co. handles the account.

"Shadow" ETs Add Outlets

Signing of a record number of con-
 tracts for the local sponsorship of
 "The Shadow" ETs was announced by
 Charles Michelson last week. List of
 15 stations to carry the series are:
 WCAE, WGH, WKRC, WGR, KTSM,
 KFEL, KTAR, KHJ, KFRC, KGU,
 WCSC, WROK, WBIR, WSGN and
 the West Virginia Network.

quences, "If the carelessness of one
 American broadcaster results in a
 disaster for the American cause—
 well, we don't have to ask you to
 use your imagination over the out-
 come of that one slip!"



Coast-to-Coast



WTAQ, Green Bay, Wis., again will air the baseball games of the Green Bay Bluejays, pennant winners last year in the Wisconsin State League. This year, however, all games will be broadcast, with a department store sponsoring the out-of-town games and a brewery the home games. Al Michel, program director and sports announcer, will describe the games.

Jeanne DesFoldes, secretary to Robert Garver, account executive of WJZ, New York, is engaged to Woodrow Ambur, now a sergeant in the Air Corps but scheduled to become a lieutenant May 6. He's stationed at Daniel Field, Augusta, Ga. Procter & Gamble Company has contracted for a series of one-minute transcribed announcements for Lava soap on WJZ for 52 weeks, beginning April 27. The new announcement, aired daily Monday through Friday, makes a total of two spots daily for Lava soap on WJZ. Biow Company is the agency.

Red River Dave, better known as Dave McEnery off the airplanes, is being sponsored in a daily five minute program Monday through Friday on WOAI, San Antonio. Series which is set for thirteen weeks is being sponsored by Peter Paul Inc., to introduce their new five-cent confection, Walnettos. Account was placed through Platt-Forbes.

Patricia Lochridge of the CBS special events department is the author of "The Unconquerable," a feature story of a woman's courage in wartime, appearing in the May issue of "Woman's Home Companion." This is her third story in this magazine. She also authored "The Invincible" and "Bermuda 1941" some months ago.

Estelle Broderick of the "920 Club" program department at WORL, Boston, now ready for any emergency after being graduated recently from a three-months' course of the Mass. Women's Civilian Defense Corps, becoming a certified convoy driver. Her schooling included handling gases, auto mechanics, first aid, and military drill.

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
BIRTHDAYS																														

April 23

Bob Campbell	Elsie French
Herschell Gebbs, Jr.	
Edwin C. Hill	Gwenn Jones
Bill Maloney	Charles Premmac
Edward G. Murray	Ollie Treyz

Eleanor Boyd, continuity director of WMOB, Mobile, Ala., received an offer to transfer her activities to KMOX, St. Louis. Previous reports had it she has already resigned from the Mobile station.

Two new announcers have been added to the staff of WJMA, Covington, Virginia: Bill Ward from WLVA, Lynchburg, Va., and Durwood Powell, new to radio. Boyd Lawlor, WJMA station manager, recently made an appearance on the local "United States Savings Bonds and Stamps Campaign for Covington and Vicinity" program to announce that WJMA's entire personnel has pledged itself to buy U. S. Stamps every payday.

Play-by-play accounts of 117 basketball games during the season is the record which has been hung up by Hilliard Gates and Bill Erin, sportscasters on WOWO, Ft. Wayne. These include 14 professional games, including the National Professional Basketball League championship playoffs between the Zollner Pistons and the Oshkosh All Stars; 86 high school games, including the state tournaments; five college games by wire and twelve Big Ten college games broadcast from the floor.

WEEL, Boston, aired a series of two programs this week in commemoration of Arbor Day. Programs were produced by Fred Garrigus and presented guests. Radcliffe College students participated in WEEL's second broadcast of its Civilian Defense series, which is produced by Henry Lundquist.

Noel B. Gerson, formerly talent director of WGN, Chicago, and now aide to Brig. General W. E. Guthner, Sixth Corps Area Provost Marshal, has been promoted to a second lieutenant to a first lieutenant, according to an announcement by Major General George Grunert, commanding general of the Corps Area.

All quarter-hour newscasts on KSTP, Minneapolis, are concluded with a hundred-word story debunking Axis circulated rumors and boosting the accuracy and authenticity of American newscasts. The statements mince no words in giving body blows to fifth column gossip spreaders and rumor mongers.

On the occasion of the recent Gridiron Dinner of the Women's Advertising Club of St. Louis, Claire Harrison, continuity director of KWK, St. Louis, was presented with a "Gridiron Gus," a small and grotesque gold statue awarded for special meritorious service to the club in connection with the entertainment presented at the dinner. Miss Harrison had written several of the skits lampooning current events and outstanding personalities, and she also appeared in the show.

"Industrial Morale" is the subject of a series of addresses scheduled for delivery in April by several executives of the RCA Victor advertising and promotion department before audiences in many sections of the country. Thomas F. Joyce, vice-president and advertising director, is speaking before the Engineers' Club in New York, the Advertising Club of St. Louis, the Chicago Association of Commerce, and the American Society of Mechanical Engineers meeting in Chicago. David J. Finn, advertising manager, is addressing a group of printers in New York, and the Scholarship Dinner of the New York Advertising Women. Julius Haber, publicity director, is addressing the Rochester, N. Y., Advertising Club.

Ralph W. Brunton, president of KQW, San Francisco, has returned from Washington, D. C., following re-hearing before the FCC regarding an increase in power for KQW to 50,000 watts. No decision has been rendered as yet, but it is expected from day to day. Three weeks were devoted to the hearing. Sherwood Brunton returned to San Francisco with Ralph, but Mott Brunton stayed over in the east in the interest of their automotive business. He returns this week.

Bob Duffield, formerly chief engineer at WOWO-WGL, Fort Wayne, has accepted a commission with the United States Army and is stationed in Washington. Al Smith, formerly of the technical staff at the Fort Wayne Westinghouse stations, succeeds Duffield as chief engineer.

WEW, St. Louis, is continuing its policy this year of broadcasting the scores of all baseball games played in the National and American Leagues at frequent intervals. Sterling Insurance Co. has contracted to air seven days weekly a 15-minute program titled "Your Favorite Songs."

WSAZ, Huntington, W. Va., will broadcast a half-hour of the Huntington Police Benefit show in the City Auditorium. The local police are sponsoring the Renfro Valley Folk. Newest addition to the staff at WSAZ, Huntington, W. Va., is Irene Drexler. She operates the new switchboard recently installed by A. T. & T.

Cooper Safety Razor Corp., through The Heffelfinger Agency, has placed "Secret Agent K-7" ETs on WNEW, New York. Series is aired once weekly beginning this week and was cut by NBC Thesaurus.

New announcer at KROW, Oakland, is Tom Hotchkiss, former mikeman-writer at KVUC, Tucson, Arizona. Marilyn MacLean has been named KROW traffic manager. Al Accardi has begun a spring fishing program on KROW, as a Wednesday night feature. Also new on the station is a weekly interview program under auspices of the Oakland Federation of Women's Clubs.

One of the favorites of a radio which has long since passed into history will return to the air lanes. Johnnie Walker, head of the music bureau of KOIN, Portland, inaugurates his new program, "Pause and Reflection." The new show will be broadcast five times a week, Monday through Friday at 1:45 p.m. In re-places Walker has remained clear from a mike, keeping occupied behind a desk as head of the KOIN music bureau. But the call of the station is bringing him back in a new talent program. His shows of previous years were titled "Pipe Dreams," "Isle of Golden Dreams."

"Sports Slants" on WHAT, Philadelphia, is again being aired on a five-days-a-week schedule by Joe Kolbmann. He is also on the "Local Kings" program on WHAT.

Two new account executives have joined the staff of KOA, Denver. They are Eugene R. Pearson, former assistant sales manager of the local Motor Co. branch, and Randolph Smith, formerly chief copy director of Buchanan & Co., advertising agency of Los Angeles. Lloyd E. York, KOA general manager, is serving on the executive committee for the Relief drive in Colorado.

Gillette Ownby is leaving the engineering staff of KVOO, Tulsa, to take over duties as chief engineer of KWON, new station in Bartlesville, Okla. An additional Sunday evening broadcast has been included in the KVOO newscast schedule. Newscast, heard at 8 p.m., is presented by Ken Miller, news editor, in elementary style.

To the Colors!

HAL THOMPSON, chief announcer and special events man for WBAP, Dallas-Fort Worth, is a private in the public relations section of the Gulf Coast Air Training Center at Randolph Field, Texas.

PHIL CANDREVA, member of Claude Sweeten's orchestra at KECA, Los Angeles, is now on duty with the U. S. Navy at San Diego, Calif.

IRWIN NAITOVE of the continuity staff of WMCA, New York, is a recruit as an ensign in the Navy. Other staff members at WMCA who have already enlisted include White, Nat Eisenberg, Paul Schmitt and Hal Edelstein.

PRIVATE EDWARD E. SULLIVAN, who formerly did the rest and wrote the script for the "Circle of Missing Heirs" is stationed at Air Corps Technical School at Keokuk, Iowa. Before entering the Army, Sullivan was an NBC announcer for two years.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 19, NO. 18

NEW YORK, N. Y., FRIDAY, APRIL 24, 1942

TEN CENTS

Taylor Made Ascap Head

Additional FM Debuts During Coming Months

FM Broadcasters, Inc., believes that several more FM stations will be able to begin operations during coming months, despite curtailment of new station CPs and added restrictions on procurement of vital materials. These include, for the most part, stations which have been nearly completed with most essential equipment already installed. Other FM stations now utilizing reduced wattage preparatory to installing more high powered equipment, are expected to remain in status quo for the duration.

(Continued on Page 5)

FCC Appropriation Cut By Senate's Committee

Washington Bureau, RADIO DAILY Washington—The House rider on the Independent Offices Appropriations bill prohibiting the FCC from paying a salary to Dr. Goodwin Watson, chief analyst of its Foreign Broadcast Monitoring Service, was retained in the bill as reported out of the Senate Appropriations Committee yesterday. Dr. Watson's alleged

(Continued on Page 2)

WHYN Will Make Bid For Affiliation With MBS

Holyoke, Mass.—WHYN, new station here, will bid for the Mutual affiliation in this area which will be vacant when WSPR, Springfield, moves to the Blue Network, Sept. 28, according to William Dwight of the local outlet.

WSPR's shift to the Blue coincides with expiration of a five-year contract.

(Continued on Page 2)

By Request

"Labor News Review," weekly local program on WJSV, Washington, now is being rebroadcast by British stations at the request of the British Embassy. A spokesman stated, "It is the only local American program so requested for use in England." Scripts, after being cleared by the U. S. censor are transmitted through British Press Service.

Palsey-Walsey

Ralph Edwards' "Truth or Consequences" quiz show on NBC tomorrow night will utilize the services of three announcers on competing quiz sessions. On hand to aid in one of the consequences will be Milton Cross of "Information Please," Ben Grauer of "Battle of the Sexes" and David Ross of "Take It Or Leave It."

Clothing Client Buys 260 Hrs. Over WMCA

Crawford Clothes yesterday concluded with WMCA one of the largest local time sales, contracting for 10 hours weekly for 26 weeks. Deal, which was negotiated through Al Paul Lefton Agency, calls for news and music, beginning Monday, April 27. Six hours weekly will be live talent, including "Five Star Final" Tuesdays and Thursdays, "Headlines"

(Continued on Page 2)

Gulf Spray Setting Plans For Seasonal Campaign

Gulf Oil Corp., which each Spring inaugurates a spot campaign for Gulf Spray Insecticide in cooperation with local distributors, is currently setting this season's schedule. Extent of the campaign thus far cannot be determined as it depends to a large degree on the amount of dealer support forthcoming. Gulf, through its agency, Young & Rubicam, is fur-

(Continued on Page 2)

Priority For Station Repair Eased In New WPB Provision

Oboler Coming East: 3 Morale Shows In Week

Arch Oboler, due to arrive in New York next Thursday from the Coast, will have two of his morale plays on the air this Sunday, one of them, "Ghost Story," being scheduled for the Mutual "Keep 'Em Rolling" program, 10:30 p.m., on which Alfred Lunt and Lynne Fontanne will appear.

(Continued on Page 2)

Board Action Ousts Pres. Gene Buck, Who Served Since 1923, For Radio-Minded Musical Authority

1-Minute Navy Relief Disks To 600 Outlets

One-minute transcriptions by 10 well-known stage, screen and radio stars, appealing for funds in the nation-wide \$5,000,000 drive for the Navy Relief Society are being sent to some 600 stations throughout the country this week. Artists and announcers who contributed their services as their contribution to the cam-

(Continued on Page 2)

Two More NBC Sponsors Join Short-Wave Parade

Boosting to 23 the number of network commercial programs being rebroadcast on NBC's shortwave stations to troops abroad, "Truth or Consequences" and Horace Heidt's "Treasure Chest" programs will begin weekly airings on WRCA, WNBI

(Continued on Page 2)

Manhattan Soap Expands Eastern Spot Coverage

Intensifying its spot coverage in the East in behalf of Sweetheart Soap, Manhattan Soap Co. in May will begin an "extra" campaign involving

(Continued on Page 2)

Ascap yesterday completed the reorganization which has slowly been taking place within



New Ascap Presxy.

its ranks during the past year when its board of directors elected I. M. Taylor, closely identified with radio, as its new president, succeeding Gene Buck who has held the post since 1923. In contrast to past procedure when the music society's

(Continued on Page 3)

Young People Confab Rounding Out Agenda

Columbus, O.—Tentative agenda for the Conference on the Use of Radio for Young People, which will be held at the Deshler-Wallick Hotel

(Continued on Page 5)

Overseas Press Club Elects New Officers

Lowell Thomas was elected to succeed Burnet Hershey as president of the Overseas Press Club of America

(Continued on Page 2)

Plenty Tickets

New York City Defense Recreation Committee will celebrate with special ceremonies the giving away of the 1,000,000th free ticket (radio and theater) to men in the armed forces on Monday afternoon, April 27, at committee headquarters. Mayor LaGuardia will participate in the ceremonies and bestow lapel buttons on those who have donated the tickets.



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

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FINANCIAL
(Thursday, April 23)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	113 1/2	111 1/2	111 1/2	- 2 1/4
CBS A	87 3/8	87 1/8	87 3/8	...
CBS B	85 3/8	85 1/8	85 3/8	...
Gen. Electric	22 1/2	22	22 1/8	- 5/8
RCA Common	27 3/8	23 3/4	23 3/4	- 1/8
RCA First Pfd.	47 1/2	47 1/4	47 1/2	...
Stewart-Warner	5 1/2	5 1/4	5 3/8	...
Westinghouse	66 1/8	64 1/2	64 1/2	- 1 3/4
Zenith Radio	10 3/8	10 1/8	10 1/8	- 1/2

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	1 1/2	1 3/4
Stromberg-Carlson	4 3/8	5 3/8
WCAO (Baltimore)	16	19
WJR (Detroit)	18	19 1/2

**1-Minute Navy Relief
Disks To 600 Outlets**

(Continued from Page 1)
paign included Eddie Cantor, Merle Oberon, Lowell Thomas, Madeleine Carroll, Tyrone Power, Hedda Hopper, Frederic March, Geraldine Fitzgerald, Clifton Fadiman, Harry von Zell, Lyell Van, Clayton Collier, Charlie Cantor and Ed Herlihy. ETs were cut by NBC.

**Gulfstream Setting Plans
For Seasonal Campaign**

(Continued from Page 1)
nishing 15-minute transcriptions of the "Jack Berch Variety Show" which will run twice weekly in most instances. Campaign tees off the week of May 18 and will run for approximately 16 weeks.

MAPS 1940
MAIL OR MV. CENSUS
WALTER P. BURN DATA
7 WEST 44 NEW YORK & ASSOCIATES, Inc.

**FCC Appropriation Cut
By Senate's Committee**

(Continued from Page 1)

Communist writings and activities were attacked in the House hearings on the measure with the result that the Commission was precluded from paying him out of the appropriations covered in the bill effective at the start of the fiscal year July 1.

The Senate group slashed \$300,000 from the Commission appropriation passed by the House for its usual regulatory activities, and cut 10 per cent from the travel expense allotment for the FCC's national defense operations section.

**Two More NBC Sponsors
Join Short-Wave Parade**

(Continued from Page 1)

and WBOS next week. Former is sponsored on NBC by Procter & Gamble for Ivory Soap (Compton Advertising) while Lewis-Howe Co. bankrolls the Heidt show for Tums, through the Stack-Goble Advertising Agency.

"Truth or Consequences" will be rebroadcast Tuesdays from 11-11:30 a.m., EWT, and "Treasure Chest" Wednesdays from 1:15-1:45 p.m.

**Clothing Client Buys
260 Hours Over WMCA**

(Continued from Page 1)

On Parade" Sundays and newscasts spotted throughout the week morning, evening and late night. Also sold were "Platterbrains," Art Green's "Magic Carpet" and "Your Bright Show."

Wilbur Stark, WMCA account executive, handled the deal.

**Two Baseball Roundups
Added To Mutual Sked**

Beginning Wednesday, April 29, Mutual will add two daily five-minute baseball score resume programs to its schedule, both tagged "Mutual Baseball Round-Up." The first, from 4:30-4:35 p.m., EWT, Monday through Saturday, and 4-4:05 p.m., Sunday, will feature Hal Newell, new sportscaster of WGRC, Louisville, Ky. This broadcast will give the progress and scores of games up until that time in the afternoon, and will include batteries and other data. It will originate at WGRC.

Second spot will be aired Monday through Friday from 6:15-6:20 p.m., with a Sunday period to be added later. The evening series will be originated by WHBF, Rock Island, Ill., and will feature the commentaries the sports director of that station, Van Patrick.

WJLD Makes Debut

Bessemer, Ala.—WJLD of this city began operations early this week. Addresses by public officials and civic leaders featured the dedicatory program of the new station which is owned by J. L. Doss and is managed by Leland Childs.

**Manhattan Soap Expands
Eastern Spot Coverage**

(Continued from Page 1)

approximately 40 Eastern stations from Washington, D. C., into New England. New drive, which represents additional pressure throughout the Northeast over and above Manhattan's year-round national spot campaign, consists largely of participations and one-minute announcements.

Locally, stations getting the business thus far include WABC and WEAJ. Participations begin on both outlets May 11, with Sweetheart using Adelaide Hawley and Arthur Godfrey on WABC and Mary Margaret McBride on WEAJ.

Franklin Bruck Advertising Corp. handles the account.

**Oboler Coming East;
3 Morale Shows In Week**

(Continued from Page 1)

pear. The other play, "S.S. Ugly Duckling," will be heard in the "Plays for Americans" series on WEAJ-NBC, 5:30 p.m. Week from this Sunday Oboler will do a new play as yet untitled, also for the Red network in which Raymond Edward Johnson and Ann Shepherd will appear.

Following the radio shows Oboler will start work on a special film for General Motors which will be shown at all G.M. factories, etc., as a morale builder. It will be based on radio play "The Precious Freedom."

**WHYN Will Make Bid
For Affiliation With MBS**

(Continued from Page 1)

tract with Colonial and Mutual, with the station becoming a basic Blue outlet, assuming many of the programs heretofore released via WBZA. Boston. Latter becomes an NBC Red station.

KOWH Personnel Changes

Omaha—Vernon H. "Bing" Smith, manager of station KOWH, owned and operated by the Omaha "World-Herald," for three years, has been named sales manager of KOWH and the "World-Herald" in charge of all advertising sales. He replaces Fred Rowden, who resigned an advertising post with the "World-Herald" to become associated with the St. Louis "Post-Dispatch." Frank Shoben, assistant manager of KOWH, was named the station's manager under Smith. Smith came to KOWH from Lawrence, Kans., where he was manager of WREN for 11 years.

OFF Revises Schedule

Office of Facts and Figures has revised its schedule of "War Themes Announcements" to be aired on various NBC Red network programs. "Salvage," "War Bonds and Stamps" and "Automobile Pooling" will be stressed on programs from April 27 through May 3. New themes will be chosen for presentation on programs from May 3 to 24.

COMING and GOING

W. LEE COULSON, executive manager WHAS, Louisville; A. K. REDMOND, station manager of WHP, Harrisburg; JAMES M. CO JR., president of WHIO, Dayton; HARRY BITNER, JR., office manager of WFBM, Indianapolis, and ROBERT H. WOLFE, president, a RICHARD A. BOREL, station manager, WBNS, Columbus, Ohio, returning to their respective headquarters, after having attended ANPA and other meetings at the Waldorf Astoria here.

CHARLES P. MANSHIP, JR., president WJBO, Blue Network station in Baton Rouge is here from Louisiana on network business.

BILL STERN, NBC sportscaster, leaving Camp Edwards, Mass., from which point he will interview a number of soldiers as part of "Army Hour" on Sunday night.

CHARLES E. DENNY, general manager WERC, has returned to Erie after spending first part of this week in New York.

JIM WINCHESTER, of the CBS publicity department, off last night on a vacation trip to the Coast.

BRUFF W. OLIN, JR., general manager WKIP Poughkeepsie, is in town on another his frequent but brief business trips.

JACK BENNY, MARY LIVINGSTONE, DENA DAY, DON WILSON and PHIL HARRIS en route from Hollywood to San Francisco for the broadcasting of Sunday night's program from the studios of NBC.

JIM KEEFE, Hollywood p.a., in Chicago radio and theater business.

PARKS JOHNSON will travel this week to Camp Wheeler, Ga., and on Monday night will broadcast his "Vox Poo" program from that point. JAY C. FLIPPEN will accompany him as guest co-interviewer.

**Overseas Press Club
Elects New Officers**

(Continued from Page 1)

at the organization's annual meeting held on Wednesday night. Other officers elected include: Burnet Healey, secretary; Ralph J. Frantz, Jr., elected treasurer; Fay Gillis Welch, Thomas M. Johnston and H. V. Kastenborn, vice-presidents; and Johannes Steel, Irene Taylor, Lucile Kirtland, Charles S. Hodges, Manu Komroff, Harry J. Price, Waverly Root, Wythe Williams, Guy Hiecko Lawrence Blochman, Will Irwin, Lion Wells and Paul Harvey, members of the executive committee. Bern Estes of WINS was named chairman of the publicity committee.

Air Synagogue Convention

In cooperation with the United Synagogue of America, NBC will broadcast direct from the society's biennial convention in Atlantic City Sunday, at 5 p.m. Centering on the convention's theme, "The Role of Religion in the Nation at War," the broadcast will present Louis J. Moskowitz, president of the United Synagogue of America, Frank Weil, chairman of the Jewish Welfare Board, and Rabbi Israel Herbert Leventhal, of the Brooklyn Jewish Center.

Joins CBS Production

William H. Brennan has joined the production department of CBS as an assistant director, Roy Langham, production manager, announced yesterday.

Ascap Elects Deems Taylor To Succeed Pres. Gene Buck

(Continued from Page 1)

President has received as much as \$10,000 a year. Taylor will serve without compensation.

In view of Buck's long service to the Society, the board voted to retain him in an advisory capacity and it is understood he will receive in the neighborhood of \$25,000 a year for life. During the past year his salary was \$35,000.

Two-Thirds Majority Needed

Election of Taylor, who has been music consultant to CBS since 1936, to replace Buck came as the climax of a year-long internal conflict stemming from the radio industry's successful resistance to Ascap demands in December, 1940, for additional license fee payments from the broadcasters. Already receiving nearly \$1,000,000 yearly from radio, Ascap sought new terms which broadcasters estimated would have drawn off nearly twice that per annum from the industry.

Although dissension in Ascap circles during the 10-month period in which Broadcast Music, Inc., successfully replaced Ascap on the airlines, split pretty generally along publisher-versus-writer lines, with the latter championing the Buck administration, yesterday's vote found the writers split, half of them lining up with the solid publisher phalanx in favor of Taylor. With three board members absent, the final vote found eleven publishers and five writers favoring Taylor, while five writers voted to retain Buck. Even so, the two-thirds majority of 16 votes required to elect a new head was only just achieved. It is known, however, that of the three board members absent yesterday, two would have voted for Taylor.

Schirmer Vice-President

Other officers elected yesterday were: Gustave Schirmer, formerly treasurer, named vice-president replacing Louis Bernstein; Oscar Hammarstein II, vice-president replacing Leo A. Harbach; George W. Meyer, named secretary; Max Dreyfus, treasurer; J. J. Bregman, re-elected assistant secretary, and Irving Caesar, again named assistant treasurer.

Other administrative officers, including E. C. Mills, chairman of the administrative committee, and John

G. Paine, general manager, will not be affected by the change in elected officials, it is understood, although the board now is expected to take over a much greater share of active responsibility for the Society's activities and functions. In effect, Ascap's administration has been converted to a purely management function, rather than policy-making, under the guidance of the board.

Although the issues which precipitated the now-historic "music war" have been settled through the Society's capitulation to radio's terms, nevertheless Taylor's election as Ascap prexy is expected to go far toward bringing about the most harmonious relations possible between the two industries which are so largely dependent on each other.

Taylor's Background

Composer, author, critic and commentator, Taylor has been associated with radio since 1927 when he participated in the first broadcast on the then newly formed Columbia Broadcasting System. He acted as narrator on the first broadcast of his own opera "The King's Henchmen," which has been given at the Metropolitan.

Since then he has served as commentator on numerous programs of the better music type, including the Metropolitan Opera broadcasts on NBC and the New York Philharmonic Orchestra concerts on CBS. He joined Columbia as consultant on music in 1936, a post he still retains. He is the author of that best selling book of a few seasons back, "Of Men and Music."

Intimately familiar with the peculiar problems of the radio industry, Taylor at the same time is completely loyal to Ascap. He has been a member of the board of directors for a number of years. During the long "music war" he actively championed the Society's cause, serving as their spokesman and advocate whenever called upon. He is respected and liked throughout the industry by music and radio men alike.

Add "Nations" Shows

Two more broadcasts in the series entitled "United Nations Speak" have been scheduled on MBS. They will present representatives of New Zealand and the Netherlands.

On Sunday, from 11:15-11:30 p.m., Walter Nash, Minister of New Zealand to the U. S., will speak from the New Zealand Legation in Washington. Alexander Loudon, Netherlands Minister to the U. S., will be heard on Wednesday, April 29, from 10:15-10:30 p.m., from the Dutch Legation.

Feature RAF "Ferry Commands"

The stirring story of the United States Air Force and RAF Ferry Commands will be presented as a highlight of the fourth weekly worldwide broadcast of the "Army Hour," Sunday, on NBC at 3:30 p.m.

FUNNY MONEY MAN



FASTEST SELLING SHOW OF THE YEAR

now heard six days a week at 6 p.m. on

WEAF

Over forty thousand listeners have joined WEAF's Funny Money Club in less than twenty days. You can't tear them away from the radio at Funny Money time.

Your station can join the thirty-eight stations which are doing a bang-up job with the Funny Money Man program. Here's a show that needs only one announcer and some recordings . . . it can fit any time unit from ten minutes to two hours . . . once a week or daily. It's inexpensive . . . ideal for participation or single sponsorship. But you must act quickly . . . if you want exclusivity in your market!

Funny Money Man Now In Comics!

Starting this week Funny Money Cartoon strips will appear every day in the NEW YORK POST. It will soon be in your city's newspaper . . . to tie-in and boost the radio program.

WRITE NOW! START NOW!

Let FUNNY MONEY Make Real Money For YOU.

ALLEN A. FUNT

Radio Productions

52 VANDERBILT AVE. - - - NEW YORK CITY

THE PENTHOUSE
SERENADE
with Latin American Tunes
Does
A SELLING JOB
IN PHILADELPHIA
WPEN
100 WATTS 950 KC

Los Angeles

By JAC WILLEN

H. HARRY SCOTT, artists representative, off to New York for a talent survey of the East, and to close what looks like a deal for his radio show idea, "Stork Derby."

Phil Arnold, radio and film comic, who recently completed a film short for RCM titled "\$21 a Day, Once a Month," writes in to say . . . now it's on the level. He's stationed at Camp Callan, San Diego, and would make a sure-fire bet for the Irving Berlin U. S. Army show. Arnold's current film credits include "Dr. Broadway," Paramount; "The Brooklyn Orchid," Hal Roach; "Men of San Quentin," Independent release. Good luck, Private.

Phylis Parker, of "Meet Miss Julia" radio fame, is completing a stage play with ace stage and screen writer Melchior Lengyel, which is set for fall opening on Broadway.

Crane Wilbur, who produces "Big Town," the Edward G. Robinson show, has been named a member of the Originating Committee of the Hollywood Writers' Mobilization engaged in helping promote America's Victory effort. Wilbur represents the Radio Writers' Guild.

It's difficult to understand why Bob Garred, CBS newscaster, feels slightly nervous when he begins a talk before luncheon or banquet groups, who have been making a heavy demand upon his services since the start of war. When he is on the air over the network, he reports news to an estimated 1,000,000 dialers.

Dema E. Harshbarger, who has had a major role in the organization and promotion of the arts in the U. S. during the last two decades, particularly in radio, won Peter de Lima's salute on "Nothing But Praise" over KFI Monday, April 20. Currently managing the professional activities of Hedda Hopper, Miss Harshbarger is credited with having brought fame to a score of top radio personalities since she founded the Civic Concert Service in 1920.

Defense workers get the nod on tickets henceforth for "The Great Gildersleeve" broadcasts with a hundred tickets reserved for distribution among Southern California factories. Needham, Louis and Brorby, who handle the show, will handle the alternation distribution of the tickets.

Spot Anns. For New Pix

National network as well as spot announcements are being used to exploit New York premiere of Twentieth Century-Fox's motion picture, "My Gal Sal," next Thursday. "Battle of the Sexes" on NBC on Tuesday night will originate from the Roxy Theater lobby as part of the exploitation. Picture songs have been plugged for the past week on recorded programs such as the "Milkman's Matinee," "Make-Believe Ballroom," the Victor Record show and others as well as network shows such as Kate Smith and Kay Kyser's airings. Spot announcements are being used, as well as a 15-minute transcription on WNEW, New York.

MAIN STREET

OL' SCOOPS DAILY

Personal Postcards To:—

● ● ● **TOSCANINI:**—"Great Moments in Music" via CBS will alter its format for the summer and instead of the weightier operas will switch to light operas or operettas. . . . **HAL BLOCK:** Why did you go to Bridgeport in such a hurry? . . . **BESS JOHNSON:** The NBC serial bearing your name will deal with more timely topics when future scripts embrace nutrition in war time. . . . **JACK BENNY:** Dennis Day has bought a motorcycle, painted a bright green, which he'll use to get around for the duration. . . . **KAY KYSER:** "Lincoln Highway" has you penciled in as star of a comedy script May 9. . . . **DOROTHY PARKER:** Fannie Hurst is considering a daily Blue Network program. . . . **ALFREDO ANTONINI:** Your "Treasure Hour of Song" on MBS will be moved from Saturdays to Fridays at 9:30 p.m. starting May 8. . . . **POSTMASTER GEN. WALKER:** Dialers who write the best letters to the new "America Loves A Melody" program on MBS will get \$25 awards starting in May and their letters will be dramatized on the programs. . . . **EVE ARDEN:** It now turns out that Elaine Arden and not you will appear on the Blue Theater Players Sunday. An erroneous release has just been corrected.

● ● ● **STOKOWSKI:** Frank Black has been set to baton the NBC Symphony three times in June. . . . **A. ALEXANDER:** Your "Show of Yesterday and Today" will travel westward to keep up with the Blue Barron orchestra and a Cleveland airing is slated for May 31. . . . **JOSEF CHERNIAVSKY:** Laura Deane Dutton opens in Boston May 8th and has agreed to appear on your "Musical Camera" show. . . . **EZRA STONE:** U. S. soldiers in Bermuda have selected your "Aldrich Family" as their favorite Thursday nite program—a high honor in view of the radio set-up that nite. . . . **IRVING STROUSE:** Roger White's suit against Elsa Maxwell, et al, has been settled out of court with all parties satisfied. . . . **GEN. MacARTHUR:** Private Leonard York, hero of Pearl Harbor, will be a guest with "Daughters of Uncle Sam" on the Blue Sunday. . . . **PRIME MINISTER KING:** Brooklynese will permeate all of Canada when Ed (Duffy's Tavern) Gardner strays across the border for a guest shot on the Ontario show tonite. . . . **WILLIAM SAROYAN:** Move over—Milton Berle is writing a book titled "Keep 'Em Laughing". . . . **KEN DOLAN:** Saul Reese has decided to stay east and make a connection here instead.

● ● ● **OLIVIO SANTORO:** While you recuperate from your appendix operation, four-year-old Bobby Hookey will sing in your Sunday Blue Net time. . . . **CHARLES MARTIN:** Arch Oboler leaves Hollywood for N.Y. following his Sunday show. . . . **LOUELLA PARSONS:** Hedda Hopper thumbed down a starring role in a B'way show because picture and radio work will keep her close to Hollywood. . . . **W. WINCHELL:** Hasn't anybody told that man that J.R. is no longer the Head Guy? . . . **SID STROTZ:** NBC Symphony switches from Tuesdays to Saturdays at 9 p.m. on the Blue May 9. . . . **HOWARD BARLOW:** Andre Kostelanetz will make a concert tour this summer embracing principal cities from N.Y. to Hollywood.

● ● ● **DONALD NELSON:** Many band bookers are down in Washington in an attempt to get priorities for rubber tires and gasoline to transport bands from various locations—especially one-niters for the USO. . . . Meanwhile, most of the band offices have banded together to unite and contribute their services as a group in this war effort. Until now, bands have been swamped with offers to play benefits and other engagements free—while other orchestras have been cashing in playing for big money. A system to ration bands will be inaugurated whereby each band will pledge so many free engagements during a six-month period. Also, the band-booking industry will ask the USO, Red Cross, Navy and Army Relief Funds, how much is expected of them to fulfill a financial quota—and the industry will go out to meet that quota—with united donations from bands—instead of individual contributions like that made by Tommy Dorsey recently!

Chicago

By FRANK BURKE

TO INAUGURATE Indiana's "Ma Arthur Week" WIND will carry a special program this Saturday night featuring an address by Gov. Henry Schricker, a performance of "Buy Bonds," Hoagy Carmichael's new tune, and a dramatic skit, "Second Choice," written by Booth Tarkington, one of Indiana's most famous sons. Durwood Kirby will be master of ceremonies.

NBC's new recording equipment the Merchandise Mart looks very formidable as viewed from the outside of the glass paneled studios.

Marjorie Hannan, who plays "Ruth Ann Graham" in NBC's "Bachelor Children," is expecting a visit from the stork in July.

Dorothy Lamour is considered one of the real "good fellows" of the radio-movie personalities who frequently pass through Chicago. Dorothy is popular with both daily and trade press, especially the photographers.

Several midwest manufacturers of dog food who use radio are looking for new sales ideas for the merchandising of their canless or bulk products.

Carvel Craig, west coast orchestra leader, in Chicago looking for musicians to replace those called to service past two weeks. Craig, like many Chicago leaders, is finding it hard to make replacements these days.

WIND is using a series of "Victory Announcements" as program breaks on their 24-hour broadcasting schedule.

Office of Civilian Defense instructions to suburban communities make their sirens "warble" in air raid warning tests had many of the communities guessing and radio engineers were summoned to clarify the request.

Percy Faith's unusual grouping of musicians for his studio broadcasts the "Carnation Hour" at NBC results in a high quality of tonal finesse and the effect of 100 or more symphony men rather than the musicians used.

Going to NEW YORK?

Stay "Where Radio City Meets Times Square"

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

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

Reasonable All-expense Tours. Write for details.

HOTEL VICTORIA

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

Young People Confab Rounding Out Agenda

(Continued from Page 1)

her May 7-8, following the 13th Annual Institute for Education by Rao, has been formulated by the conference planning committee composed of J. Edward Sproul, National Education - Recreation Council, and Sidie Gruenberg, Child Study Association of America, in cooperation with the conference secretaries, I. Kei Tyler and Howard Rowland, Ohio State University.

Propose of the conclave, to which representatives have been invited from all recognized national youth organizations, is "to provide leaders from outstanding youth organizations with a better understanding of how to use radio as a supplement to other educational experiences of young people—in order to help implant a greater appreciation of American life, and more active faith in democratic ideals on the part of youth."

Topics Listed

In addition to staff members of national youth organizations, representative people from commercial radio, educational groups, research organizations and governmental agencies have been invited to participate.

Topics to be considered will include "Youth Needs in Wartime," "Radio and Youth," "Broadcasting by Youth Organizations," "Audience Building and Evaluation," "Radio Listening as a Group Activity" and "Producing Radio Programs." As agenda thus far is tentative, names of various local chairmen, expected to include several well-known network educational experts, were not announced.

Two Added To "Jordan"

Two actors of wide experience in the world of the theater—Stefan Schnabel and Herbert Yost—have joined the cast of the CBS daytime hospital drama, "Joyce Jordan." Schnabel is the son of Arthur Schnabel, famous pianist, while Yost is an actor with 25 years of experience in stage and screen work.

"Family" 10 Years Old

"Home Man's Family," older by a year than Radio City itself, will round out its first decade on the NBC-Red network Sunday, April 26.

WHO'S WHO IN RADIO

MICHAEL M. SILLERMAN

DECEMBER 15, 1940 marked the inauguration of the Keystone Broadcasting System. On that day an idea of one man became a reality: that idea was to open the field of "network" commercials to low-wattage stations serving secondary markets via electrical transcriptions: the man was Michael M. Sillerman, president of the Keystone Broadcasting System.

An imagination and good business sense, backed by a well-rounded experience in both advertising and station relations, has brought Michael Sillerman to his present spot in the broadcasting scene. After leaving college in Baltimore, Maryland, where he was born on September 13, 1901, he entered the advertising agency business in New York City where he handled copy and planning on textile accounts. From here, he became advertising manager for I. Miller shoes and later vice-president of the John D. Boyle Advertising Agency and The Biow Co., both national advertising agencies. Following this, "Mickey" as he is known to his friends, owned and operated the Hamilton Radio Productions where he produced, directed and handled national radio accounts for a group of major advertisers.



KBS presy.

During his agency career he originated the first associated advertising agency in the country with affiliated advertising agencies in each of nearly 100 key markets. In the field of broadcasting he worked on the development of the very earliest syndicated broadcasts on networks to be localized with individual sponsorships in each affiliated city. Following the handling of national radio campaigns, Sillerman was connected with SESAC in the capacity of station relations, handling contractual arrangements, programming and servicing of music and musical programs. He is said to have one of the widest acquaintanceships among broadcasters in the entire industry.

Now, as the head of the Keystone network, Sillerman is devoting his energies to developing the secondary markets of the country in behalf of national advertisers and local radio stations.

Additional FM Debuts During Coming Months

(Continued from Page 1)

FMBI held, although several have all or most of the necessary material on hand to up power to their CP maximums.

"There has been no indication of any plan on the part of FM broadcasters to discontinue or curtail their service because of the war," FMBI declared, pointing out that thus far only one FM outlet in the country has reduced its daily broadcasting schedule—because of the engineer shortage—from 18 to 12 hours. Citing preliminary returns of a Zenith Radio Corp. survey among FM station owners, FMBI declared that the picture presents "a generally optimistic tone."

FM receivers, on which production now has been halted, will be increasingly more difficult to get, it was indicated. While FM sets, because of a voluntary rationing system on the part of manufacturers, are likely to be available until late next Fall, in the opinion of FMBI, public demand is said to be running high and consumers face long delays before new sets can be delivered. National total of FM receivers in use now is reckoned at somewhere between 350,000 and 400,000 units.

Recapitulation of the FM field as of the recent DCB freezing recommendation, finds 27 FM stations now in operation, out of a total of 63

Affiliates Get Whack At Filling Blue Jobs

As a good-will gesture, Blue Network is giving its affiliates first crack at filling three vacancies on the announcing staff. In a wire to the stations, Phillips Carlin, vice-president in charge of programs, and John H. Norton, Jr., station relations manager, notified them of the openings created by the induction into the Army of Bill Spargrove, Bob Waldrop and Fred Cole, with the result that more than 50 applications have been received so far.

Station managers have been generous in their recommendations, it was stated, although it might mean parting with their best announcers to give them a chance at the network position.

New FM Net Stockholder

Houston Printing Corp., publisher of the Houston, Texas, "Post," an FM applicant, has become a stockholder in The American Network, Inc., first FM network organization. Raises to 11 the number of FM groups now stockholder-members of America.

authorized to operate commercially. Expected to begin operations shortly are W41MM, atop Clingman's Peak in North Carolina, and stations in Philadelphia and Fort Wayne. Some 40 FM applications in FCC files will remain pending throughout the war.

WPB Order Eases Up Material For Repair

(Continued from Page 1)

ratus, and unless some new measure is provided broadcasters will be forced to go through regular channels to obtain emergency needs.

Preference order P-129, which expires Sept. 30, applies to radio communications, making available an A-3 rating for deliveries "to an operator or his supplier of materials essential to maintenance and repair and protection of service."

Not For Plant Expansion

Use of this rating for plant expansion or improvement is expressly forbidden and in addition no operator may accept delivery of materials, rated or unrated, until the dollar value of his inventory of materials has been reduced to "a practicable minimum working inventory which is fixed at 27½ per cent of the dollar value of materials used by him for all purposes during 1940. The use of rated materials is restricted in any calendar quarter to 110 per cent of the aggregate dollar volume of such material used during the corresponding quarter of 1940. Operators whose average value of inventory of material for the five calendar years prior to January did not exceed \$10,000 are not subject to the inventory restriction but are bound by the restriction on use."

Concurrently, the WPB issued an order restricting expansion of telephone service in various fields, but broadcasting was exempted.

Rickenbacker On MBS

Capt. Eddie Rickenbacker, pioneer flyer, war ace, and one of the leading figures in commercial aviation, will be heard over WOR-Mutual on Tuesday, April 28, from 11:20-11:35 p.m. He will speak at the 30th Annual Convention of the U. S. Chamber of Commerce, held this year in Chicago. The subject will be "How To Win The War."

Sweeney For ISC Program

Warren Sweeney, CBS staff announcer, will do the commercials for the International Silver Company's new program, "This Is London." The program, presenting Edward R. Murrow with news direct from London, is heard starting Sunday, from 6-6:15 p.m., EWT.

920 CLUB

One of
America's Greatest
Local Radio Programs

WORL BOSTON, MASS.

WHEN SPEED'S YOUR NEED
PHONE TELEGRAMS TO

Postal
Telegraph

CHARGES FOR TELEGRAMS
PHONED IN APPEAR ON YOUR
TELEPHONE BILL.

NEW BUSINESS

KPO, San Francisco: Chuck Dutton (music course), ETs, through Emil Reinhardt agcy.; O'Connor Moffatt & Co. (dept. store), "Judy in Wonderland," ventriloquist, through Ruthrauff & Ryan agcy.; Langendorf United Bakeries (bread), anns. ETs, through Ruthrauff & Ryan, Inc.; Wesson Oil & Snowdrift Co. (Wesson Oil), "International Kitchen" participations, through Fitzgerald Adv. Agcy.; Welch Grape Juice Co. (grapejuice), anns. ETs, through H. W. Kastor & Sons Adv. Co.; Moore's Ltd. (men's clothing), anns., through Brisacher, Davis & Staff; Golden State Co., Ltd. (milk products), anns. ETs, through Ruthrauff & Ryan, Inc.; General Electric Supply Co. (electric blankets), "International Kitchen" participations, through The Connor Co.; Kilpatrick's Bakery (bread), anns. ETs, through Emil Reinhardt agcy.

KROW, Oakland: Money-Back Smith (clothing store), "Bert & Eddie," song and patter team, through Sydney Garfinkel Agcy.; Kahn's Dept. Store, "Man on the Street," with Scott Weakley; Craig Oil Co. (gas and oil), anns.; Earl Lindburg (women's apparel), anns.; Pepsi-Cola Bottling Co. (Pepsi-Cola), anns. ETs, through Ruthrauff & Ryan; E. C. Ferguson (Polar Frozen Foods), "Friendly Homemaker" participation, through Sydney Garfinkel Agcy.; Dr. F. B. Tower (chiropractic service), "Sandra Scott" ETs, through J. B. Hart agcy.; General Mills (Wheaties), Oakland baseball games, through Westco Adv. Agcy.; Servants Appliance Co. (electrical appliances), anns.; Dr. J. C. Campbell (dentist chain), anns., through J. P. McEnroe Agcy.; Manhattan Soap Co. (Sweet-heart Soap), anns. ETs, through Franklin Bruck Adv. Corp.

Appoint 'Scrappy' Lambert To Kermit-Raymond Sales

Kermit-Raymond Radio Productions have appointed "Scrappy" Lambert as their national sales representative, according to an announcement made yesterday by Ray Green, general manager of the program producing firm. Lambert, who is also in charge of the New York office of Everett Crosby, Ltd. Talent managers will handle all agency relations for Kermit-Raymond. Green also announced the appointment of Lillian Schoen, formerly of Radio Subsidiaries, Pittsburgh transcription firm, to handle sales promotion for his company.

Putnam Adds Another

With the addition of Reid Ice Cream Co. to his list of sponsors, George F. Putnam is sold across the board and is currently airing 14 newscasts a week on NBC-WEAF, New York. In addition to the news program, Putnam is master of ceremonies on NBC's "The Army Hour" and announces for Paramount News Reels.

WORDS AND MUSIC

By Sid Weiss

IF I WERE THE MR. BIG OF RADIO: I'd spotlight what has been described as "the best house band in radio"—Merle Pitt's "Five Shades of Blue" at WNEW. Proof that Merle isn't entirely overlooked is borne out by the fact that he's been signed for transcriptions by NBC, World Broadcasting and Associated—plus being featured in the B'way show, "Johnny 2x4". A big break for a big-time little band!...I'd remind producers that program audiences are made up of more than metropolitan listeners—and that Joe Whosis down on the farm is just as important as any city slicker. ...I'd crack down on comics who play up to the studio audiences at the expense of the mike—and I'd discourage sopranos from ever singing hot jazz...Nellie Revell would be put in the leading role of that dramatic series she created, and the too-long absence of "The Singing Lady" from the air would be ended...There would be some attempt to arrange careful production of an entire evening's entertainment as well as of each program unit so that three comedians would not follow each other as they do on Tuesday nites.

★ ★ ★

THE MORNING MAIL: "Dear Sid," writes Doris (Radio Registry) Sharp. "In refutation of a recent item in your column, in which an actor said he changed his name because he felt he lost jobs to actors with similar monickers, thought you'd like to know that this isn't the rule. We have clients Linda Carlon, Cynthia Carlin, Frances Carlon, Frances Carden, Florence Robinson and Frances Robinson, four Browns, three Morgans, two Winters, two Campbells, etc. and even etc., yet not one has ever gotten the other's job. Seems like the director always knows the guy he wants no matter what the name, and that's who he's gonna get—don't you think?"

★ ★ ★

OUR TOWN: Joe Latham treks to the coast this week. Aims to stay...Templeton Fox ditto—but just for the duration of the Eddie Cantor show...M-G-M has its eye on Geyza Korvin...Joan Brooks, the NBC thrush, has sold an original, "The Bride Walked Home," to Columbia Pix...Fred Allen talking about going to the Mayo Bros. clinic for general check-up after program fades for the summer...Rudy Vallee—an air-raid warden on the coast—has six uniforms, pals claim. One for every change in the weather...Elaine Arden debuts on the Blue Theater this Sunday in an original written by Geo. Sumner, now in the army...That's a honey of an idea being readied by Maurice C. Dreier, Fred Hall and Geo. (the Real) McCoy. It's called "Knights of the Square Table" and is a travesty on the Round Table and other forums.

★ ★ ★

IT COULD ONLY HAPPEN IN RADIO: Frank Lovejoy, who plays Mr. Nelson, the D.A. on "Pepper Young," murdered Mr. Nelson, D.A. in the Blue Theater production last week...Betty Garde, portraying that lady of charm, Sally Andrews, on the Walter Winchell show—and an hour later bellowing Brooklynese as Mrs. Stooler in "Joe & Mabel"...High powered commuting like Geo. A. Putnam's trip to Philly every Sunday where he presents the Boscul News over KYW—and his mad dash back to N.Y. just in time to deliver a War Production report on the "Hour of Charm"...Irene Beasley's one minute, fifteen second broadcasts—but calling for a special studio, engineer, director, announcer and accompanist.

★ ★ ★

FILLER-DILLERS: Jack Rubin sez the gals who meet Tommy Manville don't want to fall in love and settle down. They wanna get married and settle up!...Mandell Kramer's definition of gossip columnists: "The spies of life"...Ray Block's observation: "All a gal needs for a divorce these days is a wedding"...Milton Berle claims that he uses his wife as a "guinea pig" for his jokes. If she laffs, the gag is OUT!...Joe Frisco says he won't believe Gen. MacArthur is in Australia 'til he sees it in "Racing Form!"

★ ★ ★

—Remember Pearl Harbor—

Program Ideas

Accent On War

Selective Service

WWRL, Woodside, N. Y., in cooperation with the New York headquarters of Selective Service, is running a new weekly series of programs on Thursdays at 10:45-11 p.m. covering the questions most generally asked by men registered for the draft. A million and a half men in New York City are registered for the draft and another million in the 45-64 age group will register April 27. The WWRL program will offer advice to registrants, present the latest news, and attempt to aid in the problems that may be facing the 3,000,000 New Yorkers registered for the draft.

Direct Selling

Three programs weekly on WWRL, Bangor, Me., are devoted to the selling of transcribed patriotic music, which is interrupted from time to time by the announcer to suggest that the audience call up by phone or write in their order for Defense Bonds direct to the station. All sales in the city are delivered by WWRL employees; all sales from out-of-town listeners are made either by mail through the local bank in the community where the purchaser resides. Purchasers' names and denominations of the bond purchased is announced on the air. Programs are sponsored by railroads serving the area.

War Dangers

WDRC, Hartford, has begun a special spot campaign to emphasize seriousness of the war situation. National service announcements, rationing, wage, consumer, coal, rationing, and mobile speed limit, and other effort functions are being speedily written by WDRC copy writers, sent to the Broadcast Victory Council at Washington. Other copies are sent to the local official agencies affected for whatever use is possible.

Toledo High School Forum

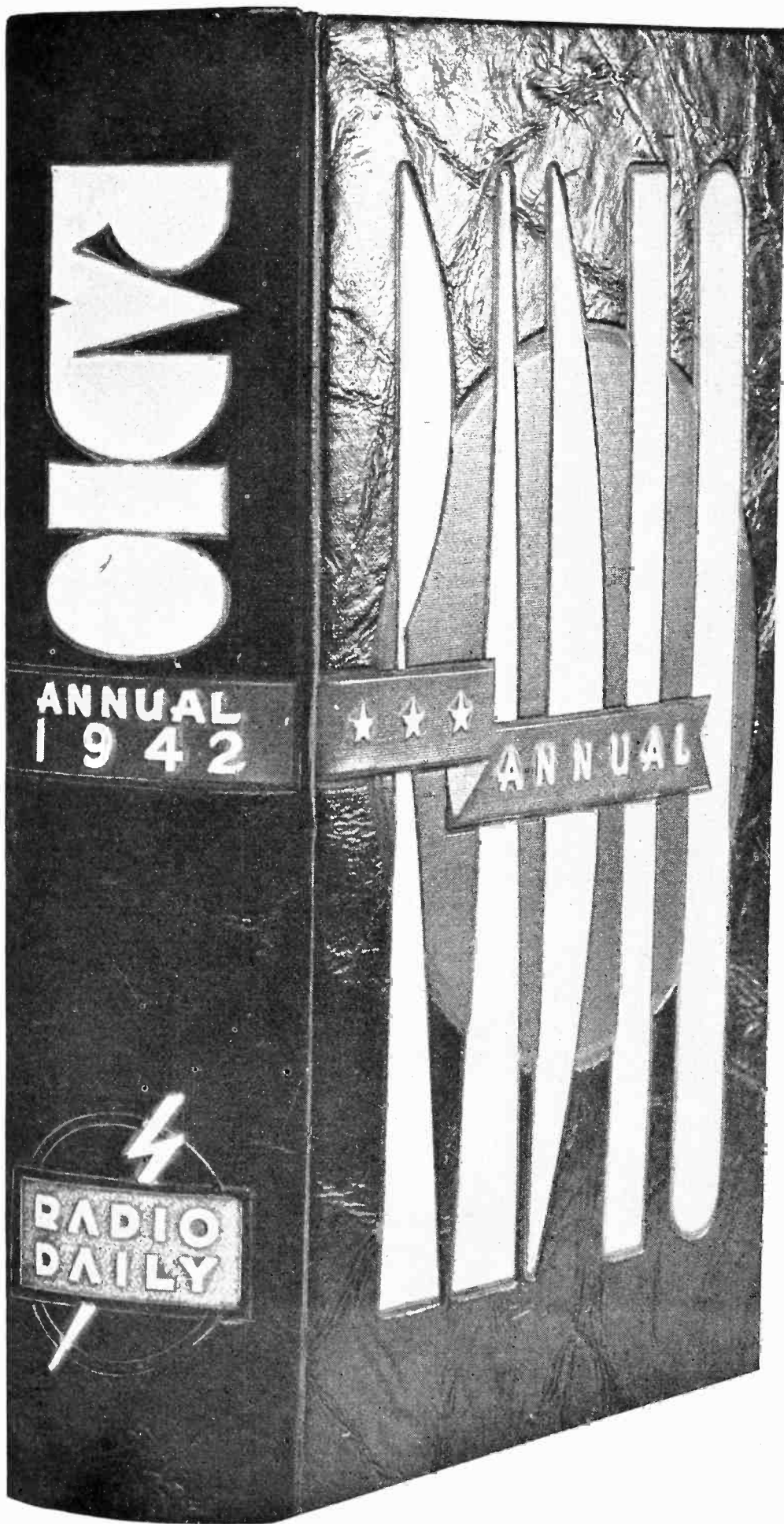
A new youth "High School Forum" has been initiated over WTOL, Toledo, O., and carries a pattern similar to "America's Town Hall Meeting the Air." This program will be held for thirteen weeks, and is directed the result of a recent broadcast which representative youths of the nation requested an opportunity to share in the future of civilization.

Muzak Elects Babcock

Richard J. Babcock has been elected a vice-president and director of Muzak Radio Broadcasting Station, Inc., licensee of FM station, W47T, in New York City.

Lohnes To Talk

Washington—Horace L. Lohnes, well-known broadcasting attorney and chairman of the District I Association's subcommittee on radio, will address the Delta Theta Phi fraternity at its national convention at the Mayflower Hotel, May 1. Lohnes is national chancellor of the organization.



**The 1943
RADIO
ANNUAL**

IS
NOW IN
PREPARATION

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**The 1942
RADIO
ANNUAL**

IS ON
THE
DESK OF
EVERY
IMPORTANT
RADIO
EXECUTIVE
IN
THE COUNTRY

GUEST-ING

DR. FRANK C. HIBBEN, of the anthropology department, University of New Mexico, on "Adventures in Science," tomorrow (WABC - CBS, 1:30 p.m.).

WARD GREENE, executive editor of King Features Syndicate, and LOIRE BROPHY, employment specialist, on the Ellery Queen program, tomorrow (NBC Red, 7:30 p.m.).

CAROL BRUCE, on "Double or Nothing," Sunday (WOR-Mutual, 6 p.m.).

BERTRAND RUSSELL, on "Invitation to Learning," Sunday (WABC-CBS, 11:30 a.m.).

ALFRED LUNT and LYNN FONTANNE, on the "Keep 'Em Rolling" program, Sunday (WOR-Mutual, 10:30 p.m.).

JAN VALTIN, author; CARLETON SMITH, economist, and MAJOR GEN. JOHN HAY BEITH (retired), of the British Army, discussing "Is Revolution Possible in Occupied Europe," on the "Wake Up, America" forum, Sunday (WJZ - Blue Network, 3 p.m.).

ALEXANDER BARNES, educator, on "Wings Over Jordan," Sunday (WABC-CBS, 10:30 a.m.).

MAJOR ALEXANDER P. de SEVERSKY, LAWRENCE T. WYLY and EVERETT L. EDMONDSON, of Northwestern Technological Institute, on the "Northwestern University Reviewing Stand," Sunday (WOR-Mutual, 11:30 a.m.).

CAPT. WILLIAM F. SANTELMANN and his U. S. Marine Band, on the "Spirit of '42" program, Sunday (WABC-CBS, 2 p.m.).

REV. DR. JOHN W. BEHNKEN, president of the Evangelical Lutheran Synod, on "Mutual's Radio Chapel," Sunday (WOR-Mutual, 11:35 a.m.).

GEORGIE PRICE, on the "Texaco Star Theater," Sunday (WABC-CBS, 9 p.m.).

BIRTHDAYS

April 24

Ira Ashley Titania Fedory
Paul Munroe Shirley Temple

April 25

Joseph Bell Ella Fitzgerald
Mitchell Gertz Polly W. Hart
Jack Schaindlin

April 26

A. L. Alexander Eugene J. Coogan
Peggy Lee Harold Oxley

Coast-to-Coast

NEW program made its bow on NW53PH and the American Network on Thursday. Presented by the Belgian Information Center of New York, the program featured the music of Belgium interspersed with news of what is happening day by day inside the Nazi-occupied country. By underground press, by concealed radio transmitters and by the eye-witness reports of those who escape to other countries, the news comes from inside Belgium. Gathered by the information center, it is edited for the American Network.

Al Sisson, sportscaster on WHAM, Rochester, N. Y., is airing his news and reviews program under split sponsorship. Union Leader bankrolls three days a week and Studebaker takes up the other three days. Foster Brooks of the WHAM staff has written a new song titled "It's Easy As Pie," which made its debut on the station's "Little Show" program. Tune was arranged for the orchestra by Gene Zacher, WHAM musical director.

Following members of the staff of Westinghouse Radio Stations, Inc., have received 5-year service buttons from the company: Gordon Hawkins and Lewis Adler of the office; E. H. Gager, chief engineer of KYW, Philadelphia; George Hagerty, KYW assistant chief engineer; Harry Kowalski, transmitter caretaker; James Thunnel, Perry Huffman and Abraham B. Cohen, studio and transmitter engineers.

The American Red Cross Standard First Aid Course given at CBS in New York has been completed and employees who have qualified have received their certificates as First Aiders. An Advanced Course in First Aid will be started on Monday, April 27 for those qualified First Aiders who wish to act as members of the CBS emergency First Aid squad, CBS's Red Cross Instructor of First Aid, Charles Benzinger announced.

James A. Peterson, since September 1939 an announcer-producer of KHQ-KGA, Spokane, Wash., has been appointed chief announcer of KSL, Salt Lake City. He began his career in radio in 1926.

Two additions to the staff of WTTM, Trenton, N. J., are Art Bolin, formerly of WARM, Scranton, Pa., and more recently with WIBM, Jackson, Mich., and F. Russell Gilbert, vocalist and poetry-reader, who formerly conducted the "Cheerio" program from coast to coast. Former will conduct the "333 Club" on WTTM daily; latter is doing a program of verse as well as being the station's news commentator.

Ronny Liss, juvenile actor heard on the "Bright Horizons" program on CBS daily, has been signed to do another daily show, "The Andersons," aired on NBC at 5:30 p.m.

Fred Barr, formerly conductor of an all night record show on Radio Lyons, Lyons, France, and more recently associated with WBYN, Brooklyn, has been promoted from his announcing position at WWRL, Woodside, N. Y., to assistant program director working with Dudley Conolly, program director.

WPIC, Sharon, Pa., is now carrying the "This Is War!" series rebroadcast from the frequency modulation facilities of W47P in Pittsburgh. New shows on WPIC are: "Rainbow Rhythms" for Sherwin Williams paint; "Let's Meet And Be Friends" for DuBois Brewing Co.; "The Corn Club," a new sustainer.

April 15, 1942 marked the twenty-first anniversary of WSPD, Toledo. Just twenty-one years ago WSPD was licensed under the call letters WTAL, a 50-watt station. Today it is a 5,000 watt station located in its own four-story building, operating from the most modern radio studios in the United States. Station has come a long way in just twenty-one years.

Doug Melges, formerly with WMIN has joined the announcing staff of WLOL, Minneapolis and St. Paul. He replaces Peter Temple, who resigned to join the Navy.

Both WWSR, St. Albans, Vt., and WDEV, Waterbury, Vt., are broadcasting "Linger With Esslinger," a new sponsored series produced by Reg Nash. Show has a five dollar give-away to the person receiving a telephone call during the program and answering with the day's password, which is given during the previous day's airing.

Uncle Sam is making good use of experience gained by Lieut. George Comte while on the announcing staff of WTMJ and W55M, Milwaukee. Now a public relations officer with flying cadet examining board No. 2 at Detroit, Comte interviews recruits, gives radio and other talks to encourage enlistments in the air corps. Jack Bundy, known as Heinie of WTMJ's "Heinie and his Grenadiers," is chairman of the radio committee, Wisconsin Aviation Cadet Council, a volunteer organization. He is the council's liaison man in charge of radio station contacts.

The Saturday afternoon concerts by the Cleveland Orchestra, which were fed to CBS by WGAR, Cleveland, evoked so much commendation both locally and nationally, that it has been decided to review the series by means of recordings for the local audience of WGAR. However, principals of the symphony will appear on the program for brief talks. Alice Richards, after ten years' association with WGAR, as schedule manager, has resigned to join her family in Los Angeles.

To the Colors!

JOHN GARFIELD, formerly chief commercial department of WCLE, Cleveland, has been commissioned a lieutenant, junior grade, in the United States Navy.

MERRILL N. PHEATT, publications director of WSPD, Toledo, conductor of "The Editor Speaks" of the station, has joined the U. S. Air Corps as a first lieutenant and is stationed at Santa Ana, Calif.

AL POSKA is the tenth staff member of KFI-KECA, Los Angeles, to join with the nation's armed forces in recent months. He is in the Navy Reserve, is located at San Diego. He is placed by Howard Flynn, for with KSL, Salt Lake City.

WILLIAM F. WRYE, JR., for a and a half years a control operator at WSB, Atlanta, Ga., has been commissioned an ensign in the communications section of the U. S. Navy Reserve. He reports for duty April 30 at the Navy's special communication training center at Harvard University.

GLENN SAXTON, announcer of WMAS, Springfield, Mass., has been listed in the Navy and has been assigned to the Great Lakes, Ill., training station.

MANNY MILLER, "Utah Pete" of the "Dude Ranch" program on KSL, Salt Lake City, has been inducted into the armed forces.

CARL O. WYMAN, night supervisor at KDKA, Pittsburgh, has been called to active service with the Marines and leaves for duty on April 1. He is a lieutenant in the reserve.

NBC Central Division Promotes C. C. Urquhart

Chicago—Charles C. Urquhart, director of "Vic and Sade" and member of the NBC local production department for the past two years, has been named assistant production manager of the NBC Central Division succeeding Maurice Wetzel, who became Central Division production manager for the Blue Network. Other changes at NBC this week include the resignation of Henry Cooke, announcer, to become a flying cadet in the Army Air Corps, and the appointment of two new announcers, C. Baker and Ned Le Fevre. Corbin Reynolds has been added to the production division as a transcription director, replacing Paul Millen, who enlisted in the Army.

WNEW Airs "Anzac Day"

Song tribute to the fighting Anzacs by Gracie Fields, English actress, will be broadcast exclusively by WNEW, New York, tonight on a special radio show from the Waldorf-Astoria Hotel at 10:35-10:50 p.m. Ceremonies in connection with the celebration of "Anzac Day" under the auspices of the British War Relief Society.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 19, NO. 19

NEW YORK, N. Y., MONDAY, APRIL 27, 1942

TEN CENTS

OFF's 'Radio War Guide'

CBS Latin Amer. Web Formally Bows May 19

Full scale commercial operations will be started by CBS's new Latin American network of 76 stations on Tuesday, May 19, William S. Paley, president of CBS, announced Friday. Originally scheduled to begin regular operations shortly after the first of this year, the South American web was delayed by priorities and necessity of fully determining Government policies in relation to hemisphere broadcasting. These difficulties now have been lightened out, it was stated, through completion of CBS's three

(Continued on Page 3)

Expect Freeze Order By FCC Later In Week

Washington Bureau, RADIO DAILY
Washington—Announcement of any FCC action on the complete freezing of broadcast station construction and the revamping of existing facilities recommended by the Defense Communications Board was not forthcoming following the Commission meeting Friday, and it was thought likely the Commissioners would hold

(Continued on Page 6)

Condon Adds New Duties as WGAR Promotion Head

Cleveland—Appointment of Maurice Condon as director of promotion, merchandising and publicity for WGAR of this city has been announced by John F. Patt, vice-president and general manager of the station. Condon succeeds Charles

(Continued on Page 2)

Feb. Biz Rose 22%
Washington—Substantial gain in broadcasting advertising units for the month of February is shown in the NAB's record for the month. Estimates projected for the industry reveal a 22% rise over the same month in 1941, when 5,992,000 units were recorded as compared to 7,291,000 for February 1942.

"Gang Busters" Co-Op Sold On 29 Stations

"Gang Busters," which the Blue Network has made available to affiliates for local sponsorship effective May 1, has already been bought by 14 sponsors on 29 stations. They are: San Felice Cigars, Oklahoma Network, Michigan Network, WSAI, Cincinnati; WAKR, Akron, and WING, Dayton, Ohio; Weill's Department Store, WJBO, Baton Rouge, La.; Crews Beggs Department Store, KGHF; Stamford Ice Manufacturers,

(Continued on Page 5)

See Two Gen. Mills Accts. Moving To Blue Network

Although network officials refused to comment, it appeared certain on Friday that the Blue Network was getting General Mills business now on Mutual. "Lone Ranger," it was believed, would move to the Blue beginning Monday, May 4, in the Monday, Wednesday, Friday 7:30-8 p.m., EWT period. The "Jack Arm-

(Continued on Page 5)

Priority Suggestions For Stations Issued, Also Network Allocation List To Avoid Duplications

NBC Sanders Exhibits Via Lantern Slides

Believed to be one of a very few times permission has ever been granted for such a demonstration before a Congressional body, NBC will present its testimony to the House Interstate Commerce Committee considering the Sanders bill in darkened chambers, illustrating its position by means of lantern slides. With Frank E. Mullen, vice-president and gen-

(Continued on Page 3)

NBC's New 'Frisco Bldg. Starts 8-Day Celebration

San Francisco—Paced by two nation-wide broadcasts last night, the Jack Benny show and "One Man's Family," an eight-day celebration of the opening of NBC's new \$1,000,000 building here was under way today,

(Continued on Page 2)

U.S. Radio Men Impressed With Canada's War Effort

U. S. broadcasters on the CBC-sponsored Canadian "war tour" last week were kept on the jump from early in the morning to late at night, members of the junket reported Fri-

(Continued on Page 5)

Washington Bureau, RADIO DAILY
Washington—First edition of the "Radio War Guide," listing announcement priority suggestions for local station use, was mailed to two lists of broadcasting stations over the week-end by the Office of Facts and Figures. Network affiliates received both the Guide and the Network Allocation List, to aid them in spotting messages to avoid interference with those presented on the chain shows, while independent stations were sent only the Guide. Announcements pertaining to the war effort and essential civilian ac-

(Continued on Page 5)

NAB Open Invitation To Agencies-Clients

Cleveland—Representatives of advertising agencies and clients will be particularly welcomed at the annual convention of the NAB, according to Eugene Carr, assistant manager of WGAR here, and chairman of the NAB Sales Managers Division. Carr, in seconding the invitation issued by

(Continued on Page 3)

Ascap-Florida Confab On Future Operations

John G. Paine, general manager of Ascap, left for Tallahassee, Fla., on Friday to attend a conference of state officials and music users as a follow

(Continued on Page 2)

★ THE WEEK IN RADIO ★

WPB Eases Equipment
By BOB LITZBERG

BROADCASTERS breathed a sigh of relief late this week after the War Production Board issued the long-awaited repair and maintenance order for the industry, as well as other communication services, giving an A-3 preference rating to the industry for obtaining supplies for repair, maintenance and operation. The order, which raises the rating from its previous A-10 spot, was particularly welcome after two announcements earlier in the week which were far

from encouraging. On Monday both FCC Chairman Fly and the WPB indicated that new WPB orders would stymie all holders of construction permits for new broadcast stations as well as for changes in the transmission facilities of existing stations unless the necessary material was already in the possession of such CP holders.

Following these statements, the Broadcasters' Victory Committee, in

(Continued on Page 2)

A Tidy Sum
WMCA on Friday acknowledged receipt of \$1,275 worth of government bond coupons sent to the station for the Society For Seaman's Children during the "Five Star Final" program. Coupons were mailed in after a special ten-minute airing by Tallulah Bankhead earlier this week and no mention of the donor or a return address was given.

Vice Versa
Something different turned up in the way of promotion last week when WJZ started exploiting an all-recorded show via live broadcasts. To hypo the audience of "Say It With Music," all-night, non-talk program, Alan Kent and Ginger Johnson, program's creators, have been given two daytime half-hours weekly to showcase and explain their jingle ETs.



★ THE WEEK IN RADIO ★

WPB Eases Equipment

(Continued from Page 1)

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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 (April 24)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	111	109 7/8	110 1/8	- 1 3/8
CBS B	8 3/8	8 3/8	8 3/8	- 1/4
Gen. Electric	22	21 3/4	22	- 1/8
Philco	8 1/2	8 1/2	8 1/2	- 1/4
RCA Common	2 7/8	2 3/4	2 3/4	...
Westinghouse	64 1/2	63 1/8	64	- 1/2
Nat. Union Radio	9-16	9-16	9-16	-1-16

OVER THE COUNTER		
	Bid	Asked
Farnsworth Tel. & Rad.	1 1/2	1 3/4
Stromberg-Carlson	4 3/4	5 3/4
WCAO (Baltimore)	15 1/2	18 1/2
WJR (Detroit)	17 1/2	19 1/2

NBC's New 'Frisco Bldg. Starts 8-Day Celebration

(Continued from Page 1)
with five other Hollywood shows slated to broadcast from here during the week. In addition to visiting programs, both KPO, red network, and the Blue web's KGO, which will share the new building, are turning out special broadcasts daily. The visiting schedule includes Burns & Allen tomorrow night; "Point Sublime," drama, Wednesday; Al Pearce and His Gang, Thursday; "Whodunit" mystery, Friday; "The Great Gildersleeve" on Sunday.
On Saturday, May 2, two western network dramas produced in San Francisco, will celebrate their seventh and fifth anniversary broadcasts, respectively, via KPO and Red Network stations. They are "Hawthorne House" and Dr. Kate.

COME TO CLEVELAND
NAB
CONVENTION • MAY 11-14

anticipation of the freezing of material for the duration, warned stations to take immediate steps to conserve and maintain existing facilities. Limited to September 30, the new A-3 rating removed all doubt that Washington was making every effort to continue broadcasting on its present basis even though the order expressly forbids plant expansion or improvement.

Formation of a national talent pool, with the primary purpose of serving the war effort in an orderly manner, was announced last Tuesday at meeting of representatives of talent unions, broadcasters, theaters, agents and managers. Headed by James Sauter serving as executive vice-chairman, the United Theatrical War Activities Committee will act as a clearing house in the regulation and coordination of gratis appearances of talent throughout the country and will attempt to eliminate the "free ride" abuses by setting up a "rationing plan" for the use of talent similar to the one set up by the Office of Facts and Figures to eliminate needless repetition of program content. In connection with the OFF plan, NBC set up a schedule of "war theme announcements" for a four-week period during which three themes: salvage, war bonds and stamps and automobile pooling, in staggered fashion, will be allocated to the net's various programs.

Stations throughout the country continued their cooperation with the various government agencies and war relief groups; in his official report of the OFF allocation plan for government war messages. Archibald MacLeish, OFF head, gave unstinted praise to the entire industry for its

wholehearted cooperation. At the same time the OFF inaugurated what is believed to be a general policy of sending requests to stations for emergency announcements requiring special treatment when Eastern broadcasters were asked to warn listeners of a gasoline shortage.

National Association of Broadcasters released tentative convention plans with the "effect of war" as the general theme of the meet. Trade association also continued to present radio's case against the Haggerty proposal to impose a graduated tax on time sales before the Ways and Means Committee of the House of Representatives. NAB received the backing of the Newspaper-Radio Committee in its other fight before a House Committee investigating the Sanders Bill proposals.

Completion of the reorganization of Ascaph during the past year was seen with the election of Deems Taylor as the society's president... Agenda for the Conference on the Use of Radio for Young People to be held in Columbus on May 7-8 was set... Following its annual meeting BMI announced the signing of 650 stations to long-term contracts with another 62 outlets pledged... On the business side, the return to the air of the Pepsi-Cola Co., after an absence of 6 months, verified RADIO DAILY's previous report that soft drink advertisers were continuing their radio plans despite wartime restrictions of sugar. O'Sullivan Rubber Co. also announced its return to the air on 18 outlets... Networks were preparing last week for their appeal in the Supreme Court for an injunction against the FCC monopoly regulations.

Condon Adds New Duties As WGAR Promotion Head

(Continued from Page 1)
Newcomb, who has resigned to join WWNC, Asheville, N. C., and has been with WGAR since 1930 during which time he has held the posts of continuity director, traffic manager and publicity director. He will continue his duties of publicity head in addition to those of the merchandising and promotion departments.

Music For Production In Try-Out Over WOR

Music on the air as an aid to war-time production will be tested by WOR in a daily "music to work by" period, starting today. Designed specifically for workers in war plants on the midnight to 7 a.m. shift, the program will be incorporated in Jerry Lawrence's all-night "Moonlight Saving Time" show, and will be broadcast six days a week from 5:05-5:30 a.m.
Each session on "Moonlight Saving Time" will be dedicated to the workers of the different war production plants in the WOR listening area.

Ascaph-Florida Confab On Future Operations

(Continued from Page 1)
up to the earlier confabs seeking ways and means of the Society operating within the state. Florida law as it stands places numerous technical restrictions on Ascaph operations in the state.

COMING and GOING

W. B. DOLPH, vice-president and general manager of WOL, was up from Washington Friday, visiting at the headquarters of MBS.

HAROLD V. HOUGH, of Fort Worth, Chairman of the Steering Committee of Newspaper Radio Committee, left for home Friday; return north within next ten days.

J. LEONARD REINSCH, managing director WSB, has returned to Atlanta after attending last week's meetings of the ANPA at Waldorf-Astoria.

JAMES B. McCONNELL, manager of National spot and local sales, back at his desk today from a trip which took him to key centers from coast-to-coast.

H. S. SOMSON, president of Premier Radio Enterprises, Inc., St. Louis, visiting New York and Washington on transcription business.

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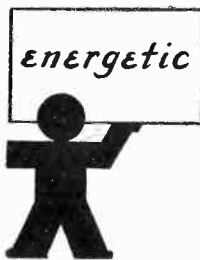
Lincoln, Neb.—J. C. Seacrest, part owner of KFAB-KFOR in Lincoln and KOIL in Omaha, is dead here at the age of 75.

In Philadelphia Its

50 WATTS 950 KC

MILLIONS of VOLTS!

THE ENERGY OF LIGHTNING HAS NEVER BEEN HARNESSSED
THE ENERGY OF OUR ORGANIZATION CAN BE HARNESSSED
TO SUBSTANTIALLY INCREASE YOUR BUSINESS



WEED
AND COMPANY

RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO



★ THE WEEK IN RADIO ★

WPB Eases Equipment

(Continued from Page 1)

Vol. 19, No. 19 Mon., Apr. 27, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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

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

FINANCIAL

(April 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	111	109 7/8	110 1/8	- 1 3/8
CBS B	8 3/8	8 3/8	8 3/8	- 1/4
Gen. Electric	22	21 3/4	22	- 1/8
Philco	8 1/2	8 1/2	8 1/2	- 1/4
RCA Common	27 1/8	23 3/4	23 3/4	...
Westinghouse	64 1/2	63 1/8	64	- 1/2
Nat. Union Radio	9-16	9-16	9-16	-1-16

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	1 1/2	1 3/4
Stromberg-Carlson	4 3/4	5 3/4
WCAO (Baltimore)	15 1/2	18 1/2
WJR (Detroit)	17 1/2	19 1/2

NBC's New 'Frisco Bldg. Starts 8-Day Celebration

(Continued from Page 1)

with five other Hollywood shows slated to broadcast from here during the week. In addition to visiting programs, both KPO, red network, and the Blue web's KGO, which will share the new building, are turning out special broadcasts daily. The visiting schedule includes Burns & Allen tomorrow night; "Point Sublime," drama, Wednesday; Al Pearce and His Gang, Thursday; "Whodunit" mystery, Friday; "The Great Gilder-sleeve" on Sunday.

On Saturday, May 2, two western network dramas produced in San Francisco, will celebrate their seventh and fifth anniversary broadcasts, respectively, via KPO and Red Network stations. They are "Hawthorne House" and Dr. Kate.

COME TO CLEVELAND



CONVENTION • MAY 11-14

anticipation of the freezing of material for the duration, warned stations to take immediate steps to conserve and maintain existing facilities. Limited to September 30, the new A-3 rating removed all doubt that Washington was making every effort to continue broadcasting on its present basis even though the order expressly forbids plant expansion or improvement.

Formation of a national talent pool, with the primary purpose of serving the war effort in an orderly manner, was announced last Tuesday at meeting of representatives of talent unions, broadcasters, theaters, agents and managers. Headed by James Sauter serving as executive vice-chairman, the United Theatrical War Activities Committee will act as a clearing house in the regulation and coordination of gratis appearances of talent throughout the country and will attempt to eliminate the "free ride" abuses by setting up a "rationing plan" for the use of talent similar to the one set up by the Office of Facts and Figures to eliminate needless repetition of program content. In connection with the OFF plan, NBC set up a schedule of "war theme announcements" for a four-week period during which three themes: salvage, war bonds and stamps and automobile pooling, in staggered fashion, will be allocated to the net's various programs.

Stations throughout the country continued their cooperation with the various government agencies and war relief groups; in his official report of the OFF allocation plan for government war messages, Archibald MacLeish, OFF head, gave unstinted praise to the entire industry for its

wholehearted cooperation. At the same time the OFF inaugurated what is believed to be a general policy of sending requests to stations for emergency announcements requiring special treatment when Eastern broadcasters were asked to warn listeners of a gasoline shortage.

National Association of Broadcasters released tentative convention plans with the "effect of war" as the general theme of the meet. Trade association also continued to present radio's case against the Haggerty proposal to impose a graduated tax on time sales before the Ways and Means Committee of the House of Representatives. NAB received the backing of the Newspaper-Radio Committee in its other fight before a House Committee investigating the Sanders Bill proposals.

Completion of the reorganization of Ascop during the past year was seen with the election of Deems Taylor as the society's president. Agenda for the Conference on the Use of Radio for Young People to be held in Columbus on May 7-8 was set. Following its annual meeting BMI announced the signing of 650 stations to long-term contracts with another 62 outlets pledged. On the business side, the return to the air of the Pepsi-Cola Co., after an absence of 6 months, verified RADIO DAILY's previous report that soft drink advertisers were continuing their radio plans despite wartime restrictions of sugar. O'Sullivan Rubber Co. also announced its return to the air on 18 outlets. Networks were preparing last week for their appeal in the Supreme Court for an injunction against the FCC monopoly regulations.

Condon Adds New Duties As WGAR Promotion Head

(Continued from Page 1)

Newcomb, who has resigned to join WWNC, Asheville, N. C., and has been with WGAR since 1930 during which time he has held the posts of continuity director, traffic manager and publicity director. He will continue his duties of publicity head in addition to those of the merchandising and promotion departments.

Music For Production In Try-Out Over WOR

Music on the air as an aid to war-time production will be tested by WOR in a daily "music to work by" period, starting today. Designed specifically for workers in war plants on the midnight to 7 a.m. shift, the program will be incorporated in Jerry Lawrence's all-night "Moonlight Saving Time" show, and will be broadcast six days a week from 5:05-5:30 a.m.

Each session on "Moonlight Saving Time" will be dedicated to the workers of the different war production plants in the WOR listening area.

Ascop-Florida Confab On Future Operations

(Continued from Page 1)

up to the earlier confabs seeking ways and means of the Society operating within the state. Florida law as it stands places numerous technical restrictions on Ascop operations in the state.

COMING and GOING

W. B. DOLPH, vice-president and general manager of WOL, was up from Washington Friday, visiting at the headquarters of MB.

HAROLD V. HOUGH, of Fort Worth, Chairman of the Steering Committee of Newspaper Radio Committee, left for home Friday; return north within next ten days.

J. LEONARD REINSCH, managing director WSB, has returned to Atlanta after attending last week's meetings of the ANPA at Waldorf-Astoria.

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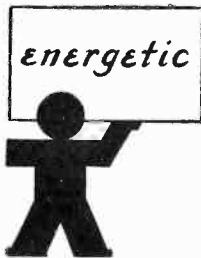
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WEED
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RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

Los Angeles

By JAC WILLEN

TWO more NBC-Hollywood air-shows go to San Francisco to partake in the new KPO opening celebration. They are Hank McCune's "It Happened in the Service," and Upton Close, commentator. Both leave Friday along with many other Hollywoodites.

Don Forbes and John Wald, the "Richfield Reporters," were tendered a cocktail party by the Richfield Oil Company, Tuesday, April 21, in celebration of the news program's eleventh anniversary on the air.

"Dollars in the Draft" program to sell war bonds from the "War Report to the Nation" airing, was recorded by the Blue in Hollywood from an earlier Eastern broadcast and re-broadcast at 11:15-11:45 p.m. on the Pacific Coast Blue, so that the many pertinent remarks by Henry Morgenthau, Jr., Philip Murray of CIO, William Green of AFL, and W. N. Withrow, president of the National Manufacturers Association, could be heard by West Coast listeners. Highlight of the program was the Lt. Commander O'Hare appearance just after the receiving of the Congressional Medal of Honor from President Roosevelt.

Monday marks the first ET airing of Frances Scully's "Your Blind Date" over the Blue, and will guest star Martha Scott in a playlet written for the program by Myron Dutton, Blue Network director. The show airs at 6:30 p.m., PWT.

Thanks to Jack Benny's appearance on the Screen Guild Theater show, and "Silver Theater," the Motion Picture Relief Fund is several thousands of dollars richer today, for Benny contributed both checks to the Fund.

Don E. Gilman, vice-president in charge of the Blue, West Coast, left for San Francisco, along with a contingent of other Blue-ites to attend the opening functions of the new Blue station KGO.

The "Idea Box" just outside the mailroom on the third floor of Hollywood Radio City is getting a real "stuffing" from the staff who are entering ideas for Blue Network programs. Each week the ideas found in the box are given serious consideration by members of the program board.

Lewis Allen Weiss, v.p. and gen. mgr. of the Don Lee network and executive vice-president of the Mutual Broadcasting System, now back at his desk after a two weeks' absence on business in the East.

Hanley Stafford, "Daddy" to "Baby Snooks" Brice of "Coffee Time" program is regularly receiving wires from his son, Graham, who is with the RCAF in England.

NRC Moves Headquarters

Headquarters in New York of the Newspaper-Radio Committee, have been moved from suite 2600 at 370 Lexington Ave. to suite 1911 in the same building. This office will be maintained indefinitely, as per recent decision at the NRC meeting.



Little Shots About Big Shots!

● ● ● WDRG, Hartford, has just contributed 900 pounds of steel to the Connecticut Salvage Committee for war use. The steel, located at the Bloomfield, Conn., transmitter, was the scrap from an old tower which was torn down several years ago when the station increased its power. . . . Let no one accuse the WGAR transmitter staff of unpatriotically wasting leisure time. The boys have set aside a portion of the land as a Victory Garden and off-duty time is spent in agricultural pursuits.

● ● ● Things happen all at once—at least they seem to down Charleston way! WCSC found itself delightfully deluged last week-end with celebrities of stage, screen and radio. WCSC had been seething with plans for weeks for the entertainment of Paulette Goddard, Martha O'Driscoll, Susan Hayward, Walter Hampden, John Boles and author Thelma Strable, who arrived in Charleston for the Southern premiere performance of Cecil B. de Mille's 30th anniversary movie "Reap The Wild Wind" . . . Plans were progressing by leaps and bounds and everything was going smoothly when up popped "Vox Pop" in Charleston to hold its broadcast there!

● ● ● A Trenton Western Union boy may not be sadder, but he is indeed wiser. Appearing on the Hurley-Tobin Quiz, aired Thursday at 7:30 p.m. over WTTM, Trenton, the messenger was asked, "Identify the following men, A. N. Williams, Newcomb Carlton, and J. C. Willever." All three are officers of Western Union and their names and offices appear at the top of each Western Union telegram. He identified A. N. Williams correctly as president, but slipped when he called J. C. Willever president of Postal Telegraph. His answer caused great merriment among the members of the opposing team—four Postal Telegraph boys!

● ● ● Last week in New Orleans big Ed Hoerner, 215-pound production manager of WWL and conductor of the "Jingle Jamboree" quiz program, received from a fan a pair of booties and a knitted cap—for the baby. The births column in the newspaper made things plain. Mrs. Ed Hoerner had given birth to a boy, but she wasn't Ed's wife, or a relative. Climax of the story is that Mrs. Hoerner is expecting.

● ● ● A patriotic linotype operator on the staff of a local paper gave the WING staff a chuckle the other day. The Dayton station submitted copy for a space ad in the newspaper listing the transcribed program "You Can't Do Business With Hitler" . . . Proof of the ad was rushed back to WING for approval—but—in small type under the program title the anti-Hitler linotype operator had added "And who the Hell wants to?" It was with regret that WING's publicity director deleted the line.

● ● ● Talk about coincidence. Bill Ellsworth KYW transmitter engineer, found it when he registered for the last draft. His number turned out to be 1060, same as the KYW frequency that he puts out on the ether waves each day and the man that signed his registration card was named Gager. The only other Gager listed in Metropolitan Philadelphia phone books is KYW's chief engineer E. H. Gager, no relation—Ellsworth's boss.

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

DON McNEIL, Jack Baker, Nan Martin and "The Escorts a Betty" of the NBC "Breakfast Club" show played to a total of 39,950 persons on their recent personal appearance jaunt which included visits to Kansas City, Springfield, Mo., a Wichita, Kansas, Vic Brown, vice president of the National Concert Artists Corporation, announced today. Upon their return to Chicago the "Breakfast Club" crew took an evening off and entertained the sold-out at Fort Sheridan, Ill.

If you can believe Clifton Utle press agent, the NBC commentator gets only five hours and fifteen minutes of sleep every week night. Utle's schedule calls for him to retire at 10:30 p.m., and arise at 3:45 a.m. for a 7 a.m. broadcast. But Clifton steals a few extra winks each day at 8 a.m. when he goes to a Chicago hotel for a nap.

Captain Eddie Rickenbacker, Admiral Emory S. Land will be heard over WGN-Mutual from the 30th annual convention of the United States Chamber of Commerce at the Stevedore Hotel this week. Five programs will be heard, the first today at 11:30 p.m. Captain Rickenbacker will speak "How To Win The War," on Tuesday at 10 p.m., and Admiral Land will address the convention on "Ocean Bridges: Ships and More Ships" Thursday from noon to 12:30 p.m.

Some 250 members of the Council of Social Agencies and the Chicago Chapter of the Social Work Public Council will attend a combined party and broadcast Saturday afternoon, April 25, in the WBBM Theater. They will hear and see the broadcast of WBBM's "Story of Constance Worth." O. J. Neuwirth, producer, will be the guest speaker.

Rita Ascot, attractive NBC actress heard on the "Ma Perkins" show was honored by sailors stationed at the Great Lakes Naval training station this week. They gave Rita a new rank—Chief "PRETTY" Officer.

Jack Baker, tenor on the "Breakfast Club," Blue Network, has been awarded a silver loving cup by Evanston, Ill., Chamber of Commerce for selling the most United States Savings Bonds and Stamps in the city during the first week of the campaign.

Eddy Duchin, Kay Kyser and Jimmy Weems, three of MCA's stalwarts seen in a breakfast huddle at Rickenbacker the other dawning. Four music publishers hovered around them.

Rumored that because of prior commitments that Holland Furnace Company summer show may not take the form of Chicago this summer.

WAIT intensifying its suburban train and street car advertising.

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

OFF's Warlike Guide Issued To Industry

(Continued from Page 1)

...ies were divided into five classifications, but the local stations were asked not to use those in the last two classes they have an abundance of free time. The Guide suggests that 50 per cent of available station program units devoted to the war effort be used for the messages in the "AA" class with 30 per cent to be used for those in the "A" category and 20 per cent for those in the "B" classification.

Very Wide in Scope

Army, Navy, Marine Corps, and Civil Service recruiting material will not be used in the network allocations at the request of those organizations. Those announcements will continue to be distributed as heretofore and put on the air at the discretion of the individual stations concerned.

The double-"A" group of the Guide are: Navy, Marine Corps, Coast Guard recruiting, War Bonds and Stamps, sugar shortage information, auto pooling, conservation of gas and oil, production drive information, and beginning May 11, USO. The "A" group includes: Army recruiting, Personal Selective Service announcements, war industry training information for displaced and new workers, Merchant Marine recruiting, civilian defense, and "don't spread rumors." In the third category, "B," are: recruiting nurses and doctors, Red Aid and fire fighting, health in wartime, victory gardens, farm implement pooling, information on Lend-Lease in America, and salvage.

...collaboration of the USO Radio Committee and the Office of Facts and Figures in the forthcoming appeal for funds has been announced by Joseph R. Busk of Ruthrauff & Ryan and Maurice H. Bent of Blackett-Sample-Hummert, co-chairmen of the committee. Under the OFF set-up, sponsors are being assigned definite dates for voluntary assistance to the USO in its appeal which starts on May 11.

Sponsors Offer Time

The committee is writing to advertisers offering its services in developing ideas, copy or spot announcements to be used in allocations set up in cooperation with the government agency. Many sponsors, including General Foods, General Electric, Magines-Wittnauer Watch Co., Humble Oil Co., Colgate-Palmolive-Peet, Lever Bros., J. B. Williams Co., Society Vacuum and others, already have offered time, it was stated.

Assisting Busk and Bent on the committee are Hubbell Robinson of King & Rubicam and Cadwell Swanson of J. Walter Thompson Co.

Stork News

Pittsburgh—Jack Swift, KDKA broadcaster, and Mrs. Swift are the parents of a baby girl born last Friday. The baby, their first, has been named Susan Erin.

NEW PROGRAMS—IDEAS

Flint Schools On The Air

Recently announced series of school broadcasts is being prepared and presented over WFDF, Flint, by a committee of classroom teachers and administrators of the local public schools. Representative units of the Flint educational system from kindergarten through the elementary, secondary and junior college as well as the Parent-Teacher Association, are included on the individual programs. Local winners of a declamation contest, a kindergarten rhythm band, a Bill of Rights program and a meeting of a grade school student council are subjects upon which the program draws for its material. Flint teacher committees write the scripts; music committees prepare the music; and committees on policy, publicity and radio research function under the guidance of other local teachers. Each school prepares and produces its own program, with the cooperation of Adrian Cooper, WFDF program director.

Two radio workshops at local high schools work in cooperation with the committee and plans are being made to run direct wire to these schools for future presentation.

Sales Aids

KWK, St. Louis, recently staged a special 45-minute program for its salesmen to demonstrate graphically the musical potentialities of the station and to display for them the resources of KWK's production and talent departments. Illustrating their abilities were Rich Hayes, organist and pianist; Lon Saxon and the Swingtones, singers; the full orchestra, small combinations, swing combinations, duo pianos, organ and piano combinations and other groups. Following the program, Dan Seyforth, production director, held an open forum to answer questions by the salesmen and to provide for an exchange of ideas.

U.S. Radio Men Impressed With Canada's War Effort

(Continued from Page 1)

...day, and all returned tremendously impressed by the strides Canada's war effort has been making. In comparison with the all-out war production and training program of Canada, the U. S. still has a long way to go, was the comment of many.

In addition to representatives of the four networks, other Americans making the four-day trip were FCC Commissioner T. A. M. Craven and Douglas Meservey of the Office of Facts and Figures, while Neville Miller, NAB president, joined the group in Ottawa on the final day last Thursday.

U. S. Minister to Canada J. Pierpont Moffat voiced the thanks of the U. S. to the Canadian government for the trip in a special Mutual broadcast on Thursday. MBS aired three special programs, conducted by Dave Driscoll, special features head, during the trip, while Baukhage broadcast his daily Blue Network programs from the points visited on the tour of war industries, Army and Air Corps training points, etc.

Others on the trip, which started in Toronto last Monday and wound up in Montreal Thursday, were Clay Morgan and A. A. Schechter, NBC; Lawrence Lowman, Bill Slocum and Dan Russell, CBS; G. W. Johnstone, Blue, and Lester Gottlieb, MBS.

Staff Members On Benefit

Oklahoma City—KOMA dramatic staff members are doing a bit of extra-curricular activity this week. John Woodworth, Mac Fuller, Amzie Strickland and Carleton Beck, all heard on the station, are appearing in a benefit performance of "Let Us Be Gay" under the auspices of the Oklahoma City Theater Guild for the Navy Relief Fund. The production is directed by Murillo Schofield, KOMA staff announcer.

See Two Gen. Mills Accts. Moving To Blue Network

(Continued from Page 1)

...strong" show, now sponsored by G.M. across the board on a large list of MBS stations from 5:30-5:45 p.m., EWT (repeat at 6:30), is expected to continue on Mutual for the time being, probably moving over to the Blue in September. Blackett-Sample-Hummert is agency on both programs.

Only possible hitch in shifting the "Ranger" is difficulty of lining up a network as the 7:30 p.m. spot is in station time. However, it was anticipated a station list of about 75 outlets would be arranged for the show.

It's understood to be the "package" deal whereby the Blue Network drops a percentage when the advertiser takes the full basic station list. Affiliates themselves, however, receive the full night-time card rate. "Package" offer is expected to be incorporated in the Blue's forthcoming rate card and will be available to all advertisers.

Sked McNutt for Two Talks

Mutual has scheduled two talks by Paul V. McNutt, Federal Security Administrator and newly appointed chairman of the War Manpower Commission. The first, in connection with the St. Paul Trades and Labor Assembly "Buy a Bomber Show," will be heard at 11:30 p.m. this Wednesday. The second, a part of "National Employment Week," will be broadcast next Monday. The first will originate at WLOL, St. Paul; the second at WOL, Washington.

Tuohey Now An Ensign

D. Vincent Tuohey, of the NBC station relations department, has received his commission as an ensign in the U. S. Navy and has been ordered to report for duty at a west coast port on May 11. He will leave New York May 1.

'Gang Busters' Co-Op Sold On 29 Stations

(Continued from Page 1)

WSRR, Stamford, Conn.; Iroquois beer, WEBR, Buffalo; Carling's beer, WIZE, Springfield, Ill.; Clark Bros. chewing gum, KXOK, St. Louis, Mo.; Sutcliffe Co., sporting goods, WINN, Louisville, Ky.; Sunrise Dairy, WGNC, Gastonia, N. C.; Charlotte Bread Co., WAYS, Charlotte, N. C.; Leavitt Department Store, WMUR, Manchester, N. H.; Rose & Sons, Inc., clothing store, WFMJ, Youngstown, Ohio; American Brewing Co., WDSU, New Orleans, La.; Patterson's Drug Stores, WSLI, Jackson, Miss.

Affiliates "Enthusiastic"

"Gang Busters" is aired Fridays from 8-8:30 p.m., EWT.

Affiliates, the Blue Network reports, are "enthusiastic" about the co-op policy, quoting a letter from Maxson I. Bevens, sales manager of KFHF, Pueblo, Col., that the plan "goes a long way toward solution of a difficult problem for us."

Other programs offered by the Blue for local sponsorship are "Baukhage Talking," aired at 1 p.m., EWT, and "News Here and Abroad" with William Hillman and Ernest K. Lantry, at 7:30 p.m., EWT, both 15-minute daily commentary series from Washington.

Joseph Lang, Of WHOM, In USO Supervisory Post

Joseph Lang, general manager of WHOM, Jersey City, and chairman of the foreign language committee of the National Association of Broadcasters, will supervise the foreign language radio campaign for the USO Greater New York Appeal. He will cooperate with E. J. K. Bannvart, vice-president of The Biow Co. and radio chairman of the drive.

Charles Baltin, WHOM assistant director of Defense and War Activities, has been appointed leader of the production section of the New Jersey State Radio Association.

RADIO PRODUCER

desires permanent affiliation with agency, network or station where he can apply the fruits of a broad experience to today's problems of radio entertainment and radio selling. His ideas have already been successfully expressed in such original and interesting programs as "Who's News," for NBC; "Five Foot Bookshelf of the Air," for WINS, New York; as producer-announcer for CBS International Division, and as producer and emcee for KMTR's eastern division of "Radio Newsreel." Has an international experience and background, including South America and Europe; fluent speaker and writer of French and Spanish, as well as English, and familiar with Italian and Portuguese. Age 31, with excellent health and boundless ambition. Box 971, RADIO DAILY, 1501 Broadway, N. Y. C.

NEW BUSINESS

WOAI, San Antonio: Lever Bros. (Swan Soap), through Young & Rubicam, six one-minute ETs per week, 78 times; Longine-Wittenauer Watch Co., through Arthur Rosenberg, 13 half-hour transcribed programs; ABC Multigraph Co., direct, one ann. per week for 26 weeks; Kelloggs, through J. Walter Thompson, renewal for 39 weeks of the daily quarter-hour transcribed "Texas Rangers"; Scholl Mfg. Co. (Fine Food Pads), through Donahue & Coe, three anns. per week on the 6:30 a.m. newscasts; Ex-Lax, through Katz Agency, 28 one-minute ETs; Beechnut Gum, through Newell-Emmett, renewal for 4 weeks of three anns. per week; Washington State Apples, through J. Walter Thompson, 18 one hundred-word anns.; Procter & Gamble, 15-min. transcribed Monday through Friday serial, "Women in White"; Interstate Theaters, half-hour broadcasts over the Texas Quality Network from Dallas; Peter Paul, Inc., for Walnettos, through Platt-Forbes, 13-week series of 5-min. programs featuring Red River Dave daily Monday through Friday; Falstaff Brewing Co., through Blackett-Sample-Hummert, daily quarter-hour transcribed program, "Justice Rides the Range."

CKWX, Vancouver: William Wrigley, Jr., Co. of Canada, Ltd., participation in "Treasure Trail"; Union Oil Co. of Canada, Ltd., participation in "In His Steps"; Army and Navy Department Stores, participation in "The Lone Ranger"; E. A. Alm Real Estate, participation in "Academy Award"; Listerine, participation in "The Green Hornet"; Canadian Bakeries, Ltd., participation in "Cavalcade of Music."

WKRC, Cincinnati: Albers Super Markets, through Frederic W. Ziv, 100-words anns. on the "Woman's Hour" program Monday through Friday, also renewal of the same company's time on the weekly "Treasury Tunes"; Congress Cigar Co., through Marschalk & Pratt, renewal of the "Quiz Bowl" program for La Palina; Taystee Bread Co., through Campbell Mithun Co., 100-word anns.

Expect Freeze Order By FCC Later In Week

(Continued from Page 1)

off until a WPB announcement is made.

A statement by the WPB approving the DCB recommendations formalizing the policy of issuing no more materials grants for new station construction or change-over of facilities, is expected this week. While FCC Chairman James Lawrence Fly has stated that there is no reason for the Commission to postpone making public a policy announcement revealing that no more construction permits for such work will be granted by the Commission, it is considered likely that the two will be made public concurrently.

WORDS AND MUSIC

By Sid Weiss

WELL, FOR TYPING OUT LOUD! Most announcers are swell guys (and among my closest pals) but it makes me unhappy to see some of them who are making a couple of extra bucks do a little extra-curriculum bragging. They remind me of the time when I was in California years back when "Hollywood Hotel" was a top program and featured this particular week was one of movieland's professional he-men. Entering the studio one afternoon he proceeded to wrap a production man in a hug that probably cracked a couple of ribs. All in the spirit of "see what a regular guy I am even though I'm a star." The production man painfully unwound himself and said: "I know a gorilla who can lick you—and out-think you, too!"

☆ ☆ ☆

It's a never-ending source of wonder to me when a lad lifts himself from the radio ranks and touches top rating, but it shouldn't be. Stars are made from ordinary people whom we know today but who most often don't know us, tomorrow. Wonder why it is that talent and snobbery live together so brazenly.

☆ ☆ ☆

Radio publicity is supposed to be tough to break into and it probably is, but a lad who never saw a typewriter before did an outstanding job on Henry Levine before Henry traded in his trumpet for a bugle at Ft. Monmouth. Lee Meyers is his name and he works on the theory that a press agent should handle one band and only one.

☆ ☆ ☆

I don't think radio has a more unassuming individual in its ranks than "Betty Lou's" daddy, Tommy Riggs. He hopped from a small midwest commercial to national network fame in three months and never lost perspective in the leap. He is as natural and unassuming now as he was the day five years ago when he came to town. Radio needs more people like Tommy. And so, incidentally, does the world.

☆ ☆ ☆

Ghosts of the grandeur that was broadcasting, back when it was glamorous without knowing the meaning of the word, are vagrant visitors when this rambling reporter remembers. Like now, for instance. Like now, for instance, when we recall the old Vallee programs, when 8 o'clock of a Thursday nite found the crooning king doing command performances for ten million dialers; when it was considered less majesty to have a radio tuned to any other station than WEAf; when performer after performer bowed in under the Vallee aegis and then stepped out after one broadcast into a star spot of his own.

☆ ☆ ☆

Sure we have favorites now. Rated by their Crossleys, maybe more people today listen to their programs, too. But none has approached the dynasty Vallee directed back in those days. That's one of the sporadic sepulchral strangers who pokes his sheet into our thoughts on a day when news is scarce and our mind is with the remarkable Dodgers rather than our daily stint. Another potent program which persists in peeking out of the past to pry into today's meanderings was the Monday nite Cliquot Club Eskimos directed by Harry Reser. Maybe years from now, some scrivener with a latent lazy streak will concoct a column like this and point out the glory that was Radio's back in '42. And when that time comes, he will have earned a day off, too.

☆ ☆ ☆

—Remember Pearl Harbor—

To the Colors!

BAYLISS CORBETT and CHARLES ROMINE, both on staff of KXOK, St. Louis, as man and producer respectively, serving in the U. S. Army. Formerly a private at Jefferson Barracks and has been replaced by Bill Gregory of the St. Louis INS Bureau. Latter has been selected to attend officers' training school.

—vvv—

RICHARD BELT, continuity chief at WHIO, Dayton, Ohio, has received his appointment as an ensign in the Navy and will be stationed at Great Lakes Naval Training Station. George Lummus has been appointed to fill the vacancy at the outlet.

—vvv—

P. H. CLARK, NBC engineer at Chicago, has accepted a captain's commission in the signal corps. A condition to the staff caused by resignations to enter the Army include O. Conrad, junior control supervisor and A. H. Otto, control relief engineer.

—vvv—

MARDI LILES, assistant program director of WWNC, Asheville, N. C., is leaving the station to join the U. S. Merchant Marine. He is the fourth WWNC staffman to leave the station the others being Joe Duncan, B. Hamrick and Lewis Elias of the engineering department.

—vvv—

A. W. DANNENBAUM, JR., sales manager of WDAS, Philadelphia, has been commissioned a lieutenant in the U. S. Signal Corps. He has been replaced at the station by Charles Stahl, formerly of WPEN, Philadelphia.

—vvv—

PAUL MILLEN of the production department of NBC-Chicago has left for Army service, bringing the total number of NBC employees in the Windy City serving in the armed forces to twenty-four.

Kermit-Raymond Series Giving Profits To USO

Gross profits from the sales of "The Victory Playhouse" series which is now in preparation will be offered as a live network show for thirty days before being syndicated via transcriptions, will be turned over to the USO, according to Ray Green of Kermit-Raymond Radio Productions, producer of the show. Program is a series of half-hour adaptations and will feature in the lead a "name" theater or screen star. Presentation audition is now being readied. In addition to the dramatizations, a memoir-diary for men in the armed forces will be sold in an effort to raise money for the USO according to Green.

Book will sell for fifty cents and will be purchased by listeners, who will also submit the name of servicemen to whom it is to be sent. Entire profits of the book will be contributed to the USO and a portion of the program is allotted for the sales of these books.

The 20th ANNUAL CONVENTION
OF THE
NATIONAL ASSOCIATION
OF
BROADCASTERS

— o —

Four days of on-the-spot news coverage will be reported by RADIO DAILY's staff at the NAB convention. A complete record of the activities at the various meetings will appear in RADIO DAILY each day of the convention for readers in attendance as well as those who are unable to attend.

Read RADIO DAILY at the convention or at your desk for a complete daily on-the-spot record of goings-on in Cleveland.

MAY 11-12-13-14

STATLER HOTEL, CLEVELAND, OHIO

★ ★ Coast-to-Coast ★ ★

JAN BART, vocalist on WHN, New York, has signed an exclusive contract with Columbia Recording Co. Bart, whose first records are already being released, is sponsored by Manischewitz, Inc., on the New York outlet and recently was given a two-year renewal on his present contract.

Salome Simmons, women's editor of KFEL, Denver, and Mark Hansen, emcee on two programs on the station, were married last week. . . . Newest addition to the KFEL traffic department is Fernita Knapp. . . . Bethel Cardey has taken over the post of director of program promotion at KFEL, vacated by Pierce Addis, who has resigned to become a flying cadet in the U. S. Army Air Corps.

Total amount of Saving Stamps and Bonds purchased by employees of WINS, New York from March 15th to April 15th was \$1,481.25, according to a recent announcement. The name of the winner of the station's bond-selling contest was also announced. He is George Mannina and is the recipient of a twenty-five dollar bond. . . . Hank Sylvern, WINS musical director is losing three of his vocalists to the Army very shortly. They are Jean Graves, Johnny Rogers and Russ Palmer.

George Bryan, CBS newscaster, has turned the entire flower garden and lawn of his home in upper Manhattan into a Victory Garden. This is the first time since World War I that flowers will not decorate the garden of the Dutch house on the Hudson where Bryan was born. George reported to his 9 a.m. newscast at CBS with calloused hands last week and explained that it was no easy job to turn all that soil.

Bowne Bus Lines will air a series of newscasts each Sunday from the studios of KGKO, Fort Worth, to the stations of the Lone Star Chain. Program will feature the voice of KGKO newscaster John Hicks. Stations airing the newscasts will be KTSA, San Antonio; KGNC, Amarillo; KRGV, Weslaco; KRIS, Corpus Christi, and KXYZ, Houston.

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
																BIRTHDAYS														

April 27

Helen Jane Behlke
Lew Crosby
Frank R. McNinch
Mel Ronson
J. Franklyn Viola
Ned Wever

"Drama on the Diamond" giving National and American League runs, hits, and errors will be furnished by Barry Barents, WTAG, Worcester, sportscaster on station's baseball broadcasts for the 1942 season. Five-minute programs will be heard on WTAG Monday through Saturday at 6:15-6:20 p.m., sponsored by Dawson's Ale, and Sunday through Saturday at 11:15-11:20 p.m., sponsored by the World Pants Company.

Larry Elliott, free-lance announcer, has just completed a series of twenty 1-minute transcribed spot announcements for the American Chicle Co. The novelty announcements were written and produced by Jack Wilcher. Elliott is called "The Voice Of The Treasury Department" as he is the bond salesman in all the live and transcribed Treasury shows. He is also heard as the announcer on the Fred Allen program and Adelaide Hawley's "Women's Page Of The Air."

Members of the staff of KDKA, Pittsburgh, were a bit startled recently when listening to the "Vic and Sade" program. Names of Byron McGill, promotion manager; Bernie Armstrong, co-musical director; G. Dare Fleck, traffic manager, and Pat Haley, vocalist, were written into the network show's script. Investigation revealed that Charley Urquhart, producer, who was formerly production manager at KDKA, likes to make his programs realistic.

WDZ, Tuscola, Ill., has acquired a new continuity editor in the person of Murray Knight, who left the Chicago office of Edward Petry & Co. to join the station. . . . Fay Walls, newcomer to radio, has replaced Frank Jennings as WDZ staff fiddler. The latter resigned to take a position at KFEQ, St. Joseph, Mo. . . . Don Wilson, engineer is the latest addition to the WDZ engineering staff. . . . Johnny Paul, who joined WDZ as announcer three months ago, has taken on the added duties of publicity director of the outlet.

"Granpappy and His Pals," the Blue Network's all-Western production which originates at KEX in Portland, Oregon, changed time last week, and also found a new lead character and musicians. The 30-minute variety-dramatic show moved from 6 to 9 p.m., Sundays. It originally featured "Nora Lou and the Pals of the Golden West." However, the popular Western song stylists moved South to Hollywood, accepting an offer from Universal Studios to make another series of motion pictures. Allan Sheppard, KEX staff artist, replaces Roy Jackson, one of the "Pals" in the lead role of "Granpappy." Ron Salt of the KEX staff is directing a six-piece band for musical interludes. New singers are Patsy Bauman and Jimmy Nolan, also of KEX.

John Kay has joined the announcing staff of KTSA, San Antonio, replacing Bob Woodbury, resigned. Kay comes from station KVIC, Victoria, Texas. . . . Something new in clinics is being held here each week by the members of the sales, announcing and continuity departments of KTSA. Each week members of the three departments get together for closer cooperation and coordination of their departments. Copy men explain to the announcers how they want their copy read while the salesman tell the announcers and the copy men how the sponsor wants his spot announcement read and written.

Vimms announcements are now being used twice daily over WDRC, Hartford, under a new contract from April 20 to May 5. The 26 one-minute ET's and two 50-word chain break announcements were placed by BBD&O.

WELI, New Haven, is now in its second week of carrying Blue Network programs. Station is now picking up Baukhage from Washington; "Prescott Presents"; "Men of the Seas"; "Club Matinee"; and dance remotes. . . . Last Sunday Phil Buxbaum, Jr., WELI sportscaster, started a new series under the sponsorship of Wehle Brewing Co.

Newcomers to the staff of KRE, Berkeley, are Bill and John Brenner, airing "Views on Campus News" at the University of California, remoting Monday nights. . . . Another new college show at KRE is the "California Hour," with Bob Anderson, director of the University's radio commission.

Weekly appearances at different Army camps in northern California are being made by Dude Martin and His Gang, cowboy musical group, aired on KYA, San Francisco, through arrangements made by station manager Harold Meyer. Camps on the list to date include Forts Ord, Baker, Mendel and Cronkhite; Moffett and Hamilton Fields; and the Presidio in San Francisco. The Dude Martin Gang are heard each morning and each night, except Sunday, on KYA, and do a special Saturday night Jamboree.

KXOK in St. Louis, in cooperation with the United States Department of Agriculture, has inaugurated a series of weekly programs dealing with the government's "Food Freedom" program. Farmer field men from Illinois counties come to the KXOK studios to participate in the programs conducted by John Bickett of the Illinois Agricultural Conservation Committee. Designed to appeal to both the consumer and producer, the program furnishes vital information concerning agricultural products and their use.

Alfred ("Dinny") Dinsdale, former news commentator and national sports manager of WATN, Watertown, N. York, has received his charter membership certificate in H. V. Kalborn's Twenty Year Club. Dinsdale started in radio as a "ham" in 1911 and claims to be the world's radio sports reporter. Back in 1911 he used to watch football games Saturday afternoons from the porch of his house in Glasgow, Scotland, go down and broadcast the score to the radio operators of out-of-town liners sailing down the Clyde.

Major Edney Ridge, director of WBIG, Greensboro, N. C., has accepted the chairmanship of the Radio Committee of the State Organization of the Defense Savings Staff. The appointment was made by C. H. Ebertson, state administrator. . . . Lieutenant Tom Sawyer, former WB announcer, assists in producing "Bragg On the March," weekly aired on WBIG.

John D. Scheuer has been appointed night supervisor of WFIL, Philadelphia, effective immediately. He will have complete responsibility for all phases of station operation during the evening hours. Scheuer, who is a Yale undergraduate, was the radio editor of the "Yale News" and an announcer and writer at WFIL, Bridgeport. After graduation he worked on the Marshall Field department in Chicago and spent several months at WQXR, New York. In the past two years he has been in charge of new business for Ad Bauer Advertising Company, Philadelphia.



★ TELEVISION ★

Equipment for Radio Stations

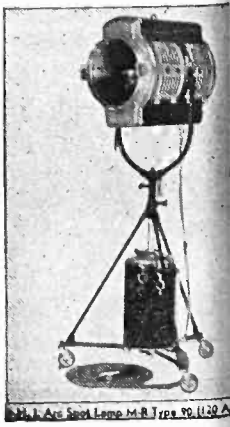
Charles Ross, Inc., carries the most complete line of MOLE-RICHARDSON Co. Incandescent and High Intensity Arc Lamps in the East.

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Any Purpose Anytime Anywhere

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



V.L. 19, NO. 20

NEW YORK, N. Y., TUESDAY, APRIL 28, 1942

TEN CENTS

Official Freeze Order

Cox Resolution Preferred For Sanders

Washington Bureau, RADIO DAILY
Washington—Possibility that further hearings on the Cox resolution to investigate the FCC may not be held has been raised in Congressional circles. The date for resumed hearings on the inquiry proposal before the House Rules Committee has not been set, but it is indicated that there is little chance of their beginning this week.

It is thought that the Cox probe may be shelved, probably in favor of the Sanders bill, on which hearings will resume May 5 with representatives of the broadcasting industry.

(Continued on Page 2)

WEVD Dedicatory Show Lines Up Many Speakers

Plans have been completed for a special dedicatory program on Thursday when WEVD, New York, ups its power to 5,000 watts, according to Harry Greenfield, managing director of the station, who also made the announcement that he contemplated a rate increase because of power cost, at the present time. Comprehensive program featuring music and

(Continued on Page 2)

"Big Town" New Policy Have War Background

Hollywood—Responding to suggestions made by "Big Town" fans, the Edward G. Robinson program, on CBS Thursday evenings, has adopted a new story policy calling for a background of war-torn Europe. From now on, Steve Wilson, managing editor

(Continued on Page 2)

Tele-phone

Feature of the OCD television first aid course, which gets underway on WCBW tonight, will be a telephone with its number prominently displayed for the convenience of viewers who wish to ask questions about the demonstration. If time is insufficient to answer on the telecast, questions received by the station will be answered by mail.

FDR Tonight

President Roosevelt will broadcast his "Fireside Chat" tonight over most of the stations in the country. Speech will outline the comprehensive anti-inflation program which was presented to Congress yesterday. Speech was originally scheduled for last night but was postponed so that the President could have more time for its preparation.

CAB To Support CBC In Parliament Probe

Montreal—Canadian Association of Broadcasters representing privately-owned commercial radio stations which has frequently assailed CBC in past years will rally to its support when the investigation by a Parliamentary Committee opens next month. CAB is said to have noted a changed attitude favoring private stations in the recent policy of CBC which, it is remarked, has turned

(Continued on Page 7)

Don Stauffer To. R. & R. As V.-P., Radio Director

Don Stauffer, well known in radio and advertising agency circles here for more than 10 years, becomes vice-president and radio director of Ruthrauff & Ryan, Inc., on May 1. He succeeds Lawton Campbell, in charge of R. & R. radio for the past four and one-half years, who plans to enter the armed service. S. Heagan

(Continued on Page 2)

Dept. Of Commerce Sees Need Of Preserving 'Brand Names'

Listerine Tooth Paste In 13-Week Spot Test

Lambert Pharmacal Co., one-time large-scale radio client, has begun a spot test via WNEW here for Listerine tooth paste using participations on the "Make Believe Ballroom." This is the first spot test for Listerine in a number of years. Several sea-

(Continued on Page 7)

FCC Formalizes DCB Recommendations, Yet Former Will Consider Several Cases Of 'Emergency' Nature

IBM Now Tabulating Result Of NBC Survey

Repeating its "all county" station preference survey of several years ago, NBC is conducting, via the service department of International Business Machines, a nationwide sampling involving approximately 1,750,000 postage-prepaid cards under the general title "Census of Wartime Radio Listening." Results, which are now being tabulated by IBM, will

(Continued on Page 6)

Esso Expanding News; Buys Three Int'l Outlets

Esso Marketers, long-time, large-scale sponsor of news broadcasts, both in this country and South America, on May 4 will expand its policy to world-wide proportions with start of a daily 15-minute "Esso

(Continued on Page 2)

Strong Racing Schedule Starts On Mutual May 4

Described as one of the most ambitious programs of racing coverage ever presented by a national network, Mutual beginning Monday, May 4, will present a horse race

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday formalized the recommendations of the Defense Communications Board that complete freezing of domestic broadcast station construction be instituted by issuing a memorandum opinion, adopted unanimously, announcing a policy "to grant no application for an authorization involving the use of any materials to construct or change the transmitting facilities of any standard, television, facsimile, relay, or high frequency (FM) broadcast station." A companion order by the War Production Board providing that no more materials will be

(Continued on Page 5)

Tobacco Belt Outlets Joining MBS Network

Three new stations, known collectively as "The Tobacco Network of the South," have become affiliates of Mutual. They are WGTM, Wilson, N. C.; WGTC, Greenville, N. C., and WGBR, Goldsboro, N. C. All are 250 watt stations.

It was originally planned for these

(Continued on Page 5)

Confirm Gen. Mills Switch Adding Shows To Blue Net

Chicago—Removal of the "Lone Ranger" and "Jack Armstrong" programs sponsored on Mutual by General Mills to the Blue Network was

(Continued on Page 7)

Shelter

San Francisco—Local NBC "Radio City" which was dedicated on Sunday, has been designated an official air raid shelter by the local civilian defense authorities. The Radio City shelter will be available not only to employees and artists but to the general public caught by an air raid warning within or in the immediate vicinity of the building.



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FINANCIAL

(Monday, April 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	109 ⁵ / ₈	105	106	- 3 ³ / ₈
Gen. Electric	22 ¹ / ₂	21 ⁵ / ₈	21 ⁵ / ₈	- 5/8
RCA First Pfd.	47	47	47	- 1/2
Stewart-Warner	5 ¹ / ₂	5 ³ / ₈	5 ¹ / ₂	+ 1/8
Westinghouse	64 ³ / ₄	64	64 ¹ / ₄	+ 3/8
Zenith Radio	10 ³ / ₈	10 ¹ / ₈	10 ¹ / ₈	- 1/4

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	1 ³ / ₈	1 ³ / ₄
WCAO (Baltimore)	15	19
WJR (Detroit)	17 ¹ / ₂	19 ¹ / ₂

"Big Town" New Policy To Have War Background

(Continued from Page 1)

tor of the Illustrated Press, and his ace reporter, Lorelei Kilbourne, will clash with the Gestapo and other enemy agents as they cover the big news stories in this dramatic locale—the most exciting in world history.

Robinson fits perfectly into the new "Big Town" background as he is an accomplished linguist, fluently speaking French, German, Italian and Roumanian. He also has a working knowledge of Russian and Spanish.

Stork News

Morris Altschuler, circulation manager of RADIO DAILY, became the father of a baby girl at the Lenox Hill Hospital, New York City, last Saturday. Daughter, who has been named Phyllis Rhoda, weighed six pounds, ten ounces. Mother and daughter are resting comfortably.

COME TO CLEVELAND

NAB
CONVENTION • MAY 11-14

WEVD Dedicatory Show Lines Up Many Speakers

(Continued from Page 1)

talks by noted theatrical and civic leaders, under the chairmanship of Dr. Frank Kingdon, has been arranged.

Among those to be aired during the program which runs from 10 p.m. to midnight are: Herbert Agar, editor of the Louisville "Courier-Journal," who will talk on "The Nature of the Issue"; Dorothy Thompson, columnist, who will discuss "The Character of Our Enemy"; Jan Masaryk, Czech patriot, who speaks on "The United Nations"; Clifton Fadiman, Rex Stout, Eugene Lyons, Samuel Grafton and Regan McCrary, who will participate in a roundtable discussion on "America Since Pearl Harbor"; Herbert Bayard Swope, who will deliver an introductory talk to a special presentation of patriotic songs participated in by Irving Berlin and others; George S. Kaufman, who will emcee a variety program, featuring Luise Rainer, Ella Logan and others.

Don Stauffer To R. & R. As V.-P., Radio Director

(Continued from Page 1)

Bayles continues as v.-p. and associate director of radio for the agency.

Currently with the A. & S. Lyons agency, talent management firm, Stauffer formerly was vice-president in charge of radio of Young & Rubicam and before that in the radio department of BBD&O.

Campbell, who has been on the West Coast for the past week, could not be reached to learn what branch of the armed forces he expected to become affiliated with.

WPB's Radio Section Taking On Added Duties

Washington Bureau, RADIO DAILY

Washington—The radio section of the War Production Board's Communications Branch will, about May 1, take over all existing duties of the present radio section of the WPB Industry Operations Division, including vacuum tube, set and phonograph production matters, it was reported yesterday. Meanwhile, the new radio section chief, Frank H. McIntosh, on leave as technical supervisor of the Fort Industry Company stations, assumed his new duties yesterday.

All broadcasting functions will thus be concentrated in the Communications Branch, under the direction of Leighton H. Peebles. Heretofore, the work has been split to some extent between the Communications Group, Industry Operations, and Civilian Supply.

Dr. Hu Shih On NBC

Dr. Hu Shih, Ambassador from China to the United States, will deliver a speech to the National League of Women Voters which will be broadcast from Chicago over NBC tomorrow at 1:15 p.m., EWT.

Strong Racing Schedule Starts On Mutual May 4

(Continued from Page 1)

broadcast every afternoon, Monday through Saturday, from 4:15-4:30 p.m., EWT. Feature races and all of the major stake events from each of the New York tracks will be included in the lineup. Bryan Field will handle the broadcasts.

At the conclusion of the current Jamaica meeting, Mutual moves its microphones to Belmont Park for the opening on May 11. Other tracks from which Mutual turfcasts will emanate during the spring and summer are Aqueduct, Empire and Saratoga. Fall meetings take place at Aqueduct, Belmont, Jamaica and Empire, in that order.

The series of broadcasts, Mutual said, was carefully worked out with the cooperation of George M. Francis, executive vice-president of Belmont Park, and George D. Widener, newly-elected president. Both Widener and Dr. Edward P. Kilroe, president of Jamaica, feel that the new plan represents a long step forward in the furtherance of racing's contribution to the war effort, the goal of which has been set at \$2,000,000, it was stated.

Esso Expanding News; Buys Three Int'l Outlets

(Continued from Page 1)

Reporter" series on NBC's three short-wave stations, WRCA, WNBI and WBOS. Aimed at U. S. troops abroad, the series will be broadcast seven days weekly from 1-1:15 p.m., EWT. Commercials will be non-selling and of the good-will type.

Currently Esso Marketers sponsors four daily 5-minute news programs on 34 U. S. stations on a spot basis, through Marschalk & Pratt, agency also handling the new International series. McCann-Erickson has charge of the South American "Reporter" broadcasts which are handled locally with the various Latin American stations in conjunction with United Press S. A. bureaus. Esso uses UP news exclusively.

Special format designed to interest members of the AEF has been set up for the new short-wave series which will be loosely divided into three 5-minute sections. One will be devoted to home town news as gathered especially for the program by UP member papers, another will give latest sports news and the third general news. No particular newscaster has been assigned to the stint.

Wedding Bells

Cincinnati—Louise Evans, of the auditing department of WKRC, will be married today in Miami, Fla., to Guy Ireland, of Madison, Wis.

FOR SALE

COMPLETE EQUIPMENT FOR 250 WATT STATION. WRITE RADIO DAILY, BOX 535, 1501 B'WAY, N. Y. C.

COMING and GOING

H. T. ENNS, national sales manager of The Cowles Group and of KSO, Des Moines, visiting yesterday with his New York representative. Here on station and network business, he plans to remain about a week or 10 days.

JOHN H. STENGER, JR., president and station manager, and A. W. GREBE, office manager of WBAX, returning to Wilkes Barre after spending last week in town.

CHARLES PEKOR, of the NBC press department, back at his desk following a swing through the New England states visiting the Red Network outlets.

PEG MALONEY, publicity and special event director of WKRC, has returned to Cincinnati after a few days spent with her brother at Ft. McClellan, Ala.

JOHN MAYO, of AMP, leaving on a quick and brief business trip to Boston.

WYTHE WALKER, of The Walker Co., is in town from Chicago on business. Plans to remain a week or 10 days.

EDWIN M. SPENCE, general manager of WWDC, is up from Washington, D. C., for conferences with the New York representative of the station.

See Cox Resolution Deferred For Sander

(Continued on Page 2)

try slated to appear. There is some chance that the two FCC measures may be unofficially combined, although Representative Cox has expressed disapproval of such action. It may be, however, particularly since there have been strong indications that the majority of the Rule body looks at the resolution with a great favor, that the Georgia Democrat will consent to such action to keep his sniping at the Commission alive.

Representative Cox may, therefore be forced to reply to the charge that he accepted 25 shares of stock in an Albany, Ga., radio station, to represent it before the FCC, on the floor of the House without the benefit of the testimony of other witnesses as he had previously planned. Hearings on his resolution had been tentatively scheduled to resume when the House began sessions after virtual recess, but with practically all members of the Rules Committee back in Washington there has been no move on the part of the Chairman to summon the members to additional hearings.

What about WOL?
... it reaches 1,430,000 people 24 hours a day!

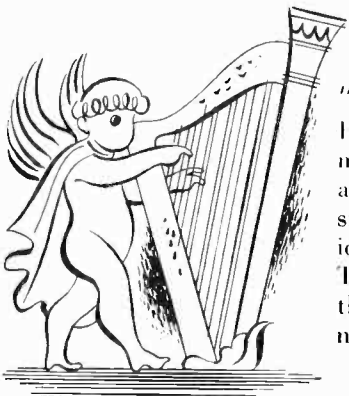
Get the facts from WOL—WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM

1260 ON YOUR DIAL

SELL IT WITH MUSIC ON

SAY IT WITH MUSIC

WJZ'S NEW ALL-NIGHT ALL-MUSICAL PROGRAM



"SAY IT WITH MUSIC"

Here's a program that makes more of music than any other all-night show. Exclusively musical are time-signals, station-identifications, *commercials*. The only spoken words are the short but complete hourly news summaries.



"SAY IT THRIFTILY"

\$400 buys 35 one-minute spots a week . . . five a night for seven nights! (Lesser frequencies are available.) You'll be reaching the world's richest market over WJZ's powerful signal for as little as \$11.43 per spot . . . \$11.43 never bought so much before!

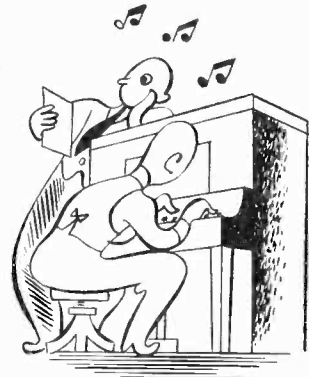
"SELL IT WITH MUSIC"

Yes, sell your product to an all-night audience that's bigger and *richer* than ever . . . an all-night audience that's growing every night as more and more war industries hit 24-hour operation.



"SAY IT NIFTILY"

That talented twosome—Kent-Johnson—will create your musical spot—at *no extra cost* (except charges for recording and talent). The team that made America musical-spot-conscious . . . that set long-remembered sales records with their easily-remembered musical jingles will SELL IT and "SAY IT WITH MUSIC"—for you!



WJZ
NEW YORK'S
FIRST STATION
50,000 WATTS • 770 KC



Alan Kent and Ginger Johnson — creators of the famous Pepsi-Cola jingles, the Lucky Strike, Armour, Bond, and other famous musical spots—are available without extra charge to advertisers on "Say It With Music."

Los Angeles

By JAC WILLEN

RAFANEL MENDEZ, trumpet ace in Lou Bring's Al Pearce orchestra, has written a war song, "Fight for Liberty," both in English and Spanish, which will be published soon for distribution in the U. S. and South America.

Fred Grayston, who is assistant to Charles Rider, chief accountant of CPN, has resigned and becomes chief accountant of the Hollywood branch of Columbia Recording Corporation.

Calvin J. Smith, KFAC prez, leaves early in May to attend the NAB Convention to be held in Cleveland, May 11 to 14, where he will assume his new post as director of NAB's sixteenth district.

Sidney Blackmer recorded an address at KMTR, under supervision of Orin Nance, which was broadcast last Sunday, 9:30 p.m., PWT, over KMTR under the auspices of the United Daughters of the Confederacy for their Sunday celebration of "Confederate Memorial Day." Transcriptions of the address are to be forwarded to the old South where they will be released over a Southern network.

"They all laughed when I stepped on to the podium" wasn't just a tired gag Sunday for William Randolph, musical director of "The Great Gildersleeve." The orchestra—from violin to saxophone—began tittering. Randolph finally discovered the cause—he had forgotten to change from his bedroom slippers.

Dr. Assis De Figureido, assistant Minister of Press and Propaganda for Brazil, in company with Edwin K. Hastings of the U. S. State Department, paid an unofficial visit recently to KNX studios.

Saga of Scrap: "Evolution is a funny thing," comments Bob Burns. "Now take the evolution of scrap metal Japan bought from us. They took the metal and turned it into a lot of war machines. Then they started a scrap with Uncle Sam. Now Uncle Sam is turning the whole works right back into scrap metal."

At the request of the L. A. Board of Education, station KMTR now airs the rebroadcast of "This Is War" at 2-2:30 p.m., PWT, each Monday, so as to allow the many school children, over 4th grade classification, to listen in over the loud speaker systems of the schools.

Starting date for the forthcoming "Great Gildersleeve" motion picture series for RKO has been set back to August to allow Hal Peary, star of the series, to take a featured role in the forthcoming Fibber McGee and Molly picture at the same studio, set to launch in June.

RADIO ARTIST?

Call

LExington 2-1100

FIRST AND FOREMOST



Notes On A Canadian Tour!

(As narrated by G. W. Johnstone, Blue Network director of news and special features.)

● ● ● Monday:—Arrive in Montreal bright and early—guest of the Canadian Broadcasting Corp.... Meet about fifteen other U. S. network representatives: Abe Schechter and Easton Woolley (NBC), Larry Lowman, Dan Russell and Bill Slocum (CBS), FCC Commissioner T. A. M. Craven of Washington, Doug Meservey of the Office of Facts and Figures. Washington; Les Gottlieb (Mutual) and Dave Driscoll (WOR); Jim Shouse and Bill Hessler (WLW) and Baukhage, Blue's Washington commentator, and myself make up the party... Meet Herb Lash, he's director of Public Information for the Canadian Government; Rielle Thomson, director general of publicity for the Department of Munitions and Supply; Peter Ayles, program liaison officer for CBC; Dan McArthur, chief news editor of CBC (who is especially assigned to Baukhage and myself to see that we have our daily source of news—for Baukhage is to broadcast his regular 1-1:15 p.m. commentary over the Blue—from wherever we are)—and P. M. Little, ass't director, public relations for the Army; and W. H. Ward, who has a similar title for the Air Force... Directly after breakfast into a specially chartered bus to visit the Angus Shops where they are putting out the Valentine tanks... Baukhage rides in one. It goes over several pretty good holes. He says after getting out: "as comfortable as an automobile," which we doubt... Then to Fairchild Aircraft where they turn out a neat job and then to lunch at Dorval with the boys of the R. A. F. Atlantic Ferry Command but whenever it comes time to lunch Baukhage and I have to skip it for a broadcast which we do today from the studios of CBM, Montreal.

● ● ● The afternoon is devoted to what turned out later to be the thrill of the trip—a visit to Sorel, Quebec, little over an hour's ride by bus out of Montreal, to see the manufacture of 25-pounder field artillery guns!... Dinner that evening as guests of the Canadian National Railways with R. C. Vaughn, president, and W. S. Thompson, director of public relations, as hosts... by 8:30 p.m. we're all on our way for Bonaventure Station... to leave Montreal... in three private cars... in grand style... for Brockville, Ontario... about half way between Montreal and Toronto... only excitement of the evening... Doug Meservey offers to pay off a small gin rummy debt to Abe Schechter in Canadian money... Schechter refuses to accept it... guess they'll meet one another in New York or Washington one of these days!

● ● ● Tuesday:—Everyone up early... CBC has arranged a schedule which keeps us hopping: 8:30 breakfast in our own private cars... cook assigned to each car... no one can say "no" to a large breakfast... it's too good to refuse... off at 9:45 in cars provided by the Officer's Training Center... short way out of Brockville... The gang get back on the train and proceed to Belleville, Ontario... to see the Royal Canadian Air Force Station... located between Belleville and Trenton (Ont.)... after our broadcast the CBC engineer drives us there in a CBC car... we get there about 6 p.m.... the others have seen the station... but the Canadians do things up "brown"... This is also a "man-power salvage center"... to this station come the trainee pilots... air observers and wireless operator air gunners... whose training has been interrupted... because they were found unsuitable for further instruction in their current category... because of temperament or other reasons... hosted by the "C. O." (Commanding Officer) at dinner... and Mutual gives the boys at the station an idea of how a broadcast is conducted... Dave Driscoll puts on a fifteen minute show to the States... from the library of the Administration Building and Officer's Mess... with the able assistance of Les Gottlieb.

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

HANNS LEO REICH, who directs "Austro-American Danube Radio Hour" on WSBC, Chicago, has been appointed a member of the radio committee of the Cook County War Savings Staff to promote the sale of war bonds and stamps among German-speaking Americans.

WGN's early morning "Bargain Counter" broadcast designed to attract women listeners for a sponsor still suffering "script-itis." While idea is good, show needs change of pace in announcing and presentation.

Joe Novy, WBBM engineer, is acting supervisor of FM in Chicago replacing Ellery Lotts, who has resigned to accept a National Defense post.

New business on WJJD for the current week includes Associate Laboratories, through Grady & Wagner Co., New York, six 15-minute broadcasts weekly for 52 weeks; The Informal Shoe Co., through Manhart Advertising Agency, Chicago, for three 15-minute programs weekly and the Chicago Technical College through Buchanan & Co., Chicago for nine 15-minute programs.

The "Saks Amateur Hour," 60-minute live-talent show on WENR, has been renewed for another 52 weeks. The Wade Agency handles the act.

The sale of 41 hours weekly to the Fox Brewing Company has been announced by WIND. The client will utilize the "Nite Watch" recorded program.

The Toronto Exposition, which annually buys some topflight name bands and radio attractions for personal appearances, has been called off for 1942, local booking offices learned yesterday. Such attractions as Rudy Vallee and Artie Shaw have played during past seasons and Elwood Hughes, general manager, always favored name radio bands as attractions.

Edwin B. Rivers, formerly field exploitation man for Radio Pictures, stopped off in Chicago this week en route to his old hometown—Seattle—to become publicity director of KRSC. Rivers declared that radio becoming the most important medium of publicizing attractions and getting increasing recognition from the picture producers.

920 CLUB
One of America's Greatest Local Radio Programs
WORL BOSTON MASS.

'Freeze' Order Formalized By FCC

(Continued from Page 1)

ed for such construction, is expected within a few days. The Commission order followed on the heels of the granting of construction permits to do broadcast stations last week. It came, FCC Chairman Fly stated at his press conference yesterday, after the Commission had received 20 or 25 pending applications which had been regarded by the FCC as urgent or emergency in character. The policy takes effect immediately, Chairman Fly stated. However, there are applications on the Commission agenda which might be considered "emergency," and some of these will be granted at the FCC meetings today.

"Essential Repairs" First

Particularly important to operators of existing broadcast stations was the clarification that "this policy shall not preclude the issuance of authorizations involving essential repairs or replacements for the purpose of maintaining existing services nor shall it preclude the issuance of authorizations by the Commission for construction of, or changes in, facilities required by the Commission or recommended by the head of a war agency of the Federal Government." This, the FCC-DCB chieftain stated at his press conference, "gives us room to turn around in." He said an act of Congress, for example, might require that a construction permit be granted to set up existing broadcast service. He recalled that WGBR, Goldsboro, N.C., which was given authorization Saturday to rebuild its facilities, had been almost entirely destroyed by a fire. Another type would be stations ordered to move their facilities by military authorities.

"Loophole" Seen

Although broadcast operators whose properties are damaged by natural causes or require essential repairs thus have a loophole through which the FCC can grant authorization to rebuild existing stations, it is thought probable that the WPB may require station operators who obtain Commission permission to go through the normal channels of the A-3 preference rating for materials, even in the event of emergencies. It has been indicated that the WPB attitude may be that where other primary service exists it is not absolutely essential to the war effort that damaged stations be repaired immediately. This has been borne out to some degree by the lack of an emergency provision in the repair-maintenance order issued last week.

The forthcoming WPB regulation

PROMOTION

Accent On War

Pledge Booth

KDYL in Salt Lake City, with the cooperation of the Salt Lake "Tribune-Telegram," provided the grand wind-up in Salt Lake's week-long Universal Pledge Campaign to sell U. S. War Bonds and Stamps. These two institutions opened a pledge booth on Main Street in Salt Lake City complete with banner and public address system where pedestrians were urged to sign pledges for the purchase of bonds and stamps. The booth was operated April 17 and 18 during the day and was staffed by members of the University of Utah girls' pep organization with KDYL announcers handling the public address system. Broadcasts were scheduled from the booth during the day

and the entire affair culminated in a huge parade in the downtown section of Salt Lake. The parade wound up at the KDYL booth with a broadcast from that point.

"Men In Uniform"

Brand new series of programs directed especially to the men in service to be called "Men in Uniform" was inaugurated over KMOX, St. Louis, last week, featuring the music of Ben Feld and his orchestra, the songs of Lorraine Parker, and starring Margaret Mooney as mistress of ceremonies. Series is keyed to please the men of the armed forces in camp, the program being one of the first of its kind in the country.

on the construction freeze may, however, clear this up. Since in many cases primary service would be lost if one station was required to cease transmission for a short period, an emergency proviso similar to that adopted by the Commission might well be written into the order.

Tube Shortage a Factor

At the same time, it is understood that the serious vacuum tube shortage may result in a WPB order freezing all tubes and other equipment, with provisions for a survey of available apparatus possibly winding up with the allocation of essential equipment to operators who need it the most. This would follow the lines of a tube "pooling" arrangement, but the practicability of this is doubted by some radio engineers.

The vacuum tube pool has been suggested several times and the DCB broadcast industry advisory committee found in its survey of the tube situation that, while the industry as a whole has a sufficient supply for about a year, many stations have no tubes whatsoever in reserve.

Text of Order

The text of the Commission order was as follows:

Since the adoption of the Commission's memorandum opinion of February 23, 1942, concerning policy and procedure for the handling of standard broadcast applications, it has become increasingly apparent that further restrictions upon the use of materials and skilled personnel for the construction and operation of radio broadcast stations are necessary. Public interest demands that the requirements of the armed forces be met before materials and skilled personnel can be used for the expansion of existing, or the construction of new, broadcast services.

"Future Authorizations"

On April 16, 1942, the Defense Communications Board recommended to the War Production Board and this Commission that there be immediately placed in effect the following policy:

"No future authorizations involving the use of any materials shall be issued by the Federal Communications Commission nor shall further materials be allocated by the War Production Board, to construct, or to change the transmitting facilities of any standard, television, facsimile, relay or high frequency (FM, non-commercial educational, experimental) broadcast station."

Upon consideration of this recommendation the Commission has adopted a policy to grant no application for an

authorization involving the use of any materials to construct or change the transmitting facilities of any standard, television, facsimile, relay or high frequency (FM) broadcast station. The Commission, however, has deferred action on the recommendation of the Defense Communications Board with respect to experimental high frequency and non-commercial educational broadcast stations.

Applications filed to meet the requirements of authorizations heretofore made in the form of conditional grants, and applications requesting an extension of time within which to complete construction under authorizations heretofore made, will not be granted, unless it appears that the applicant (1) has made substantial expenditures in connection therewith or actually commenced construction prior to the date hereof, and (2) has on hand or available substantially all materials and equipment necessary to complete construction.

Procedure Outlined

This policy shall not preclude the issuance of authorizations involving essential repairs or replacements for the purpose of maintaining existing services; nor shall it preclude the issuance of authorizations by the Commission for construction of, or change in facilities required by the Commission or recommended by the head of a war agency of the Federal Government.

For the purpose of carrying this policy into effect, the following procedure will govern applications now pending: every applicant who desires to prosecute a pending application involving the use of materials to construct or change the transmitting facilities of any standard, television, facsimile, relay or high frequency (FM) broadcast station, shall, on or before July 31, 1942, file with the Commission a formal petition embodying a statement of such facts and circumstances as he believes would warrant the

Tobacco Belt Outlets Joining MBS Network

(Continued from Page 1)

stations to start carrying Mutual programs on March 29, but WGBR, Goldsboro, was destroyed by fire shortly before this date. Repairs have been completed, however, and the three stations are scheduled to become full-fledged Mutual affiliates on May 1.

The additions bring the total of Mutual affiliates to 202.

Mutual also announced yesterday that WBTM, Danville, Va., has become a full-time affiliate with the increase in its night-time operating power from 100 watts formerly in effect to 250.

Commandos Series

Phillips H. Lord, Inc., program producers, announce that plans have been completed to present a series of dramatizations dealing with the adventures of the British Commandos, whose exploits have received considerable newspaper space within the last few months. Series will describe the workings of the Commandos from training to actual combat and will be aired as a sustaining feature, for the time being.

OAB Elects Hulbert Taft

Columbus—Hulbert Taft, Jr., general manager of WKRC, of this city, has been elected president of the Ohio Association of Broadcasters.

granting of his application in the public interest.

The filing of such petition will be construed as an indication of the desire of the applicant to prosecute his application, and, in the event the petition is denied, the application will be designated for hearing. Failure of any such applicant to file such formal petition on or before June 1, 1942, or such further time as the Commission may, upon satisfactory showing allow, will be deemed an abandonment of the application, and such application will be retired to the closed files of the Commission and dismissed without prejudice.

THE SOUTH AMERICAN WAY

● If your clients are selling their products to South Americans you'll need a man who knows the South American way—their needs, prejudices, customs, appetites—AND HOW THEY THINK. If you are planning on building shows for their entertainment you'll need a man who knows what will hold the attention of our South American neighbors, what type of radio program they want to hear, what will please them and what might offend them. Tri-lingual producer-writer, now directing programs for large relief organizations, seeks permanent connection with network or agency which can use these qualifications. Thorough knowledge of radio technique in both North and South America; excellent connections and references, and convincing proof of past and present accomplishment. Write Box 971, RADIO DAILY, 1501 Broadway, New York City.

Wanted At Once!

SALESMAN

Excellent opportunity with 250-watt station, located in southeast, for a capable salesman who has announcing experience. Address Box 34, RADIO DAILY, 1501 Broadway, New York City.

COVER
A \$2,000,000,000 MARKET
WITH *One* STATION
WOW
OMAHA
590 K. C. + 5,000 WATTS
John J. Gillen, Jr., Gen'l Mgr.
JOHN BLAIR CO., REPRESENTATIVES

★ ★ Words And Music ★ ★

IBM Now Tabulating Result Of NBC Survey

(Continued from Page 1)

provide coverage and other competitive statistics for the network and its affiliates.

That the survey—which was interpreted by many radio listeners receiving the official-looking cards as being conducted by a Government agency—is backed by NBC was revealed yesterday. Previously, queries addressed to IBM at the address listed on the 'Census of Wartime Radio Listening' cards, resulted merely in the answer that the survey was being conducted for "a confidential client."

Expect 20% Return

"Wartime conditions require, immediately, complete information on the radio stations people listen to in every county of the United States," legend on the card runs. "You and your family can be of real assistance in this important survey by answering the questions on the return postcard attached. No postage is required—no signature necessary. We know we can count on your cooperation." (Signed) Kenneth Ellsworth, director."

"Mr. Ellsworth" was not in on the 3rd floor of 590 Madison Ave. (only address given on the survey cards) recently when visited by a representative of RADIO DAILY, but John A. Nelson, manager of the IBM service bureau, which occupies the entire 3rd floor, consented to speak for him. He said that a return of at least 20 per cent was expected on the entire mailing and indicated results would not be available to the "confidential client" for several months yet. Last mailing, to the Eastern seaboard, went out a week ago.

Four Questions Included

Four questions are asked on the cards: 1. What radio stations do you and your family listen to regularly at night after dark? 2. Which one of these stations do you listen to most at night after dark? 3. What radio stations do you and your family listen to regularly during daylight hours? 4. Which one of these stations do you listen to most during daylight hours?

Sportscasters En Tour

Weekly meetings of The Sportscasters, following its luncheon meet today, will be on the basis of every fourth week in New York and the other three as guests at various golf clubs in nearby territory. Thus weekly meetings three times per month will be held at the clubs where they will be guests of the club. This will continue until September when the weekly luncheons in town will be resumed.

NETWORK SONG FAVORITES

The following two alphabetical lists of songs obtained sufficiently high Audience Coverage Index ratings for the week ending April 25, to appear in the weekly Audience Coverage Index Report of the Office of Research-Radio Division, under the direction of Dr. John G. Peatman of the Department of Psychology, The City College. The first list includes titles with 50 or more ACI points. The second list includes titles with from 25 to 50 ACI points.

The Audience Coverage Index is a national rating of popular song performances heard over the radio networks. This rating for a song is based on (1) the number of performances heard in New York City during the week over WEA, WJZ, WABC, and WOR for the daily period from 8 a.m. to 1 a.m.; (2) the number of performances on other stations of network programs for Audience Coverage beyond the New York area; and (3) the estimated relative size of listening audiences for each day of the week and different time periods of the day. Partial choruses and signatures are not included in the tabulations.

The number of performances heard in the New York area both for network stations and three local stations (the latter for 5 p.m. to 1 a.m. only) are indicated. These are based on compilations of the Accurate Reporting Service and of the Office of Research-Radio Division.

SONGS WITH AN ACI RATING OF 50 OR MORE POINTS

(alphabetically arranged):

TITLE	PUBLISHER	N. Y. City Performances	
		Network Stations WEAF, WJZ, WABC, WOR	Local Stations WMCA, WHN, WNEW
Deep In The Heart Of Texas (Melody Lane, Inc.)		18	4
Don't Sit Under The Apple Tree (Robbins Music Corp.)		35	11
Full Moon (Southern Music Co.)		41	4
Happy In Love (Leo Feist, Inc.)		23	5
I Don't Want To Walk Without You (Paramount Music Corp.)		27	7
I Remember You (Paramount Music Corp.)		24	14
Jersey Bounce (Lewis Music Co.)		25	14
Johnny Doughboy Found A Rose In Ireland (Crawford Music Co.)		29	8
Miss You (Santly-Joy-Select, Inc.)		34	5
Moonlight Cocktail (Jewel Music Co.)		20	8
One Dozen Roses (Famous Music Corp.)		14	4
Skylark (Morris Music Co.)		36	20
Somebody Else Is Taking My Place (Shapiro-Bernstein, Inc.)		39	9
Tangerine (Famous Music Corp.)		30	13
Three Little Sisters (Santly-Joy-Select, Inc.)		27	3
We'll Meet Again (Dash-Connelly, Inc.)		21	12

SONGS WITH AN ACI RATING OF 25 TO 50 POINTS

Always In My Heart (Remick Music Corp.)	21	3
Anchors Aweigh (Robbins Music Corp.)	9	1
Begin The Beguine (Harms, Inc.)	6	8
Blues In The Night (Remick Music Corp.)	9	8
Breathless (Campbell, Loft & Porgie)	27	5
I Threw A Kiss In The Ocean (Irving Berlin, Inc.)	20	0
Idaho (Mills Music Co.)	11	5
I'll Pray For You (Harms, Inc.)	22	6
Lamplighter's Serenade (Robbins Music Corp.)	16	14
Marines' Hymn (E. B. Marks Music Corp.)	15	1
Me And My Melinda (Irving Berlin, Inc.)	19	7
Not Mine (Paramount Music Corp.)	13	4
She'll Always Remember (Witmark & Son)	14	7
Sing Me A Song Of The Islands (Bregman, Vocco & Conn)	15	6

(Continued on Page 7)

Men in Music

By SID WEISS

MILT HERTH signed for World to describe by Sinclair Oil... The Korn Kobblers are being held over indefinitely at the Flagship in Union, N. J.... Sh Fields has recorded the "Tale of Pe and the Wolf" for Bluebird... Lil Gre 250-lb. blues singer, opens at Cafe Society Downtown on May 26th... S Kenton has a new singer in Jerry Summers... Chico Marx doing big on mid-west one-niters... Jan Garber's p Bob Siegrist, must have believed all wrote about the band biz because just quit to organize his own crew... Dinah Shore ever records "I've (Those Mad About Him, Sad About H How Can I Be Glad Without Him Blue it'll out-sell "Yes, My Darling Daught... Movie studios are getting hep the jive. RKO, for instance, will prod 13 musical shorts this year all b around name bands.

Allan Wylie, former All-Connect cut fullback, now vocalizing with A Mooney's crew at the Boulevard Elmhurst, L. I.... Marty Gold, pianist with the Korn Kobblers, h written a tune called "B.M.T. Blue... Norman Foley and the Witma Professional men grooming "She Always Remember" for the Mothe Day tune this year... Ted Straet has organized an octette of lovelies augment his band—and is now loo ing for a tag for them. Something li "Liberty Belles," etc.... Benny Goo man points out that we've had son like "Mammy," "Daddy," "My Sist & I," "Brotherly Love," "Aunt Haga Blues," "My Uncle Sam," and "Gran father's Clock"—but never yet h there been a hit song with a husba or wife in the title... The record s uation being what it is, Barry Wo suggests recording "Sugar Blues" a poker chip... The day after t govt. restriction of recording shell became effective, CBS pianist Wall Gross got a new transcription co tract... Ina Ray Hutton's band no booked solid until the middle of Ju... Alec Templeton will guesstar wi Allan Roth tomorrow on t "Schaefer Revue"... The followi week will offer Lanny Ross... Alvin Rey booked into the Astor Roof June.

Michael Loring has broken up his ba to join the Navy... Xavier Cugat set face the cameras May 18th... Wood Herman hits the road next month for the ter and ballroom dates... Disc co panies still mulling over new schedu to meet with War Production Board ord... Merry Macs' new music firm, Merr wood, have corralled five likely tun... One of the top bandmen may fin himself in income tax snarl... John Messner's p.a., Sam Wall, set for th army this week... Charlie Spivak rol ing up new one-niter records on his cu rent tour... Claude Thornhill booked o the "Spotlight Band" show tonite an opens at the Paramount tomorrow.

Keep Up Brand Names Says Commerce Dept.

(Continued from Page 1)

Continued brand name advertising to keep the identity of the products alive even where their manufacture has been curtailed or halted, or where the possibility of standardized "winery" labels appears.

Marking that in the drive to conserve materials distinctive labels and pages may be temporarily eliminated, this writer recalls the four objectives recently set forth by the Advertising Federation of America to continue advertising's role in the process of distribution and in the maintenance of the business structure to guide consumer demand to items most readily available; to the Government directly in its effort appeals to the people; and to help maintain public morale.

Information Value Stressed

Golden, stressing that advertising should not become a non-essential in the advent of war," points out what advertisers can, as they have doing, provide information to the fighting on the home front." He adds: "Such a program might include information on better ways of using machinery, time-saving methods that can be adopted, labor-saving efforts made possible by new attachments or new operating tricks."

Calling the efforts of British advertisers in providing the public with information on the war effort which kept up morale without giving any actual military information, Golden declares: "There is a big job for advertising to do in keeping hope and courage and determination blazing the minds of those on the production lines—and in the minds of those behind the production lines."

He points out that the maintenance of identity is particularly important where the public cannot buy the advertised goods, and stressed that "invaluable advertising tied in with the war effort can maintain the valuable goodwill of the product and keep brand names."

England an Example

On the English policy of continuing brand name advertising where the goods are not now offered for sale, Golden contends that "customers and dealers in the United States should be kept informed, through advertising, of the reasons for delayed deliveries or failure of deliveries; that conversion has been made for the war effort; that business which has been suspended in order to make available certain items which are vital to the winning of the war."

He hears talk of deferred demands are going to leap out of the bush as the cannons cease firing," the writer states. "One trouble with deferred demand, as far as it can be deferred seems to be that when it is deferred too long, it dies. People's habits change. They forget how they desired many things. They become rooted in different ways of thinking. Advertising can keep the spark alive in that deferred demand. We

NETWORK SONG FAVORITES

(Continued from Page 6)

TITLE	PUBLISHER	Network Stations	Local Stations
		WEAF, WJZ, WABC, WOR	WMCA, WHN, WNEW
Sleepy Lagoon (Chappell & Co.)		22	22
Somebody Nobody Loves (Robbins Music Corp.)		13	5
Stouthearted Men (Harms, Inc.)		5	0
String Of Pearls (Mutual Music Co.)		21	9
Tea For Two (Harms, Inc.)		8	6
We Must Be Vigilant (Bregman, Vocco & Conn)		6	0

The copyrighted Audience Coverage Index report issued weekly by the Office of Research—Radio Division, 3470 Broadway, is available to subscribers at a nominal charge. The complete report includes not only the Audience Coverage Index for the fifty songs with the highest ratings of the week, but also the ACI rating change from the preceding week, the number of weeks each title has appeared on the ACI report, and the average number of additional station broadcasts during the week.

Confirm Gen. Mills Switch Ruppert Expands Spots Adding Shows To Blue Net For Summer Schedule

(Continued from Page 1)

confirmed here yesterday by E. R. Borroff, vice-president in charge of the Blue Central Division. He said no date had been set for the switch-over due to difficulty of lining up satisfactory station list, but expressed confidence this would be overcome in the near future.

Confirmed by MBS Officials

The "Jack Armstrong" 15-minute serial will probably be aired for Wheaties Mondays through Fridays between 5:30-6 p.m., CWT, and the "Lone Ranger" on Mondays, Wednesdays and Fridays from 6-6:30 p.m., CWT, for Kix. Mutual officials here confirmed the Blue Network announcement.

Order for the "Jack Armstrong" program was placed through Knox-Reeves Advertising, Inc., Minneapolis, and Blackett-Sample-Hummert, here, handled the "Lone Ranger" deal.

Difficulty of setting up a station list for the two General Mills programs is due to fact that part of the time sought is in local station time, as opposed to network optioned time, and involves removal of local programs in some cases. Nevertheless, it was indicated here yesterday, a lineup of about 75 stations is being sought for the programs. Believed probable that two live and two repeat broadcasts will be used on the series to reach different sections of the country at the desired time.

Listerine Tooth Paste In 13-Week Spot Test

(Continued from Page 1)

sons ago the firm sponsored "Grand Central Station" on CBS.

According to the company's agency, Lambert & Feasley, Inc., no plans for expansion in the spot field are currently under consideration, pending conclusion of the 13-week local test.

did not build our standard of living on the normal demands of human beings, for no one has ever operated in a 'normal' market. We have had a 'stimulated demand' economy throughout our lifetime—and advertising has been the great stimulator."

CAB To Support CBC In Parliament Probe

(Continued from Page 1)

over to the commercial stations important clear wave channels previously reserved for CBC's stations.

Defenders of CBC during the investigation will include Hon. J. T. Thorson, minister of National War Services and Brooke Claxton, member for Montreal. CBC critics will include Gordon Graydon M. P. for Pel County and M. T. Coldwell, Parliamentary leader of Cooperative Commonwealth Federation is thought that light may be thrown on the recent division of duties by which although Major Gladstone Murray remains general manager, W. A. Frigon, assistant general manager has been given larger powers and financial responsibility. Amongst other subjects of investigation will be charges by Jean Charles Harvey, editor of "Le Jour," against CBC's alleged actions.

American Oil Cancels

American Oil Co. has cancelled its sponsorship of Edwin C. Hill's "The Human Side of the News" programs Mondays, Wednesdays and Fridays from 6-6:15 p.m., EWT, on 53 CBS stations effective May 22. As of that date, Amoco will have been on Columbia for exactly 200 weeks.

Joseph Katz Co. is the agency.

WEDNESDAY-12:30

Luncheon of the RADIO EXECUTIVES' CLUB OF NEW YORK

At the Empire Room of the Hotel Lexington,
48th Street at Lexington Ave., New York City

Speakers for

WHOM DAY

DR. ALLAN H. FRY

Chief Foreign Language Division
Coordinator of Information Office



HON. EDWARD CORSI

Former U. S. Commissioner of Immigration, Ellis Island
Former New York City Commissioner of Home Relief
Now Chairman, Enemy Alien Board



— Plus Surprise Entertainment —

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

★ ★ Coast-to-Coast ★ ★

VIRGINIA LAWSON SKINNER, former associate director of the Consumer Division of the "Woman's Home Companion," has begun a series of programs for the Empire Super Markets, which is being carried by WTRY, Troy, and WKIP, Poughkeepsie, N. Y. She is using the nom de plume of Jean Lawrence.

Jay Wesley, heretofore closely associated with sports, takes on a new role this week when he begins "The Long Fight" series on WEEI, Boston. He will deliver a series of patriotic talks on the new show. . . . Phil Goulding, formerly with WLLH, Lowell, has joined the WEEI news staff, according to an announcement by Lloyd G. Del Castillo, program director of the Boston outlet.

April showers really showered WEW, St. Louis, with birthday celebrations. The parade of "ages" started with Ralph Stein, on the 7th; then came Nicholas Pagliara, general manager, on the 16th, who shared the day with Sheila Shelp, new musical director, and Melvin Feldman, engineer. Syl Rinken, announcer, celebrated on the 19th and Alice Ogden on the 23rd. Others were Frank Mahon on the 26th and Don Lochner, program director, on the 27th.

WINS, New York, will air a special interview program today during which the public relations problems confronting the film industry will be discussed by A. M. Botsford, 20th Century-Fox ad and publicity head, and Glen Allvine, executive secretary of the Motion Picture Industry, Eastern Division. Martin Weldon, WINS staffman, will conduct the interview which was arranged by Bob Gillham, committee chairman.

New transmitter of WBTM, Danville, Va., and a new antennae system is now in full operation. Located just outside the city limits, the new set-up boasts of a 315-foot vertical antennae and the most modern transmitter and control innovations. . . . R. Sanford Guyer, WBTM sales manager, is directing the "McArthur Day" celebration, sponsored by the Danville Junior Chamber of Commerce.

1	9	4	2
4	5	7	11
17	18	19	20
21	22	23	25
26	27	28	29
30			

April 28

Lionel Barrymore Joan Blaine
Michael Fitzmaurice
Hugh McCartney Marion Taylor

Al Keirse, formerly with KTHS, Hot Springs; KROD, El Paso, and WAPO, Chattanooga, has been named program director of KPRO, Riverside, Calif. . . . Another newcomer to the KPRO staff is "El Toro" in the person of Lionel Allyn. Formerly with KTUC, Tucson, Ariz., he is now conducting a half-hour record variety show on the Riverside station.

Employees of WIBX, Utica, New York, this week received a cost-of-living bonus by order of Margaret Potter Bowen, president. Mrs. Bowen explained that the bonus was to take care of increased costs of living. Margaret Potter Bowen, president of WIBX, is presenting a weekly series of dramatized episodes from the life of General Douglas MacArthur with especial pleasure because she was reared at Murfreesboro, Tenn., across the street from her friend, Jean Faircloth . . . now Mrs. MacArthur.

Members of the Buffalo Contest Club, local group promoted by WEBR, are hitting the national contests with consistency. In the last month, prizes have been taken by members on three national network programs: "Information Please"; "Cab Calloway's Quizzicale"; and Jimmy Fidler's broadcast. Contest club is presented on WEBR by Helen King, the station's promotion manager.

WGL, Fort Wayne, has sold its remote broadcasts from the City Traffic Court to Lupke & O'Brien, insurance agency. Program is heard for thirty minutes every Wednesday morning and it is regarded as one of the high spots in the city's listening each week.

Phil Ellis, staff announcer at WPTF, Raleigh, became the father of an eight pound boy this week, his first. The mother, the former Mary Lou Haywood, had been previously employed by WPTF as secretary in the production department. . . . Rebecca Bounds, WPTF traffic manager, became Mrs. F. J. Truesdell recently. Her husband is stationed at Fort Bragg, N. C.

E. E. Hill, managing director of WTAG, Worcester, has been appointed by Mayor William A. Bennett to serve on the Worcester Emergency Defense Commission. . . . Philip Jasen, formerly WTAG promotion manager, replaces Kenneth MacMullen as station's morning news editor. MacMullen leaves WTAG for a city desk post on the "Worcester Telegram."

Appointment of Bob Colvig as chief announcer for KOIN, Portland, Ore., was announced recently by C. W. Myers, station president. Colvig has been a member of the KOIN staff since 1938. Before joining the KOIN staff the station's new chief announcer was a staff member at KORE, Eugene, while attending the University of Oregon, and later was a member of the staff of KGA, Spokane.

A special quarter-hour part of the "920 Club" program at WORL, Boston, is now being aired each Sunday, featuring one top-ranking recording band every week. Sponsored by Seal-Cote (nail polish coating) through the Buchanan Agency, Los Angeles, under a 52-week contract, program is handled by Bob Perry, "Maestro" of the "920 Club" program on weekdays, who knows personally most of the band-leaders whose music he presents during the show.

New England's own Eleanor Early, author, starts a new series of broadcasts this week, originating at WNAC, Boston, for the Colonial and Mutual networks. Heard weekly from Washington, she will report all the news from the nation's capital which is of interest to women.

Fifteen boys will take over the running of KNX, Los Angeles, during the inauguration of "Radio Day of Boys' Week" on Wednesday. Members of the KNX staff, who will "move out" for the day are Donald W. Thornburgh, vice-president; Fox Case, special events head; Frances Wilder, educational director; Harry Witt, sales director; George Moskovics, sales promotion director; Holly Noble, publicity; Russ Johnston, program director; and Hal Hudson, Paul Pierce, Lud Gluskin, Al Span, Ben Paley, Lee Bowman, Allan Cormack and George McCaughan. During the day the boys will be hosted at a luncheon during which they will relate their experiences and reactions.

George A. Putnam has been signed by Benton & Bowles to do commercial announcements from the East on Shirley Temple's "Junior Miss" program on CBS. Product is Ivory Snow. Putnam also announces "Great Moments in Music" and "Portia Faces Life."

WFIL, Philadelphia, has been added to the list of stations carrying daily announcements of the Cooper Safety Razor Corp. Heffelfinger Agency handles the account.

The Broadway House of Music, has signed with W55M, Milwaukee, for extension of the station's "Meet the Orchestra" program, in cooperation with 13 Milwaukee county schools. Under the extension, the program, originally signed for 13 weeks, will be carried through the school year, with option taken by the sponsor for its resumption next fall. Studio demonstration of instruments and comments by a prominent musical instructor, are features of the program. FM sets were placed in classrooms by the sponsor.

"Chuck" Gibbs has been named temporary chief engineer of WSAZ, Huntington, W. Va. Gibbs was very active in the construction of WSAZ's new transmitter towers and building.

Within three weeks—actually days—three generals have been heard over WWL, New Orleans: Major General John H. Hester, command general of the 43rd (New England) division, U.S.A., now stationed Camp Shelby, Miss.; Brigadier-General Robert L. Denig, chief of United States Marine Corps division of public relations, and Brigadier-General Lewis B. Hershey, chief of the selective service.

Newest member of the announcing staff at WPEN, Philadelphia, is Joe Piven, formerly of WDRC, Hartford, Conn. Newcomer is a native Scranton.

Graham "Larry" N. Sellers has been added to the announcing staff of KFRO, Longview, Texas. He was formerly associated with KFPW, Ft. Smith, Ark.; KWOC, Poplar Bluff, Mo. and other stations.

Members of the staff of WWL, Wheeling, W. Va., have subscribed 100 per cent to buy war bonds and stamps in a voluntary enrollment.

WSAZ, Huntington, W. Va., has sponsors for its three main newcasts—12:30—5 and 6. The sponsors are Sehon-Stevenson Company, V. J. Finance, and O. J. Morrison Department Store, respectively.

The American Legion, for the thirteenth consecutive year will present WNEP, New York, with an award for "Americanism" . . . Don Cordray, former of the NBC announcing staff, is announcing for WNEW. . . . I. Smock joined the WNEP continuing staff.

Bess Lyman, formerly with KYA, Mankato and KBIZ, Ottumwa, Iowa, has joined the staff of WLOL, Minneapolis and St. Paul, as continuing chief.

Special Celebration Set For WQXR's New Studios

WQXR, New York, will dedicate new studios and will rededicate itself to the maintenance of high musical standards in a National Music Week celebration running from May 3 to 10. Special series of "Symphony Hall" programs will be aired during the week as part of the celebration. During the course of the week, WQXR executives will present the station to policies outlined in an article, "A Report to Listeners," the station's program booklet for May. Strict adherence to a policy of good music and news, with fourteen hours of music out of WQXR's seventy-hour broadcasting day is promised for the future. Universality and beauty of music will be the standard in selecting works for performance rather than any considerations of national origin or political beliefs of composers and performers.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 19, NO. 21

NEW YORK, N. Y., WEDNESDAY, APRIL 29, 1942

TEN CENTS

Gen. Motors Back On Air

Waive Operating Rule 12 Hours Minimum

Washington Bureau, RADIO DAILY
Washington—The FCC further relaxed its regulations yesterday to meet the evergrowing shortage of broadcast materials and engineers by adopting a general order waiving regulations on minimum operating schedules. The Commission, approving the action at its regular meeting, provided that a station now operate only two-thirds the authorized hours between 6 a.m. and midnight.

Under the waiver of Section 3.71

(Continued on Page 7)

— Buy War Bonds and Stamps —

Mutual Sets Agenda For Cleveland Meet

Enlargement of the MBS stockholder base will be the principal item on the agenda when Mutual, no longer a member of the NAB, holds its own meeting at the Hotel Cleveland, Sunday, May 10, day before the four-day NAB annual conference is due to open at the Statler here. If, as is anticipated, the expansion plan is approved, the meeting will form a new executive committee for the network for the purpose.

(Continued on Page 2)

— Buy War Bonds and Stamps —

Blue Net Adding Three Bringing Total To 127

Bringing the total number of Blue network affiliates to 127, stations KILB, Monroe, La.; KALB, Alexandria, La., and WQBC, Vicksburg, Miss., will join the Blue effective May 1 or as soon thereafter as wire lines are available. KMLB and KALB

(Continued on Page 5)

Kate Smith Films

Kate Smith has become a "dollar-a-year woman" with the signing of a contract with Columbia Pictures for a series of film shorts to be distributed throughout the country for the benefit of the USO. Pictures will be produced by Columbia under the supervision of Ted Collins and will be distributed under the collective title of "America Sings With Kate Smith."

Takes Himself An 'E'

Paul Laval, NBC conductor, has changed the spelling of his name to Lavalle. Reason for the change is the unfavorable comparison with Pierre Laval, new French Fuehrer. Lavalle conducts the "Basin Street" program, Ted Steele's show, "Fantasy in Melody," the Ilka Chase show and several other programs.

NBC Inaugurates Move Aiding Song-Pluggers

To help eliminate certain evils in the business of song-pluggers, C. L. Menser, program manager of NBC yesterday put into effect a set of rules designed to circumscribe objectionable ("payola") practices. Effective May 4 and until further notice all contact with the NBC Music Library by the Music Publishers Contact Employees Union, Local 22102, AF of L, will be made through a single officially delegated member

(Continued on Page 5)

— Buy War Bonds and Stamps —

Coca Cola CBS Renewal For Kostelanetz Show

Coca-Cola Co., which has cancelled its "Spotlight Bands" series on Mutual effective May 2 and was mulling curtailment of the rest of its radio advertising, because of the sugar shortage, has picked up its option on the "Pause That Refreshes On the Air" program renewing it on CBS

(Continued on Page 2)

One-Hour Program Over CBS Arranged With Co-Op Of War Dept. and USO; Gets Under Way June 2

Permanent Officers Selected By UTWAC

Board of directors of the United Theatrical War Activities Committee, central Eastern coordinating body for apportionment of talent in the war effort, elected permanent officers Monday night. Bert Lytell, who had been serving as acting chairman of the committee, was named president; James Sauter, of Air Features, Inc., formerly executive vice-chairman,

(Continued on Page 6)

— Buy War Bonds and Stamps —

Appoint Sherman Gregory As Manager Of WEA F

In conjunction with his duties as manager of NBC Operated Stations, Sherman D. Gregory was yesterday appointed manager of WEA F, key station here of the Red Network. As announced by William S. Hedges,

(Continued on Page 2)

— Buy War Bonds and Stamps —

Colgate Nearing Choice For New Night Program

Colgate-Palmolive-Peet is reported to have staked out a network (probably Columbia) half-hour for a new night-time program and is

(Continued on Page 2)

The rapidly developing trend to wartime institutional radio advertising took on added impetus yesterday with announcement by the Radio Branch of the War Department that it had cleared a full-hour weekly program, "Cheers from the Camps," to be sponsored by General Motors Corp. Absent from network radio since it spent an estimated \$6,000,000 on the Futurama exhibit at the New York World's Fair, General Motors will utilize the entire CBS network

(Continued on Page 5)

— Buy War Bonds and Stamps —

Web "Church" Board Sets Wartime Policy

Recognizing the place of religion in wartime as a means of giving moral and spiritual aid and comfort to those, both in and out of uniform, who are participating in the conflict, and conceding, additionally, that a duty of religious interests is to prevent the perpetuation of war-engendered hatreds after peace has been declared, the Advisory Board

(Continued on Page 7)

— Buy War Bonds and Stamps —

LaGuardia Makes Speech; WMCA Sued For \$100,000

Libel suit for \$100,000 was filed against WMCA yesterday in an action which, in the opinion of local radio attorneys, may result in addition of another important precedent to the

(Continued on Page 6)

Radio Directors Form Guild But Nix Tie-Up With Union

WBS Gets Commission For Dutch Invasion ET

World Broadcasting System has been commissioned to produce and transcribe a program marking the Nazi invasion of Holland by representatives of the Dutch Government in exile. Program consists of a 30-minute dramatization of the struggle and is suggested for broadcast May 10, second anniversary of invasion.

With an initial membership of 37, leading radio directors from agency and network staffs plus the freelance field, organized the Radio Directors Guild. Movement, which has been under way for some time, will have no labor union affiliation, for the time being at least; such a move was fully discussed and voted down at the first official meeting, held in the Barberry Room.

Officers elected to serve one year

(Continued on Page 7)

Conservation

St. Louis—Roy Cole, assistant news editor of KWK, St. Louis, recently worked out a method of conserving roughly twenty-five per cent of the paper used on the teletypes. As a patriotic gesture, Cole has been refolding the yellow paper fed out of the United Press machines and threading it back into the machine so that both sides are used.



Vol. 19, No. 21 Wed., Apr. 29, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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

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

FINANCIAL

(Tuesday, April 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	105 7/8	104	104	- 2
CBS B	8 1/2	8 1/2	8 1/2	+ 1/8
Gen. Electric	21 1/8	21 1/2	21 1/2	- 1/8
Philco	8 3/8	8 3/8	8 3/8	- 1/8
RCA Common	2 3/4	2 3/4	2 3/4	- 1/8
RCA First Pfd.	47	47	47
Stewart-Warner	5 1/2	5 1/2	5 1/2
Westinghouse	63 5/8	63 1/2	63 5/8	- 1/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	13 3/8	15 1/8
Stromberg-Carlson	4 3/4	5 3/4
WCAO (Baltimore)	16	19
WJR (Detroit)	17 1/2	19

Colgate Nearing Choice For New Night Program

(Continued from Page 1)

currently auditioning dramatic shows with final decision on the projected series expected by this week-end. Under consideration are "Amazing Mr. Smith," "Appointment With Crime" and several other programs.

Sherman & Marquette, Inc., which handles the tooth powder and shaving cream end of the C-P-P account, is the agency.

Ludlam Leaves WOV

Kennedy Ludlam, senior announcer at WOV, New York, has resigned in order to take an announcing assignment with WMAL, Blue Network affiliate in Washington, D. C. He is replaced by Joseph Boley at the New York station.

COME TO CLEVELAND

NAB

CONVENTION • MAY 11-14

Dept. Store News Period Being Readied By WJZ

WJZ on May 3, will start "Department Store News," a new series of programs which is planned as a service to the retail trade and to its listeners. New program will be aired every night, except Saturday, from 11:05-11:15 p.m., EWT, as a supplement to the "Esso News," in the preceding five minutes.

In cooperation with New York department stores, the new series will give an over-all picture of the next day's ten most outstanding values and will do a job of consumer education by acquainting listeners with retail policies, wartime regulations, conservation practices and merchandise status.

Ken Farnsworth, formerly radio director of M. M. Horton & Co., New York advertising agency, and a specialist in the field of department store programming, has been appointed director of WJZ's new Retail Program Division, and in this capacity will write and present the first program of its kind in the country.

Coca Cola CBS Renewal For Kostelanetz Show

(Continued from Page 1)

for another 26 weeks, it was learned yesterday. Show, which features Andre Kostelanetz and his 45-piece orchestra with Albert Spalding and guest soloists, is aired Sundays from 4:30-5 p.m., EWT, on 112 Columbia stations.

Reason for the decision to continue the Kostelanetz show was not given, but it was considered significant in the trade that Pepsi-Cola is beginning a daily program on 171 stations of the Blue Network May 4.

D'Arcy Advertising Co., Inc., handles the Coca-Cola account.

ACA Wins Back Wages

American Communications Association (CIO) was awarded between \$5,000 and \$6,000 in back wages for approximately 20 former employees of WOV here yesterday when Judge Frank J. Carlin handed down a decision in city court favoring the union. ACA had filed suit as a result of the strike conducted against the station from May to October during 1940.

Still pending is a Labor Board case growing out of the strike, with an interim report by the trial examiner due shortly.

THE SMOOTHEST SHOW
ON RECORDS SHOW
WOODS AND MUSIC
SELLS
IN PHILADELPHIA
W PEN
5000 WATTS 950 KC

Appoint Sherman Gregory As Manager Of WEA

(Continued from Page 1)

NBC vice-president in charge of Station Relations, Gregory's duties will include the coordination of network activity relating to WEA.

Gregory began his career with NBC in 1938, when he was appointed manager of KDKA, Pittsburgh, an NBC programmed station. In May, 1940, Gregory was transferred to New York as manager of the NBC Managed and Operated Stations department.

Born in South Dakota, Gregory studied electrical and radio engineering at the South Dakota School of Mines, working his way through college by operating the campus radio station, and by chauffeuring the college president.

Upon graduation he joined Westinghouse as an apprentice engineer, taking the training course provided for college graduates. In 1927, he dramatized the opening of the electrified steel mills of the U. S. Steel Corp. in Homestead, Pa., by having the late Judge Elbert Gary pass his hands over a silver sphere in New York. The resulting electrical impulses started a 5,000 horsepower motor in Homestead, setting the giant mills in operation.

In 1927 Gregory handled controls at the KDKA transmitter for the first successful transcontinental broadcast over the NBC networks. When not on duty at the station, he instructed in radio at the night school at Carnegie Institute of Technology. In 1936 he was appointed assistant general manager of radio for all Westinghouse stations, and in 1938 was made general manager of KDKA.

Mutual Sets Agenda For Cleveland Meet

(Continued from Page 1)

pose of "streamlining" the web's management machinery.

Formulated at the April 16 board of directors and stockholders meeting in Chicago, an executive committee pro tem has been acting for the network and will serve as nucleus of any enlarged committee which may be approved. Temporary exec group is composed of representatives of WOR, WGN, Don Lee, WHK and Colonial network.

Following the morning stockholder and board session May 10, an affiliate meeting will be held at the Cleveland in the evening to discuss general operating problems. Upwards of 75 stations men are expected to attend according to advance indications and will hear, among other things on the agenda, a special transcribed program entitled "This Is Mutual!" Theme song of the satirical disk is reported to be "Blue In the Night."

YOUNG RADIO EXECUTIVE AVAILABLE

11 years experience, all fields. Sales and creative capacity. New York and Hollywood. DRAFT STATUS-4-F, ulcers in good standing and dependents. Write Box 536, RADIO DAILY, 1501 Broadway, New York City.

COMING and GOING

LINUS TRAVERS, vice-president in charge of sales and production for WNAC and WAAB, Boston, and the Yankee Network, arrived yesterday for a short visit on station and network business.

CAMPBELL ARNOUX, general manager of WTAR, has returned to Norfolk after being in town since last Friday.

FULTON LEWIS, JR., en route to Schenectady for the broadcasting of tomorrow's "Production for Victory" program from the plant of the American Locomotive Works.

FRANK V. BECKER, president and general manager of WTBO, Cumberland, here from Maryland for conferences with the station's New York representatives.

DINAH SHORE has arrived in Hollywood by plane for her new broadcast series which begins on Friday.

ROGER W. CLIPP, general manager of WFIL, Philadelphia, in town yesterday on business.

GARRY MOORE back at the Chicago studios of NBC after conducting a broadcast at the Veterans' Hospital in Hines, Ill.

MARLENE DIETRICH was in town yesterday for a short stay before leaving for Washington where she will plan a series of personal appearances at the Army camps along the Atlantic seaboard.

GEORGE BURNS and GRACIE ALLEN in San Francisco where they participated in the ceremonies attendant upon the opening of the new NBC studios.

KAY KYSER, with his program company, is in Chicago for tonight's airing of his "College of Musical Knowledge" after which he will leave for his native state of North Carolina to participate in the Raleigh Sesquicentennial.

LYMAN BRYSON, head of the CBS educational department, has arrived in Kansas City where tonight he will deliver an address before the annual convention of the International Junior Leagues.

K. W. MacGregor Named WGN Production Head

Chicago—Kenneth W. MacGregor, who produced the recent series of operettas at WGN, yesterday was named director of productions at the "Chicago Tribune" station.

MacGregor, a native of Brockton, Mass., at one time was associated with WBZ, Boston, and WBZA, Springfield, and from 1929 to 1934 was a producer in New York for NBC. He left that network to accept the post of radio director of the Benton & Bowles advertising agency, resigning the position to enter the field as a freelance producer.

NOT JUST MONROE COUNTY

but WHAMland

1422 corner drugstores patronized by WHAM listeners.

WHAM

ROCHESTER, N. Y. "The STROMBERG-CARLSON STATION"

Nat'l Rep. George P. Hollingsbery Co.
50,000 Watts...Clear Channel...Full Time...NBC Blue and Red Networks



Arthur Sinsheimer, Director of Radio for the Peck Advertising Agency, and Ray Nelson discuss the "Spice of Life" program, sponsored by **OLD DUTCH COFFEE**

"They're Sales Happy" →

Wide coverage, top-ranking network programs (NBC Red programs), and a strong signal, all help to make a station the leader in its market. WEAF has these. But what counts even more is the fact that WEAF, its local programs and its artists, are all geared to deliver the goods. They sell products, as sponsor after sponsor will testify. If it's sales that *you're* after, use WEAF. Ask NBC Spot Sales all about it.

RADIO PROGRAM

Produced and Presented by PECK ADVERTISING AGENCY, Inc.
400 MADISON AVENUE • NEW YORK

SPONSOR OLD DUTCH COFFEE

STATION W E A F

DATE April 15, 1942 9:00 to 9:05 A.M.

NELSON: It's no cinch digging up amusing news these days, Arthur. But I'm using about twenty items a day on your "Spice of Life" show. Frankly, from a client's standpoint, how's it going?

SINSHEIMER: From an audience rating standpoint, swell, Ray. As a matter of fact, better than we expected according to the current survey.

NELSON: Yeah, but I mean how's it selling? That's what I'm interested in.

SINSHEIMER: Well, Ray, you're doing all right in sales, too! We like the way you're socking the commercials, and the Old Dutch people tell us that they're very well satisfied with results so far ... and when a client admits that, it's good proof that they're "sales happy." Also that their dealers are feeling the impact of the program in increased demand.

Keep selling the way you have been, and you'll be giving Old Dutch even greater sales increases as you go along.

50,000 WATTS
660 KILOCYCLES
NBC RED NETWORK

WEAF



San Francisco

KGO of the Blue Network, "little brother" to KPO and the Red web, are not being eclipsed during the current week-long celebration of the opening of NBC's new studios here. While unable to bring big Hollywood shows here for the opening, as the greater number of big commercial programs are on the senior network, KGO is rating nationwide salutes during the week on Don McNeil's "Breakfast Club" and "Club Matinee," from Chicago; in "Prescott Presents," from New York; and on Saturday a special half-hour salute from New York's Radio City and a one-time revival of "Carefree Carnival," in Hollywood. In addition, KGO is presenting its own daily series of dedicatory broadcasts, all of which invite dialers to attend the program in person.

Partial broadcast of the 1942 Pacific Coast League baseball games here, featuring the 'Frisco Seals as the home club, has been scheduled on Hearst station KYA under sponsorship of Rainier Brewing Company. All Saturday games, and Sunday double-headers, will be aired direct from the Seals Stadium by Jack McDonald and Clarence Leisure. McDonald, a onetime baseballer himself, often has handled "The Human Side of Sports" from Hollywood over a 27-station CBS hookup.

KGO has announced its new lineup of musical directors at the new NBC building in San Francisco. They are Jack de Mello, Phil Bovero, and Albert White....John Galbraith, talented radio actor, has joined the KGO staff. Also Prescott Sullivan and Bill Leiser, to work special sports shows.

KQW has begun a new western series, "God's Country," in which Milton Bacon recounts stories of hometown communities of America, and Burl Ives sings pioneer folk songs.

Bulldog Drummond Co-Op Returns To MBS May 25

"Bulldog Drummond," which is controlled and sold on a cooperating basis by Redfield-Johnstone agency, will return to Mutual May 25 being sponsored locally on WOR by Horton's Ice Cream (Borden Co.), thru Young & Rubicam. It will be available to the rest of the Mutual network on a local sponsorship basis, being broadcast Mondays at a time which will be announced later. "Drummond" has been off MBS since March 22 when the show closed a Winter run under sponsorship of Howard Clothes on WOR and a number of other outlets.

RAY WINTERS ANNOUNCER

5 Years With Paramount Newsreel
2 1/2 Years With Manufacturers Trust Co.

LA 4-1200



Bulletin Board!

● ● ● Kleenex has cancelled the weekly five-minute Ginny Simms program. Priorities is the cause....Gordon Jenkins or Paul Wetstein will get the bandleader job on Dinah Shore's new Friday series from Hollywood....What's this about Bill Stuhler now?....Igor Gorin does a repeat on the "Treasury Star Parade" week of May 4th....Oscar Levant clowns with Fred Allen Sunday....Hal McIntyre and his grand band have been booked into the Paramount in July....Charlie Barnet and his band have the honor of being the final "Hit Parade" guests this Sat....Kay Kyser's appearance in Chicago brought out ticker tape and the biggest celebration held there in years....Kyser grossed \$56,600 at the theater doing five 65-minute shows daily while Bob Hope did six 45-minute shows for a gross of \$60,100....Larry Cotton, Horace Heidt's vocalist, is army bound next month....Bob Garred has been assigned as narrator on "America Calling" over 700 stations....Gene Autry and his rodeo troupe star on "Show of Yesterday and Today" May 3...."Dr. I.Q." moves to Cleveland for the May 4th airing, marking the 25th city visited since the show has been on the air....Jack Benny has lined up a schedule of 39 free shows a year for the service boys....Henry Levine, former bandleader on "Basin Street" and now in the army, hopes the Japs don't see the Blue Network correction sheet which says, "Kill Henry Levine"....Clarence Nash, who is Herman the Duck on the Burns & Allen shows, this week became the 10,000th Red Cross blood donor in the Los Angeles area....Dr. Walter Damosch concludes his "Music Appreciation Hour" for the season on Friday....Gabriel Heatter, who is vacationing for two weeks while Frank Singiser takes over his chores, will become a grandpappy soon!

● ● ● Kate Smith and Danny Kaye are being directed in "Night Shift," a defense film, by Garson Kanin...."Those Good Old Days," now heard on Blue midwest stations, has been renewed and may be expanded to a full network....Ed Murrow will write a sequel to his book, "This Is London"....Irving Berlin will make one of his rare radio appearances when he is interviewed by D. Kilgallen Tuesday...."We, the People" is looking for America's typical small town to do a future broadcast from there....Bill McCune, now at the Vogue Room of the Hollander Hotel in Cleveland with his swell band, follows that engagement with a booking into Detroit's Club Royale....Harry Von Zell remains on the coast eight weeks and MCA's Bill Von Zehle just returned from the coast....Word from the coast states that the New Zephyr Room of the Chapman Park Hotel in L.A. is now the gathering place for the stars because Frances Maddux, 4 Rhythm Rascals and Olivia & Joaquin are the attractions!

● ● ● NBC reverses a previously announced policy which kept spy stories off the air when it allows "The Case of the Whispered Word" to be dramatized on "Mr. D.A."...."Vox Pop" goes to Canada next to interview Norwegian flyers....E. S. Carrington, writer of "Pepper Young's Family," has composed a song, "Here's What You Are"....Bing Crosby's Ken Carpenter will emcee the Xavier Cugat Camel show from Hollywood starting Tuesday....Alvino Rey goes into the Meadowbrook June 1....Ralph Wonders went back to the coast via Harrisburg to visit with his family....Teddy Powell, who has one of the youngest bands in the nation (average age, 24) is hiring a tutor for his 17-year-old trumpeter, Dick Main....Richard Erstein, x-CBS lecture bureau p.a. and more recently asst. producer on "People's Platform," has joined the Navy as an Ensign and reports for duty Friday....Connie Boswell and Harry Leedy head for Chicago and more personals tomorrow....Ted Collins is set to be leading man for Kate Smith in "Good Morning, U.S.A." Friday, when Kate celebrates the start of her 12th radio year....Since the Blue Network announced a shortage of announcers about 80 applications have been received and more are coming in daily.

Chicago

By FRANK BURKE

THIS being open season for crown-ting queens, Tony Koelker of the Blue Network publicity department proudly proclaims that Marion Man has been named officially "Queen of the Colorado Dude Ranchers Association." Marion, who will probably disport herself as a good side-saddle queen, is heard singing on the Blue Network's "Club Matinee," "Breakfast Club" and "Bats in the Belfry" shows.

Laurette Fillbrandt and John Larkin are newcomers to the cast of "Flying Patrol" heard on the Blue Network.

Bruce Dennis, WGN publicity director, has discovered a potential "Quiz Kid" in Rockford, Ill., and has him slated for an early appearance on the show.

Art Van Harvey (Vic), Bernadine Flinn (Sade), William Ramsey, radio director of Procter & Gamble, and Paul Rhymer, author, were present when the "Vic and Sade" program received the award as the best daytime dramatic show at the luncheon of the Chicago Federated Advertising Clubs Thursday.

Sam Stratton, veteran Shubert player who handled road companies of "Hellzapoppin" and "Louisiana Purchase," returning to Chicago to become public relations director for Amusement Corporation of America's outdoor attraction combine.

Michael Romano, an attorney who is a radio actor in his spare time off of court, is portraying Assistant District Attorney Hill in current trial scenes on NBC's "Right to Happiness" show.

Tuttle Succeeds Stauffer In A. & S. Lyons Office

Bill Tuttle, who joined A. & S. Lyons last October, moving over from Ruthrauff & Ryan, will take over Don Stauffer's duties when the latter becomes vice-president and radio director of Ruthrauff & Ryan on Friday, May 1. Tuttle will work with Bill Stuhler, vice-president and radio director of the Lyons office, who, contrary to reports circulating in the trade, is not leaving to open his own agency. Stuhler's contract with A. & S. Lyons still has four years to go.

Specializing in the profitable disposition of station program time—now on sustaining—through the medium of a skilled, high type sales organization!

THE PROOF??

Renewal contracts from practically every station using our service. Your inquiry, obligating you in no way, will bring immediate details.

WIRE OR WRITE

Ted Helft & Associates

6154 PARK AVENUE

INDIANAPOLIS

Gen. Motors To Return With Hr. Show June 2

(Continued from Page 1)
 Approximately 120 stations for its USO-approved program which will be aired Tuesdays from 9:30-10:30 p.m., EWT, beginning June 2. Campbell-Ewald Co., Inc., Detroit, is the agency.

Through arrangements with the War Department and USO, General Motors will use the time to link Army trainees in this country with the folks at home and, via short-wave, with U. S. soldiers in foreign lands. The program also will give reports from the production line to the soldiers, assuring them of fullest support through increased production of implements of war.

Two Crews on the Road
 In collaboration with the War Department Radio Branch, headed by Ed Kirby, GM will keep two production crews, composed of writers and producers, on the road in advance of each program. Crews will spend a week at each camp featured in order to become familiar with local conditions in preparing the broadcasts.

Return of General Motors, largest of the auto firms, to radio after a four-year absence was hailed in the trade yesterday as indicative of the growing swing to institutional radio advertising by manufacturers either wholly or partly occupied with non-commer, war production. Another example of this type of advertising is the sponsorship, also on CBS, of Friar Hunt by General Electric. On this series, recently started, electronics and its importance in the post-war world is stressed in place of selling commercials.

Spot Field Active
 Among firms now converted almost entirely to war needs, but retaining the network programs on an institutional basis, are Bell Telephone System and DuPont on NBC and Wheeling Steel on the Blue Network. Bell System, actually is employing a program to advise people against using the telephone.

The spot field is replete with institutional clients anxious to keep brand names alive through the war period. On CBS, garnering of the General Motors "Cheers from the Camps" business represents what might be termed "poetic justice," in that that network was first to suffer from the effects of Pearl Harbor when Ford cancelled the "Sunday Evening Hour" shortly after the first of the year.

Chrysler Corp. shortened its "Motor Bowes' Amateurs" from an hour to 30 minutes on Columbia. General Motors is a pioneer radio

WHO'S WHO IN RADIO

JOHN W. HAIGIS

WHEN John W. Haigis opened his station, WHAL, in Greenfield, Mass., in 1938, radio gained prestige by adding another name, prominent in other fields. A former state treasurer and receiver general for the Commonwealth of Massachusetts, he was also the Republican Party's candidate for governor of the state of Massachusetts in 1936.

At 9 years old, Haigis became a newsboy. At 13 he left school to become a clerk. At 21 he was elected treasurer and tax collector of Montague, Mass. For six years he served his town in various public offices and in 1908, at 27, he was elected to the legislature and served four consecutive years. In 1912 he entered the newspaper business, becoming business manager of the Greenfield "Weekly Recorder" and in 1914 was elected to the State Senate, serving two terms. In 1920 he founded and became editor and publisher of the Greenfield "Daily Recorder", considered one of the finest town dailies in New England. In 1922 he was again elected to the State Senate, serving until 1926. Two years later, he was chosen State Treasurer and Receiver General. When he left this post in 1930 he was named president of the Franklin County Trust Company of Greenfield. In 1932 he was named president of the Massachusetts Trust Company Association and was also chosen by Governor Joseph B. Ely as a member of the recess committee to study the banking laws of the state. In 1936, under the banner of the Republican party, he gained the nomination for Governor. He was defeated by Charles F. Hurley.



Civic leader.

Aside from his political and newspaper life, Haigis has been prominent in civic affairs. For more than a decade he has served as county chairman of the Red Cross. He was for years president of the Franklin County Hospital and during the past several years has been an active leader in the Hampshire-Franklin Boy Scout Council. For a long period he was president of the Franklin County Agricultural Society and also served as head of the Massachusetts Fair Association. During the World War, he was chairman of the recruiting committee for a Western Massachusetts company of the famous Yankee Division and also served on Governor McCall's Committee of One Hundred, a group of prominent citizens who were called upon to assist the chief executive handle important problems in that time of stress. In 1935 he was chosen treasurer of Deerfield Academy, a private educational institution.

Today he makes his home in Greenfield with his three children, Elizabeth L., John Jr. and Rose Margaret.

advertiser, having used the medium almost since the start of network broadcasting. In addition, a GM subsidiary, Chevrolet, is generally credited with having opened up the national spot field a number of years ago when it built up the first large scale spot list with transcribed programs on as many as 400 stations. This campaign was conducted in cooperation with local Chevy dealers.

G.M. Programs Outstanding

Through the mid-thirties, GM was a regular NBC client with its symphony orchestra broadcasts, which utilized all of the leading musical conductors of the world, including Toscanini, Stokowski, et al. This series was terminated in '38 when GM "shot the works" on its Norman Bel Geddes World's Fair Futurama, thereby entirely blowing its radio appropriations for the next several years.

With General Motors back in the fold and pointing the way for other advertisers in the matter of institutional advertising, this phase of radio business is expected to expand greatly during the next few months, in the opinion of radio and agency executives.

Red Web Claims Lead In Daytime Ratings

Analysis of six CAB reports covering the first quarter of 1942, released yesterday by the NBC Research Division, shows that the Red Network leads the next network by 14 per cent in average commercial ratings for Monday through Saturday daytime listening.

March 1942 figures show that the Red Network increased its own aggregate daytime ratings by 14 per cent over March of 1941.

Finsilver To Navy

Charles Finsilver, art director and production manager of Walter P. Burn & Associates, has been accepted in the United States Navy and leaves for duty on May 9.

SECOND HUSBAND
 STARRING
HELEN MENCKEN
 ON
WING NBC RED AND THE BLUE
 5,000 WATTS DAY AND NIGHT THE DAYTON, O. STATION NETWORK
 NAT. REP. PAUL H. RAYMER

NBC Inaugurates Move Aiding Song-Pluggers

(Continued from Page 1)

of the union to whom Thomas Belviso, NBC music division manager, will make available between 2 and 4 p.m. information as to daily clearance of musical numbers. The Library will be restricted, so far as Union members are concerned, to this official representative.

It is understood that the new set-up does not in any way oblige NBC to actual performance of the numbers cleared, since in every case a clearance sheet indicates only intention to program the numbers. Move is purely one to cooperate with the music industry.

Effective May 4 the rule regarding lapse of time between duplication of numbers played—now three hours—will be put on a two-hour basis. The rule applies to both commercial and sustaining programs.

Song pluggers union (contact men) recently put through a new set of rules designed to do away with the payment by either music publishers or contact men for performances.

Blue Net Adding Three; Brings Total To 127

(Continued from Page 1)

will become affiliated as supplementary stations to the Southern Group. Both operate full time with 250 watts power day and night. KMLB, owned by Liner's Broadcasting Station, Inc., has a frequency of 1,230 kilocycles and KALB, owned by Alexandria Broadcasting Company, Inc., a frequency of 1,240 kilocycles. J. C. Liner, Jr., is general manager of KMLB, and W. J. Dickerson, general manager of KALB.

WQBC, owned by Delta Broadcasting Company, Inc., will be a bonus station with KMLB and KALB. The station operates daytime only with 1,000 watts power on a frequency of 1,390 kilocycles.

Producer-Writer

- Speaks and writes Spanish and French fluently, understands Italian and Portuguese, and is intimately acquainted with South Americans, their customs, their products and their markets. A network or an agency looking to the South American market for the future would find these qualifications immediately and permanently valuable. Knows North American and South American radio thoroughly, as producer and writer. Has lived in South America seven years, speaks and writes Spanish perfectly; understands Portuguese and Italian. Has excellent social, political and commercial friendships of long standing, particularly in Argentina. Can produce not only the best of references but the actual proof of good performance. Write Box 971, Radio Daily, 1501 Broadway, New York City.

REEVES
 Sound Recording Studios Inc.
 10 Broadway New York City
 35mm. 16mm.
 Acetate and Wax Recording Facilities.
 Complete Location Equipment for Film, Business
 Recordings and Specialty Recordings.

Directors Form Guild Without Union Tie-Up

(Continued from Page 1)

are: President, George Zachary; Vice-President, Ed Byron; Secretary, Ted Corday; Treasurer, Lester Mail. Members of the Executive Council, to serve six months were chosen from all three radio direction fields. They are: Earle McGill of WJLA; Herb Sanford of N. W. Ayer & Son and Phil Cohan, free-lance.

Three Purposes Listed

According to Zachary the Guild was organized with a three-fold purpose. "To aid in the development of high standards for radio entertainment to assist actively the Government War Effort via the airlines, and to establish a professional society of men and women who are largely responsible for more mass entertainment for more millions of people than any group of artists in the theatrical fields." Zachary also stated that the RDG membership had not only been left open to radio directors not in the charter group, but the Guild will also foster the development and training of new directors. The meeting of the organization was to inaugurate a series of annual competitions to be awarded for outstanding contributions to the art of radio and entertainment. It is expected that branches will be opened in Chicago, Los Angeles and San Francisco.

Membership Roster

List of charter members and their affiliations follow:

Frank Ashley, Lambert and Feasley; Bethel, WOR-Mutual; Roger Cope, WOR-Mutual; Ed Byron, WJLA; Jimmy Church, BS&H; Phil Cohan, Free-lance; Lee Cooley, Tuttle & Ryan; Don Cope, Benton & Bowles; Ted Corday, NBC; John Corwin, Free-lance; Ed Dunbar, NBC; Ed Gardner, Free-lance; Harry Gosch, Free-lance; Axel Krueberg, Free-lance; Bruce Kammer, NBC; Richard Leonard, Blue Network; John W. Loveton, Tuttle & Ryan; John Macdonell, Free-lance; Nila Mack, CBS; Lindsay McTear, Blue Network; Harold McGee, Free-lance;

Earle McGill, CBS; Arch Oboler, Free-lance; Lester O'Keefe, NBC; Tom Rainey, Free-lance; Irving Reis, Free-lance; Alton Rinker, Blue Network; Herb Sanford, N. W. Ayer; Robert L. Shayon, WOR-Mutual; Bill Weiss, NBC; Bill Tuttle, Free-lance; Bob Vail, NBC; Bob Welch, Young Bricam; Orson Welles, Free-lance; Ed Yates, Benton & Bowles, and George Zachary, Free-lance.

Winchell From Coast

Walter Winchell, sponsored by Anson Jergens Co., will originate his radio network show from Hollywood on Monday, May 3. No definite plans have been made as to the cities from which the program will originate after. Walter Winchell is heard daily from 9-9:15 p.m., EWT, with a repeat broadcast at 10:30 p.m., over Blue stations.

FCC Waives Operating Rule; Other Capital Developments

(Continued from Page 1)

of its Rules and Regulations, the Commission thus will permit a station to operate on a minimum schedule of hours best suited to the needs of its area and commitments. The relaxation, it is thought, will materially aid station operators who lack the necessary technicians to keep their stations on the air the full number of hours provided in their licenses.

The FCC also declared in its announcement that the revised rules would aid in the equally serious materials shortage, extending the life of equipment and reducing maintenance requirements. The action is the third the Commission has taken in recent months to alleviate the shortage of technicians. The preceding revisions of the regulations resulted in the easing of the operators' requirements.

"MONOPOLY" CASE APRIL 30

Argument before the Supreme Court on the network monopoly case will definitely begin Thursday, April 30, it was indicated here yesterday. The arguments will probably go over to the following day, it is thought, although if the two sides involved use less than their allotted two hours it may be completed Thursday.

NBC and CBS, in the case, are appealing the decision of the Federal Statutory Court in New York that it has no authority to issue an injunction restraining the FCC from putting its network monopoly regulations into effect. The Commission has taken the position that the rules, in the form of a policy announcement governing future license issues to broadcast stations, are not reviewable at this time, and is supported in this contention by MBS.

The FCC and MBS yesterday filed briefs with the Court in the case, setting forth approximately the same arguments used heretofore in the litigation. The Commission, after reviewing the background of the regulations and the legal action to date, declared that the suits are premature because the regulations have no immediate legal effect, but are a mere declaration of policy to be applied in future proceedings. It contended that the regulations are not reviewable at this time.

Pointing out that the validity of the network rules is not at issue in this case, the FCC brief stated that "The Commission believes that the regulations are warranted by the

evidence produced by its investigation and will serve the public interest, convenience and necessity."

WRGA GRANTED CP

The FCC yesterday granted a construction permit to WRGA, Rome, Georgia, to permit the station to change its antenna system and move its transmitter about 1500 feet. The authorization, granted under the emergency clause of the broadcast construction freeze opinion, was made after the Commission was informed that the antenna had come down after a guy wire attached to a nearby wall came loose.

The station operators feared that municipal authorities might object to the replacement of the antenna at the former site, or that another storm would cause the same damage.

At the same time, it was learned that the 10 construction applications which, in addition to the three granted Saturday, were considered before the announcement of the unanimous construction freeze memorandum opinion did not come up for FCC action yesterday at the meeting.

RCA PATENT 'PRACTICES'

The Radio Corp. of America was accused yesterday by an FCC representative of patent practices which tended to discourage competition and promote monopolies in a hearing before the Senate Patent Committee. The charge came in the statement to the committee of Commission Attorney William H. Bauer, who presented the FCC recommendations for changes in patent legislation. The Senate group is considering a bill introduced by Senator O'Mahoney, which would grant to the President the authority to license any patent held by a particular concern to another at a fixed royalty for the duration of the national emergency, if such action will aid the war effort.

Bauer, although declaring that the FCC has made no legislative recommendations as to broadcast patents because Congress has never asked it to report on such matters, pointed out that the Commission is generally familiar with the licenses involved. His testimony on the broadcast field was limited largely to tracing previous court action on broadcast patents in which RCA was accused of "cross-licensing" to keep the patents within a small group of corporations, and of blocking the manufacture of transmitting equipment and home receiving sets by its competitors.

Duck Makes Trouble

Sacramento, Calif. — KFBK was thrown off the air for five hours yesterday when a duck tried to fly between two high power wires causing a short circuit in the transmitting plant. Web-foot failed to duck as smart "Donald" of the films would have done.

Gilbert & Sullivan On WINS

Savoy Opera Guild, which recently celebrated its first anniversary at the Cherry Lane Theater, New York, begin a weekly series of Gilbert & Sullivan operettas on WINS, New York, tonight at 7:30 p.m. Company plans to do one act of a Gilbert & Sullivan musical on each airing.

Web "Church" Board Sets Wartime Policy

(Continued from Page 1)

of Columbia's "Church of the Air," meeting on Monday for the first time under war conditions, moved to map a general plan for programs to be offered during the coming year. The board meets only once a year.

In addition to the duty of stemming post-war hatreds, the religious leaders who comprise the board warned against any use of the pulpit of the "Church of the Air," even during wartime, to disseminate national or racial animosities which inevitably result from war conditions. It was stressed that the church should aid in the war effort by offering messages of hope and spiritual uplift which are a necessary element not only in the day-to-day existence of the American people at this time but also in the promise of the peace to come.

Representatives of CBS present at the meeting were: Douglas Coulter, director of broadcasts; Lyman Bryson, director of education and religion; Leon Levine, assistant director of education; Ruth Lange, broadcast director for religious programs.

Board Personnel

Members of the Advisory Board at the meeting included: Rev. G. Warfield Hobbs, D.D., secretary of the National Council of the Episcopal Church; Mrs. Edward T. Willson, of the General Council of the Congregational and Christian Churches, representing the Rev. Douglas Horton, D.D.; Dr. Emory Ross, general secretary of the Foreign Missions Conference of North America; the Rev. John J. McClafferty, assistant director, Division of Social Action of Catholic Charities; Russell B. Pettit, representing B. Palmer Lewis, head of the Christian Science Committee on Publications for the State of New York; the Rev. Ralph H. Long, D.D., executive director of the National Lutheran Council; Dr. Ralph Stody, director of Methodist Information, representing Bishop Francis J. McConnell; the Rev. Theodore F. Savage, D.D., executive secretary, Presbytery of New York; and Rabbi Jonah B. Wise, LL.D., Central Synagogue of New York.

Air Raid Tests Tonite

Tonight, the Air Raid Warning system at NBC in Radio City here, which is supplementary to the city air raid alarm system, will be tested for the first time since installation. There will be three tests so that employees on duty on various shifts can familiarize themselves with the Alarm and All Clear signals.

Stork News

Baby daughter was born to Mr. and Mrs. Ralph Edwards, the newcomer being Christine Allison, who bowed in at 4 a.m., Monday, at Woman's Hospital, Manhattan, weighing 7 pounds, 6 ounces. Father is emcee of "Truth or Consequences."



Coast-to-Coast



RALPH BERTON, who conducts "Jazz University" on WINS, New York, every evening, has added a morning session to his record program. New series replaces the Dr. Michelson program which had been previously scheduled and will not be carried by the station.

New business on WING, Dayton, Ohio: five-times weekly quarter-hour musical series sponsored by Lord Landowne's Supper Club; nightly ET announcements for Donenfeld's, women's store; spots for Dayton's Drive-In Theater.

Woody Herman, whose band is heard several times weekly from the Hotel New Yorker via CBS and Mutual wires, played a benefit this week at the Roseland Ballroom, New York, for the Navy Relief Fund.

For the third successive year, Thornton Laundry & Dry Cleaners have renewed their seven quarter-hour programs weekly over WFMJ, Youngstown, Ohio. Other new business on WFMJ includes a renewal by the local Personal Finance Co. for 12 weekly spots for one year.

Peggy Williams, director of women's activities of KGW-KEX, Portland, Ore., is spending two weeks in San Francisco and Hollywood. Jean Morrison is handling her assignments during her absence. KGW-KEX has added Press Association news service in addition to the Associated Press service.

WPAT, Paterson, N. J., is airing a new Sunday afternoon series titled "On Stage." Broadcasts originate from the stage of the Central Theater in Passaic, N. J., where Steve Ellis, WPAT director of special events, emcees the programs featuring "name" acts currently playing the theater. Series replaces the WPAT defense workers program.

Leland Chesley, news editor of KWK, St. Louis, is just out of the hospital and back on the job following a siege of pneumonia. Russell Kaiser, chief sound man at KWK, has just returned to the studio after eleven days in bed as the result of an attack of arthritis.

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
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April 29

Lieut. Charles Benter
Robert Eastman Duke Ellington
Dick Leibert Ian Martin
Mary Chase

Ben Wilson, continuity chief of WTAD, Quincy, Ill., has sold a short-story, "The Great American Code," to "This Week," the magazine that appears as a supplement with Sunday newspapers from coast to coast. This is his first sale to a national magazine although he has sold many radio scripts and stories to less important markets. Ross Gordon, who has worked in radio stations in Michigan and Wisconsin, has joined the staff of WTAD, Quincy, Ill., as sports and news announcer.

"Portia Faces Life," on NBC, celebrates its first anniversary Tuesday, April 28th, but George A. Putnam is celebrating his second year with the program. He has been announcing "Portia" since its inception as a transcribed feature.

Bill Hightower, who has been heard over WSPD since February 14, 1942, is now on his way to New York where he has accepted a post as a National Broadcasting Company studio announcer, to start May 1. Hightower started in radio 12 years ago at KFOX, Long Beach, California. He then went to WFAA, Dallas, Texas; next to WIOD, Miami, Florida.

Names of employees of WHOM, Jersey City, who are serving in the nation's armed forces, are being engraved on a silver plaque which will be displayed in the station's reception room. West W. Willcox, WHOM assistant manager, suffered an appendicitis attack recently. WHOM is airing a transcribed German language version of "Uncle Sam Speaks." Series is broadcast weekly in cooperation with the Office of Facts and Figures.

Betty Foss, who recently joined the announcing staff of WTAQ, Green Bay, Wis., is meeting with considerable success in her half-hour program for women. Composed of light chatter, of interest to women, she also interlaces her ideas gathered from shopping the stores that sponsor her program. Her married name is Betty Fossbinder, and prior to coming to WTAQ she taught speech.

Poems by Omer Ames, character actor, known until recently as Allen Drake, will be read by Ted Malone on his program, "Between the Bookends," this afternoon. Program is aired over WJZ, New York. The highlight of the program will be the reading of "Hands," which Malone considers among the best of Ames' works.

Charles Affelder, engineer at WWSW, Pittsburgh, has perfected a pre-amplifier filter for crystal pick-up, which has been written up in the April issue of "Electronics." Gadget is a device for making use of an inexpensive and still easily obtainable crystal phonograph pick-up for the playing of transcriptions and records.

A new musical program on WQXR, New York, goes reminiscent, reviving in modern arrangements, favorite tunes from operetta, musical comedy and semi-classical literature. Entitled "Remember This?", the program will be heard for the first time at 2:30 p.m. next Friday and three times each week thereafter.

Addition of Bill Day to the news staff of KOA, Denver, rounds out the department. Day will specialize in sports news under Ross Parsons. KOA's technical department has been augmented by the addition of a 1100-pound sound truck, made by NBC in New York. Liggett & Myers Tobacco Co., for Velvet tobacco, is sponsoring a 15-minute hillbilly variety program over KOA. Other new business on the outlet is a series of announcements for the "Rocky Mountain News," Denver's oldest newspaper.

KEYS, Corpus Christi, Texas, recently originated a special broadcast for the Texas State Network celebrating the opening of Corpus Christi's Intracoastal Canal. Chief speaker during the broadcast was Major General Eugene Reybold, chief of army engineers.

Thirteen weekly programs entitled "Bayou Serenade," with ballads of the Louisiana Acadian country sung by Marguerite Castellanos Taggart, Victor record artist, are scheduled, beginning April 30, on WWL, New Orleans, under sponsorship of the Jackson Brewing Company, makers of Jax beer. Gene Meyer and a 10-piece string orchestra furnishes accompaniment for Mme. Taggart. The Anfinger Agency, St. Louis, handles the Jax account. Bill Fuchs is the account executive. The brewery also sponsors the weekly half-hour "Enjoy Life" show and the daily "America Marches On" program on WWL.

Two new programs have been added to the schedule of WMCA, New York, this week. Bobby Gibson, vocalist in Ben Bernie's band, begins a new series of three-times weekly shows accompanied by Don Bryan's orchestra; The Blue Belles, girl quartet, started a twice weekly airing on the New York outlet.

CKLW, Windsor-Detroit, has inaugurated a new service in which it brings news from American troops in Australia to those left at home. Del Parker, popular vocalist, has begun a new series over CKLW. Each program relates a story in song with introductions by Frank Burke, CKLW production manager.

Hal Graves, graduate of the radio course at Queens College and an announcer for the NYA Symphony Orchestra broadcasts over WNYC, New York, has joined the announcing staff of WWRL, Woodside, where he replaces Gus Chan, who joined the Army April 24.

Two new baseball features are on KYA, San Francisco, six days a week. "Hot Off the Wire" is title of a mid-afternoon session on big league baseball scores, and analysis of games. At night Jack McDougall, sports authority, discusses Pacific Coast League baseball results as "Sportsman." Also new on KYA is a religious show heard for months over a Los Angeles station and called the "Pacific Lutheran Hour."

Additions to the announcing staff of WFAA-KGKO, Dallas, include Lynn Bigler and Harfield Weed. Bigler was a staff member of KW, Wichita Falls, and Weed in Advertising Agency, Inc. of Houston. Ralph Maddox, promotion manager of WFAA-KGKO, has been named senior air raid warden for Sector of the Sixth, or Oak Cliff Division of Dallas. Tommy Cunningham, whose "Songs of Romance" quarter hour is a Monday and Friday feature of WFAA-WBAP, adds a new five-a-week spot to his schedule. He will emcee his own program at 9:45 a.m. CWT, on KGKO each morning, accompanied by the "Gentlemen Melody."

Two birthdays were celebrated recently at WIBW, Topeka: Jerome D. Bord, who is a member of the team "Henry and Jerome," completed his twentieth year in radio. DeBord has been with WIBW for the past five years. Elmer Curtis commemorates his seventh year with the same sponsor, H. D. Lee Mercantile Co., with a special half-hour broadcast. Curtis had aired 1,905 quarter-hour newscasts for the sponsor up to the time of the special program.

Mill March, program director of WTTM, Trenton, and WFPG, Atlanta, City, is ironing out final details of shows from Fort Dix, N. J. Tentative plans call for 6 half-hour shows weekly. Latest addition to the WTTM staff is Tom Collins who had from KOCY, Oklahoma City, where he held down the post of continuity chief.

Philip Morris Programs Join Short-Wave Rank

Raising to nine the number of CBS commercials being shortwaved for the benefit of the AEF, two Philip Morris programs, the "Playhouse" and "Crime Doctor," join the dx line beginning next week. "Playhouse" aired Fridays from 9-9:30 p.m., EW on 100 CBS stations, will be rebroadcast via transcription Wednesday from 7-7:30 a.m., EWT, beginning May 6. "Crime Doctor," broadcast on 76 Columbia stations Sundays at 8 p.m., will be rebroadcast on WCR and WCBX Saturdays from 7-7:30 a.m. starting May 9.

Biow Co. is the agency.



RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

DL. 19, NO. 22

NEW YORK, N. Y., THURSDAY, APRIL 30, 1942

TEN CENTS

Radio Summer Brightens

Affidavits By NBC Show 'Performances'

NBC this week for the first time began servicing agencies with performance affidavits attached to its bills certifying that the facilities purchased by clients were delivered without interruption or omission or, where such breaks occurred, the circumstances are explained for the purpose of negotiating a settlement. Being sought from NBC by some agencies, although others have expressed indifference to the idea, the "Certificate of Performance" of NBC

(Continued on Page 7)

Seasonal Cigar Campaign Opened On Nine Stations

Webster-Eisenlohr, Inc., for Tom Moore cigars, this week began its usual 13-week Spring spot campaign using nine stations on a 5 chain breaks per week basis, through N. W. Meyer & Son, Inc. Seven ET chain breaks per week were spotted on WJTV, Washington, for Henrietta Populares. Following are the stations being used for Tom Moores: KRLD and WFAA, Dallas; KNOW, Austin;

(Continued on Page 2)

Hour Of Child Programs Being Set Up By Blue Net

Blue Network is setting up a daily all hour or more of children's programs, probably in the 5-6:30 p.m., WT, spot, the network revealed yesterday in announcing start of the General Mills' "Lone Ranger" and Jack Armstrong" series. What programs will augment the GM business

(Continued on Page 5)

Derby Overseas

Gillette Safety Razor Company's broadcast of the Kentucky Derby on May 2 over 94 CBS stations will also be short-waved to American fighting forces overseas, according to an announcement by J. P. Spang, Jr., president of the company. WGEO and WGEA in Schenectady will be used to shortwave the racing feature which will be handled by Ted Husing and Clem McCarthy.

Caravan of Stars

Washington—A glittering array of stars regularly and occasionally heard on the air are here for the "Victory Caravan" series of Army-Navy relief shows. They include Bob Hope, Frances Langford, Jerry Colonna, Rise Stevens, Bert Lahr, Charles Boyer, James Cagney, Pat O'Brien, Claudette Colbert, Cary Grant, Merle Oberon and Joan Bennett.

Newspaper Deliveries Limited By ODT Order

Washington Bureau, RADIO DAILY Washington—Radio's position as a dispenser of spot news to the American public will probably be strengthened by the regulation of the Office of Defense Transportation limiting deliveries in rubber-tired vehicles to one-a-day to any one person. The effect of the order, it is thought, will virtually limit newspapers to one

(Continued on Page 7)

46,300,000 Heard FDR Survey For CBS Shows

President Roosevelt's Tuesday night address to the nation on America's wartime economy was heard by a radio audience of 46,300,000 people, it was estimated by C. E. Hooper, Inc., research firm. In a survey for the CBS, covering homes in every part of the country, Hooper found the President's rating was 61.8, indicating the audience was the fifth

(Continued on Page 5)

Nearly 800 Outlets Carrying "Treasury Star Parade" Show

WJZ Talent To Tour War Production Plants

WJZ, New York, has launched a series of nightly personal appearances at war production plants in the New York area. Group of WJZ artists will entertain workers with special entertainment designed to keep up morale and stimulate increased

(Continued on Page 2)

Wages-Audience Increase And Scarcity Of Commodities, Seen Contributing To Create Strong Season

Lone Cebu Station Baffled Jap's Radio

Story of a small radio station on Cebu Island, believed to be KZRC, which put up what were described as "heroic efforts" to offset the flood of Japanese propaganda beamed to the Philippines after the fall of Manila was told yesterday by the United Press here as related by its correspondent Frank Hewlett in a

(Continued on Page 7)

LaGuardia Before FCC In WNYC-WCCO Hearing

Washington Bureau, RADIO DAILY Washington—Mayor Fiorello H. LaGuardia of New York, appearing as special counsel for the municipally-operated New York station, WNYC, tackled CBS yesterday at a rehearing before the FCC en banc on the application of the station to con-

(Continued on Page 2)

Service Pin Concern Launches Spot Campaign

Seattle, Wash.—New to radio, American Service Pin Co., Los Angeles jewelry distributors, this week launched a national spot campaign on 90 stations, with the list to be

(Continued on Page 2)

Now well on the way toward the discard, that one-time radio bugaboo the "Summer listening slump" received another strong nudge toward oblivion this week in a 22-page study of this Summer's listening prospects just completed by the Blue Network. Intended mainly as a guide for Blue salesmen, the brochure entitled "How About Selling in Our First War-Summer?" probably will be circulated in the trade later on. It predicts radio's biggest warm weather season,

(Continued on Page 6)

Archbishop To Talk At Ohio 'U' Session

Newly-enthroned Archbishop of Canterbury, Dr. William Temple, will deliver his first address to the American people since becoming Primate of All England when he speaks to the closing general session of the Institute for Education by Radio at Columbus, O., Wednesday

(Continued on Page 7)

Eddy Takes WHN Period Vacated On Dr. Wynne

Dr. Walter H. Eddy, former director of the "Good Housekeeping" Bureau and currently consultant on food and nutrition to the U. S. Army Quartermaster General, Second Corps Area, has been named president of

(Continued on Page 2)

WCKY Coordinator

Cincinnati—Thomas W. Wyatt, has been appointed by president L. B. Wilson as director of public relations to coordinate WCKY's government agency activities pertaining to the war effort. Wyatt will be the direct contact with both civil and U. S. organizations in utilizing the station's patriotic features to the best possible advantage.



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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

(Wednesday, April 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	105	101 1/4	104 1/2	+ 1 3/4
CBS A	8 7/8	8 7/8	8 7/8	—
CBS B	8 7/8	8 7/8	8 7/8	+ 3/8
Gen. Electric	22 1/2	22 1/2	22 1/4	+ 3/4
RCA Common	2 3/4	2 3/4	2 3/4	—
RCA First Pfd.	47	47	47	+ 1/2
Stewart-Warner	5 5/8	5 5/8	5 5/8	—
Westinghouse	65 1/4	64 1/4	65	+ 1 3/8
Zenith Radio	10 1/4	10 1/4	10 1/4	- 1/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	1 1/2	1 3/4
Stromberg-Carlson	4 5/8	5 5/8
WCAO (Baltimore)	15	19
WJR (Detroit)	17 1/2	19 1/2

WJZ Talent To Tour War Production Plants

(Continued from Page 1)

production. Programs, which will not be broadcast, have been arranged at the Grumman Aircraft Engineering Corp., Long Island, and the Todd Shipyards. Artists already scheduled for appearances are Diane Courtney, Karole Singer, the Victory Twins, Earl Packham, with others to be selected.

Seasonal Cigar Campaign Opened On Nine Stations

(Continued from Page 1)

WACO, Waco; KRIS, Corpus Christi; KGBS, Harlingen, all in Texas; WDAS and KMBC, Kansas City, Mo.; KFH, Wichita, Kans.

COME TO CLEVELAND
NAB
CONVENTION • MAY 11-14

LaGuardia Before FCC In WNYC-WCCO Hearing

(Continued from Page 1)

continue its operations until 11 p.m. WNYC operates on the same frequency, 830 kc., as the CBS clear channel station in Minneapolis, WCCO. The Commission, contending that interference with the secondary service area of the CBS station would result from a night-time operations grant to the New York municipal broadcasters, released a proposed report Feb. 23, tentatively denying the application. WNYC officials then asked for the rehearing.

Non-Commercial Nature Cited

The New York Mayor, whose appearance drew the largest crowd to attend such a hearing in some time, including three Congressmen, stated that there are "too many" Columbia stations in that segment of Minnesota "to be wholesome." He asked that, "with a complete monopoly in the area, how can there be interference" and declared that if listeners wants CBS programs, they can get them. He also complained that a publicly operated, non-profit station should not have to "beg" a private-owned station to be allowed to operate.

The WNYC brief, filed by John D. J. Moore, Jr., New York City Assistant Corporation Counsel, contended that the grant to WNYC would "substantially improve the service to the public in the service area" of the station. He pointed out that the station is entirely non-commercial, and that its programs are either devoted to the function of government or of "an educational, recreational, and spiritual nature."

He declared that WNYC has rendered extraordinary war time service to the country and New York, and that it is used as official medium for announcements regarding Selective Service, rationing, civilian defense activities, etc. The New York counsel also argued that no interference to the primary service area of WCCO would result from this grant and complained that the Commission did not note this in its proper report.

Denies Loss of Service

Finally, the municipal attorney declared that no loss of service to listeners in WCCO's secondary area would result, because in the portion of the area where WNYC would cause interference "there is available primary or secondary service of from four to 10 other stations of CBS."

He concluded, "the so-called clear channel rule is a rule of general application. However beneficial it may be, however great its administrative convenience, it cannot be invoked to preclude the granting of an application where the facts show that the public interest, convenience, and necessity will be served. We contend that the statute forbids the denial of the application solely by reason of its inconsistency with a rule of the Commission."

Singiser For Heatter

During the absence of Gabriel Heatter, who is now on vacation, Frank Singiser is broadcasting the Tuesday-through-Friday newscast at 9 p.m. and the Sunday program at 8:45 p.m. over WOR-Mutual.

Eddy Takes WHN Period Vacated On Dr. Wynne

(Continued from Page 1)

the American Institute of Food Products and takes over the program conducted by that organization on WHN, New York, starting May 4. Dr. Eddy takes over the broadcasting post, vacated by the death of Dr. Shirley Wynne, according to the announcement made by Robert Borries, general manager of the Institute, and will carry on "The Food Forum" program, which has been on the air more than three years, coming to WHN last September. Current sponsors on the participating program are Ehler's Coffee and Tea; Van Camp's Pork and Beans; Smith's Puritan Brand Peas; Mrs. Grass Vegetable Noodle Soup; Hellman's Mayonnaise; Broadcast Brand Redi-Meat; Aristocrat and Darlene Ice Cream.

Service Pin Concern Launches Spot Campaign

(Continued from Page 1)

augmented by 50 more outlets beginning May 11. Both 15- and 5-minute programs are used, with Northwest Radio Advertising Co., here, handling the account. Following is the current station list: KXA, KINY, KROW, KVI, KOOS, KVAN, KPO, KBIZ, KWJJ, KFJZ, KG, WFMD, KLBM, KWLK, WAGE, WPEN, WAIT, KSAN, WEBQ, WNBZ, KOVC, WISR, WWRL, WJEJ, WCOA, KWYO, KFDA, WKST, WFAA, KARK, KDYL, KFAB, KFEQ, KFIO, KFVD, KFXD, KGHL, KHQ, KMPC, KPAS, KTHS, KUJ, KXL, KYA, WAAT, WAKR, WATR, WBAL, WCAR, WCFL, WCSH, WDEL, WEBC, WEW, WFLA, WHAS, WHBF, WHDH, WHEB, WHKC, WHO, WIBA, WINS, WIP, WITH, WJBK, WKNE, WLWL, WMBR, WMEX, WMMN, WMT, WNBC, WPRO, WROL, WRVA, WTAR, WTHT, WWDC, WWSW, WXYZ, CKLW, WDG, WHAM, WBRC, WHP, WAVE, WDJ, KRE, KTAR.

KLCN Appoints Foreman

KLCN, Blytheville, Ark., has appointed The Foreman Co. to act as its national representatives. Station operates with a power of 1,000 watts on 900 kilocycles.

When you buy time—
BUY AN AUDIENCE

WTAG WORCESTER

COMING and GOING

G. W. JOHNSTONE, Blue Network director of news and special features, returned yesterday from a trip to Washington where he visited for the Presidential broadcast and for conference with network commentators.

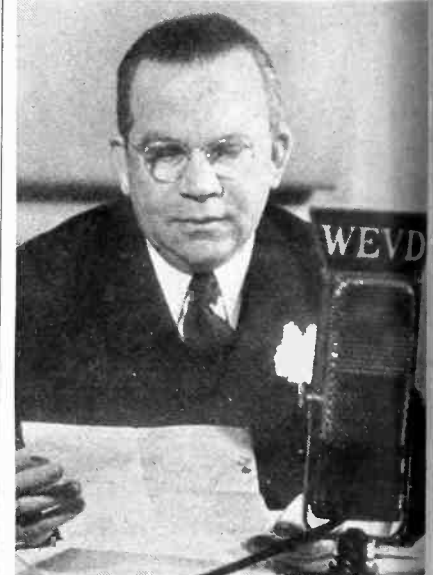
ROBERT D. THOMAS, national sales manager of WBNS, CBS outlet in Columbus, Ohio, is now in New York.

C. OTIS RAYWALT, of the Burn-Smith Company, off on a short business trip through New England.

MRS. AUDREY DINSDALE, of WATN, Watertown, visiting in New York for a few days.

BRUFF W. OLIN, JR., general manager of WKIP, Poughkeepsie, is down here on a short business trip.

AL PEARCE and His Gang have returned to San Francisco for tomorrow's broadcast over NBC which will be part of the network's ceremonial programs celebrating the opening of the new Bay City studios.



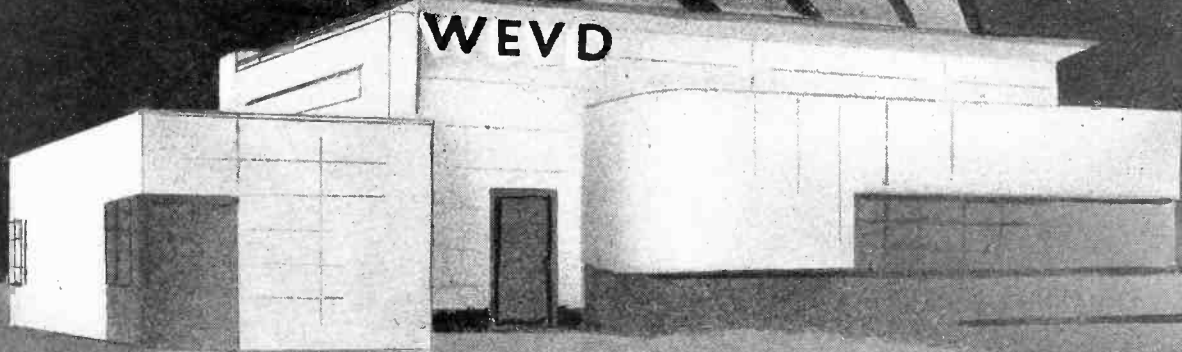
C. ISRAEL LUTSKY

Known as the Jewish Philosopher, radio's most interesting Jewish personality, Mr. Lutsky is now presented exclusively over WEVD, twice daily.

At 2:00 P. M., Mondays through Fridays, the Jewish Philosopher is sponsored by the Carnation Company, producers of Irradiated Carnation Milk (now in its fifth consecutive year), through Erwin, Wasey & Co., Inc. At 8:15 P. M. Tuesdays through Saturdays, the Jewish Philosopher is sponsored by Procter & Gamble, makers of Camay Soap, through Pedlar & Ryan. At 8:00 P. M., Tuesdays through Saturdays, Mr. Lutsky is featured as a news commentator in "News by Lutsky." On Tuesdays, Thursdays and Saturdays, these programs are sponsored by the Musterole Company through Erwin, Wasey & Co., Inc.

Since Musterole is a seasonal product, sponsorship of Mr. Lutsky's all 5 evening news broadcasts, is available as of early May. Writer, lecturer and counselor, Mr. Lutsky, the Jewish Philosopher, unquestionably enjoys the largest listening Jewish audience in the New York metropolitan area. A former newspaperman and social worker, he has recently celebrated his tenth anniversary on the radio. (Adv.)

NOW 5000 WATTS



5000 WATTS

WEVD

1330 KILO

NEW YORK'S STATION OF DISTINCTIVE FEATURES

Tops To Millions

Year After Year

Through its carefully selected, cultural, educational and entertainment features in English, Jewish and Italian, WEVD has become the first station of interest to millions of persons in the great New York Metropolitan Market. Leading New York newspapers regularly print WEVD'S programs. WEVD programs consistently make the feature boxes.

Proof of the sales building power of WEVD is found in the long list of advertisers who use it consistently year after year. The roster of WEVD'S advertisers reads like a list of "Who's Who" in national advertising—proof that those who wish to completely cover the metropolitan New York Market must include WEVD. "Who's Who on WEVD" will be sent on request.

HENRY GREENFIELD, Managing Director,

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

Chicago

By FRANK BURKE

THE first remote to be broadcast from Hawaii for some time will be heard over WGN-Mutual at noon next Tuesday when the Rotary Club of Honolulu will describe wartime life at the Pacific outpost. The first part of the program will originate in Chicago and will feature a dramatization of the life of King Kamehameha. The show then will switch to Honolulu for native music and the descriptive talks.

"On Parade," new series of war effort programs directed by servicemen from camps adjacent to Chicago, was inaugurated on WJJD from 5:45-6 p.m. yesterday and will be heard daily Monday through Saturday. The show is sponsored by the Goebel Brewing Company through Brooke, Smith, French and Dorrance, Inc., Detroit.

Launching of the first submarine ever built in inland waters will be covered by WBBM when the U.S.S. Peto leaves the ways at the Manitowoc, Wis., shipyards today at 11:45 a.m.

"How To Achieve Naturalistic Acting in Radio" will be the subject on which Charles Urquhart, director of the NBC "Vic and Sade" show, will speak on May 4, at the Columbus meeting of the Institute for Education By Radio.

Captain Yank Taylor, Army public relations officer, was once radio and automobile editor of the Chicago "Times" and has a host of newspaper and radio friends. Captain Taylor is attached to the Sixth Corps area here in Chicago.

Bob Jellison has the role of "Bud Bowman" in "Play Winsom," weekly WBBM quiz show, which debuted on Sunday, April 26.

On the basis of listener mail, Joe Emerson, soloist on the NBC "Hymns of All Churches," says "The Old Rugged Cross" is America's favorite hymn. Other popular requests are "God Understands," "Ivory Palaces," "Beautiful Isle of Somewhere" and "In The Garden."

Substantial decrease in studio audiences in Chicago attributed to the fact that motorists are conserving rubber and gasoline.

Allan Scott, news commentator, who recently signed off on a commercial series on WGN, asked his radio audience to send him cards or letters if they had enjoyed the series. The response, according to the WGN publicity department, was 1,500 letters and cards.

Quin Ryan still vacationing and may not announce a radio connection until fall.



Pages & Paragraphs from the Notebook!

● ● ● Everyone knows that Joe E. Lewis' nite club routine consists of his vocalizing "On The Road To Mandalay" and inquiring from the patrons why Ted Lewis should get \$5,000 per week, Harry Richman \$6,000 per week, Nelson Eddy \$8,000 per week singing the same song he sings (Road to Mandalay) for which he gets very, very much less than Lewis, Richman and Eddy... It's a belly-laugh at every show and one most requested... Well, now Lewis is on the Universal lot making a picture with Harry James and the Andrews Sisters. The producers and director decided that Joe should do his Mandalay routine before the cameras. Joe, a very nice guy who wouldn't harm a fly unless he was betting on the Dodgers, said he'd be happy to perform the number... The music dept. of the picture studio was consulted and they immediately went out to purchase the usage of the song only to learn they could have it for \$40,000 for the performance!... The price was out of the question and so is the song out of the picture... Why such a high price for one song? Well, our informant reveals, the owners of the rights feel that Lewis might "murder" this classic for all time—and the price was made prohibitively high!

● ● ● Because the earliest morning bus arrives in downtown Wheeling at 5 a.m., Don Hopkins, WWVA announcer who signs on the station each morning, found he could not make it to the studios until 5:04 a.m.—four minutes after sign-on!... So, each morning, Hopkins would hit the sidewalk at 4 a.m. to go to work on foot. By walking up all hills and running on all downgrades, he managed to traverse the four miles from his home to the studios in 55 minutes, giving him five minutes to recover sufficiently to open the station... This week, the production manager learned of Hopkins' early morning hikes, and ordered him to report late for work. Now, he rides the bus and arrives at 5:04 a.m. in time to follow an introductory record which is played by the engineer on duty!... Ray Perkins, Jr., a Columbia 'U' freshman is working week-ends as an NBC page boy, among other chores he does to fill the shortage of manpower... the other night his father Major Ray Perkins ran into him at the studios and saluted in a hurry... The Major figures that since the page boy of today is the executive of tomorrow... he aims to stand in in case he goes for an audition after the war... The former radio artist, incidentally, is being transferred this week from his Governor's Island post to Fort Leavenworth on temporary special assignment.

● ● ● The boys at WBBM, Chicago, have hit on a swell new idea. They got out last summer's Hooper ratings and made a careful study which showed them that 55 per cent of Chicago's audience didn't give a hoot about baseball... that this audience was divided among smaller stations which were broadcasting ordinary recorded programs... so they pulled this one out of the hat... The "Victory Matinee" is like a "Make-Believe Ballroom" with live talent, of which WBBM has plenty. Jack Cusik, Ben Bernie's writer, is the scripter. Tommy Bartlett and Tom Moore, two of Chicago's favorite sons, are the announcers. Caesar Petrillo's 22-piece orchestra is a background for such well-known network names as Fran Allison, Vera Lane, Jack Fulton, and Jane Brown. In the one-and-three-quarter-hour show are included the CBS "Sing-Along" program, the Novelty Aces, Jimmy Hilliard's orchestra, the Troubadors, Russ Brown's Hawaiian Salute—"Song of the Islands," and Bob Atcher and Bonnie Blue Eyes... Interesting thing about this show is that in addition to a 5-minute news strip and a 5-minute sports strip, scores and news flashes are sprinkled throughout... They're using their beans when it comes to selling announcements. They are restricting them to the quarter-hour station breaks so that all air ads will be 15 minutes apart.

IF YOU SELL TO WOMEN
Here's your STAR salesgirl!



Stella Unger
presents
"Let's Take a Look
in Your Mirror!"

It's a woman's world... if you sell food, home furnishings, drugs, cosmetics, apparel, beauty treatments or what-have-you! And it's a woman's program you need—if you're really going to sell! "Let's Take a Look in Your Mirror" was built for that sales job.

For Stella Unger aims at women through the most effective of all feminine appeals: the desire for personal charm. She tells each woman how to discover her own type of charm—how to find the key to her own personality—how to attain self-confidence, poise and happiness. She keeps them listening... with the same technique used so effectively in her "Hollywood Headliners"—the program sponsored by more than 100 sales-minded advertisers.

The 156 five-minute programs in this new series can be broadcast 3 to 6 times weekly. Produced and recorded by NBC—headquarters for sales-building recorded shows. Write today for presentation, rates and availability.

NBC RADIO-RECORDING DIVISION
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Building, Radio City, New York
Chicago • Washington, D. C. • Hollywood

YOUR SALES TARGET . . .

in Central Ohio's
Richest Market

WRITE OR WIRE
DIRECT FOR
STATION DATA

—Remember Pearl Harbor—

GUEST-ING

REGINALD GARDINER, on the "My Vallee" program, today (NBC Red, 10 p.m.).

IAN DICKENSON, soprano, on the "Lanny Ross" program, today (ABC-CBS, 7:15 p.m.).

COMMANDER GENE TUNNEY, LARRY ADLER and JOAN MARCUS, on the "Kraft Music Hall," today (NBC Red 9 p.m.).

ADELEINE CARROLL, on the "Philip Morris Playhouse," tomorrow (ABC-CBS, 9 p.m.).

CONSTANCE COLLIER, on the "Grand Central Station" show, tomorrow (NBC Red, 7:30 p.m.).

JAMES M. LANDIS, director of the "Information Please," tomorrow (NBC Red, 8:30 p.m.).

AMBLA BAUER, woman sports expert; JACK MILEY, sports writer of the N. Y. "Daily News," and CASS MAMER, of the N. Y. "Herald-Tribune," on Jack Dempsey's "All-Sports Quiz," Saturday (WOR-Mutual, 8:30 p.m.).

UGH HERBERT, on Dave Elmendorf's "Hobby Lobby," Saturday (ABC-CBS, 8:30 p.m.).

AURICE J. HAMMONEAU, binder of books in animal pelts, on Dave Elmendorf's "Hobby Lobby," Saturday (ABC-CBS, 8:30 p.m.).

NIA DORFMANN, pianist, on "America Preferred," Saturday (WOR-Mutual, 10:15 p.m.).

NBC Appoints O'Keefe as Asst. Production Manager

Master O'Keefe, pioneer radio man, has been appointed assistant Eastern production manager of NBC by Ray Egan, production manager. He will be in charge of all dramatic shows. In the early days of sponsored radio O'Keefe wrote some of the first dramatic sketches and special continuity, and in collaboration with Frank Egan, now general musical director of NBC, produced many of the early commercials on WJZ. Among the clients were Reading Railroad, Pennsylvania Railroad, Breyer Ice Cream Co. and Champion Spark Plug. Born in St. Louis, O'Keefe was educated in the University of St. Louis, graduating in 1917 and enlisting in the Navy. He rose through the ranks to insign.

92% MUSIC
Ask FOR JOE
CHICAGO-NEW YORK
SAN ANTONIO

WHO'S WHO IN RADIO
HENRY GREENFIELD

FROM advertising manager of a large metropolitan newspaper to managing director of one of leading foreign language stations in the country was an easy hurdle for Henry Greenfield who came into radio following a long and successful career in the advertising department of the "Jewish Daily Forward." Taking over at the helm of WEVD, New York, was a natural step in the progress of this man whose quiet and modest manner is surpassed only by his record of accomplishment.

In 1922, after a comprehensive experience in all of its departments, Greenfield was promoted to the position of advertising manager of the "Jewish Daily Forward" in New York City. When that paper was asked in 1932 to cooperate in the building of what is known today as WEVD, he was put on the committee to study the subject. From 1934 to 1939 Greenfield was in active charge of station, while still retaining his position as advertising manager of the "Forward." Even while he was dividing his time between station and newspaper, he was able to conceive and develop plans for the outlet. Purchase of WFAB in September, 1938, in order to operate on a fuller time and the dedication of one of the most modern broadcasting plants in the country in November of the same year are just two of the accomplishments achieved under his skillful direction. In 1939 he resigned from the "Forward" and took complete charge of the management of WEVD. Immediately he established a policy which he felt entitled to identify the station with the slogan "New York's Station of Distinctive Features."

Under Greenfield's management WEVD has developed a noteworthy program policy designed around the keynote of social service to the community it serves. In line with the social obligations that it has assumed the station features programs of an educational and cultural character in English, Jewish and Italian. This policy applies not only to sustaining programs but has been carried successfully into the commercial field. One of the best known programs on the station is the "Forward Hour" on Sunday mornings, which will soon celebrate its tenth year on the air. This feature is one of Greenfield's special interests and he not only directs but also emcees the show, which is generally considered the outstanding Jewish program on the air, combining all the elements of artistry, culture and entertainment.



WEVD Head Man.

Hour Of Child Programs Being Set Up By Blue Net

(Continued from Page 1)
in the period, which is planned for Summer-Fall schedules, was not indicated.

As reported here previously, "Lone Ranger" gets under way Monday on the Blue, a 65-station hookup having been cleared. Show will have two live and two repeat broadcasts in order to hit as many cities as possible at 6-6:30 p.m., local war time, Monday, Wednesday and Friday. Korn Kix will get the credits.

"Jack Armstrong" will be aired for Wheaties Monday through Friday, beginning Sept. 16, in a 15-minute period between 5 and 6 p.m., EWT, on approximately 100 stations. Exact time is yet to be determined.

Blackett - Sample - Hummert and Knox - Reeves, respectively, handle the two programs.

Sen. Mead-Nizer On WNEW

U. S. Senator James M. Mead of New York and Louis Nizer, attorney and author, will be heard exclusively on WNEW, New York, on May 3 when that station broadcasts the speeches at a testimonial dinner given to Pierre van Paassen at the Waldorf-Astoria Hotel, New York.

46,300,000 Heard FDR Survey For CBS Shows

(Continued from Page 1)
biggest to hear one of the President's radio messages.

The President had his largest radio audience December 9, 1941, when he delivered his first address as wartime Chief Executive, two days after the Japanese attack on Pearl Harbor. The Hooper survey on that talk showed the President's radio audience rating was 79.0.

The President's April 28 address was carried by all the major networks, as well as almost every independent station, and it was beamed shortwave by CBS to every part of the globe.

The size of the audience was particularly impressive because of the small amount of advance publicity, since it was not until 3 p.m., EWT, that Washington permitted announcement of the time of the address.

Wedding Bells

George Wallace, assistant to Bill Roux, promotion head of NBC Spot and Local Sales, was inducted into the Army this week. He is planning to be married this Saturday during his induction furlough to Miss Jane Stokes of Landsdowne, Pa.

AGENCIES

ETHEL HARRIS GREGORY, formerly with Sherman K. Ellis, joined the radio copy staff of the Duane Jones Co. Friday as their first feminine ad writer. She was associated with Lord & Thomas, and also with Ruthrauff & Ryan, before her affiliation with Sherman K. Ellis.

GEORGE BAYARD, vice-president of Russel M. Seeds Agency, Chicago, has been appointed by the Treasury Department as director of the continuity writers division, War Savings Staff, for Chicago and Cook County.

EUGENE CARR, chairman of the Sales Managers Executive Committee of NAB, and assistant manager of WGAR, Cleveland, spoke on "You and Advertising and the War" before the Cincinnati Advertising Club last week.

Mateyo To Talk

George Mateyo, assistant to Dr. Frank Stanton, CBS research director, today, will address students taking radio courses at the School of Commerce of New York University on the subject of "The Sales Effectiveness of Radio." Mateyo will talk before three different groups studying radio at the New York school.

WWRL Memorial For Rappel

Stars of the Jewish radio and stage will take part in a special broadcast over WWRL tomorrow from 10-10:30 p.m. in memory of the late veteran stage actor and Jewish program director of WWRL, Maurice Rappel, who died at his home in Sunnyside, L. I., on April 12.

920 CLUB
WORL BOSTON

Strong Radio Summer In Blue Web Study

(Continued from Page 1)

basing the assertion on three factors:

1. Wages are at the highest level since 1929.
2. With fewer commodities to buy, millions of diverted dollars will be spent on the merchandise that can still be bought.
3. With added war interest, millions more will listen this Summer.

"In this, our first war Summer, there is going to be no let down," the study declares flatly. "Industry won't let down, people won't let down and advertisers won't let down."

Bigger Incomes a Factor

Discussing the increased national income, estimated at 22.6 per cent over 1940 by the Department of Commerce, the Blue analysis points out that: "Making allowance for an increase in living costs (estimated at 12 per cent for 1942) plus purchases of War Savings Bonds and new direct and indirect taxes, there will still be a vast untapped reservoir of spending power. Money that bought new cars, gasoline, refrigerators will be spent—but only on the things for which advertisers create the desire.

"Plenty of advertisers in this great boom market, while doing everything they can to help sell War Savings Bonds, are riding the wave of this diverted spending power because they realize that people will be spending more than ever on goods they have a legitimate need for—goods they can reach out and buy—food, drugs, clothes, cigarettes, candy, beer—all that retail stores still carry."

NAB Survey Quoted

The study re-examines the "Summer slump" theory at length, quoting liberally from the NAB's survey of "Urban Radio Listening in the U. S.," pointing out the drop in listening was only six per cent below the annual average when that survey was made in 1939. This year's decrease, judging from the spurt in buying of portables and auto radios last year, will probably be even less, it is stated.

Five factors favorable to Summer radio advertisers are outlined:

"Fall campaigns can get off to a flying start. Audiences can be built up to a Winter peak. With new war developments, news interest will be at a peak. On a year round basis, Summer costs can be nearly written off. For all commodities, consumers normally have just as much money to spend during Summer months—this year they will have even more."

KUTA To 5,000 Watts

With KUTA, Salt Lake City, going 5 kw. on or about May 1 and thereby assertedly taking in the coverage area now served by KLO, Ogden, Utah, the latter will drop its Blue Network affiliation effective Aug. 31, Keith Kiggins, vice-president in charge of stations, announced yesterdays. Power increase for KUTA boosts the station from 1,000 watts.

WORDS AND MUSIC

By Sid Weiss

OUR TOWN: Attention, Glenn Miller and Harry James: Tommy Dorsey is secretly rehearsing (behind locked doors) a brand new combination which he will unveil at his opening at the Astor on the 19th. The new combo will be his old band plus nine fiddles, a cello and a harp and the result is sensational. Tommy says that with the Army grabbing most of the hep cats, he's gotta cater to the oldies now. . . . Radio Row will gather at Colbee's Sunday afternoon to bid farewell to one of the grandest guys to ever hit this business—Del Sharbutt. Del leaves for the coast to take over the splicing on the "Amos 'n' Andy" show. . . . Starting May 4th, Art Green's entire time on his one-hour "Magic Carpet" via WMCA will be F.O.B., as Red Barber might put it. Full of buyers. They'll hafta give Art more time now. . . . Arthur Tracy set for a special short-wave airing tomorrow ayem. . . . Radioites in "Johnny 2x4" include: Jack Arthur, Merle Pitt, Sam Raskyn, Marianne O'Brien, Fred Catania and last, but not least, Bert Frohman. Irene Corlett, who was in the show, switched to "All's Fair". . . . Lester O'Keefe going in Alex Gruenberg's spot as assistant to head of Eastern production on the Red. . . . Eddie Byron going in the open market for scripts on "Mr. D.A." Jerry McGill, former "D.A." writer, tied up with two new shows of his own.

★ ★ ★

STEP UP AND MEET: Harry Frazee, production chief on the Blue Network. Frazee has been a top theatrical name for generations—their activities ranging from acting to backing. Their promotions have ranged from circuses to big league baseball. The theater, however, is where their influence was felt the most and they not only produced some of show business' smash hits but also owned and operated a string of theaters from here to Paris. Having left his mark in practically every other branch of show biz, it was inevitable that Harry F. Frazee would wind up in radio. Son and only child of one of the legendary figures in the entertainment world, Harry attended Peekskill Military Academy and the Ecole Richelieu in Paris. He turned to acting when he was a youngster, but soon switched to directing. He succeeded Phillips H. Lord as director of the "Gangbuster" series, a position he held until his recent appointment with the Blue.

★ ★ ★

BETWEEN US: Claire Grenville: Don't thank me. I merely thought your emoting on "Joe & Mabel" was too deft to go unnoticed by the directors. . . . Miss Bliss (WOR): That guy who's been annoying you on the 'phone about tickets to the "Happy Jim Parsons" broadcast was Irving Kaufman—who is none other than "Happy Jim" himself!

★ ★ ★

THE MORNING MAIL: "Here's something I know you will want to plug," writes Jack Rose, chairman of the Harlem Children's Camp Fund. "Up here in Harlem, where I come from, they have a lot of kids; most of whom don't know what the country looks like. A few of us decided four years ago that we had to give some of these children a taste of camp life, so we organized the Harlem Children's Camp Fund. Each year we have been giving the Mayor of this city a check up to \$5,000. This year we hope to make it \$10,000. To raise the money this year we are running a benefit show at the Cosmopolitan Opera House. We are asking radio, stage and screen stars to help us bring this money in by appearing gratis. Anything you can do to plug this worthy cause will be appreciated by all of us, especially the kiddies."

★ ★ ★

"I don't want to use your column for a battleground," pens Omer Ames, "but I think Doris Sharp misunderstood my letter about losing jobs because of name confusion. Such excellent services as Radio Registry and Telephone Exchange are in no way responsible for this situation. A radio producer often doesn't realize that he has called the wrong name until the actor reaches the studio. Then he recalls that it was Alan Blank he wanted instead of Allen Blenk. I can furnish names and cases to prove my argument if anyone is interested."

Treasury Disk Series Now On 760 Station

(Continued from Page 1)

rying the programs which are produced under the direction of William B. Murray, directed by William A. Bacher, and written by a staff composed of Violet Atkins, Malcolm Meecham, John Latouche and Ha Block.

Few Changes Suggested

Few of the more than 100 station managers communicating with the War Savings Staff in regard to programs suggested any changes in program content, Callahan revealed in making public some of the comments. G. E. Kistler, program director of WKBB, Dubuque, Ia, urged the producers not to let the program get heavy, expressing the belief that a good funny program is always preferable to a good heavy one. Russel Bennett of KXOX, Sweetwater, Tex suggested having the programs present various service organization bands.

Quite a few stations, notably WAAT, Jersey City; WWL, New Orleans; and WITH, Baltimore, Md are scheduling each of the three programs twice a week, or a total of six broadcasts in all. Thomas O'Connor of WITH wrote that he felt they were wonderful programs and bear repetition, while H. Emory Ellis program director of WAAT scheduled them at 3:30 a.m. so that those who work in defense plants may also hear them. Ellis reported a great many favorable 'phone calls as a result of the early-shift broadcasts.

Watters, Pulliam Enthusiastic

Mortimer C. Watters, vice-president of Scripps-Howard Radio, Inc, in charge of WCPO, Cincinnati, reported that "Treasury Star Parade" is "not only one of the finest programs his station broadcasts, but one of the finest heard in this area."

Eugene Pulliam of WIRE, Indianapolis, said: "As long as you produce shows like that, I know you are going to get them on the air all over the country."

Walter Howard of WBRY, New Haven, Conn., complimented the producers, saying: "I believe that Producer William B. Murray and Director William A. Bacher are doing a bang-up job."

Eversharp Goes Int'l

Tenth network commercial to be shortwaved via CBS international stations WCBX and WCRC to service men abroad is "Take It Or Leave It" beginning May 8, according to an announcement made this week. Program features Phil Baker as quizmaster and is sponsored by Eversharp, Inc, through The Biow Co.

Discusses Radio Music

Paul Lavallo (formerly Laval before the Nazis took over Vichy), NBC conductor, will speak on "Music in Radio" at the New York Public Library tonight at 8 p.m. He will be heard by some 100 music students of local high schools.

The Cebu Station Baffled Jap's Radio

(Continued from Page 1)

to the home office. "That station certainly should have a place in history," Hewlett wrote. "Aside from the 'Voice of Freedom' station it is the only non-Japanese radio operating in the Philippines during the defense of Bataan.

It went on the air daily to jibe the Japanese. One afternoon the program announcer told his listeners not to become alarmed at the unusual noises they were hearing. He explained that a Japanese cruiser was shelling the nearby harbor."

Broadcast to Corregidor

Hewlett, the only regular correspondent of any press association or newspaper to stay with the American forces on Bataan until its fall, said the station was heard regularly at Corregidor Fortress.

The Japanese landed on Cebu on April 8," Hewlett said, "and the station went off the air. But on April 12 it was broadcasting again from what was described as 'a previously prepared station'."

Hewlett was removed from Corregidor two days later and was taken to Australia by Brig. Gen. Ralph Roy's bombing force which staged surprise raids on Japanese positions on the Philippine Islands.

A UP correspondent told of the extensive use made by the invaders of radio as a propaganda weapon.

KGEI Jammed

"The Japanese," he said, "brought radio technicians to the Philippines when the Japanese had station back on the air, feeding the Japanese propaganda fifteen hours a day in English, Tagalog, Spanish and Chinese. I once heard a Japanese announcer mention the name of a prominent official of the Japanese broadcasting company who was visiting Manila."

Hewlett said that while the Japanese filled the air with propaganda broadcasts from stations in Manila, Hong Kong, Shanghai and Tokyo, they jammed KGEI, the powerful radio wave station in San Francisco. "The Japanese," Hewlett added, "tried to jam the 'Voice of Freedom' station, but were unsuccessful, and its broadcasts went on regularly three times a day as I was in the Philippines."

Percy Mead

Percy Mead, for five years a transmitter operator at WWRL, New York, and more recently serving as radio operator for the FCC died April 24 at New York Hospital of a kidney ailment. He leaves his wife, Jane and a two-year-old son, Clifford.

Radio To Plug Roxy Film

Twentieth-Fox Film Corp., in conjunction with New York's Roxy Theatre has bought 10 one-minute announcements on WNEW to advertise "Sal," opening at the Roxy

PROMOTION

Remote Origination

Rubsam & Horrmann Brewing Co. broadcast its new program on WJZ starring Diane Courtney and the Jestlers from the second annual National Delicatessen Show at the Hotel Commodore Monday, April 27. More than 25,000 food trade people are believed to have seen and heard the R&H Beer program.

WDAS Reprint

WDAS, Philadelphia, is reprinting its booklet—the ABC of radio—now that spring has arrived. As soon as the school season wanes the station is besieged with scores of students from local elementary and high schools, seeking information on the why and wherefore of radio and how stations function. This seems to be the favorite subject for themes assigned by teachers to willing youngsters, who immediately descend on the station armed with reams of pencils and papers and prepared to spend the day in a thorough investigation of radio. In the past it was found that this consumed a great amount of the staff's time answering the same questions, many pointless and requiring time for explanation. Now all re-

search students are handed this booklet and courteously escorted out. The booklet contains themes written by students in past years which received high marks, and a simple explanation of radio broadcasting written by the publicity department of the Philadelphia station.

"Funny Money Man"

Merchandising, publicity, exclusive rights and sponsor adaptability have been planned for "Funny Money Man" syndicated program, now being aired in several markets from coast to coast. Show is produced and distributed by Allen A. Funt Radio Productions and with each sale to a local station goes exclusive rights to the program in the station's primary area. It is now being used in time units varying from ten minutes to one and a half hours daily and for single or participating sponsorship. Newspaper cartoon strip is tied in with the program, which has for its basic idea the purchase of a completely ridiculous item from specific people in the listening audience. "Funny Money Man" service includes daily scripts, theme recording, weekly merchandising bulletins and regular publicity releases.

Radio Executives Club Celebrates WHOM Day

Weekly luncheon meeting yesterday of the Radio Executives Club of New York, heard Dr. Allen H. Fry, foreign language chief of the Office of Coordination of Information, and the Hon. Edward Corsi, chairman of the Enemy Alien Board, give graphic descriptions of the work of their respective organizations. Speakers were heard in conjunction with WHOM Day, under whose auspices they appeared. Dr. Fry spoke on "Short-Wave Propaganda" and Corsi on the working of the board of which he is chairman.

Joe Lang, vice-president and general manager of WHOM, told of the importance of the foreign language station and emceed his part of the proceedings which included WHOM employees in the person of four gals singing "Deep in the Heart of Texas" in various languages, a bit that proved a big hit.

Gov. Lehman On WINS

WINS, New York, will broadcast on Friday the speech by Governor Herbert H. Lehman, urging citizens to sign up during the house to house canvass for War Savings Stamps and Bonds. Broadcast will be aired at 8:45 p.m.

WPEN Signs Union Contract

Philadelphia, Pa.—WPEN has signed a union contract with its engineers for the fifth consecutive year, according to an announcement by Arthur Simon, general manager of the outlet. New contract runs for two years.

Newspaper Deliveries Limited By ODT Order

(Continued from Page 1)

edition daily, in all cities except the particularly small ones.

Under the rule, papers will be prohibited from making more than one delivery a day to any class of distributors. Director Joseph B. Eastman, chief of the ODT, has agreed that the order does include newspapers, and has given no reason to believe that the order will be amended to exclude newspapers before May 15, when it takes effect.

The effect would be particularly noticeable in large cities, where as many as ten editions of a single paper appear daily. In smaller cities, where there are fewer editions or where trucks are used very sparingly, the effect will not be great.

Publishers are already preparing individual briefs to submit to the ODT. Cranston Williams, general manager of the American Newspaper Publishers Association, said the ANPA has already presented arguments to the ODT, and will probably present additional data.

Use "Radio Silence"

Los Angeles—Stations and radio news services on the west coast have been advised by Colonel Ernest Moon, executive officer of the Fourth Interceptor Command, that in order to avoid confusion in the minds of listeners the term "radio blackout" should be eliminated and in its place "radio silence" substituted. Suggestion is to differentiate between a blackout which does and does not require turning off the receiver.

Archbishop To Talk At Ohio 'U' Session

(Continued from Page 1)

afternoon, May 6. The Archbishop will be heard over a CBS international hookup from 4:30-4:45 p.m.

Dr. Temple's address will come at the conclusion of an Institute symposium devoted to religious broadcasting in wartime. Speakers on the symposium will be Liam O'Connor, Office of Facts and Figures, Washington; Dr. Walter W. Van Kirk, of the Federal Council of Churches and commentator of the radio program "Religion in the News"; Dr. Israel Goldstein, New York City, president, the Synagogue Council of America; and Father Edward J. Flanagan, Boys Town, Neb.

At the same session, preceding the symposium, Max Jordan, former NBC European correspondent, will speak on "Religion as News Today." Lyman Bryson, CBS educational director, will preside at the session.

Two Work-Study Groups Set

Two religious work-study groups will also be held May 4 and 5 as part of the Institute, under the chairmanship of Louis Minsky, managing editor of Religious News Service. The program will include presentation of reports on new developments in Protestant, Catholic and Jewish broadcasting during the year, and a discussion of the topic, "New Techniques in Religious Programs."

The religious study group will also discuss a series of recommendations for religious broadcasting formulated by a special committee, authorized by last year's work study group. This committee, called together by the National Conference of Christians and Jews, includes representatives of the Federal Council of the Churches of Christ in America, National Council of Catholic Men, United Jewish Laymen's Committee, National Council of the Y.M.C.A., and the fundamentalist wing of Protestantism.

Affidavits By NBC Show "Performances"

(Continued from Page 1)

is the most elaborate supplied by any of the networks, involving daily TWX reports on commercial programs from the affiliates to New York headquarters.

The other three networks have been supplying affidavits of performance to agencies for some time, but in most instances they are merely a sworn statement that everything went through as ordered, any omissions or interruptions to be caught up with later when station reports come in. NBC's certificate lists every station ordered by the client and explains via footnotes any interruption for each station.

It was the idea of the NBC sales department and was worked out by John T. Murphy, supervisor of commercial traffic, who signs each affidavit along with Edward R. Hitz, assistant to Roy Witmer, v.-p. in charge of sales.

★ ★ Coast-to-Coast ★ ★

WOR, New York, has received three resignations from members of its engineering staff. Ernest Ridley, who had completed almost 15 years of continuous service, has left due to ill health and will be replaced by Harry Brown. Dan Ehrenreich has been commissioned a lieutenant in the U. S. Signal Corps. Richard James has also resigned his position because of illness.

KWSC, Pullman, Wash., cooperated with students of State College of Washington recently, when "Mac-Arthur Day" was celebrated. Complete coverage of the day's activities including a dramatic sketch, an ROTC parade, a baseball game, street dance, etc., and advance publicity was the station's contribution to the war effort promotion.

Joe McCauley, for the past five years with WHAT, Philadelphia, has resigned to take up new announcing duties at W49PH, new FM station of WIP, also in Philadelphia. McCauley won the new berth in competition with three other announcers.

John Boyer, member of the news staff of KTSA, San Antonio, has resigned his post to become affiliated with the local office of the War Censorship Board. "The Jack Pot" is the title of a new series of cooperative spot programs being aired over KTSA six days per week, from 7:45-9 a.m., CWT. Novel promotion piece was sent to prospective advertisers to publicize the new show. Booklet had a picture of a slot machine with a shiny, brand new nickel pasted in the top corner near the slot. Caption invited the reader to hit "The Jack Pot" by placing his message on KTSA. Complete information of the program, time and contents were briefly given.

KFEL, Denver, has started to feed the Mutual network a new show titled "Open House at Lowry Field." Programs are all-soldier productions and consist of variety entertainment. "Mac" Switzer, KFEL auditor, recently became the father of a baby boy, named Thomas Walsh. Salome Simmons and Mark Hansen, who have been doing the "Let's Talk It Over" program on KFEL for the past eighteen months, have decided to continue their conversations off the air. They were married last week.

Staff members of KOA, Denver, have joined in the new army drive to increase recruiting in the air corps. Announcer Gil Verba and Wes Battersea, free-lance artist, cooperated in making a number of transcription spots, made in KOA's studios. Ray Keane of the Keane Advertising Agency wrote the copy and T. E. Stepp, KOA production manager, supervised the cutting.

Ina Ray Hutton, whose new all-male orchestra is currently broadcasting dance remotes via CBS and Mutual wires, will start a tour of theater and ballroom engagements very shortly. Tour winds up in Hollywood in the Fall when she will make a motion picture.

Addition of Skippy Homeier, 11-year-old character actor, to the "Bright Horizons" cast as a daily performer has been announced by Charles Powers, director of the daily strip show. Programs are aired via CBS for Lever Bros.' Swan Soap and are placed by Young & Rubicam.

Larry Elliot, the announcer for Treasury Department programs, has organized all the radio people living near his home in Scarsdale, N. Y., in a cooperative traveling unit. By traveling in groups and rotating their cars, tires and gasoline are conserved and the group is enabled to invest more in War Bonds and Stamps.

Team of Hager and Mann won the high-low tournament which climaxed the bowling season at WGY, Schenectady, N. Y. Kolin Hager is the station manager and Jack Mann is one of WGY's ushers. Announcer Howard Tupper captured the season's high average. Marie Arndt has joined the WGY accounting staff replacing Chester Rudowski, who enlisted in the navy. Oscar Junggren, former WGY newsman, was recently promoted to a captaincy in the U. S. armed forces.

Galveston-Houston Breweries, bottlers of Southern Select Beer, is sponsoring a quarterhour transcribed program each Tuesday, Thursday and Saturday over KTSA, San Antonio, titled "Sparky and Dud." Program is informal in nature and features the songs and patter of Happy Jim Parsons as "Sparky" and Fred Hall as "Dud." Large banners calling attention to the broadcasts are displayed on each of the company's trucks. Series was set through Ruthrauff & Ryan, Houston office.

To signalize the opening day of the 1942 baseball season, Bob Kelley, sports editor of WGAR, Cleveland, originated an impromptu broadcast from the barber shop of the Statler Hotel. Kelley carried a microphone from chair to chair and queried the customers on their baseball views, and the pennant chances of the Cleveland Indians.

Around 70 employees of KSO-KRNT, Des Moines, entertained at a "send-off" party for Luther L. Hill, station manager, last Friday. Hill reported April 29 at the Corps Training Center in Miami, Florida. The party was celebrated at Hotel Savery with an orchestra and dancing.

In one of his very rare radio appearances, Crown Prince Olav of Norway appeared on KDYL in Salt Lake City during his recent visit here, for a special radio broadcast. In a program arranged by Ed Letson, KDYL special events chief, the visiting heir to the Norwegian throne discussed Norway's activities in the war effort and laid special emphasis upon the appreciation by the people of America of the plight of Norwegian citizens and the attempts by this country to be of assistance. He was accompanied by his wife Princess Martha.

Maxine Keith, who conducts the daily ten-to-midnight "Follow the Leader" program on WOV, New York, has been named official radio voice of the American Women's Voluntary Services for the greater New York area. Members of the group will be asked to keep tuned to her program for instructions and other notices.

In cooperation with the Belgian Information Center of New York, W55M, Milwaukee, began a series of musical programs last Thursday, 5:45-6 p.m. The programs open and close with the Belgian national anthem, and there are short messages, all in the spirit of a brave though conquered country. "News From Belgium," a weekly publication, is offered free to listeners on request.

Local Milwaukee police and fire departments shortly will be equipped with FM radio sets. The war production board has allocated the necessary materials for the manufacture of 75 sets for the police, and 34 for the fire departments.

A new religious series featuring messages by the Rev. Hann Browne, pastor-evangelist of the Christian and Missionary Alliance Church, Cincinnati, started this week on WCKY, Cincinnati. The program, a commercial, is heard Wednesday, Thursday and Friday at 6:45 a.m. The Rev. Browne, known as "Your Radio Pastor," has had a Sunday morning program on WCKY for the past several months. This is being discontinued in favor of the week-day broadcasts.

Ross Gordon, formerly of WDBC, Escanaba, Mich., has joined the staff of WTAD, Quincy, Ill., as sports announcer. Gordon has wide experience in broadcasting play-by-play reports of all types of sports events, especially concerning baseball activities in the American Association.

NBC staff in Washington will launch three veteran announcers this month with two launching new careers, the third transferring to the staff of the Blue Network in New York. Crago, who has spent the last five years of his eleven-year radio career with NBC in Washington, will leave for Hollywood. Earlier this month, art Finley, a Washington announcer for the past year, enlisted in the Navy. George Gunn, who has been heard over NBC's WMAL-WRC the past five years, goes to New York to further his announcing career on the Blue Network.

Special interview program by Bill Long of WCSC, Charleston, S. C., will in all probability be broadcast on the government network in Australia. Program consisted of interviews with survivors of a boat torpedoed on the Atlantic coast. One of the survivors, J. F. McDonald of Australian Associated Press has requested a disc of the airing to be sent to Australia for re-broadcast.

Practically every member of staff of KSO-KRNT, Des Moines, signed up for some branch of Civil Defense. The stations have been working closely with recruiting officials of all branches of the service as well as taking an active part in promoting other phases of national defense. One of the biggest feats of the moment is promoting National Relief. Jessie Armear, secretary Craig Lawrence, commercial manager of KSO-KRNT, has returned to work after several days' illness.

Members of the KOIN, Portland, Ore., chorus, directed by Jim Riddel, will be the featured musical attraction at the district Rotary conference to be held in Vancouver, B. C., May 11 and 12. The KOIN singers were selected by the Vancouver city club members as their musical attraction as a result of a district conference held in Portland two years ago at which the KOIN couver Rotarians were entertained by the KOIN group.

Biscuit Co. Sets Foster On 7 Mutual Stations

Boston — Loose-Wiles Biscuit Co. this week began sponsorship on seven New England stations of the Mutual network. Cedric Foster, a news broadcaster of the Mutual network commentator, will be the featured attraction, aired coast-to-coast via Mutual. It was a possibility that other Mutual stations would be added to the list at a later date. Newell-Emmett is the agency.

Foster's daytime broadcast on Mutual is from 2-2:15 p.m., EWT, but Loose-Wiles New England program is aired from 1:45-2 p.m., originating from WNAC, here. Other stations carrying the broadcast are WTAG, WVIC, WTIC, WCSH and WLBZ. MBS program originates at WA

1942 BIRTHDAYS

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

April 30

Frank Abbott
Jules Nassberg

Ed Krug
Bea Wain